Trends impacting speech technologies

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August 2006
Which factors influence technology adoption?

‘Mini MBA’ approach

- Political
- Economic
- Social
- Technical
Political

• Employment – people versus leading technology
• Security – ASR/SVI for legal intercept
• Perceived as acceptable technology
Economic

• Which job is speech technology displacing?
  – Is it more cost-effective?
  – How long to payback?
  – Any big capital investments?
  – Operating expenses?
  – Can it be scaled up and down easily?

• Business case led ROI
  – Rather than technology
Social

- How many accept/prefer self service?
- A generation brought up with menus
- Bragging rights
Technical

• Accuracy improvements
• Better dialogue construction
• Industry knowledge improvements
• Continued process tuning
• Licensing processes more flexible
Don’t forget the ‘10 times’ rule!

- Is it 10x cheaper than the alternative?
- Is it 10x faster?
- Is it 10x more reliable?
- Is it 10x more accurate?

Vinyl to CD
VHS to DVD
Film to digital camera
Telephone operator to ASR?
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See Aculab at booth 409

Thank You