

A scenic view of the Golden Gate Bridge in San Francisco, with the bridge's suspension towers and cables visible against a clear blue sky and the ocean below.

# Mobile Voice Conference 2013

A close-up photograph of a woman with long brown hair, smiling and looking slightly to the side. She is positioned in front of a large, professional studio microphone with a gold-colored mesh grille. The background is dark, making the woman and the microphone stand out.

Making it  
Read

presented by **Marcus Graham**  
CEO & Founder, GM  
Voices



MakrigngitURable

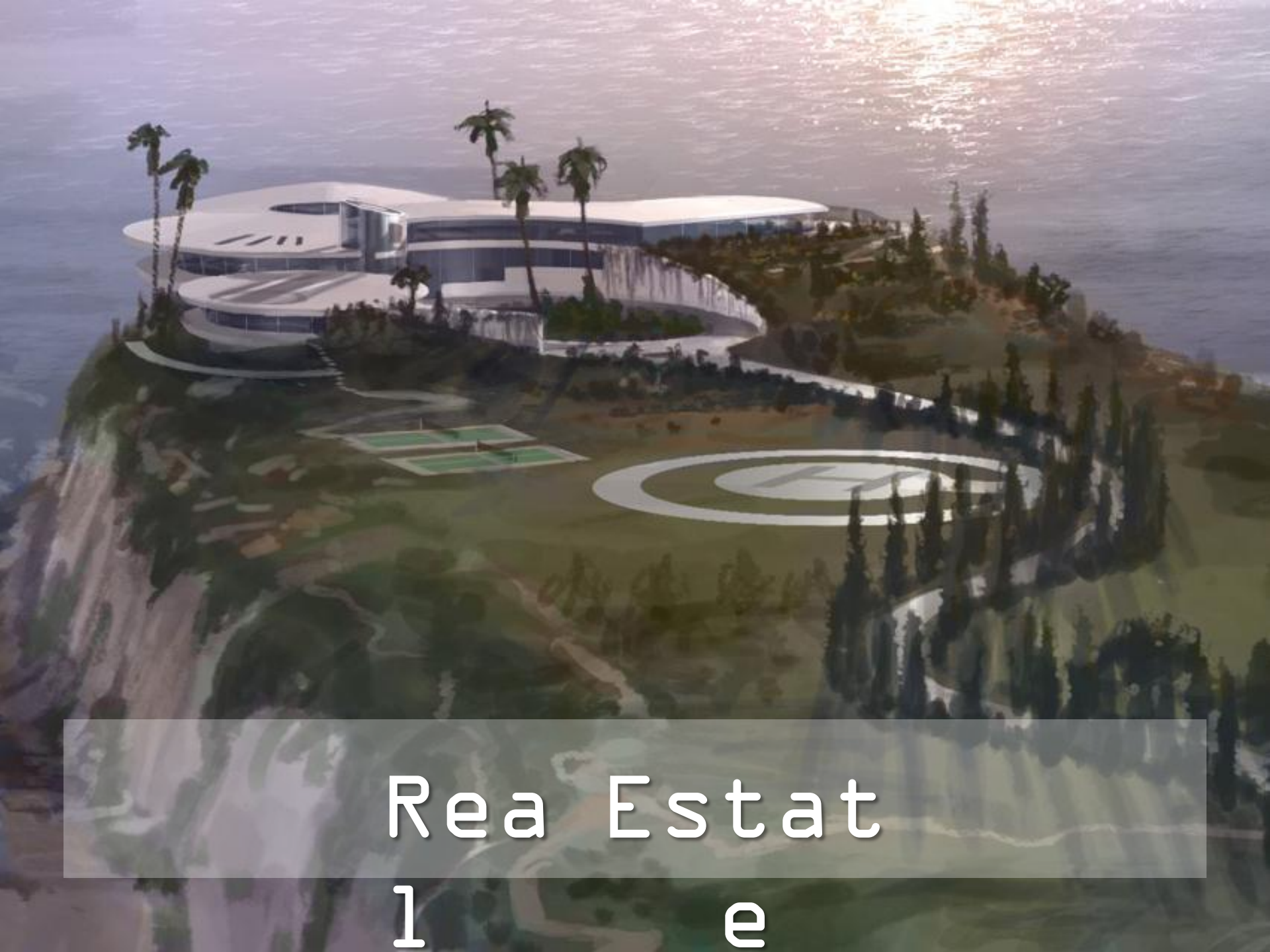


In our everyday  
world

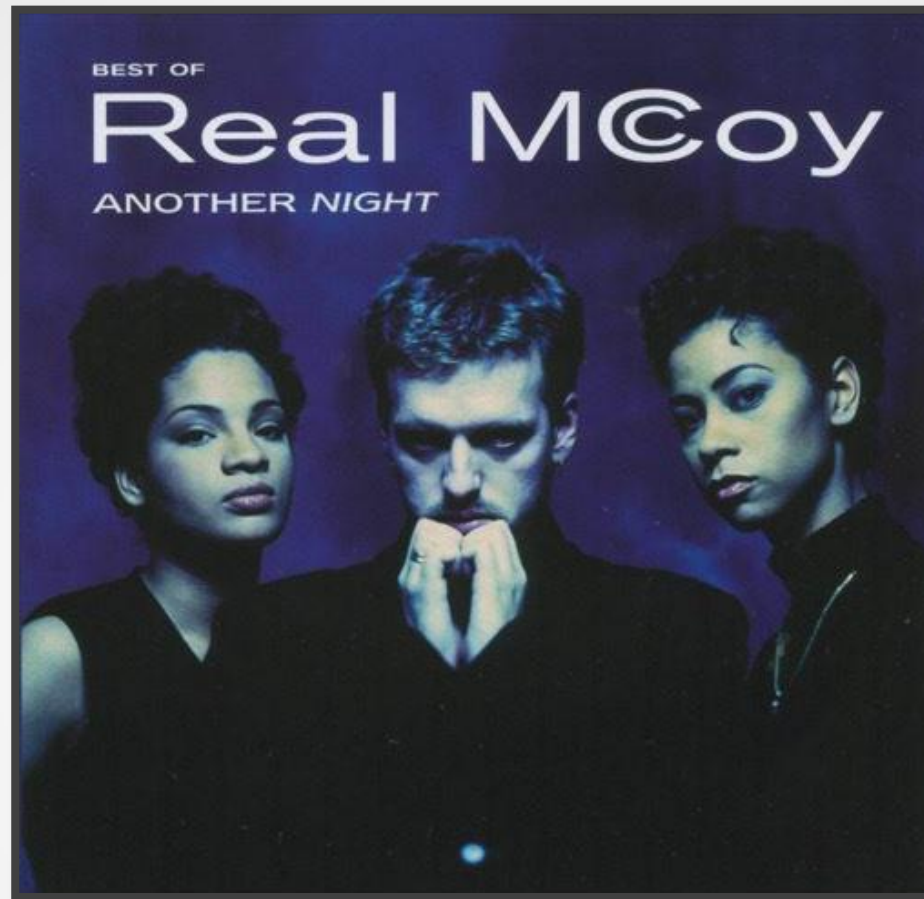


Real means...





Rea Estat  
1 e

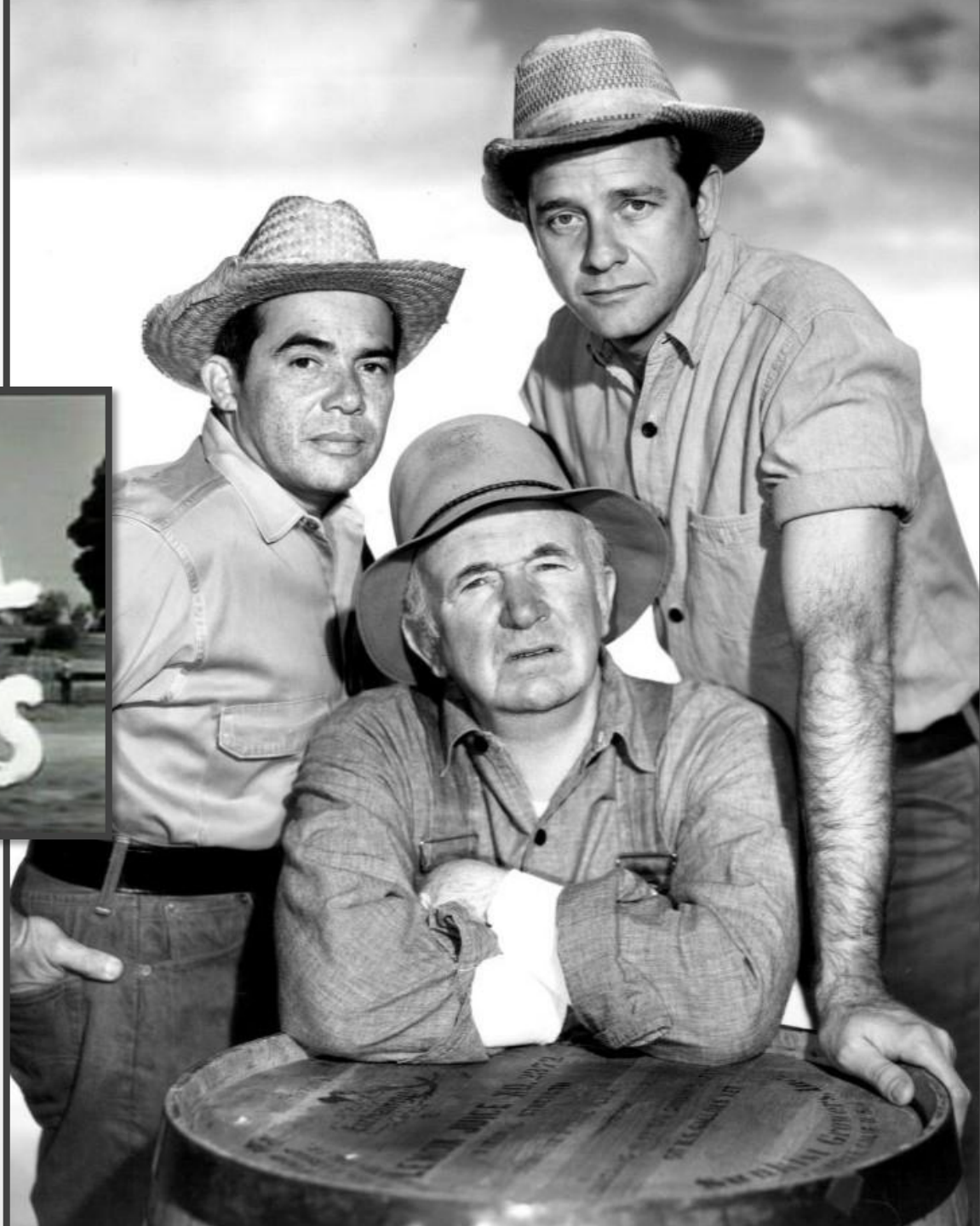


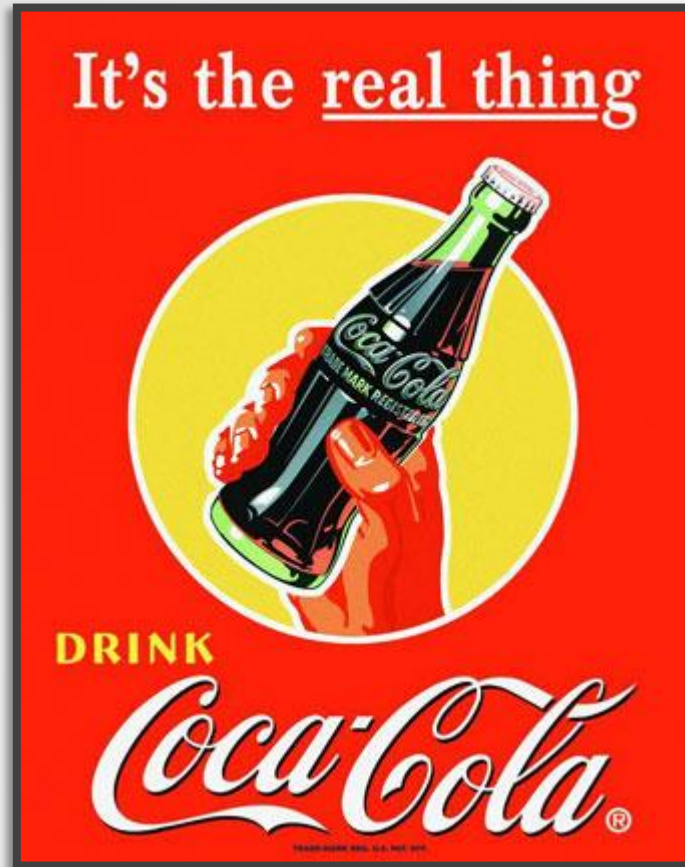
Real McCoy

A close-up portrait of a man with dark, wavy hair and light blue eyes, smiling slightly. He is wearing a light blue uniform with a dark collar. The background is dark and out of focus.

Leonard Horatio  
McCoy







The Real Thing



# THE REAL WORLD







Real Time  
1 e





STEVE CARELL

# DAN IN REAL LIFE

IN THEATERS OCTOBER 26

A romantic scene featuring the silhouettes of a man and a woman standing against a bright sunset. The man, on the left, is wearing a suit jacket. The woman, on the right, has long hair. They are both reaching out with their hands to form a heart shape in the center. The background is a warm, golden-orange sky with the sun low on the horizon, creating a lens flare effect. The overall mood is intimate and affectionate.

Real Love





Are you for real?



Get real!



Making  
it Real

## Be Real

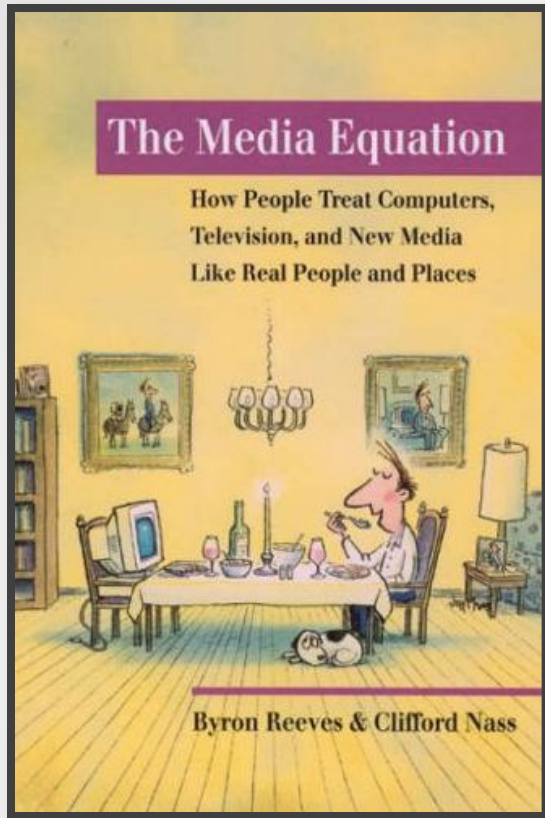
- Like a real person
- Hire a pro voice actor
- No radio voices
- Brand-centric



# Voice is the Human Connection to the User

- Voice Production
- Telecom  
Experience
- Understand the  
Process
- Emotional  
Connection





Why is the Art of Vocal  
Performance So Important?



AVAILABLE  
ONLINE ONLY4G<sup>+</sup>  
Pantech Marauder™  
Android Smartphone  
LTE IS A TRADEMARK OF ETSIFREE  
REH 2 YR ACTIVATION REQ'D.  
Learn More

HOT TOPICS APPLE FACEBOOK TWITTER GOOGLE MICROSOFT DISRUPT NY

CrunchGov Guides Events CrunchBase

## APPS

comment 143

Like 3.5k

Tweet 2,731

in Share 491

+1 1.3k

DISRUPT<sup>NY</sup>  
2013Last Chance for  
Early Bird Tickets!

SAVE \$1,000

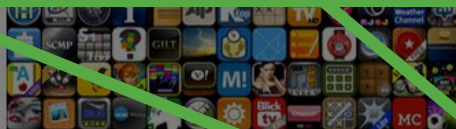
BUY NOW ▶

## The 20 Best iOS And Android Apps Of 2012

BRAD SPIRRISON

HAVE A TIP, PITCH OR  
GUEST COLUMN? TELL US.

that simply work better than their competitors. In this age of algorithmic aggregation, we also salute titles that have a decidedly human touch.



rather than anything revolutionary.

So while this year's list lacks medium-defining breakthroughs like **Instagram** and **Shazam**, it showcases new and meaningfully updated apps that simply work better than their competitors. In this age of algorithmic aggregation, we also salute titles that have a decidedly human touch.

Of course, any attempt to rank the "best" apps within any period of time will be questioned and debated. Ask 100 different people to rank their favorites, and you'll likely get 100 different variations.

The apps we selected were either released or significantly updated between January 1 and December 21 of this year. Titles that debuted on iOS or Android in 2012 that were previously available on another platform are eligible for inclusion. All of our selections were sourced, ranked and finalized by Appolicious advisors and members of our community. In all, about a dozen members of the Appolicious editorial team offered their favorites. We also surveyed the most active and influential users of Appolicious sites and applications. We did not account for the number of app downloads or overall popularity. Our qualitative assessment is based primarily on the production value, utility and creativity baked into each cited application.

## TRENDING STORIES



Bitcoins!

Announcing Disrupt  
NY's Hackathon  
JudgesEarly Bird Disrupt NY  
Sales End TodayJava Applet Attack  
Wipes Out Bitcoin  
Accounts



Brilliant  
idea!



Development



Testing

Ta Da!  
Your app is  
almost  
finished!



# The Mobile App Journey

# What Voice To Use?

- A. Real People
- B. Professional Voice Actors
- C. Text to Speech
- D. Voice Actors & TTS



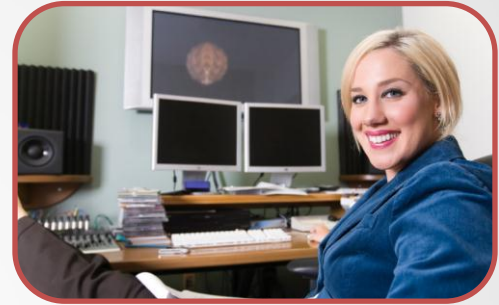
## A. Real People



Wanda in HR



Jeff in Accounting



Ricci, Local Radio  
Announcer

## B. Professional Voice Actors



April



Joey



Kendra

## C. Text to Speech

Salli



Giorgio



Samantha



## D. Voice Actors + Text to Speech

An Engaging Voice  
Experience

TTS paired with Natural  
Delivery





Thank you for calling the  
Order Information Line.

Your ID is verified because  
you're calling from your  
home phone.

The order you placed on  
**Wednesday, March 23<sup>rd</sup>** will  
be shipped to your home  
address at

**3472 Wilmington Drive  
Charlotte, North Carolina  
28208**

Thank you so much for your  
order!

Please call the customer  
service number posted on  
your account statement if  
you have any questions.



Samantha





Looking good!









# Leading Navigation Solutions





2013 MODEL SHOWN





# How to Make a TTS

- Find appropriate voice talent
- Record  
~200,000 words
- 50+ hours  
post-production
- Production = Art
- Engineering =  
Science



# Look Who's Talking

Guess the International Language  
Sample



Sample #1



Sample #2



Sample #3



Sample #4



Sample #5



# Fun with Dialects

Identify the English Accent by  
Country of Origin



Dialect #1



Dialect #2



Dialect #3



Dialect #4



Dialect #5





# Hi there!

Welcome to the Mobile Voice

You are currently in Conference

the "Making it

2013

Usable" session with...

*Detlev Silka Susan Marcus*

*Artelt Vitt Hura Graham*

I am a Text to Speech

Engine created by



A photograph of the Hollywood sign, which consists of large white letters spelling 'HOLLYWOOD' mounted on a hillside. The hillside is covered in dry, scrubby vegetation. Above the hill, a bright blue sky is filled with large, white, fluffy clouds. The overall scene is iconic and represents the entertainment industry.

HOLLYWOOD

Acting is the Art



Sound Production  
for  
Mobilitv is the



# Our Apps are the Science



# Choosing a Voice

## Automated Greeting Samples

- ▶ April
- ▶ Danielle
- ▶ Kendra



- ▶ Joey
- ▶ Grant
- ▶ Joachim







Making it Real