



Melodis Corporation

Voice Search Conference 2009



Confidential and Proprietary

Question

You are on an isolated island
Everyone but you thinks Earth is flat
How do you convince them Earth is round?



Yes we know...

- Technology has evolved
- More training data
- Cell phones are more powerful
- Networks are faster & more available
- Information/Services more available
- Distribution channels (app stores)
- Consumer demand validated
- Therefore: right time for mobile voice search



Next Challenge

Convince consumers to use voice as preferred user interface when possible.



Gyroscope Solution

Educate consumers that:

- Voice is faster
- Voice is safer
- User can correct the errors
- System will adapt and improve
- Even they had to learn how to use the keyboard
- Even keyboard makes mistakes
- Even humans don't understand speech 100%

Practical Solution

Or

- Build **killer applications**
- That **resonate** with **specific** market segments
- That can **expand** to other markets

Examples

- **Text Messaging Systems:**
 - Was made for operators to market products
 - Teenagers used it as a cool way to secretly communicate with each other
 - Expanded to other demographics
- **Online Social Networks:**
 - When did you finally sign up?



About Melodis

Founded in 2005 by Stanford graduates. Based in San Jose, subsidiary in Japan, ~50 employees.

- **Technology Company**

- Speech Engine
- Audio Recognition
- Singing/Humming Search
- Text Search

- **Applications:**

- midomi mobile (July 2008)
- Melodis Voice Dialer (November 2008)
- Many more to come



Every Possible Way To Search For Music
+
Easy Access To Content
+
Social Discovery Features

“Myspace is hot. iTunes is hot. So, of course, is Google. Run them through the Web 2.0 blender and you get Midomi.” Steve Hamm, BusinessWeek.

midomi mobile

The Ultimate Music Search Tool

- Search by saying the title, artist or both
- Search by singing or humming
- Search by holding mobile device in front of original music source (e.g. radio)
- Search by typing while mis-spelling the keywords
- Easy access to commercial content (ringtones, full track downloads, etc.)

Social Discovery Tool

- Engage in social networking and community features
- Discover new artists, talent and friends
- Discover user generated content on mobile

Complementary Web Presence On midomi.com

- Available in 10 languages with international traffic
- Largest database of its kind
- Winner of 2007 Best of What's New Award from Popular Science

Necessary Feature For All Music Enabled Handsets



How it works

- **Technology:**
 - Multimodal: pitch, rhythm, pauses, speech
 - Matches pitch independent of key
 - Matches rhythm independent of tempo
 - Matches speech independent of language
 - Adaptive: which features more important in query
 - Correct mistakes
- **Database**
 - Largest DB of its kind in over 33 languages
 - How did we do it?



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