



NUANCE

The experience speaks for itself.™

Innovations in Mobile Applications

Scott Taylor

Vice President, Mobile Marketing

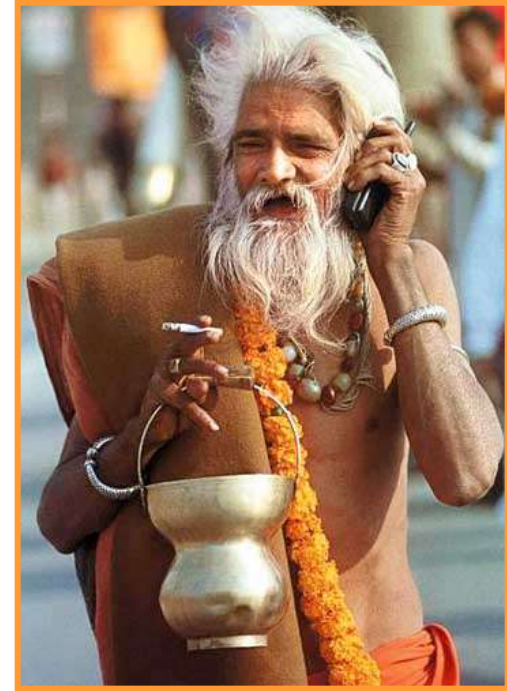
Nuance Communications, Inc.



Consider the User

The Best Applications...

- Are mapped to real customer need
- Are optimized for situational use
- Are optimized for device and network profile
- Leverage all available customer information...
- But respect customer concerns



Different Devices for Different Needs



Feature Phone



Optimized for calling and text messaging

Poor typing and browsing interface

Usually no data network plan



High End Feature



Optimized for messaging and media

Data network optional



Smartphone



Optimized for text, email, web, media

Data network usually present

Other Relevant User Information and Concerns

- Privacy concerns
- Location
- Data usage
- Learning Curve



Example #1: VSuite on device-commands



Voice INPUT

Activate voice recognition using your headset

Turn Driver Mode On

Dial names and phone numbers via your voice

Change phone status

- Wifi
- Bluetooth
- Other settings

Launch applications such as calendar and music player



Bluetooth

- Full audio interface
- Works on all phone-types
- Leverage on-device services
 - Local address book
 - Local music catalog
 - Local message apps



Voice OUTPUT

Listen to new SMS and Email messages

- With sender announced
- With option to reply

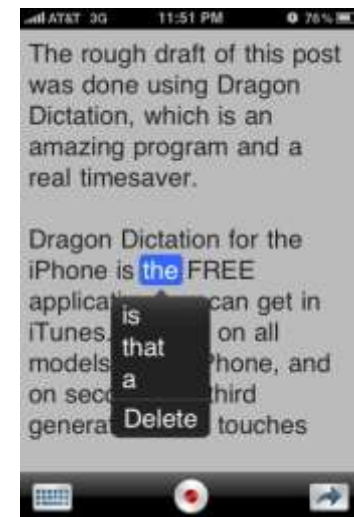
Hear calendar appointments

Incoming caller ID announcement

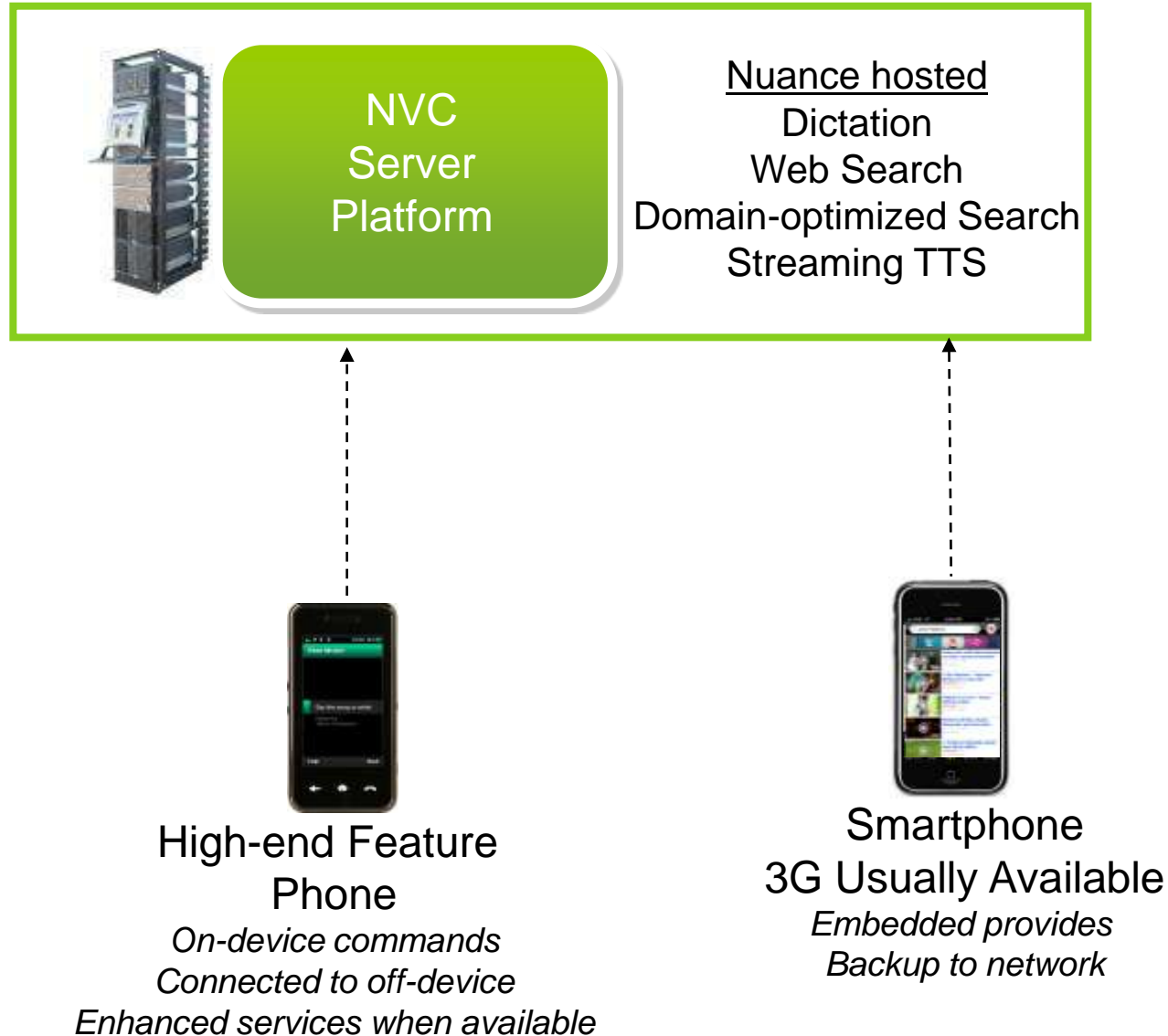
Be informed of all phone notifications

Example #2: Simplicity: Multi-modal dication

- Faster and less strenuous than typing
- Fewer mistakes
- Visual confirmation and correction
- Adapts to repeat user behaviors
- Adaptable to device specific behavior (iPad vs. iPhone)



Example #3: Hybrid Embedded and Network

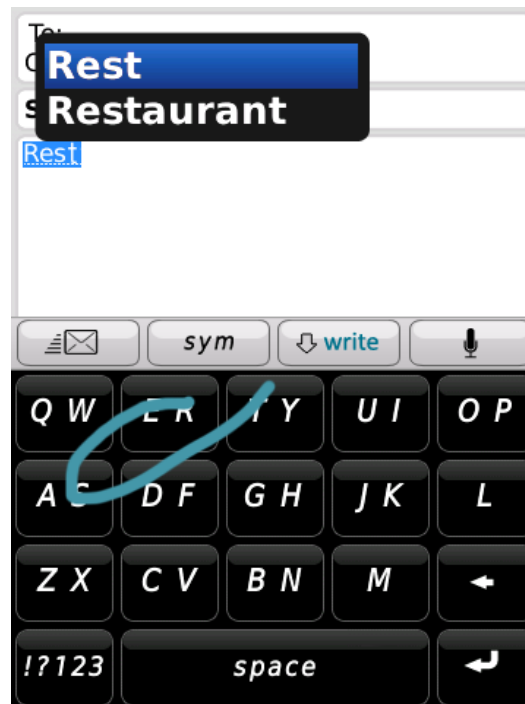


Giving Users Control

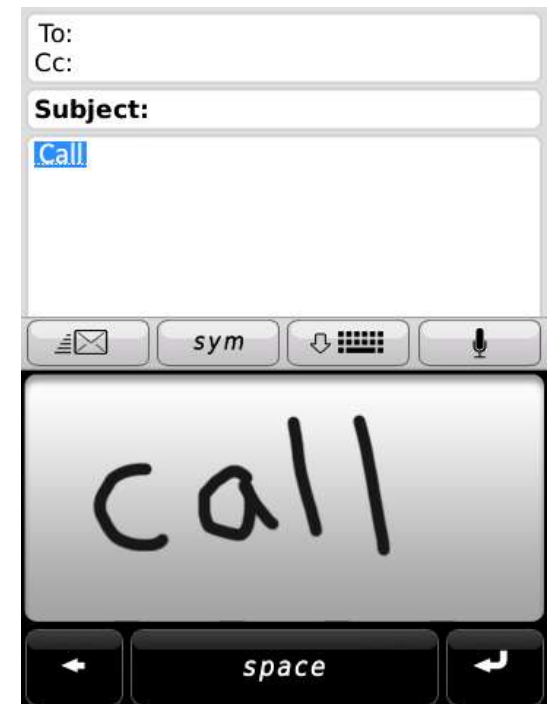
Speech Input



Trace & Text Input



Handwriting Input



***Nuance, Single Integrated Approach
Giving users choice and control***

Other Innovations - Always Evolving

- Nuance Developer Program
 - Extending voice into a variety of applications
- Biometric verification for mobile devices
 - Device security
 - Transaction security
- Domain specific applications
 - Healthcare
 - Financial Services
 - Other domains
- Simplicity of user interface
 - Determination of User Intent from spoken requests
 - Application-aware speech recognition



Conclusions

- Optimize for application, device, and situation
- Give users control
- It's not about “speech”, it's about easy to use applications



Thank You!