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Vlingo Mobile Search: Making It Simple

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Making It Simple

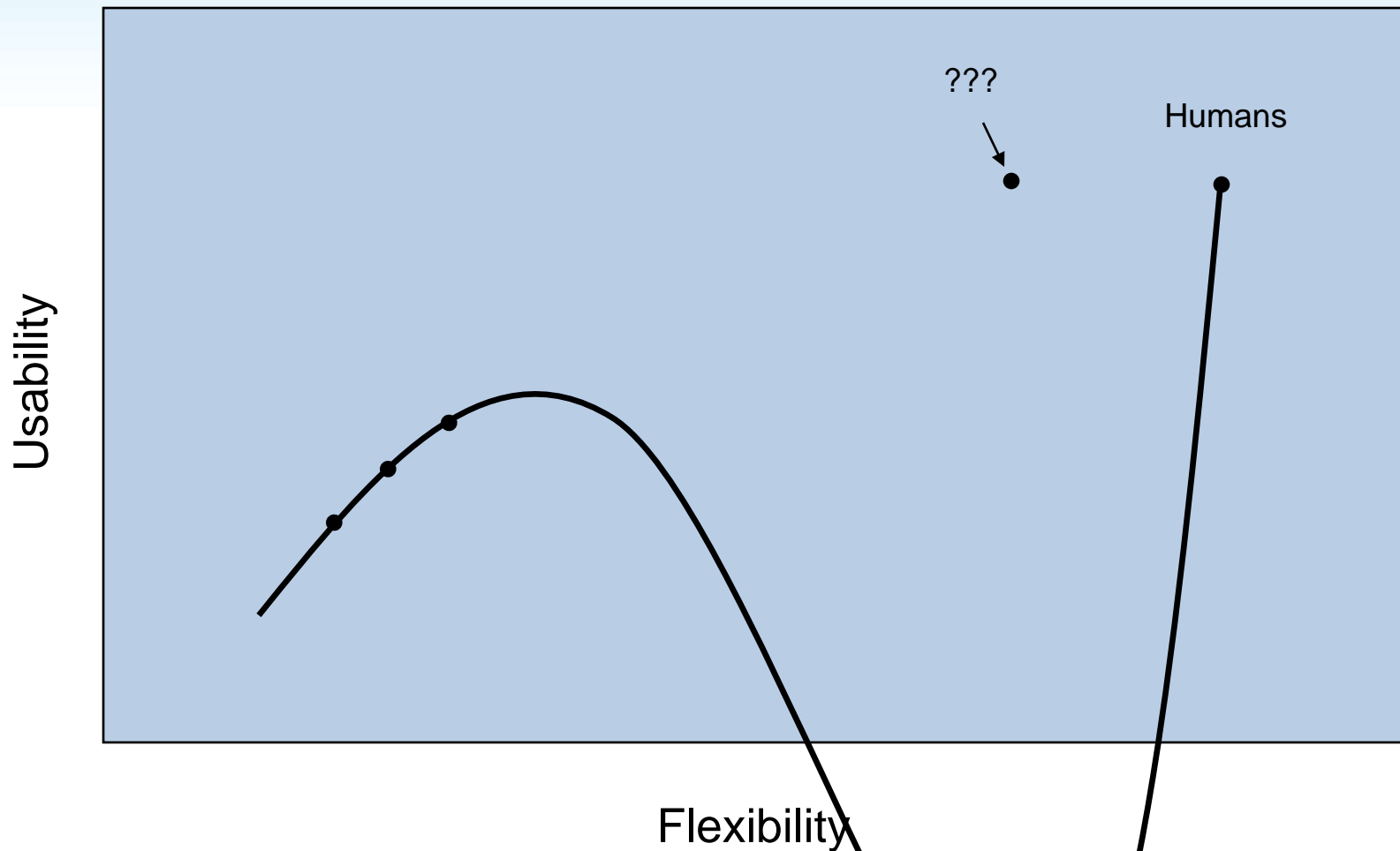
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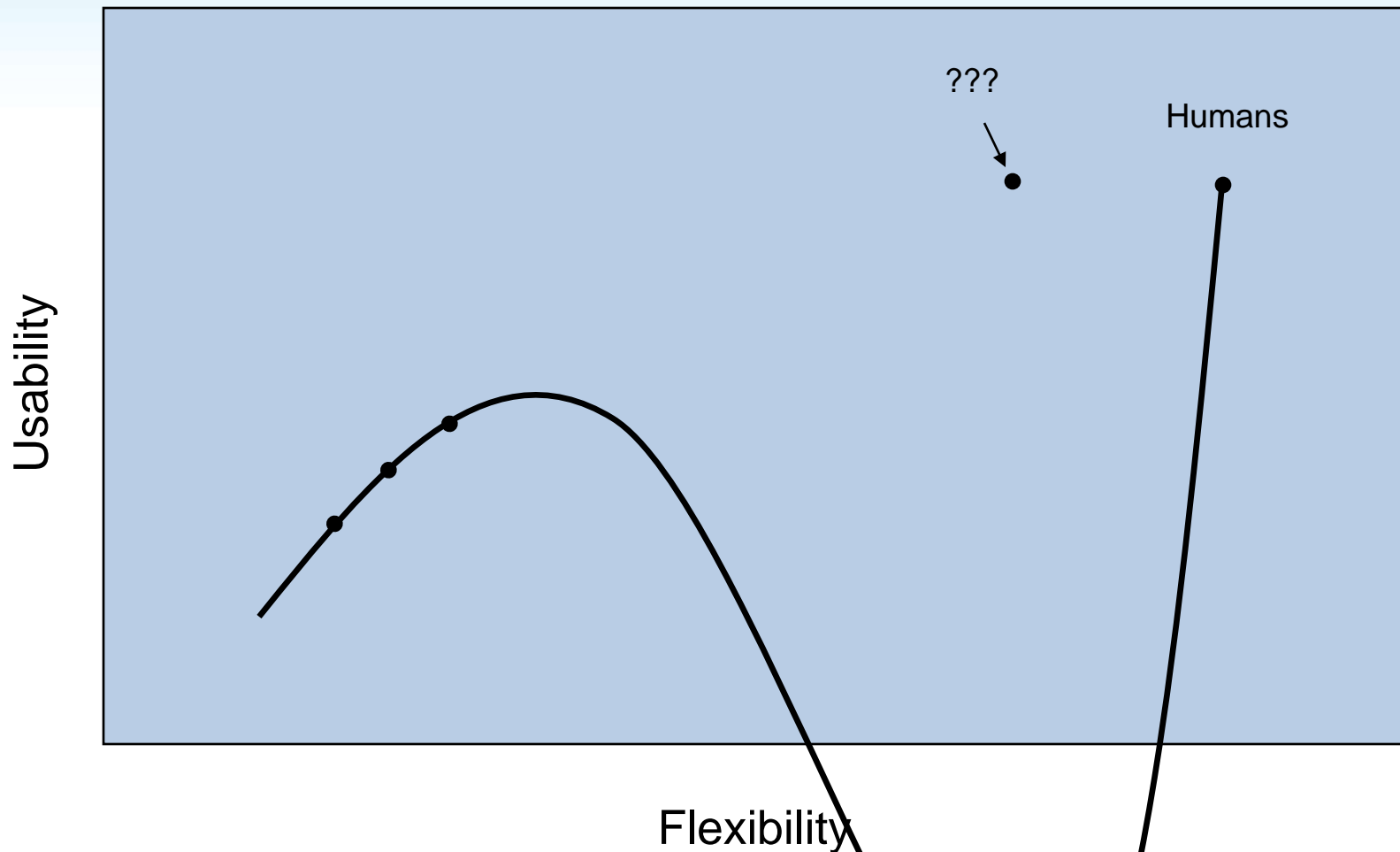
Mobile Interfaces and Web Services

- Open speech interfaces now possible
- Broad range of Applications and Services
 - Information: search, weather, sports
 - Entertainment: music, video
 - Communication: email, SMS, IM, social networks
 - Productivity: calendars, voice dialing
- Can we combine these in a single user experience?

Usability of Speech Applications



Usability of Information Retrieval Applications



Successful Information Retrieval Application



How Does This Apply To Voice Dialog Systems?

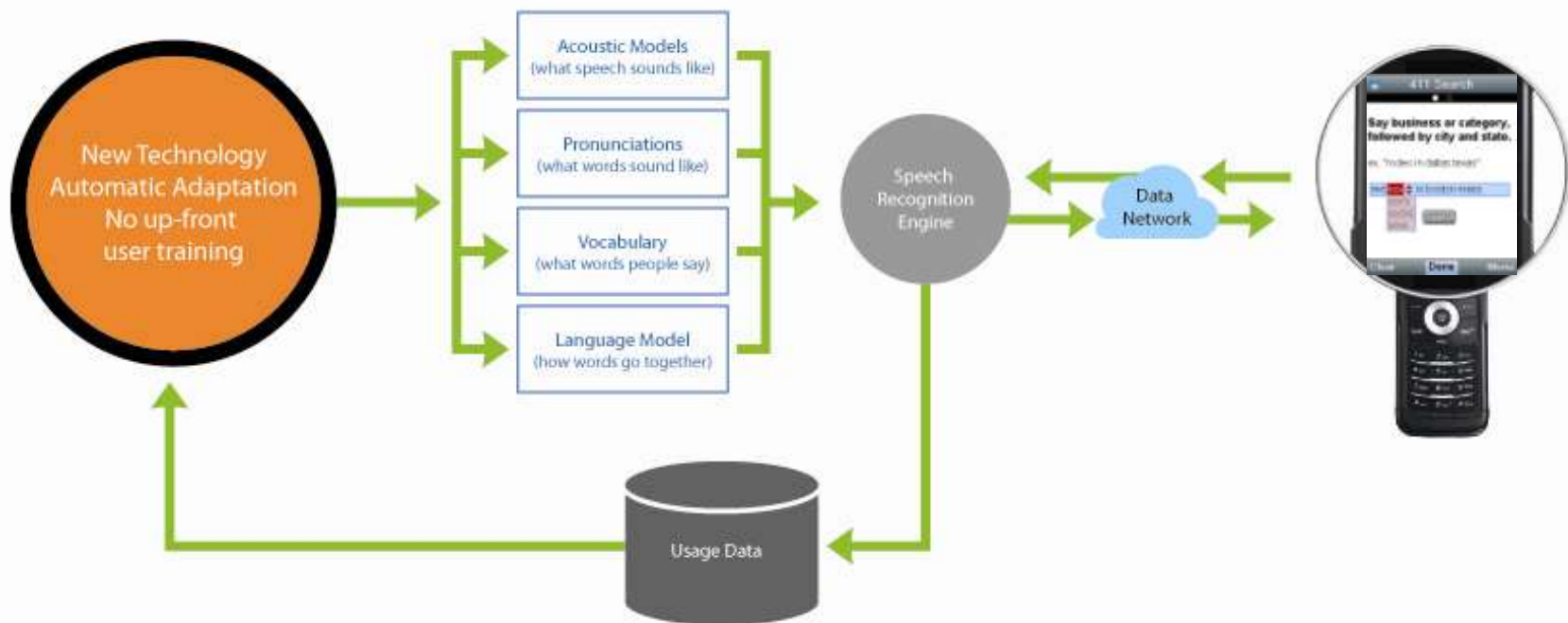
Simple Model for Users

No Boundaries

Simple Model For Users

- Push “speak” button, say whatever you want
- System tries to do right thing:
 - If Idle, take user to appropriate application/action
 - If in a text field, fill that text field
- Let user know what is recognized and what is being done
- Give them an easy way to change it
- Give them an easy way to redo it

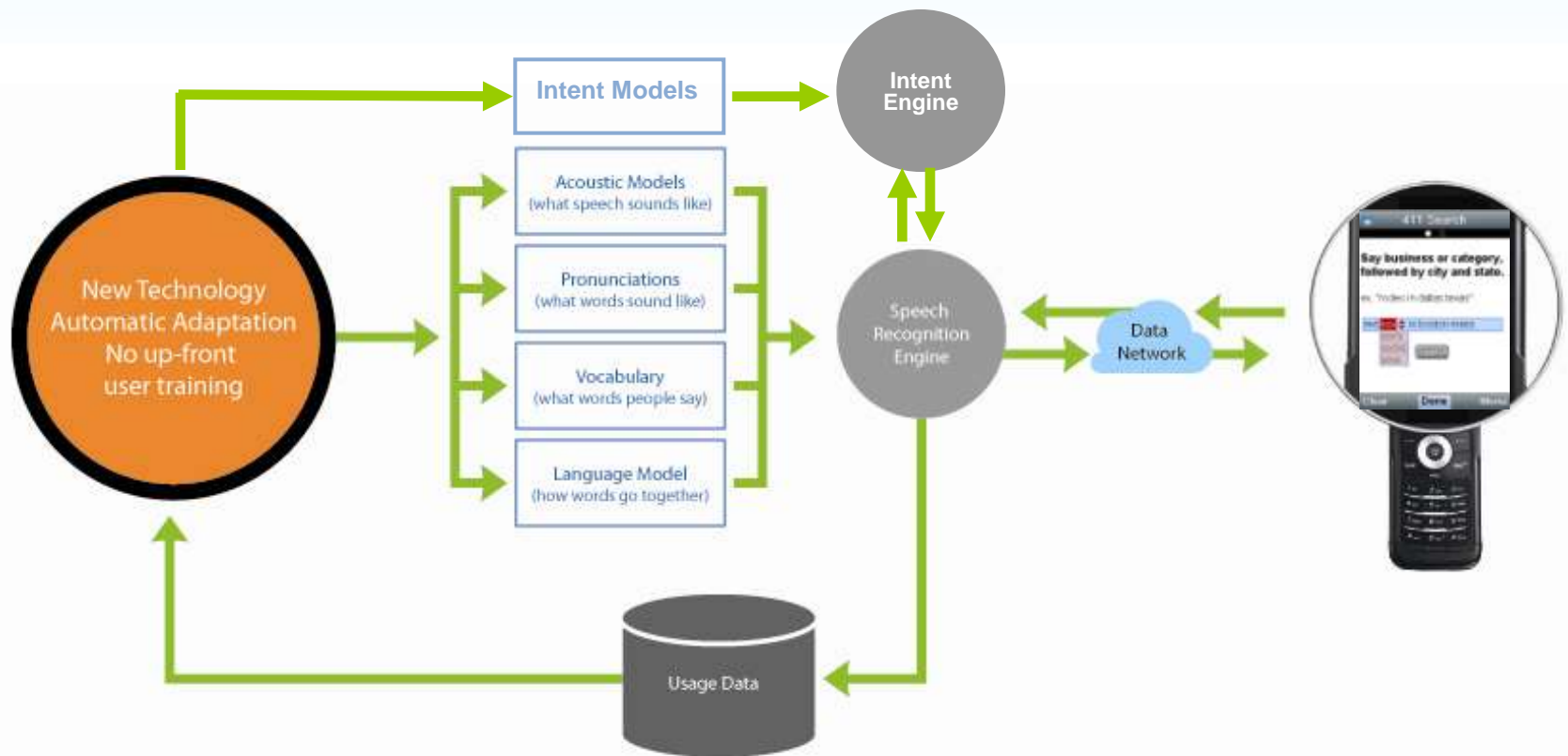
Technology For Unconstrained Speech Input



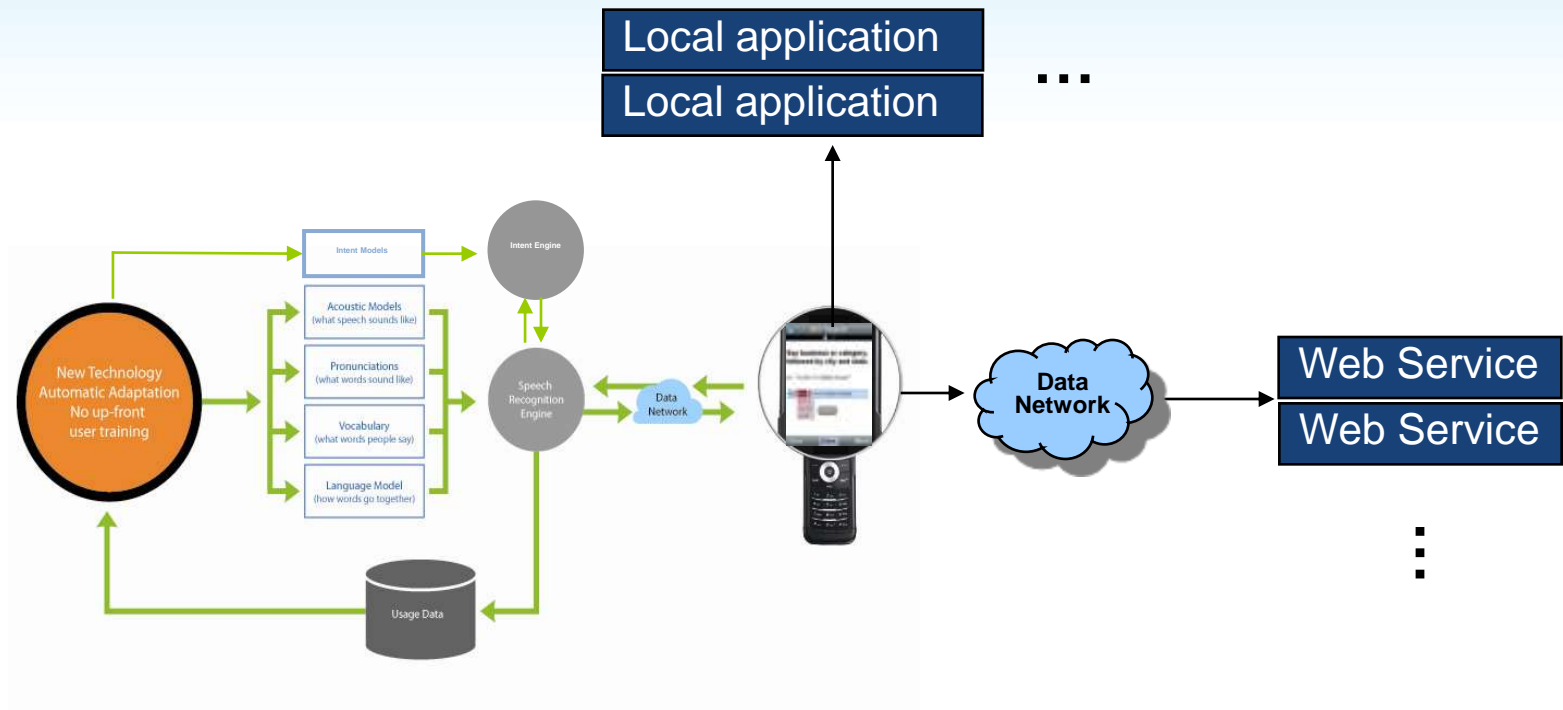
How to Handle Action

- Determine appropriate action
 - General: dialing, search, messaging, phone control
 - Specific: navigation, find a business, book a hotel
- Route input to application
 - Applications are domain experts
 - Local or Web-based applications
- Need to maintain consistent user experience

Technology For Application Routing



Technology for Actions



Market Adoption

- Technology is now capable of handling broad range of mobile services
- Market adoption dependent on
 - High performance, reliable, low cost mobile data networks
 - Capable open devices
 - Successful implementations
- Need consistent high quality user experience

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