



VOICE
F O R G E

Powered by:



Cepstral

Personalized Text-to-Speech From Kernel to the Cloud

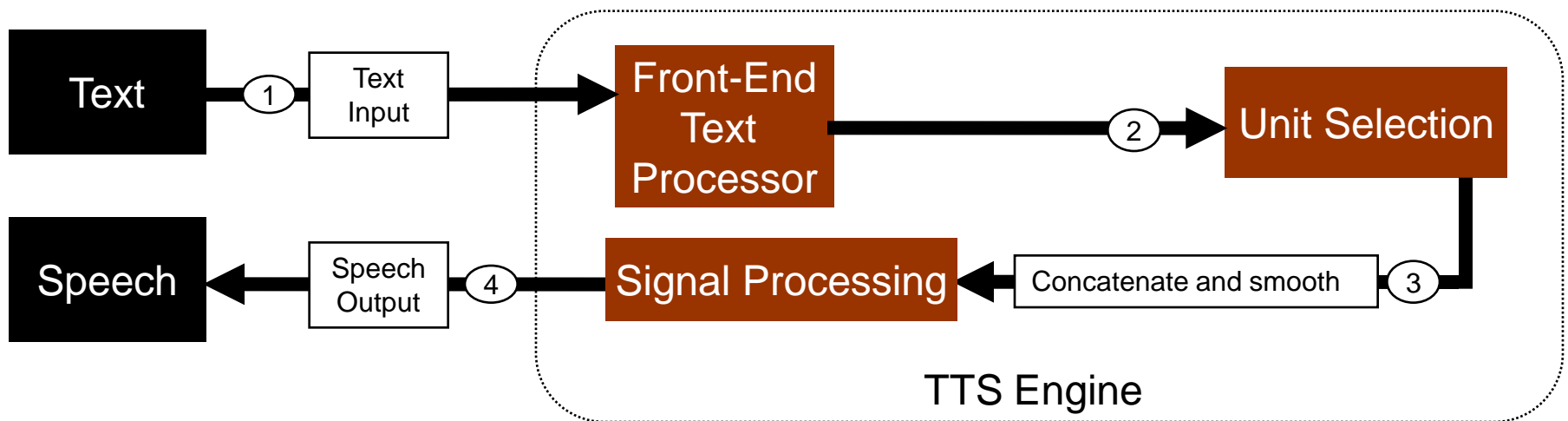
March 3, 2009



TTS Overview



We Turn Text into Natural Sounding Speech:



What's the Problem?



- Billions of pieces of text
 - Silent, visual only
 - Not readable on small screens
- The Internet will *TALK*, intersection of...
 - Mobility
 - Entertainment
 - Communication
 - Productivity



TTS in the News



- **Kindle 2**
- **IBM Patent**
- **VoiceForge 50**

Authors Guild

Umm,
Ahhh...™

Largest
Variety

Audiobook Analog



- True “*media shifting*”
 - same content but different format
- Critics asked why?
 - Sales of \$923 million in 2006
 - \$1 billion estimated by end of 2008
 - Sales growth of 11% over 2 years
- Consumers pay a premium for Audio

Kernel or the Cloud?



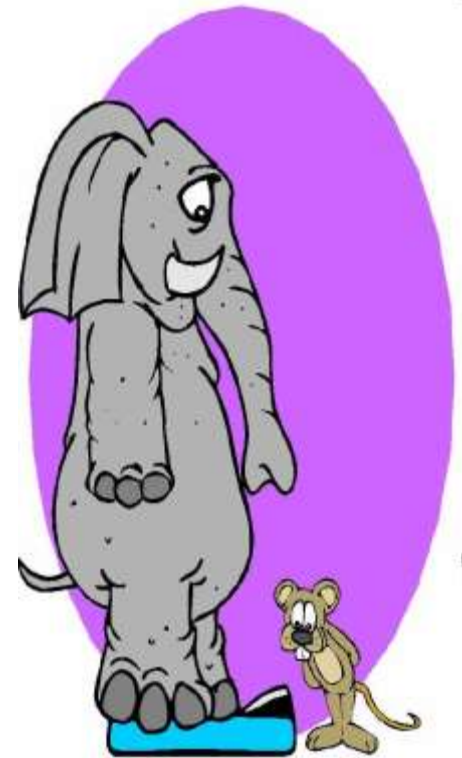
- Kernel / embedded
 - + fast, guaranteed
 - Limited...names vs. SMS
 - hard to integrate per OS
 - Committee, opposite of personal



Kernel or the Cloud?



- Cloud / hosted
 - + Variety
 - + Quality
 - + Processing
 - + Integration ease
 - + Tunable
 - Latency



Plastic & Elastic



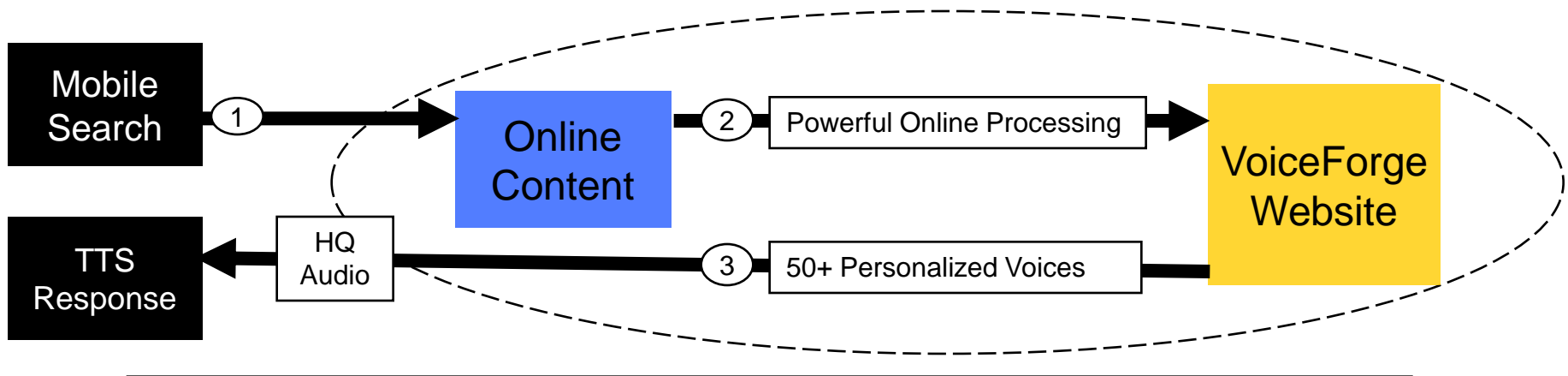
- Dynamically adaptable and personalized
 - Twitter
 - SpinVox
 - Reference material
- Information lives online
- Delivery is not just text



Cloud Example



VUI – Streaming Speech to a Handset



TTS Importance: Consumers typically consume more information than they produce. Consider Cable Modems – 2MB down, 720K up.



Talking Internet

Make any text on the Internet Speak



- 1 function can pass text to VoiceForge for return audio

Simple API:

[http://www.voiceforge.com/getaudio.cgi?](http://www.voiceforge.com/getaudio.cgi?user=newapp;voice=Wiseguy;say=This is a test)

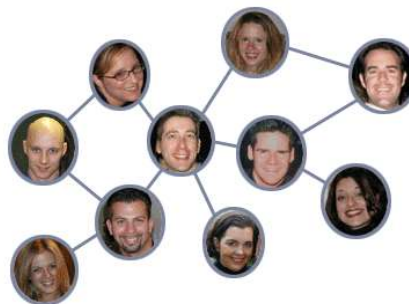
`user=newapp;voice=Wiseguy;say=This is a test`



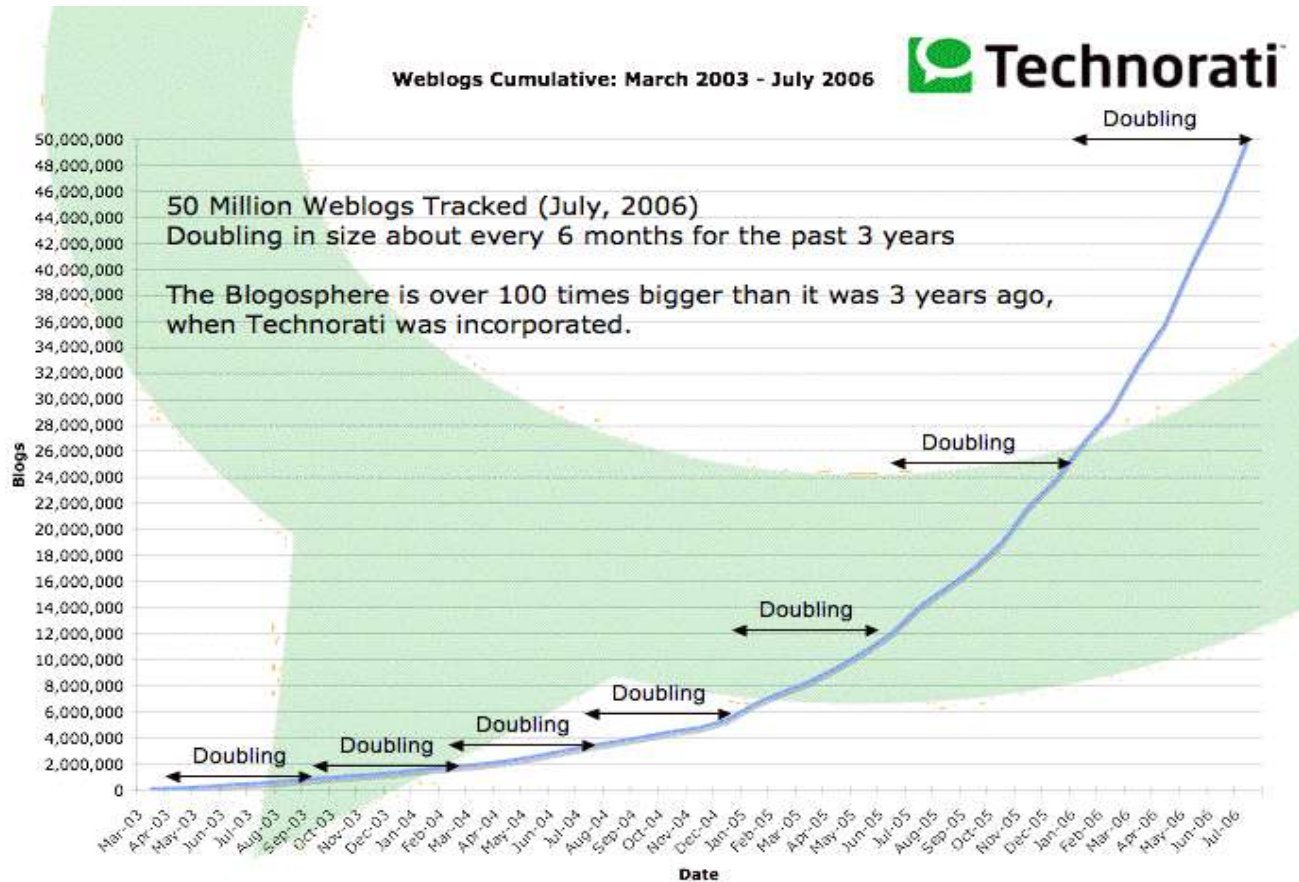
Personalization



- Clive Thompson - WIRED (2/09)
 - Digital culture has always been about customization & individuality;
 - Blogging your thoughts
 - Designing monster houses in SIMS
 - Flickering your life
 - Crafting unviewable MySpace backgrounds
 - **It's all about a personalized aesthetic...**



Blog Content



Mobile Content



Mobile User-Generated Content (UGC) Revenues Worldwide, 2007 & 2012 (millions)

2007 \$576

2012 \$5,740

Note: Includes personal content distribution, social networking, mobile dating and chatroom services

Source: Juniper Research, "Mobile User Generated Content: Dating, Social Networking and Personal Content Delivery 2007-2012" as cited in "Mobile Content from the Masses," August 13, 2007

086447

www.eMarketer.com

10X growth predicted for user generated content in social and mobile applications.

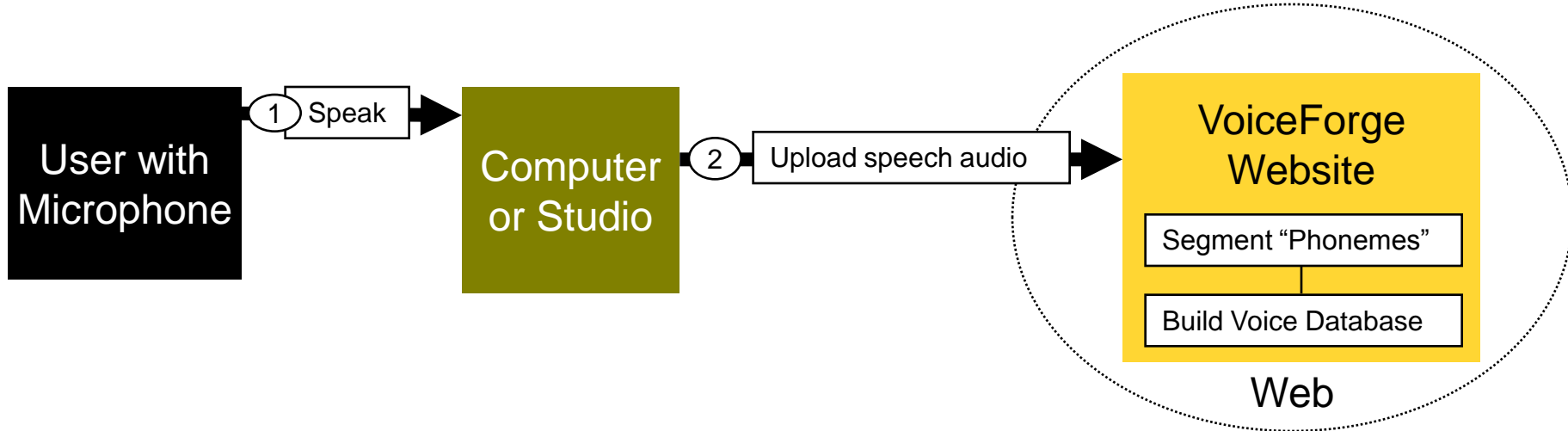


Mass Customization

user-centric model



Cepstral - We Build Voices®



VoiceForge - We Make the Internet Talk®



User-centric Content



- RCA – Personal Internet Radio
- NIH diabetes awareness
- Phone.com
- IMVU
- iPhone apps
- Custom local advertisements



Summary



- One size does NOT fit all
- Committee is opposite personal
- Design for Domain
- TTS Provides Power to:
 - Dynamic
 - Name
 - Database
 - Advertise



Contact



Thank you for attending!

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