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# Mobile Voice Conference 2010

## Embedded versus online text to speech





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**VP Marketing - Acapela Group**

**Develop** with text to speech  
**Produce** sound files  
**Ease** accessibility  
**Create** your voice





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**mobile apps are talking**

**How to choose  
which way is better  
for my mobile talking app**



 **TTS conversion into Sound files**

 **TTS Engine integration**

 **Online TTS**

**main**



**pros**

**&**




**cons**

# TTS conversion into Sound files

 **Easy** – no technical knowledge & skills required


 **Fast** – as long as limited amount of prompts or texts

 **Time** – handling can become time consuming

 **Static** – limited automation & interactivity



## TTS Engine integration

 **Automated** – always available

 **Dynamic** – real time, highest interactivity


 **Complex** – programming required

 **Constraints** – platform, OS, memory, CPU, etc...

## Online TTS

 **On demand** – endless access to languages & voices

 **Flexible** – very few technical constraints

 **Response time** – network dependency

 **Uncertainty** – network down, app down

**almost all**



**pros**

**&**



**cons**





## The mighty compare-it-all table

	Online	Engine	Sound Files
<b>Memory</b> => application memory footprint	+	-	-
<b>Quality</b> => size vs. quality of voices	+	-	-
<b>Offline</b> => offline usage of TTS	-	+	+
<b>Reactivity</b> => response time of TTS – Interactivity	-	+	+
<b>Cost</b> => data traffic needed to use TTS	-	+	+
<b>Time</b> => time to market, development time, getting started	+	-	+
<b>CPU</b> => CPU processing needed by TTS	+	-	+
<b>Sales</b> => developer need contact with sales	+	-	+
<b>Stat</b> => TTS usage statistics available to developer	+	-	-
<b>Languages</b> => multiple languages	+	-	-
<b>Voices</b> => multiple voices	+	-	-
<b>Platforms</b> => multiple platforms	+	-	+
<b>Dynamic</b> => vocabulary limitation – Interactivity	+	+	-
<b>Business Model Flexibility</b> => on demand versus licensing	+	-	-

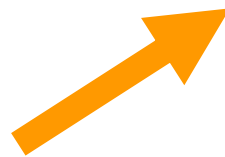




also called the “catch as catch can” way



**my talking app**

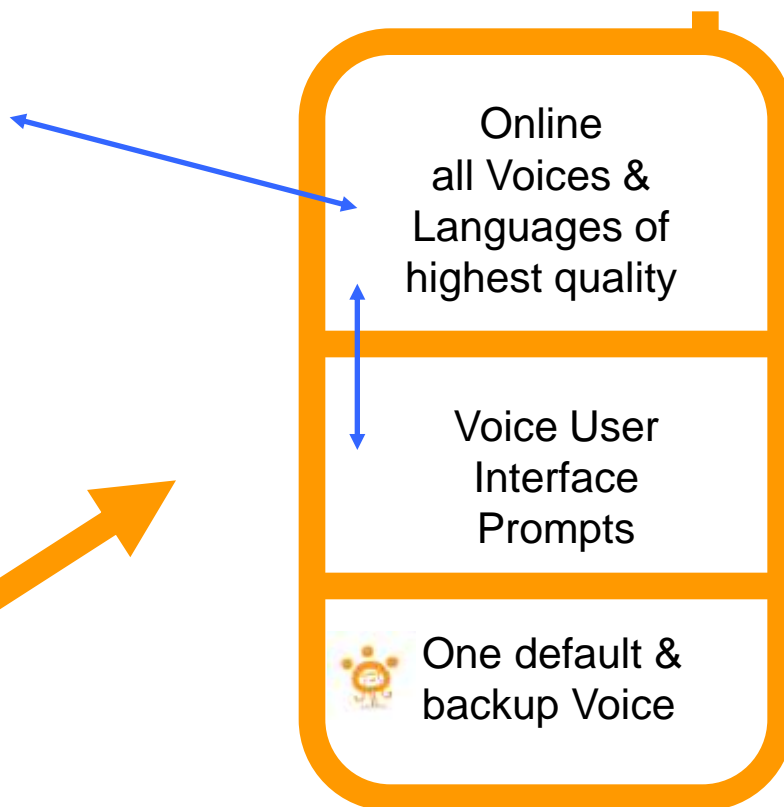


# The hybrid way

Online TTS



my talking app



# The hybrid way

Online TTS



Reading content with different voices, personalized

Online  
all Voices &  
Languages of  
highest quality

Always updated  
state of the art  
technology

Voice User  
Interface  
Prompts

Static prompts  
updated / translated  
by online tts – easy  
vui localization

One default &  
backup Voice

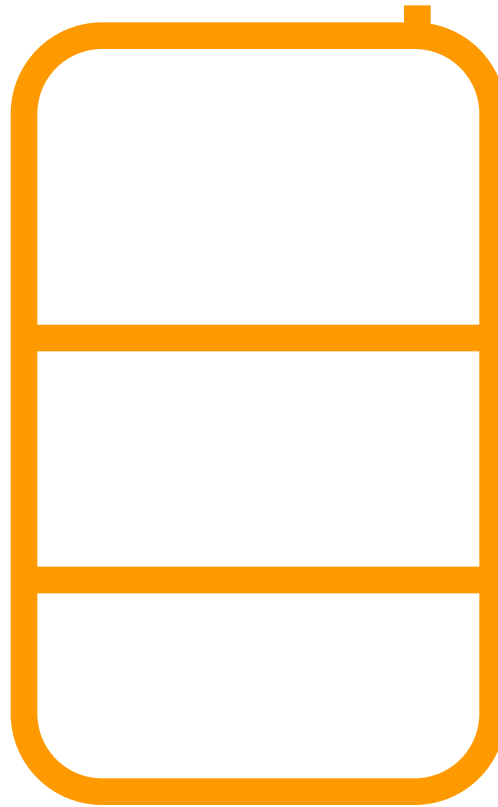
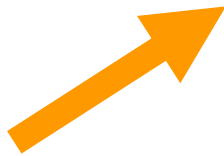
Off line mode &  
default voice

my talking app

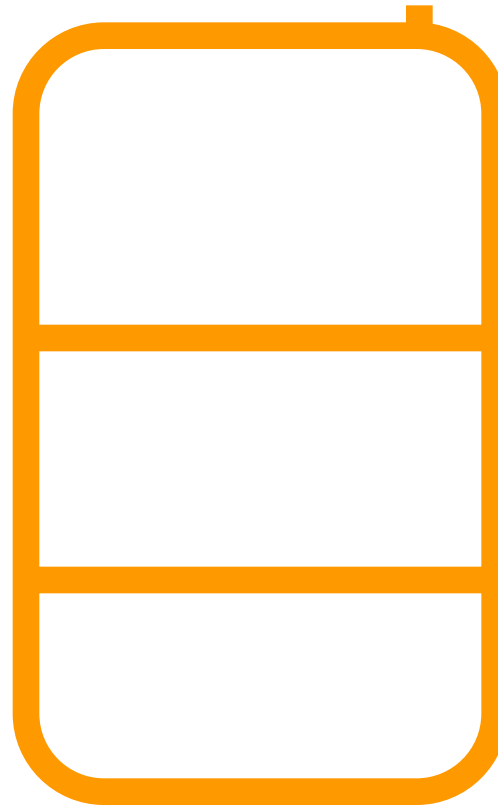
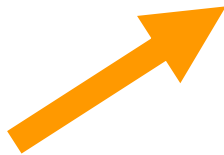




my travel guide



my travel guide



**Tracy** reads information about points of interest, **Heather** gives me news about my flight & hotel bookings

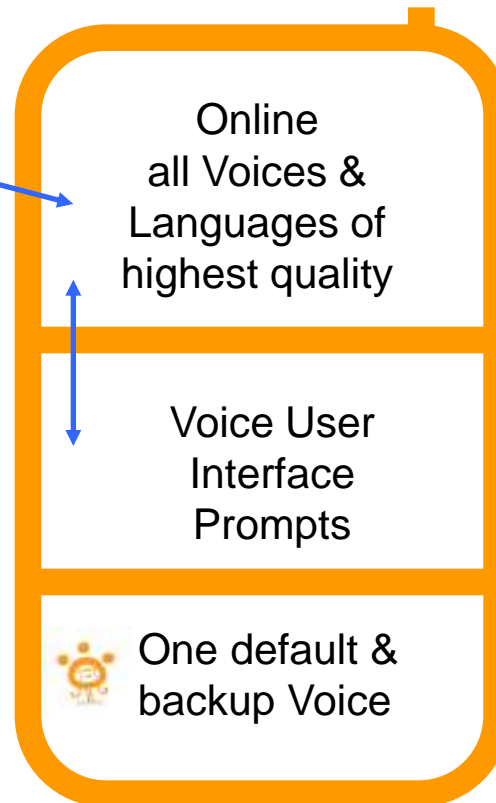
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When I'm offline, **Ryan's** voice always there for all tasks

Online TTS



my travel guide

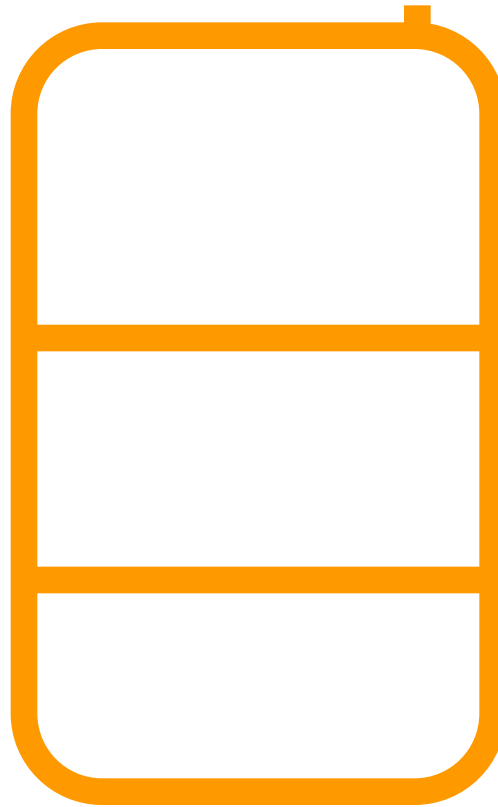
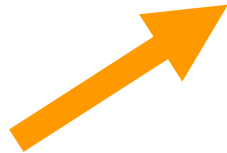


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my translation app



my translation app



Most of the time I translate from an unknown language to my language : **Tracy (big)** is doing the job

Sometimes I want to hear how it's sounds in German, French, Dutch, Brazilian Portuguese, Russian, Arabic etc...

When I'm offline, **Tracy (small)** voice always there for all tasks

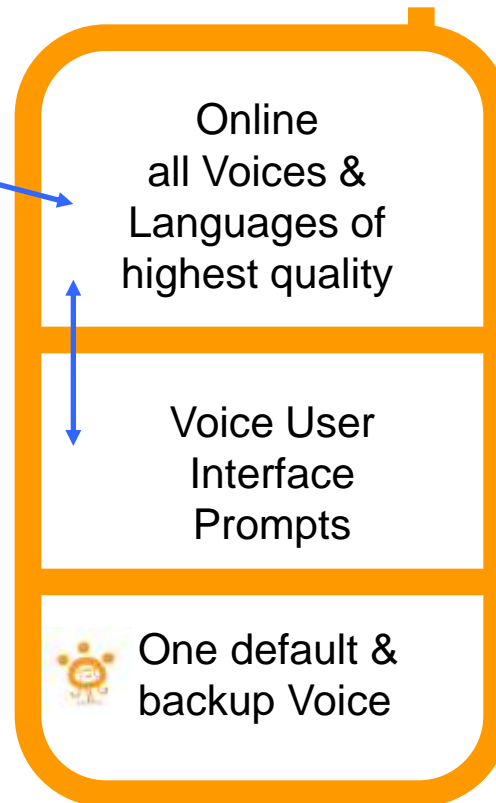


# talking application example

Online TTS



my translation app



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**Conclusion : where are we?**

# Conclusion: where are we?



- ✘ **Let your app decide** which way to go.
- ✘ Let your app decide **which voice to go.**
- ✘ Take the best of each way depending on the **usage.**
- ✘ Give users more choice, **voices are personal.**

**Acapela Group – Text to Speech provider in 30 languages**

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