



# San Francisco

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# Objectives of Presentation

- To give you an overview of CereProc and our range of speech technology
- Our views on how to personify speech on your mobile device

# Agenda

- CereProc
  - CereProc history
  - Vision
- CereProc – personify your mobile device
- Summary
- Questions

# CereProc – Who Are We

- CereProc- is an advanced speech technology spin out from the University Of Edinburgh (Scotland), started in 2005
- Technology partners include BM (Spain), Telisma / OnMobile (France), SpeechConcept (Germany), FTW (Austria), NICT (Japan), Speech Tech (Czech Republic), LGE (Korea), Dedicon (Holland), USC ICT (USA) and Next I.T. (USA)
- CereProc's success is based on innovation by a very experienced technical team - giving "computers" and other devices a voice that customers will listen to, at a realistic price
- Synthetic speech is what we do – why?

# Why we started CereProc in 2005

- Speech synthesis as a business solution was expensive, and existing vendors were inflexible in their business models
- The available speech synthesis was not that good!
  - There was a technically conservative approach to development that had stifled attempts to expand the number of speech applications available
  - The approach to speech synthesis had made boring voices the norm
- Any TTS designed before 2005 did not take account for the emerging world of pervasive computing from day one. We saw a gap

# CereProc's key technical vision

- Continuous innovation in speech
- Voices offering emotion, character and quality for consumers needs
- Speed up voice creation, to make it more cost effective and available to any one
- To offer application developers who want speech:
  - A simple plug in component based system across various operating system / environments on different platforms
  - A system that is resilient, scalable with a configurable core
  - With approved partners, the ability to build voices for their customers

# Personify your mobile device

- Giving human traits to non human objects
- It is not trying to fool you into believing you are dealing with another human
- Research has indicated that humans
  - Respond best to their own accents
  - They relate to voices that show character and emotion
  - And thereby associate more with the message and drive brand loyalty
- Some people want their own voice e.g. Roger Ebert, Steve Gleason

# How **NOT** to achieve personification on your mobile device

- Boring bland robotic voices
- Companies don't understand the value of voice branding
  - Apple – Siri bland, boring, inconsistent gender. Does not reflect Apple's brand values
  - Mixed voices across an IVR
  - Inconsistent voices across different media



# Achieving personification on your mobile device with speech output

- Cost effective voice building gives you
  - A range of accents
  - Branded custom voices
- Consistent voice across many platforms
  - IVR
  - Mobile device (SAAS)
  - Mobile native e.g. Android / iOS
  - SAAS
  - Desktop

# CereProc Summary

- Personification builds brand awareness and loyalty
- We offer our customers a committed partnership
- Continuous innovation by R&D and listening to customers

# Thank You

