Second Channel Audio &
Extending Brand in VoiceXML

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2\textsuperscript{nd} Channel Audio in IVR

• *What is it?*

• *Why is 2\textsuperscript{nd} channel audio used in IVR?*

• *How does it work?*
  • Technology Components
  • Step by Step

• *Examples*
2nd Channel Audio: Extend brand

- Leverage brand in Custom Self Service applications
  - Incorporate Radio, Television, Web and Multimedia branding into VoiceXML
  - Be consistent across media
  - Make the user experience familiar
  - Reinforcing a good brand brings forgiveness in Speech applications
- A step beyond persona… be true to your brand.
2nd Channel Audio: Capabilities

- **Play Background Audio**
  - Music, Earons
- **Audio Effects**
  - Fade in / Fade out
  - Volume Change
- **Audio Navigation**
  - Pause
  - Fast forward
  - Rewind
- **Channel Status**
2nd Channel Audio: Technologies

- VoiceXML
- VoIP (SIP/RTP)
- Newfound MediaMixer (2nd Channel Audio)
- XML RPC
- Prompt Management System
Event based 2\textsuperscript{nd} Channel Audio

VoIP Gateway

\begin{itemize}
\item Newfound Media Mixer
\item Mixer Audio Repository (Local, HTTP or RTP)
\item IVR/VoiceXML Gateway
\item VoiceXML App. Server
\end{itemize}

Voices:

- Music Track
- VXML Prompt
- Audi Effect Track
- Caller’s Utterance
Examples
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Thank You