



# Voice is the new Text

Shree Madhavapeddi

April 2010

# Benefits are driving Voice-to-Text into the Mainstream

- ▶ Saves time
  - Reading is faster than listening
  - Speaking is faster than typing (especially on mobile)
- ▶ Keeps people connected
  - Reading voicemails in real time keeps people in touch
  - Speaking a message when you can't type
  - Speaking a note keeps people moving forward
  - Speaking a text directly rather than hanging up
- ▶ Voice becomes data
  - Searchable
  - Archivable
  - Shareable



# Multiple Segments Driving Different Solutions and Use Cases

- ▶ Consumers require “good” quality
  - Voicemail-to-text
  - Speak-a-text
  - Speak-a-note
  - Voice search
  - Speak-to-Facebook
  - Automobile voice control
- ▶ Enterprise require “very good quality”
  - Voicemail-to-text
  - Speak-a-note
  - Speak-an-appointment
- ▶ High-end services require “excellent” quality
  - Medical dictation
  - Speak-a-dictation



# Speech is Going Mobile



- ▶ Messaging
- ▶ Search
- ▶ Control
- ▶ Speak-a-Note
- ▶ Entertainment

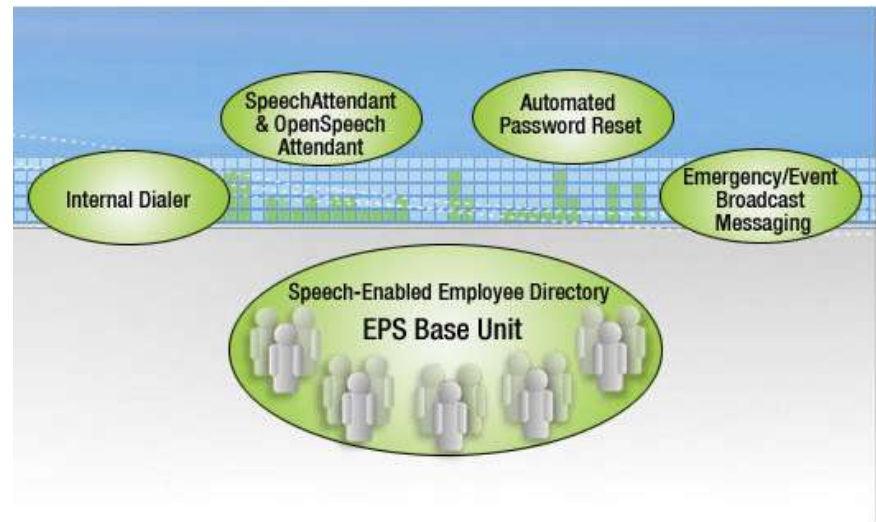
# Voice Powering Businesses

- ▶ Medical Dictation

- ▶ Legal Dictation



- ▶ Employee Productivity

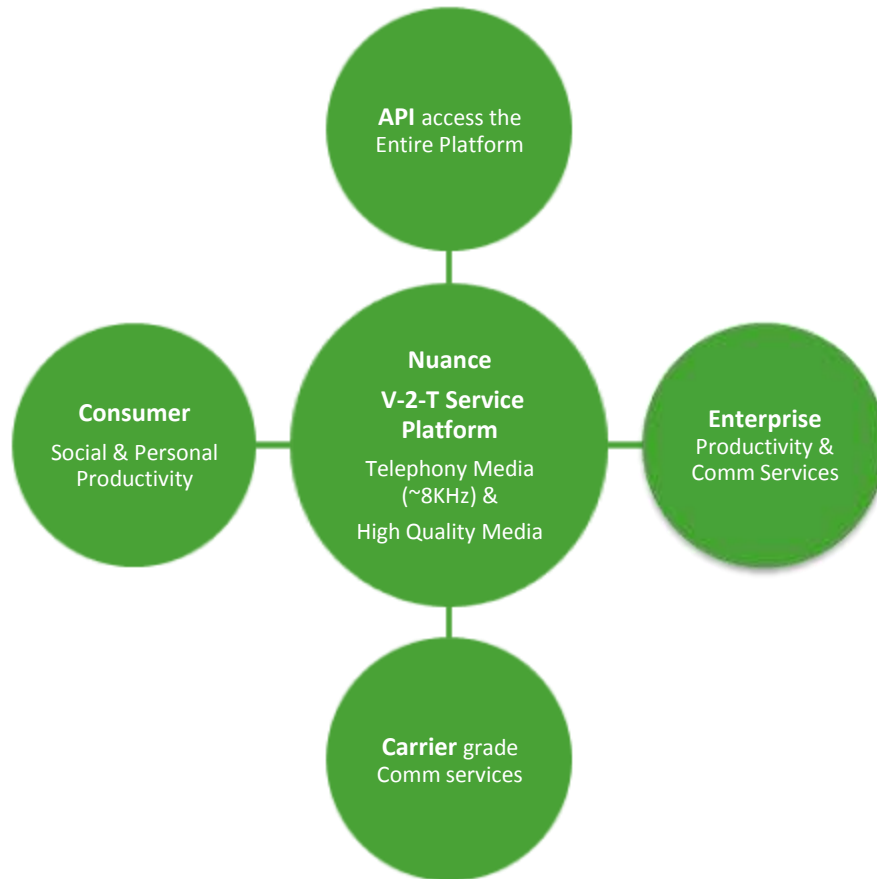


# Different Demands Drive Need for Flexible Platform

- ▶ Full automation will power explosive growth in voice-to-text services
  - Powers “good” to “very good” services
  - Voicemail-to-text
  - Speak-a-Text
  - Speak-to-Facebook
  - Speak-a-Note
  
- ▶ Semi-automation services will power mission critical services
  - Powers “excellent” services
  - Medical transcription
  - High-end business services



# Strategy for Voice to Text Services & Platform



- ▶ Comprehensive suite of voice to text services
  - ▶ Very low latency for high quality media from rich devices
  - ▶ Medium latency for media generated on telephones
- ▶ Ability to connect Nuance V2T services to other Enterprise Apps like Salesforce.com and Dynamics
- ▶ World leading technology
- ▶ Access to service via network, handset and 3<sup>rd</sup> parties
- ▶ Range of conversion solutions to suit context
  - Free form and defined context



# Three dictation/transcription engines, three personalities



Pioneers in speech recognition research for 40+ years.

Universally respected for bringing scientific rigor and innovation to speech recognition



Acclaimed leader in the dictation marketplace with DNS and Dragon for the iPhone. Leadership in Medical transcription

Unmatched expertise in customizing speech models to the user.



Widest Voicemail-to-text deployment across 5 continents. Biggest collected speech corpus.

Unique knowledge of the art of voicemail transcription, and unparalleled understanding of how to make human agents efficient

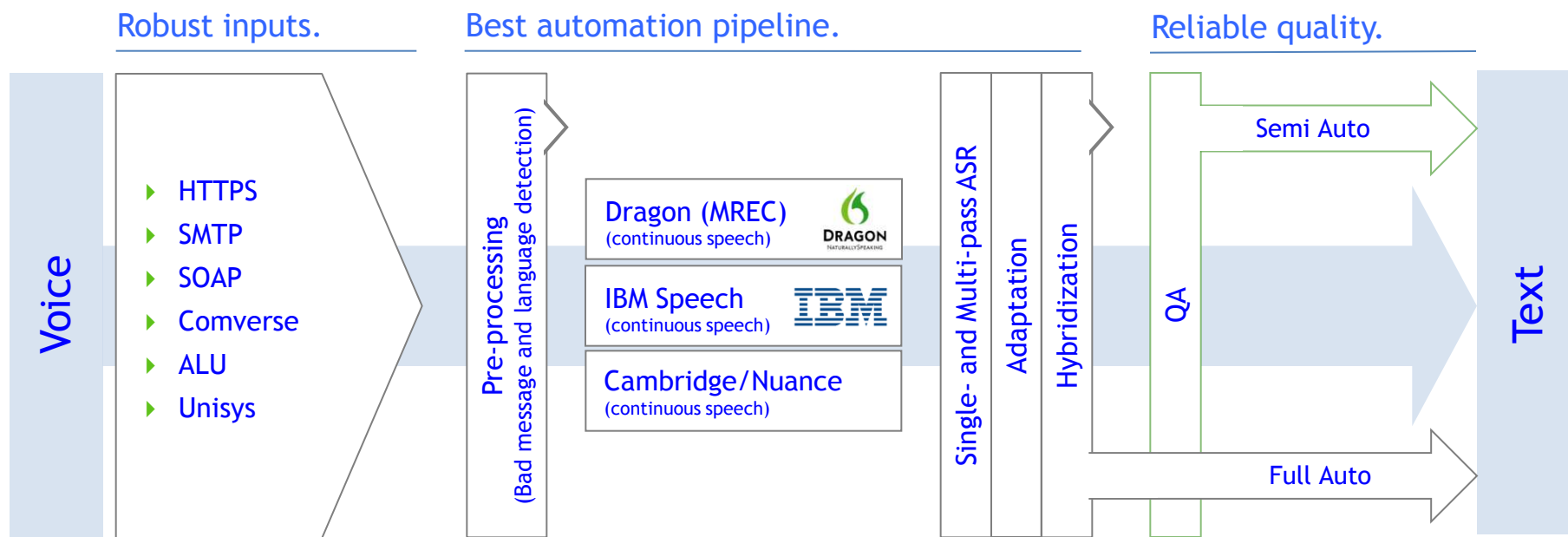
Leadership in innovation, data, domain expertise and language portfolio  
→ Best (more accurate and flexible) solution for voicemail to text





# Nuance Strategy

- ▶ Offer best-of-breed, flexible and robust platform to power all service levels
- ▶ Own the IP driving the platform
- ▶ Global
  - Multiple languages
  - Worldwide support
  - Expertise
- ▶ Enable partners



# Finally....

- ▶ Voice-to-text services are now globally hitting the mainstream
- ▶ Enabling customers to save time, be better connected and more productive
- ▶ Flexible platform which supports both full automation, semi-automation and multiple languages on a global basis is required to meet various market segment needs
- ▶ Empowering businesses with speech technology to differentiate
- ▶ Empowering businesses with speech technology to save money

