

# SpeechTEK 2006

The Voice Solutions Showcase



- E** Educational conference program that addresses your concerns, challenges and goals.
- M** Meet with the companies that are leading the industry.
- P** Participate in 105 conference sessions.
- O** Opportunities abound to meet with your peers and discover the latest speech solutions.
- W** Where else would you find the most knowledgeable instructors?
- E** Experience the latest in speech technologies, products, and services.
- R** Research the best practices for speech.

*Empowering your customers and employees with speech technologies*

**SpeechTEK 2006, August 7-10, New York Marriott Marquis**

## Gold Sponsors



## Silver Sponsors



## Bronze Sponsor



## Media Sponsors



## SpeechTEK - Four Days and Over 100 Sessions Designed Just for You

SpeechTEK 2006 has been designed to help you quickly get up to speed on the most current issues impacting speech technologies. For 12 years, enterprises, network providers, industry players, analysts, media and more have trusted SpeechTEK to help them sort through the clutter of what works and what doesn't work in deploying speech solutions. We've grown to become the place to be when looking for speech technologies. There is no other place where you can get the in-depth knowledge of customers, industry leaders, analysts, and researchers all in one place, all at one time.

You've been hearing about the future of speech for years; and it is proving to no longer be in the future, but happening now! At SpeechTEK 2006 -

- you'll hear customers discuss how they deployed their speech solution,
- hear manufacturers discuss the latest in consumer devices using speech technologies,
- network with industry leaders who are shaping the market,
- question knowledgeable industry analysts as they discuss their latest analysis,
- get under the hood of the latest advancements in speech technologies,
- discover the vendors who are hot and offering innovative solutions to your problems,
- test new products, such as tools, that are enabling speech to be deployed faster and more cost effectively,
- get in-depth understanding of complex issues from knowledgeable veterans of speech technology in SpeechTEK University,
- network with your peers in one of Monday's vertical market sessions designed to help you understand your specific business issues,
- and much more from the event that has been delivering trusted content for 12 years.



## SpeechTEK Agenda

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## New Programs at SpeechTEK 2006!

VUI Boot Camp . . . . .	12
Improving Customer Loyalty . . . . .	16-19
Hands on Tools demo sessions. . . . .	8
Open Source Summit demos . . . . .	8
Strategic and Management Insights. . . . .	14-19
Birds of a Feather . . . . .	10, 12, 16

## EXHIBITORS (As of March 31, 2006)

@International Services  
ACAPELA Group  
Aculab • Angel.com • Apptera  
Audium • Aspect • Avaya  
Bay Talkitec Ltd.  
Cantata Technology  
Carrius Technologies, Inc.

Cisco Systems • ClickFox  
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• GM Voices • Gold Systems  
Harborlight Technologies • IBM  
ICT Group, Inc. • Inference  
Communications  
Intel • Intervoice • iPing  
IQ Services • Kirusa, Inc  
Latigent • Loquendo

## Key Questions To Be Addressed At SpeechTEK 2006

- ✓ What do my customers think of using speech versus a live agent?
- ✓ What are the issues and solutions for designing, implementing, and deploying speech applications in my vertical segment?
- ✓ Why should my organization use speech technologies and how?
- ✓ How can I design better Voice User Interfaces?
- ✓ What new technologies are ready for integration into speech applications, and what new technologies will soon be available?
- ✓ What will the "killer" multimodal applications be?
- ✓ How can speech make me and my co-workers more productive?
- ✓ How can I build better customer loyalty using speech technologies?
- ✓ Which tool should I use to develop speech applications?
- ✓ How can I use open source software for building speech applications?
- ✓ Which metalanguage should I use for developing speech applications?
- ✓ How will Voice over IP affect speech application deployment?
- ✓ How can I use CCXML to manage telephony functions for speech applications?
- ✓ What is IMS and why do I care?
- ✓ What speech applications are currently being deployed in my vertical segment?
- ✓ What new features will W3C put into VoiceXML 3.0?
- ✓ What is the ROI for my company's proposed speech application?
- ✓ How do I choose a speech vendor?
- ✓ How do I balance best design practices against customer expectations?
- ✓ What's new in the speech industry and who is using it?
- ✓ How are biometrics being used to secure access to my speech data?
- ✓ What are good methodologies for designing, implementing, and deploying speech applications?
- ✓ What can I learn from the experience of others doing the same job as I do?

## Exhibit Hall Hours

**Tuesday: 9:30 AM - 5:30 PM • Wednesday: 9:30 AM - 2:00 PM**

LumenVox • MAP Telecom  
Metaphor Solutions Inc.  
**Microsoft** • Mindtrust LLC  
MTI • NeoSpeech  
Newfound Communications, Inc.  
Nexidia • NMS Communications  
• Nortel

NSC-Natural Speech Communication LTD  
**Nuance** • Persay Ltd.  
Product Support Solutions  
pulse • RightNow Technologies  
Sonum Technologies  
Spanlink Communications • TuVox  
**Verizon Business** • Viacore • VocaLabs

Vocalocity • VoiceGenie Technologies  
VoiceObjects • VoiceVerified  
VoiceXML Forum • Voxeo Corporation  
Voxify • Voxpilot • Walsh Media  
**West Corporation** • Witness Systems  
Wizzard Software

**EXHIBITORS**

(As of March 31, 2006)

Red=Gold Sponsor • Blue=Silver Sponsor • Green=Bronze Sponsor

## Schedule At-A-Glance\*

7:00 AM	7:30 AM	8:00 AM	8:30 AM	9:00 AM	9:30 AM	10:00 AM	10:30 AM	11:00 AM	11:30 AM	12:00 P
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**MONDAY**

Event	Duration (approx. % of total)
Registration	100%
Continental Breakfast	45%
Birds of a Feather	25%
Opening Keynote	55%
VOX	75%
Industry Vertical Sessions, STK U, ASTS	85%
Lunch - Sponsored by Nuance	95%
Opening Recp. & Ex. Hall Preview - Sponsored by West Corporation	100%

**TUESDAY**

Activity	Duration
Registration	1:00
Continental Breakfast	1:00
Birds of a Feather	1:00
MIS Award Winners Recognized	0:30
Keynote	1:00
Exhibit Hall Open	2:00
Breakout Sessions, STK U, ASTS	2:00
Lunch	1:00
Reception - Sponsored by Intel & Partners	0:30
<b>Total</b>	<b>10:30</b>

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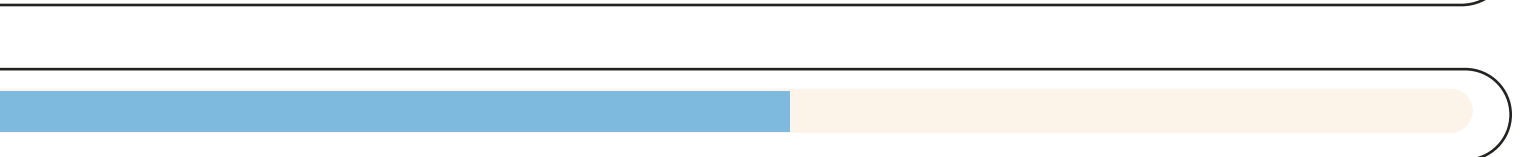
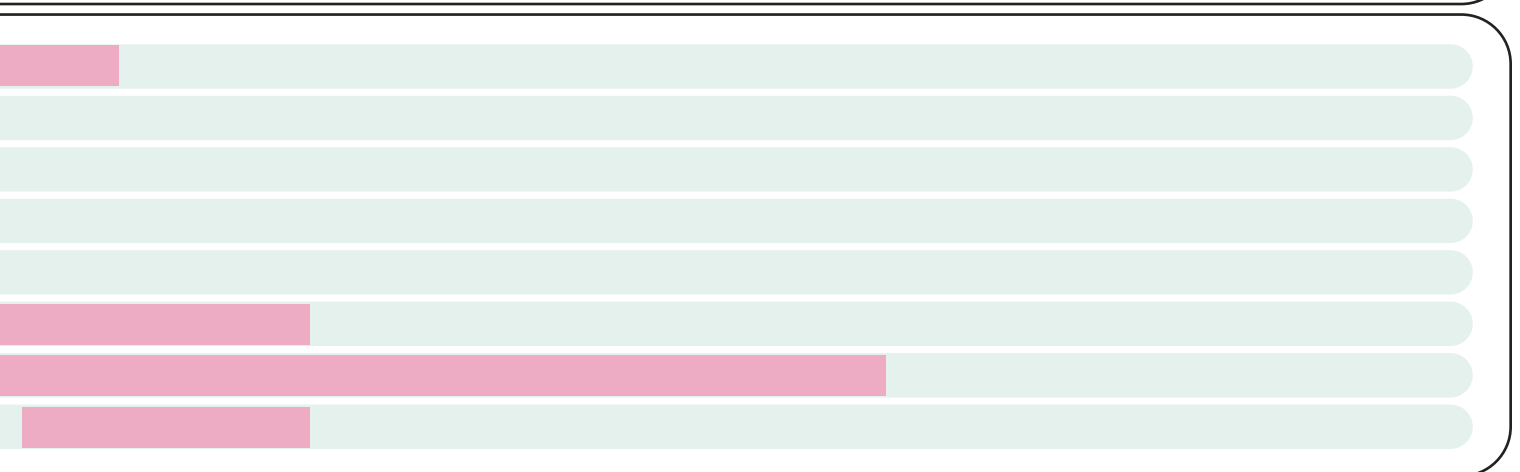
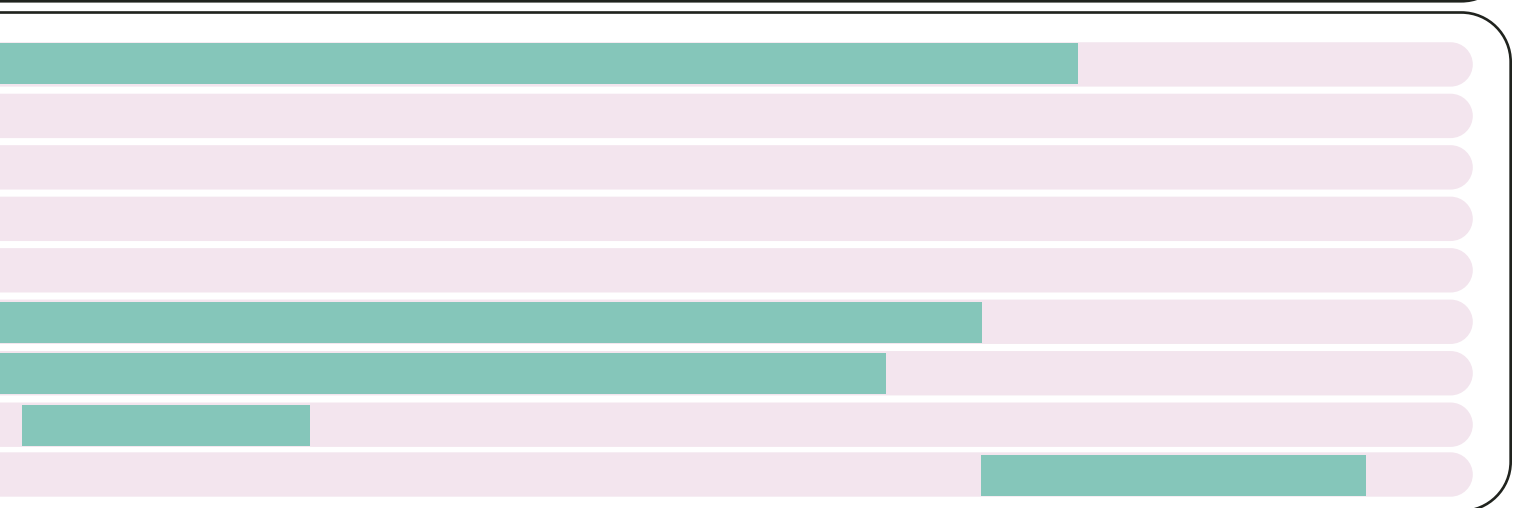
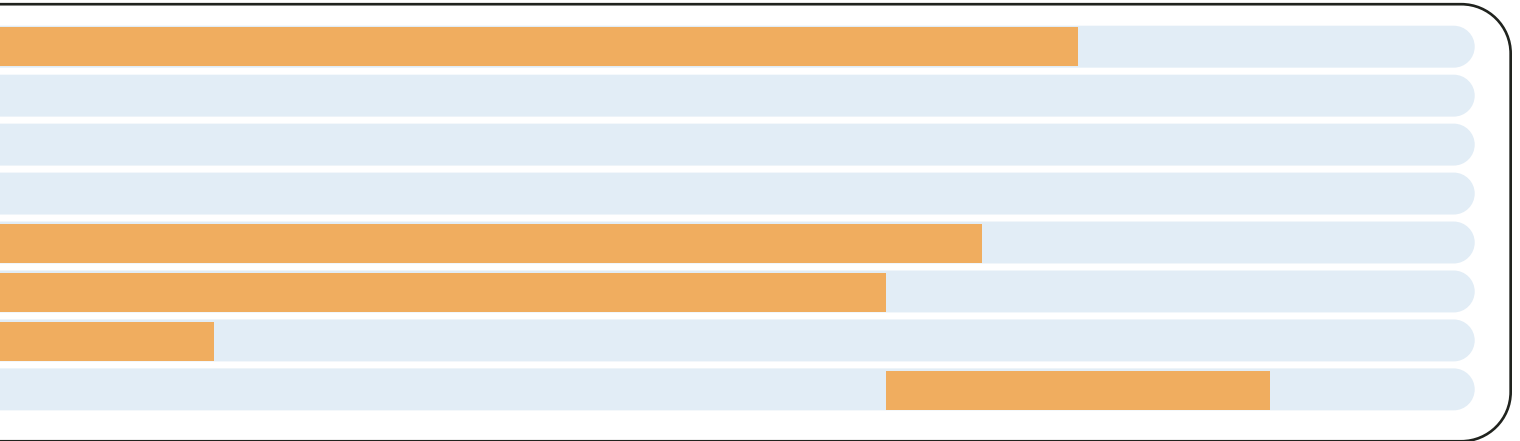
Activity	Duration
Registration	1:00
Continental Breakfast	1:00
Birds of a Feather	1:00
STM Award Winners Recognized	1:00
Keynote	1:00
Exhibit Hall Open	1:00
Breakout Sessions	1:00
Lunch	1:00

**THURSDAY**

STKU

7:00 AM	7:30 AM	8:00 AM	8:30 AM	9:00 AM	9:30 AM	10:00 AM	10:30 AM	11:00 AM	11:30 AM	12:00 P
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M	12:30 PM	1:00 PM	1:30 PM	2:00 PM	2:30 PM	3:00 PM	3:30 PM	4:00 PM	4:30 PM	5:00 PM	5:30 PM	6:00 PM	6:30 PM	7:00 PM	7:30 PM
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M	12:30 PM	1:00 PM	1:30 PM	2:00 PM	2:30 PM	3:00 PM	3:30 PM	4:00 PM	4:30 PM	5:00 PM	5:30 PM	6:00 PM	6:30 PM	7:00 PM	7:30 PM
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# SpeechTEK Keynotes



**Paul English**

**8:30 AM, Monday, August 7th**

The gethuman.com project has now attracted millions of consumers who share tips for getting through phone menus to reach actual humans in customer service. These consumers have spoken out with their biggest complaints and requests for automated customer service systems. How should leading customer service companies respond? Paul will discuss how technology and human-to-human support should best work together. After Paul's talk he will be joined by a panel to discuss best ways to improve customer service. This is a keynote NOT to be missed!

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**Steve Chambers - Nuance**

**12:30 PM, Monday, August 7th**

Steve Chambers leads the company's global efforts. Recognized as one of the top executives in the speech industry, Steve has successfully applied his marketing and strategic leadership to a vision for mainstream speech applications and has helped position ScanSoft as the premier provider of speech technologies, applications and solutions. He joined ScanSoft in August 2003 when the company acquired Speech Works, where he served as senior vice president of worldwide sales and chief marketing officer since 1999. Previously, Steve held chief marketing officer roles at Arbortext, Inc., VDOnet, and PictureTel Corporation. Prior to PictureTel, he was a consultant for a division of McKinsey Corporation. Steve holds a B.A. from Wesleyan University, and an MBA and M.S. in communications and science from Boston University.



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**Richard Bray - Microsoft**

**8:30 AM, Tuesday, August 8th**

**Unified Communications: The Next Wave of Integrated Speech Technology Application**

Today, people are bombarded by too much communication in too many places. The wave of innovation is accelerating the unification of collaboration and communication tools and media. At Microsoft, we believe that software can deliver a unified communications experience that simplifies communication and gives people more control of how, where and when they communicate. In this session, you'll see and hear how software and solutions will allow people, teams and organizations to communicate anywhere, anytime, any place and on any device with an intuitive experience that brings all modes of communication - phone, email, instant messaging, Web conferencing - together into a compelling, unified solution. Identify the problems with getting users to accept these new technologies and how to motivate users to adopt these applications to improve productivity.

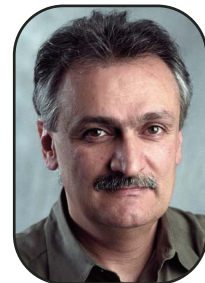


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**David Nahamoo - IBM**

**12:30 PM, Tuesday, August 8th**

IBM has been at the forefront of speech technology for decades. Dr. David Nahamoo who oversees IBM's research into speech technology will discuss how speech technology continues to break new ground. In this session, you will hear about some of the latest technology advances and how they apply to customers today.



**Phil Lempert**

**Wednesday, August 9th**

Speech is a pervasive technology from interfacing with consumer electronics to providing customer service for contact centers to improving employee productivity. The question remains how will we use the technology and what can we do to make consumers embrace speech technologies? Phil Lempert has over 20 years of conducting consumer research and will present his ground breaking research on consumer and employee reactions and attitudes on speech technology. Phil is recognized nation wide as NBC's Today Show consumer affairs expert. If you are wondering how your customers and employees want to use speech technology then this keynote will provide the definitive answer. At the conclusion of his talk, Phil will lead a panel discussion among industry executives and customers.



# Attending Companies



## Birds of a Feather...

Meet with your peers this August! SpeechTEK 2006 is introducing a new program this year — Birds of a Feather! These sessions will be held each morning before the keynote and will offer the opportunity to 'drill down' on technology topics and vertical industry segments that pertain to your field of interest. Each session will last 45 minutes and will be a great way to start your morning off right and get focused on how speech technology can help your organization. See pages 10, 12 and 16.



## Attending Companies\*

Aer Lingus • Aetna • AIG • AirTran Airways • Allstate Insurance Company • American Airlines • American Express • American Healthcare Solutions • American Honda Motor Co. • Ameritrade • Amtrak • Anthem • AOL • Arbitron Inc. • AstraZeneca • AvMed • Bank of New York • Bank of America • Batteries Plus • Bear Stearns • Bell Canada • BellSouth • Blue Cross and Blue Shield • Bose • Boston Medical Center • Brooklyn Public Library • Brother International • Canada Post Corporation • Capital One Services • Cardinal Health • Cenlar Federal Savings Bank • Chase Card Services • CIGNA Healthcare • Cincinnati Bell Telephone • Citigroup • Con Edison • Continental Airlines • Countrywide Financial • Credit Suisse First Boston • CT Department of Revenue Services • Day-Timers • Dell Inc • Deutsche Postbank • DIRECTV • Domino's • Eastern Bag and Paper • Empire Blue Cross Blue Shield • ESPN • Experian • Federal Aviation Administration • Federal Reserve Bank of Minneapolis • France Telecom North America • General Electric • GlaxoSmithKline • Goldman Sachs & Co. • Hartford Financial Services • Health Care Services of NY • Hershey Entertainment & Resorts • HSBC Bank • International Paper • Internal Revenue Service • J.B. Hunt Transport • Johns Hopkins University • Johnson & Johnson • Johnson Controls • JP Morgan Chase • Juniper Bank • KENWOOD • Leo Schachter Diamonds • Lockheed Martin • MassMutual • Medco Health Solutions • Merrill Lynch • MetLife Group • Morgan Stanley • MTA Long Island Rail Road • National Cancer Institute • National Labor Relations Board • National Weather Service • Nature's Way • New York City Board of Education • New York Life Insurance Company • Nordstrom • Northeast Utilities • Northwestern Mutual • NYC Dept of Correction • NYPD • OnStar • Pacific Gas & Electric • Pitney Bowes, Inc. • PricewaterhouseCoopers • Progressive Insurance • Provident Financial • Prudential Financial • Rite Aid • Safe Auto Insurance Company • Samsung Electronics America • Seoul National University • Smith Barney • Social Security Administration • South Carolina Electric & Gas Co, Inc • Sprint • Stanford University • State of New York, Department of Taxation & Finance • Sun Trust Banks • T. Rowe Price • TD Waterhouse • Telekomunikacja Polska • The Bank of New York • The Library of Congress • Towers Perrin • Toys "R" Us • U.S. Cellular • United Health Group • United Nations • United Parcel Service • United States Postal Service • UnitedHealth Group • Visa Worldwide Services • Vonage • Walgreens • Walt Disney Parks and Resorts • Washington Mutual Bank • Wells Fargo Bank • XM Satellite Radio and many more...

\* Represents a sampling of companies who attended SpeechTEK 2005

# Don't Miss These Events...\*

## Receptions



west

®

**Monday, August 7, 2006**  
**Opening Reception**  
**and Exhibit Hall Preview**  
*Sponsored by West Interactive*

Begin your enjoyment of SpeechTEK 2006 and the city of New York with our special opening night reception "Nights on Broadway" sponsored by West Interactive. Network with your peers, make new friends and business contacts, and enjoy the ambience and excitement of New York's rich theater history. This is a wonderful introduction to the conference and your fellow attendees, as well as an opportunity to familiarize yourself with the exhibitors for this can't miss event. Be sure to attend so that you can prepare to take full advantage of SpeechTEK 2006!

Please visit [www.westinteractive.com/speechteknyl.asp](http://www.westinteractive.com/speechteknyl.asp) for more information on the raffle for Broadway tickets.



**Tuesday, August 8, 2006**  
**SpeechTEK Customer Reception**  
**"Delivering on the Vision**  
**of Modularity"**  
*Sponsored by Intel and Partners*

Join Intel for a customer reception at SpeechTEK. Relax in an informal atmosphere where you'll have the opportunity to network with colleagues, mingle with Intel executives, product specialists, and ecosystem members to discuss the latest technologies in today's communications market segment. We look forward to seeing you in New York.

## Tools Workshops



**Tuesday & Wednesday**  
**10:00 AM - 5:00 PM**  
**Hands-on Voice Application**  
**Development Tools**

*Tools Providers will assist you in loading trial copies of their software tools onto your laptop, and guide you through exercises to learn how to use their tools to create speech applications. There will be several sessions, each featuring a different tool. This is your chance to "kick the tires" and "test drive" the alternative tools under the direction of tool experts. Please visit [www.speechtek.com](http://www.speechtek.com) for a complete schedule of vendors.*

**Wednesday**  
**10:00 AM - 5:00 PM**  
**Hands-on**  
**Open Source**  
**Training**

*Experts will assist you to load open-source software onto your laptop, and guide you through exercises to learn how to use it. There will be several sessions, each featuring open source software that you can reuse without fees. We recommend that you attend the session, Open Source Software Summit, before attending these hands-on training sessions. This is your chance to "kick the tires" and "test drive" open source software under the direction of experts. This session is limited to the first 30 people.*

Please visit [www.speechtek.com](http://www.speechtek.com) for a complete schedule of vendors.





# Company Workshops\*

*\*Please visit [www.speechtek.com](http://www.speechtek.com) for a complete schedule of company workshops.*

MONDAY



## Nuance Company Workshop: De-mystifying Speech

1:30 PM - 3:00 PM Open to all attendees

- ✓ How do I know if I am a good candidate for a speech solution?
- ✓ What are other companies doing?
- ✓ What is realistic in terms of ROI?
- ✓ How difficult is it to get started?



## West Corporation Company Workshop

1:30 PM - 3:30 PM Open to all attendees

Join the leading provider of outsourced communications solutions as we share case studies, best practices and lessons learned during 30-minute informative sessions on the following topics:

- ✓ Deployment of Natural Language Speech Recognition Applications
- ✓ Interactive Agent
- ✓ Automated Notifications
- ✓ Next Generation Customer Surveys



## Microsoft Company Workshop

Come to the Microsoft Speech Server workshop to learn how our speech applications are helping customer service organizations understand that effective, speech-based self-service solutions can create competitive advantages for businesses of all sizes. Don't miss out on this unique opportunity to talk with Microsoft experts who can answer your questions live and in real time!



## IBM Company Workshops:

### Introduction to Multimodal Development with X+V Tools for Building and Deploying Standards-Based Applications

9:00 AM - 12:00 PM Open to all attendees

This session discusses the XHTML+Voice (X+V) markup language used in next generation Web services that combine visual and voice interaction, highlighting the toolkits available, and examples for building standards-based applications for a variety of platforms, from cellphones and tablets to set top boxes and vehicles.

### Partnering Opportunities with IBM

2:00 PM - 5:00 PM Open to all attendees

Gain insights into IBM's broad partnering opportunities, including PartnerWorld, and the benefits of working with WebSphere Speech Solutions. Meet existing partners and hear of their experiences with IBM.



## Verizon Business Workshop

10:00 AM - 11:45 AM, 1:00 PM - 1:45 PM, 4:00 PM - 5:45 PM Open to all attendees

Come to the Verizon Business workshop and you'll leave with practical knowledge of how to use speech technology to add value to your customer interactions. Let Verizon Business, together with Tellme, show you how to deploy speech services effectively to deliver solutions that can enhance the caller experience and your bottom line.

WEDNESDAY



## Avaya Company Workshop: Streamlining Business with Intelligent Communications

10:30 AM - 12:30 PM Open to all attendees

Attend this workshop to hear the latest in speech access and self-service communications strategies that are enabling businesses to dramatically streamline customer service response and improve operations agility.



## Cisco Company Workshop

10:15 AM - 11:30 AM Open to all attendees

World-class customer service organizations understand that effective, speech-based self service can work wonders in balancing the challenges between cost containment and improving customer service. But most organizations are only beginning to understand the impact of IP-based technologies on self service. When you consider that most customer dissatisfaction today is with self-service systems based on inflexible TDM architectures, you begin to see real opportunity. Join us for this workshop where we'll be joined by our world-class partners to discuss the ways that IP-based speech self service is creating competitive advantage.

## Vertical Market Workshops\*

No one knows the challenges and intricacies of your industry better than you and your peers. That's why we've created targeted, vertical market workshops featuring industry experts sharing their experiences with designing and deploying speech solutions. These workshops will demonstrate how speech has penetrated your market segment and successfully tackled some of the most critical roadblocks in customer satisfaction, revenue generation and cost reduction. Learn the strategies that work and pitfalls to avoid from experts and analysts who have successfully deployed world-class speech applications in your industry. Using real-world speech application case studies, you will have a first-hand opportunity to experience how customers can quickly and easily conduct business over the phone.



### Health Care

Plagued with rising costs in service, quality of care issues and privacy concerns, the ability to access, safeguard and update patient information remains critical in today's health care industry. Speech solutions have enabled patients, physicians, and other health care providers to easily and cost-effectively collect and manage patient information and health care services. We've created a variety of sessions to illustrate how you can design, develop, and deploy relevant speech applications that benefit patients, health care providers, and improve the bottom line.

- 10:30 AM - 12:00 PM Improving Health Care Delivery Using Speech Technologies
- 1:30 PM - 3:00 PM New Applications in Speech Technologies for Health Care
- 3:30 PM - 5:00 PM Improved Productivity with Speech Technologies



### Financial Services and Insurance

Around the world, speech applications are being used to authenticate callers, update account information and transfer billions of dollars. You'll listen to successful speech applications in the insurance and financial services industry and learn what makes them successful from the people who deployed them. This workshop will highlight how financial service institutions are revolutionizing their operations by using some of the most powerful speech applications available today.

- 10:30 AM - 12:00 PM Security Issues Impacting the Delivery of Financial Services
- 1:30 PM - 3:00 PM Improving Self-Service Delivery of Financial Services
- 3:30 PM - 5:00 PM New and Innovative Applications

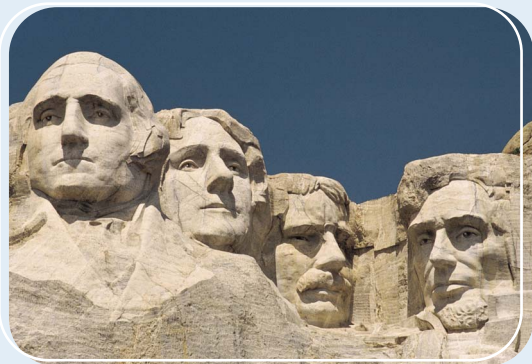


### Retail

Retailers continue to seek out new means to increase revenues and provide better customer self service. Speech applications can support retailers at both brick and mortar and Internet storefronts, helping to advertise products and strengthen brand awareness. Listen to real examples of successful speech applications that improve the top and bottom lines. This workshop will illustrate how to design, develop and deploy conversational speech applications for the retail and consumer goods sectors.

- 10:30 AM - 12:00 PM Help the Customer Find What They Need When They Need It
- 1:30 PM - 3:00 PM How to Sell More Using Speech Technologies
- 3:30 PM - 5:00 PM New and Innovative Applications

# Vertical Market Workshops\*



## Travel

As the travel industry continues to change rapidly, consumers and businesses have more choices than ever before when it comes to selecting a travel related product or service and they are also becoming more expectant about convenience and the ability to access information through any channel without delay. With this knowledge, travel companies are reviewing customer interaction within their main call centers to evaluate ways to make these services more responsive. You'll hear examples of recent speech deployments and successful solutions that have helped ensure travel service providers increase conversion rates and reduce call center costs. Learn how to balance call capability with cost optimization, how the travel industry is applying speech and how the travel industry will use speech in the future.

- 10:30 AM - 12:00 PM Booking Your Travel Using Speech Technologies
- 1:30 PM - 3:00 PM Improving Self-Service Delivery with Speech Technologies
- 3:30 PM - 5:00 PM New and Innovative Ways to Use Speech Technologies



## Government Services

Speech technologies used in governmental services vary from providing constitutional services to the protection of citizens with the use of authentication technologies. This workshop will provide a detailed look into the applications that have been deployed on national, state and local levels. You'll hear from not only US-based governmental executives, but also European organizational executives. Learn how to develop user requirements for mass scale public sector voice applications, how to evaluate the success of voice technologies in the public sector environment, and more.

- 10:30 AM - 12:00 PM Helping Constituents Find What They Want
- 1:30 PM - 3:00 PM How to Improve Your Disaster Management Capabilities Using Speech Technologies
- 3:30 PM - 5:00 PM Mining Your Data With Speech Technologies



## Managing Goods and Services

Today, speech applications are used in a number of innovative ways to improve the supply chain infrastructure and manage operations. Whether it is streamlining warehouse and transportation logistics, dispatching repair workers and delivery drivers or capturing employee time reporting and task completion information, speech can help businesses more effectively deploy resources, deliver information to customers and improve the bottom line.

- 10:30 AM - 12:00 PM Improving Worker Productivity With Speech Technologies
- 1:30 PM - 3:00 PM Automating Customer Service
- 3:30 PM - 5:00 PM Optimizing Your Supply Chain Management With Speech Technologies



- VUI Design Issues
- Issues Impacting Developers
- Customer Service
- Employee Productivity

## VOX

Brought to you by:

 **opusresearch**

[www.opusresearch.net](http://www.opusresearch.net)

*For the fourth year, VOX assembles the top executives to define the future of managed services. Opus Research's analysts join industry executives and infrastructure providers to explain how hosted and managed speech will merge customer care and service delivery. Hear and see the most advanced tools for application development, VoIP transport and life cycle management.*

**10:00 - 11:00 The Transformative Vision: What's Working Now** Opus Research will provide research on results for voice ASP strategies, including market quantification and trends analysis. Looking at "Best Practices" from Pure Plays, Teleservices Providers and incumbent telephone companies, we observe whether service providers are controlling or merely coping with the migration to VoIP, Services-oriented Architectures and the growing population of mobile callers.

**11:00 - 12:00 Outsourcers Speak Out: View From the Buy Side** Each year, we turn to top executives from firms who define requirements for outsourced speech services. They tell us how they are using third-parties; their key selection criteria and how they organized to best take advantage of third-party offers.

**1:30 - 2:15 SOA or SOL: Leveraging Web Infrastructure** Billions of dollars have been invested in educational and market conditioning programs to insure that departmental executives and IT managers are on the same page when it comes to self-service architecture. Web services infrastructure providers like IBM, HP and a slew of "open source" proponents are leading the way. How are voice ASPs getting poised to benefit?

**2:15 - 3:00 Alternative: Merging Customer Care and Service Delivery: New Telco Platforms** It's happening! Third party directory assistance specialists are cajoling carriers to add new services and capabilities through traditional DA access numbers. It's no longer query-driven. It's about search results, customer care and service delivery.

**3:15 - 4:00 What to Feed the 80-Pound Gorillas: Strategies for SMBs** SMBs comprise a unique opportunity for hosted services providers. They make up a very large business segment, but one characterized by extreme cost-consciousness and hunger for pragmatic results. Members of this panel will describe what it takes to participate in a revenue stream that could double the potential size of the hosted-services market.

**4:00 - 4:45 Planet of the Apps** ASPs operate some of the most sophisticated multi-tenant, multi-application platforms in existence. Who better to showcase the tools and administrative systems for managing multiple applications and monitoring multiple performance measurements?

**4:45 - 5:30 CEOs Survey: No Smooth Seas Here!** "A smooth sea never makes a good sailor," so goes an old English proverb. In this panel, we'll hear from some of the best navigators in the business as they discuss how you set a competitive course among increasingly complicated options. We'll discuss how quickly we expect the migration to IP to take place; how to reduce technology risks and shorten the time to market for customers; and strategies for both risk sharing and gain sharing with enterprise customers.

## SpeechTEK University



**10:30 AM - 5:00 PM**

### VUI Design Boot Camp

This boot camp is for individuals with little or no prior experience in VUI design and for those who are curious about what it takes to become a VUI designer. Learn what it means to follow a user-centered design process and gather valuable insight into techniques on how to perform task analysis and research to define business and end user requirements. Learn the principles of designing effective voice dialogs and how to evaluate designs based on user feedback and usability testing. Find out what it means to create a persona for a voice application and gain insight into additional training and resources to help you become a successful VUI designer.

**10:30 AM - 5:00 PM**

### Advanced VoiceXML 2.0/2.1

This tutorial is targeted to VoiceXML programmers who already have some knowledge of VoiceXML 2.0 and have implemented some VoiceXML applications. Learn the nuts and bolts of VoiceXML 2.0 programming by understanding how the Forms Interpretation Algorithm simplifies dialog logic by repeatedly asking a user to supply a value to each field of a verbal fill-in form. Learn how to scope variables, event handlers, grammars; how to use the Speech Synthesis Markup Language (SSML) to structure, normalize, and convert text to sequences of phonemes; as well as specify the prompt's prosody. Use the Speech Recognition Grammar Format language (SRGF) to define the words and phrases that the speech application can recognize at each point in its dialog and use the Speech Interpretation for Speech Recognition language (SISR) to extract and transform the results from the speech recognition engine. You'll also learn to use the new features in VoiceXML 2.1, how to construct both system-directed and mixed initiative dialogs, and other tricks and techniques for developing world-class speech applications.

# Advanced Speech Technologies Symposium

Presented by



## MONDAY

**10:30 AM - 12:00 PM**

### Speech Synthesis and Emotion

Text-to-speech synthesis is growing in quality and becoming more flexible, supporting dynamic dialogs and the reading of arbitrary text from databases or other text sources such as email. However, conveying recognizably human emotion with TTS remains a daunting task even though limited emotional expressiveness is supported in SSML. This session will consider SSML extensions which convey a broader range of expressiveness, as well as several additional techniques intended to facilitate the production of expressive speech.

**1:30 PM - 3:00 PM**

### Rule-based and Goal-oriented Dialog Design

The traditional approach to managing speech dialogs includes tightly constrained directed dialog, less constrained mixed initiative, and fairly flexible natural language dialogs. In the future, dialog management will move away from any tight constraints and predictable state sequences into new conversational styles where the application will collaborate with the user to satisfy a priori goals. Such problem solving approaches will reach beyond traditional dialog management methodology to incorporate heuristics, fuzzy logic, and semantic interpretation. Anyone involved in VUI or dialog design should attend this session to understand where next-generation dialogs are going.

**3:30 PM - 5:00 PM**

### Techniques for Processing Recorded Speech

Over the years, processing recorded speech has evolved from attempts at translation, searching for key phrases, identifying language, identifying identity, and all the ways to finding intelligence. Transcription and translation remain in high demand as accessibility technology continues to evolve and be affordable. What new techniques are being used today to translate and characterize rich audio media assets? Speech-to-text capabilities come in many flavors and some languages require different processing strategies. Are phonetic approaches the way to go? How close are we to perfect translation? Several experts will present their findings using state-of-the-art techniques.



## TUESDAY

**11:00 AM - 12:30 PM**

### Advanced Speech and NL Technology

Speech recognition has the potential to make interactions between the caller and the system natural and intuitive, a pleasant experience for the user while completing transactions reliably and quickly. Learn how the conversational machines of the future will achieve this potential and understand how systems using statistical natural language understanding can be created inexpensively and learn how to maintain consistent customer quality of experience even in the presence of accents of non-native speakers. Join this session to see how the conversational machines of the future will utilize best-of-breed speech recognition, language understanding, text-to-speech synthesis, machine learning, and dialog management.

**2:30 PM - 3:30 PM**

### Advanced Techniques for Improving User Interaction

Speech interfaces are incorporating more and more human intelligence and the user interaction continues to become more human-like. The ideal user interaction includes anticipating user intentions and responding in a way to meet user expectations. Natural language grammars have been a critical component of the solution, but there are other forms of application intelligence that lead to better user interactions. Are directed dialogs obsolete? Are open grammars the best for natural language interfaces? These topics and others will be addressed including a preview of the most advanced forms of interaction available today.

**4:00 PM - 5:00 PM**

### Selected Topics in Dialog Processing

Sophisticated speech solutions entail an endless source of technology problems, and there is no shortage of innovative solutions to these problems. Speakers in this session get down below the surface and explain the dialog challenges and proposed solution with some technical detail, covering specific technical issues and their resolution. Topics range from new solutions for FAQ automation to how to escalate properly to live agents. The problems described in this session are interesting in themselves, and the solutions are occasionally controversial. If you like technology and clever ideas don't miss this one!



- Tools for Developers
- Programming Languages
- Productivity Applications
- Platforms

### Track Descriptions

### 11:00 AM - 12:30 PM

#### Strategic & Management Insights

SpeechTEK's Strategic and Management Insight Track highlights leading speech solutions players offering their thoughts on the most important topics impacting speech technologies. These sessions will provide you with the latest thinking on the direction of speech technologies from the analysts and technology leaders who are advancing the industry. Each session is designed to provide you with insights into one of the major topic areas impacting speech technologies. Relax with a cup of coffee and get the answers you need from these industry leaders. The Strategic and Management Insight sessions are open to all conference pass holders and bronze pass attendees.

#### VUI

Targeted for voice user interface designers, this track explores how to design world-class voice user interfaces. Experts present methodologies, strategies, guidelines, and proven techniques for designing effective and efficient voice user interfaces. Experts will address the issues unique to speech user interfaces, including developing personas, designing dialogs, wording prompts, specifying grammars, tuning the voice user interface and much more. Learn how to design for cultural differences and how to use best design practices to match customer expectations. If you are a voice user interface designer, don't miss these suggestions, guidelines and insights to make your user interface even more effective and efficient.

#### Deploying Speech Applications

This track discusses the difficult issues facing call center managers and speech application developers. Which methodology should be used when developing and deploying a speech application? Are machine translation and automatic call routing technologies appropriate for your application? What protocols and processes should you use for implementing your application? This track will help you identify what aspects of your application should be improved before deployment by testing your speech application with perspective users.

#### Security and Biometrics

The failure of ChoicePoint, Lexis-Nexis, Reed Elsevier, Bank of America and others to protect sensitive data has put the topic of security on everyone's mind. Businesses are seeking ways to protect sensitive data and scrutinizing disaster-recovery plans. Customers are worried about privacy and identity theft. A recent survey by Unisys revealed that nearly 40 percent of Americans are willing to pay more to keep their bank accounts secure. This track has three objectives:

- Examine security-related strengths and vulnerabilities of speech technologies
- Identify critical trends in speech-based security
- Study successful case-studies of speech-based security

#### Consumer Electronics & MM

The displays on cell phones and other mobile devices have dramatically changed how users interact with these devices, basically transforming the user interface into "personal data browsers." Multimodal applications will go further by providing a combined verbal/visual user interface to both personal data on the cell phone as well as business data in the form of text, charts, illustrations, pictures, and even video. This track will demonstrate the next wave of speech user interfaces—multimodal user interfaces—and the devices on which they will run. The in-car computing session demonstrates that multimodal is very effective in eyes-only, hand-busy only environments such as driving a car. Learn how to overcome the barriers to deploying multimodal user interfaces and how video can be effectively used in multimodal user interfaces.

### Trends Impacting Speech Technologies

Speech technologies have compelling ROI, we're learning how to better implement the technology to improve user satisfaction, the technology is always improving, and other important reasons as to why this is a revolutionary technology. But for various reasons, we've not seen the growth many of us have expected. Key industry players will discuss important trends impacting speech technology and you get to decide how they will impact organizations' communications abilities. This session is designed to let you glimpse the future so you can decide what the best path is for your speech deployment.

### Methodologies for Designing and Implementing VUIs

Examine methodologies and strategies for efficiently designing world-class VUIs and identify the critical steps in designing VUIs. Develop speech solutions designed around best practices and design principles, from user-centered design to testing strategies. Learn how to choose speech technologies that make the best business sense for your application and learn how to identify and correct existing usability problems early in the development lifecycle. All techniques discussed are platform agnostic.

### Life Cycle and Development Methodologies

Using the right methodology correctly is vital to develop and deploy quality applications faster and cheaper. Learn which methodologies can significantly speed up design, implementation, and deployment and ensure customer buy-in and satisfaction along the way. Learn how to create prototypes quickly and easily and how to use prototypes to gain stake holder signoff. Explore modern tools and techniques for dialog analysis that produce meaningful reports providing a 360-degree view of customer interactions that enable developers to optimize applications resulting in greater customer satisfaction, cost reductions, and increased revenue. Learn how to promote the application both internally among employees and externally among customers to ensure a warmly received rollout.

### Protecting Your Business and Your Customers

How can you keep your data, services, and facilities safe from criminals and terrorists? This session will teach you how to:

- evaluate the vulnerabilities of self-service speech recognition deployments
- use speaker authentication to enhance identity management
- protect your company's data when disaster happens

### And Beyond... Applications for Speech in Places You Never Thought!

In this panel discussion, learn how speech technologies are changing the use of many of today's popular electronic devices in nontraditional ways. Each panelist will discuss two innovative applications of speech that will broaden your view of where and how to use speech technologies. Identify the strengths and weaknesses of deploying speech on current and future electronic devices. Discover how existing speech applications are improved by using speech and how multimodal devices enable new classes of applications not previously possible.

2:00 PM - 3:30 PM

## Hosted Speech: Is It Right for You?

Hosted speech for the enterprise is expected to grow significantly. What does this mean for your enterprise? Industry experts on hosted speech will address five critical questions facing every organization when they review their options concerning hosted speech applications. Among the questions that will be answered are: • Control: Learn how to effectively monitor performance and ensure that application modifications will happen on a timely basis. • Security: Discover best practices for securing information that is deployed outside the organization. • Customer Access: Understand how to flatten the distance between callers and your organization. • Shared Environment: Develop a shared environment that enhances performance or security versus a dedicated, premise-based speech solution. • Job Security – Outsourcing: How will my internal staff react to outsourcing to another IT organization?

## Controlling Your Personas

Creating effective Voice User Interfaces is both an art and a science. Both skill and preparation are needed to create a compelling voice user interface that is designed to engage the caller, is easy to use and is consistent with all the other contact points a company has with their customers. Learn how to create a persona document, how to maintain consistency of persona throughout the life of an application, and how to communicate to both prompt writers and voice talent specific persona information such as dialect, vocabulary, tempo, emotion, and non-verbal utterances. This session will examine how callers interpret brand through voice and demonstrate best practice approaches in strengthening your brand and providing a pleasant and efficient voice user interface.

## VoIP and Speech

VoIP is tearing down the barriers to communication and is flourishing as communications infrastructures continue to change rapidly. The advent of SIP-based networks, devices in the enterprise (softphones and IP PBX) and software on on consumer's desktops (Skype, Google Talk) are creating a broad seamless communications network. Evaluate the pros and cons of various VoIP deployments and architectures and their impact on speech. Analyze what VoIP means to you in terms of total cost of ownership, ease of upgrade and to your customers in terms of quality and cost of service. Learn how to bridge the next generation of networks by using speech technologies to take a plain old cell phone and give it "mobile browser" capabilities.

## Into the Future - Critical Trends in Speaker Authentication

Identity management is one of the fastest growing areas of security and reliable authentication lies at its core. This is why a growing number of companies and government agencies are turning to biometric security, including speaker authentication. In this session you will learn about the newest techniques for using speaker authentication to control access to data, services, and facilities. These techniques include intelligent challenge-response, e-authentication, and centralized repositories. You will also get a sneak preview of the VoiceXML 3.0 standard for speaker verification and identification.

## In-Car Computing

Embedded speech has made tremendous progress in the last years. Spearheaded by the automotive industry this distinctive market segment displays different economics, customer profiles and market needs. Consequently, different technology solutions, product concepts and collaborative approaches have emerged. See how multimodal user interfaces can be safely used in the hands-busy, eyes-busy environment of driving a car. Analyze how multimodal techniques and strategies used in the car can be applied to mobile devices that your customers use to connect to your business.

4:00 PM - 5:00 PM

## Going International with Speech

Learn from the array of challenges that face organizations that have deployed language systems in markets that do not have the economies of scale associated with English-speaking North America. With more than 40 percent of call center and telco ports installed outside of North America, and more than half of all TTS revenues globally generated in Asia and Europe, it's clearly time to gather and share the lessons learned in the past five years by companies in these markets. This session will discuss the entire range of topics from telephony issues, cultural acceptance questions and market drivers that impact the fundamental business equation.

## Tuning the VUI, Not Tuning the Parameters

Speech application tuning has traditionally been focused on assessing and reporting the performance of the recognition engine. Over the past few years, however, our industry has taken a valuable step towards a holistic tuning approach that includes engine and application performance and user satisfaction. This session will focus on what it takes to really tune a speech application. Learn about complex issues involved in tuning, including audio quality, pronunciation confusability, grammars weighting, scoring thresholds, acoustic model optimization, etc. By watching how users flow through a speech-enabled system step-by-step, you gain new insight that can be paired with the utterances from the system to give a complete picture of what happened during that experience. Learn about the types of tooling necessary to simplify and improve speech applications.

## Protocols and Processes

Opening up new avenues for all speech processing, Host Media Processing (HMP) is emerging as a new way to deploy speech applications. The benefits are many: elimination of hardware limitations, less expensive as compared to traditional telephony hardware, simpler configurations, and easier integration via SIP and VoIP. Learn how to architect solutions that will provide predictable performance and scalability for new applications requiring IP communications. This session also provides an overview of the Media Resource Control Protocol (MRCP) and how it fits in the distributed environment and how it is used by VoiceXML to connect to speech processing services.

## Case Studies in Speaker Verification

One of the most valuable sources of information for companies planning to deploy a new technology is hearing about the experiences other companies have had. Speaker authentication has been securing the data, transactions, and facilities of companies and government agencies for over 10 years. This session brings together a panel of speakers who review how speaker authentication has been used in organizations. Learn from them how you can successfully use speaker authentication to control access to your sensitive data and services.

## Devices

There are dozens of competing mobile devices, ranging from inexpensive cell phones to powerful "PC in a card-deck box" form factor. These devices are the "wave of the future," providing users with a natural and easy-to-use user interface "from anywhere at anytime." See demonstrations of the capabilities of a variety of mobile devices and talk with their providers about how multimodal user interfaces can be implemented on them. Determine what business opportunities exist to enable your customers to connect with your business using these devices and user interfaces.

Strategic & Management  
Insights

VUI

Deploying Speech  
Applications

Security and Biometrics

Consumer Electronics & MM

# Tuesday\*

7:30 AM - 8:15 AM Birds of a Feather Sessions

- Tools for Developers
- Programming Languages
- Productivity Applications
- Platforms

## Track Description

11:00 AM - 12:30 PM

### Tools and Techniques

Targeted to developers, this track describes techniques for implementing speech applications. Learn how to use metalanguages to describe the resources and control flow of a complete application and generate the appropriate VoiceXML code, how “shrink wrapped” repackaged applications can be easily modified to fit your application needs, how Service-oriented Architectures use standard descriptions of services to integrate powerful applications, how to reuse open source software to solve some of your speech application problems, how to leverage the features of .NET platforms to quickly implement efficient and robust speech applications, and finally, how to fine tune your speech synthesis system so it pronounces words exactly as you want.

### Improving Customer Loyalty

This track explains how to improve customer service, a major goal of almost every IVR application. Learn how to create an effective self-service strategy. Put your customers into your self service by analyzing their interactions and adapt your system appropriately. Integrate all of your self-service channels so they all provide accurate and consistent information, yet allow customers to use the channel of their choice. Segment your customer base to take advantage of their interests and backgrounds. And most importantly, build your customer loyalty to keep your customers coming back again and again.

### Open Source Summit - What's Available and Why (Panel)

Discover how you can leverage the tremendous amount of free software available under open source licensing. Panel members will explain why open source licensing has become so popular, and why their companies are contributing software that took thousands of person-hours to create. Learn the licensing provisions of open source software and how you can benefit by reusing open source software. Learn what open source software is available for developing speech applications. Attend a hands-on training for using open source software for speech applications scheduled during the remainder of Tuesday.

### The Customer Experience and Building Loyalty

Customer satisfaction does not equate to loyalty. Consumers not only look for the best service at less cost, but also want to access information through any channel without delay. Creating a consistent customer experience across channels and personalizing that experience encourages customers to purchase more and may also increase loyalty. Learn how organizations who have already adopted speech can leverage their investment to guarantee a maximum level of customer retention for the future. Learn how to use data in order to deepen a relationship, up-sell and cross-sell in ways that the customer views as a service.

# Wednesday\*

7:30 AM - 8:15 AM Birds of a Feather Sessions

- Latest Research Findings on Speech Technologies
- Improving Customer Loyalty
- Building Your Speech Technology Business
- Improving Your Professional Services Capabilities

## Track Description

11:00 AM - 12:30 PM

### Strategic & Management Insights

SpeechTEK's Strategic and Management Insights Track highlights leading speech solutions players offering their thoughts on the most important topics impacting speech technologies. These sessions will provide you with the latest thinking on the direction of speech technologies from the analysts and technology leaders who are advancing the industry. Each session is designed to provide you with insights into one of the major topic areas impacting speech technologies. Relax with a cup of coffee and get the answers you need from these industry leaders. The Strategic and Management Insights sessions are open to all conference pass holders and bronze pass attendees.

### VUI

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### Best Ways to Improve Your ROI and Leave the Customer Happy

Avoid wasting time and money buying technology, tools, or services you don't need. Join industry experts as they explain methodologies and guidelines to determine exactly what you need and when you need it. Learn how to get past all the marketing hype and address the fundamental issues of requirements, capabilities, costs, and ROI.

### Usability as the Means to Balance Enterprise and User Goals

Delivering the optimum speech experience — with customers fully engaged in the convenience of a well-designed speech application — is fundamental to increasing customer satisfaction and reducing costs. This session will describe how to align enterprise goals with customer goals, how to gather and analyze customer perception data, customer behavior data and operational data for on-going measurement of the speech application. Discover how to translate the gathered data into action plans for improving the customer experience and optimizing the speech application.

# Tuesday\*

2:00 PM - 3:30 PM

## Beyond VoiceXML: Metalanguages and More!

A metalanguage is used by developers to describe the resources and control flow of a complete application, including database accesses, business logic modules, presentation specifications, etc. The metalanguage processor marshals these resources, and generates the appropriate VoiceXML or SALT code, and executes the result. This session discusses several metalanguages including Nuance's xHMi, and Nu Echo's CDXML, and the VoiceXML Forum's work towards specifying a standard metalanguage. Learn how you can integrate existing modules and components, and generate the appropriate user interface using these languages. You'll also learn how you can use AJAX in your VoiceXML 2.1 applications.

## Analyzing Your Customer Interactions

"This call may be monitored for quality assurance purposes" implies that data is collected during the call to improve service levels, query resolution and accuracy. In this session, you will learn what data needs to be collected, how to collect the data, how to manage the collected data, and how to use the data to improve and personalize the customer experience. Learn how analytics can reveal important customer behaviors and trends that help not only application tuning, but also broader business and marketing decisions. Learn how to use analytics to discover shifting customer preferences, competitive threats, or customer dissatisfaction and firmly impact the bottom line.

4:00 PM - 5:00 PM

## Service-oriented Architecture

Increasingly, organizations are adopting Service-oriented Architecture (SOA) practices and principles for all their Web, telephony, and enterprise software to better optimize IT responsiveness and preserve software investments. Understand what benefits SOA can deliver, including being able to treat applications as services with standard interfaces, how to integrate applications and exchange information and reuse services and applications across the whole enterprise. Understand how implementing SOA correctly can lead to increased customer loyalty and lower operating costs while being able to leverage existing investments maintaining adaptability and flexibility. This session will discuss the latest trends in communication services integration within the SOA, its advantages, and what is possible today.

## Putting the Customer Into Self Service

The challenge today is to move from a product- or service-centric approach to a business-to-customer centric approach. How does this translate into self-service applications? One critical step is to obtain user feedback on applications before and during development and rollout. Learn how to obtain feedback from both customers and call center agents using Wizard of Oz testing before development and usability testing during development. Understand the importance of phrasing from the customer's perspective to build truly customer-centric applications.

Tools and Techniques

Improving Customer Loyalty

# Wednesday\*

2:00 PM - 3:30 PM

## Mobilizing Your Workforce

Speech technologies have a powerful ability to enable your workers access to rich data wherever they are—at home, on the road, or in the office. This session will help you understand how users can access enterprise data—HR info, product availability, orders, password reset (the most popular voice application in enterprises today—for both management and employees), data in their desktop—personal calendars, files, etc, and communicate with each other and your customers using speech technologies.

## Controversial Design Principles

Is it time to reset and update some of our cherished guidelines for designing VUIs. There are the basic rules of VUI design, which have been proven and work well. Then there is a whole other set of guidelines that sound great in theory but may end up hurting, rather than helping your system. This panel will touch on some of these debatable best practices, and bring data from usability studies and pilots of live systems to show if they work or not.

3:45 PM - 5:00 PM

## Improving the Customer Experience With Speech Technologies

Initial deployments of speech technology focused on lowering costs, often by replicating tasks. However, speech technology, by automating relatively complex interactions, can be used to generate business by making the most of every call from a customer. The customer contact can be used to build a brand, deepen a relationship, or to up-sell or cross-sell in ways that the customer views as a service. This session explores the issues and opportunities involved in viewing the telephone as a strategic weapon in improving the customer experience. You'll understand how to choose the right application and set the right goals for your apps and have an ROI your CFO will accept and customer satisfaction your customers desire.

## Designing for Cultural Differences

More and more businesses are recognizing the importance of offering automated speech systems for non-English-speaking users. Besides a solid design, a good translation and the appropriate voice talent, the success of a non-English speech system depends on several aspects of the context in which it is deployed that are often overlooked during planning. Learn the most critical factors that companies need to consider in order to deploy a non-English-language speech system that will optimize the ROI, boost automation rates and delight their customers. Learn the problems and solutions for speech applications that are multilingual.

Strategic & Management Insights

VUI



- Latest Research Findings on Speech Technologies
- Building Your Speech Technology Business
- Improving Customer Loyalty
- Improving Your Professional Services Capabilities

### Track Description

11:00 AM - 12:30 PM

#### Deploying Speech Applications

This track discusses the difficult issues facing call center managers and speech application developers. Which methodology should be used when developing and deploying a speech application? Are machine translation and automatic call routing technologies appropriate for your application? What protocols and processes should you use for implementing your application? This track will help you identify what aspects of your application should be improved before deployment by testing your speech application with perspective users.

#### Are These Technologies Ready for Prime Time?

New to SpeechTEK, this track will examine three technologies that have exhibited great promise but are these technologies ready for primetime? Industry analysts and experts will lead you through a thorough examination of the current uses of these technologies including case studies and their thoughts on the future trends. Technologies to be examined are: audio mining and analytics; machine-to machine translation; and speech technology's role in unified communications.

#### Consumer Electronics & MM

Mobile device displays have dramatically changed how users interact with these devices, basically transforming the user interface into "personal data browsers." Multimodal applications will further provide a combined verbal/visual user interface to both personal- and business-data in the form of text, charts, illustrations, pictures, and even video. This track demonstrates the next wave of speech user interfaces—multimodal user interfaces—and the devices on which they will run. The in-car computing session demonstrates that multimodal is very effective in eyes-only, hand-busy only environments such as driving a car. Learn how to overcome the barriers to and effectively use multimodal user interfaces. Will cell-phones become the "Swiss army knife of the decade," enabling users to interact with all kinds of information and entertainment?

#### Tools and Techniques

Targeted to developers, this track describes techniques for implementing speech applications. Learn how to use metalanguages to describe the resources and control flow of a complete application and generate the appropriate VoiceXML code, how "shrink wrapped" repackaged applications can be easily modified to fit your application needs, how Service Oriented Architectures use standard descriptions of services to integrate powerful applications, how to reuse open source software to solve some of your speech application problems, how to leverage the features of .NET platforms to quickly implement efficient and robust speech applications, and finally, how to fine tune your speech synthesis system so it pronounces words exactly as you want.

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This track explains how to improve customer service, a major goal of almost every IVR application. Learn how to create an effective self-service strategy. Put your customers into your self service by analyzing their interactions and adapt your system appropriately. Integrate all of your self-service channels so they all provide accurate and consistent information, yet allow customers to use the channel of their choice. Segment your customer base to take advantage of their interests and backgrounds. And most importantly, build your customer loyalty to keep your customers coming back again and again.

#### Testing and Tracking

Unfortunately, it only takes one bad experience for a customer to stop using self-service applications. Both poor usability and poor performance can have a significant impact on customer loyalty, a company's image and its bottom line. Learn why iterative testing of the speech application to determine both its usability and its performance by its targeted users is necessary during design and deployment. Understand how to improve your speech application performance in today's complex contact center infrastructure to provide both customer satisfaction and high ROI. After this session you'll know the right issues to improve caller satisfaction and system performance.

#### You Decide: Audio Mining

Crucial business insights on competitive intelligence, market dynamics, risk avoidance and more are buried in recorded interactions with customers and suppliers. This hidden information can be effectively mined and put to use within the enterprise through the application of speech technology. Audio mining enables developers to detect patterns, trends, and cause/effect relationships from recorded content to help build more effective customer strategies and uncover new revenue opportunities. Learn how to use audio mining techniques to locate relevant data.

#### Developing Multimodal Applications Using W3C Languages

This session describes the W3C languages for developing multimodal applications. Learn the role of each component of the W3C multimodal framework and how they should be integrated. Understand how State Charts can also be used to specify the control flow of multimodal applications and learn how the Extended Multimodal Application Language (EMMA) is used to represent information from multiple input modes and how this information can be integrated for use by the dialog manager.

#### .NET Tools

The Microsoft platform offers a powerful, affordable and accessible computing environment—one that helps businesses maximize productivity across multiple resources. Targeted for hard-core developers, this session presents tips and techniques for implementing speech applications on .NET platforms. Learn how to leverage the features of this widely used platform to quickly implement efficient and robust speech applications.

#### Building an Effective Self-service Strategy

Establishing an effective and efficient self-service strategy is the key to successful applications. In this session you will learn how to integrate consumer, business and technical perspectives to derive an effective self-service strategy. Learn how to optimize both cost reduction and increased customer satisfaction and retention as primary objectives of self service. Choose the appropriate technologies (speech, CTI, Web, call routing) to support your self-service strategy.



2:00 PM - 3:30 PM

3:45 PM - 5:00 PM

## Call Routing

Natural language call routing enables users to utter a few words about what they want rather than transverse a hierarchy of menus answering questions that eventually routes the user to the desired target. Learn how today's call routing deployments provide higher accuracy and success rates, can be made to recognize things like product names or upcoming marketing promotions without extensive data collection and training, and can be deployed in a fraction of the time as traditional menu hierarchies. Learn how data preparation can influence the accuracy of these systems and more.

## You Decide: Machine Translation

Combining speech technology with automated machine translation technology is enabling many new cross language applications and breaking down language barriers. Recent integrations of these two technologies have yielded exciting results. Determine if the current capabilities and robustness of machine translation technology are suitable for your business. Learn what translation applications are being deployed today and how you can leverage this technology in your speech applications to reach a wider audience.

## Overcoming Barriers To Multimodal Application Deployment

At SpeechTEK West 2006, leading speech marketing experts pooled their knowledge to identify the top ten barriers to the deployment of multimodal applications, and recommendations for overcoming these barriers. Four of these experts will summarize the conclusions reached during that workshop. Designers and implementers should understand these barriers when choosing multimodal applications to design and implement. Marketers should understand these barriers to effectively market multimodal applications.

## Authoring Synthesized Speech (TTS)

The market demand for custom TTS voices is heating up. The combination of custom voice and powerful tuning tools that allow you to perfect even dynamic TTS outputs is paving the way for significant market growth in TTS usage. Learn how to deliver seamless, dynamic prompt-quality TTS output in the voice of your choice and how to specify word pronunciations so speech synthesis engines will speak them correctly. You'll also learn the structure and basic principles of the International Phonetic Alphabet (IPA), the standard language for specifying word pronunciations and how to use IPA within the W3C Pronunciation Lexicon Specification. This session is a must for VUI designers who want to improve the understandability of speech synthesis (TTS).

## Integrating Other Self-service Channels

Over the past few years, companies have sought to improve customer service by offering consistency across multiple channels. Learn the best practices for designing, implementing and maintaining seamless multi-channel customer service. Understand the opportunities for increasing customer satisfaction and reducing costs with text messaging, outbound notifications, and smartcards. Learn how to develop a service-oriented architecture for access to common backend business logic and data by both the Web, voice, kiosk and other channels.

## Tips for Managing Speech Applications

Managing a speech application development project from conception to deployment and beyond is both complex and challenging. Speakers in this session describe their experiences and insights to help you better manage your speech application project. Learn how natural language can improve service and cut costs for call routing and transaction processing. Learn the best practices for developing speech applications, reducing tuning time, and eliminating the "gotchas" before they get you. Discover how to make more informed decisions through the application lifecycle. These issues and more will be discussed in this session for managing speech application development.

## You Decide: Unifying Your Communications

More and more employees are working out of the office, relying on mobile phones and multiple voice-messaging services to stay connected with clients, co-workers, and new business prospects. Companies are providing better desktop integration for their IVR enabling improved responsiveness for the customer. Learn how improved unified communications technologies enhance customer and employee access to information for a more seamless experience for the user.

## Video and Multimodal

Downloading and viewing a video on your cell phone will soon be as common as accessing your email. This session shows how speech-enabled self-service applications become more effective by displaying video to the user during the speech application. See live demonstrations of video-based cell phone applications, and learn the current status of deployments and their architecture. Video represents a compelling technology in multimodal user interfaces on a cell phone.

## Reusable Software

Prepackaged applications are "shrink wrapped" apps that can be easily modified to fit the needs of the customer. In theory, the cost should be less than developing a new application from scratch. However, the speech industry has seen announcements of packaged apps, only in name with the deployment requiring great customization. Learn which circumstances warrant the use of reusable components, and when it's best to "do it from scratch." Learn how tailorable and extensible reusable applications are and the limits of their flexibility.

## Customer Segmentation in Self Service

The key to successful segmentation is not "forcing" customers into a specific mode of service, but providing applications and services that different customer groups prefer to use. Companies segment customers in different ways — by demographics, customer value, and location in the relationship lifecycle, or a combination of factors. Find out how segmentation works for self-service channels and when to consider different applications and channel mixes. Understand how to deal with different generations of customers, and how loyalty programs can encourage customer use.

Deploying Speech Applications

Are These Technologies Ready for Prime Time?

Consumer Electronics & MM

Tools and Techniques

Improving Customer Loyalty

## TUESDAY

### 2:00 PM - 5:00 PM Voice Coaching Tutorial - Your Chance to Get Behind the Mic!

When recording prompts, unique skills are required for the voice talent and voice coach. This tutorial presents best practices and a live demonstration of selecting and coaching voice talent (e.g., the importance of 'persona' and 'voice branding,' the difference between a 'voice actor' and 'voice announcer'). The focus will be on audience participation. Participants will play the roles of a voice talent (to gain appreciation of the experience required for this job) and voice coach (to understand how to get the best performance from the talent). The resulting audio recordings and voice coaching techniques will be reviewed and discussed.

## THURSDAY

### 8:30 AM - 4:30 PM Sneak Preview: VoiceXML 3.0

Targeted to platform vendors, this course provides an overview of the evolving W3C VoiceXML 3.0 specification. Learn the features of the DFP (Data Flow Presentation) framework, State Chart XML for specifying the control flow, VoiceXML 3.0 model, event-driven FIA, extended media (including video), media error handling, speaker identification and verification, pronunciation lexicon specification and other proposed VoiceXML 3.0 features.

### 8:30 AM - 4:30 PM CCXML

VoiceXML has revolutionized the development of telephony applications, and CCXML has revolutionized the control of telephony applications. This tutorial is targeted for developers who want to go beyond the simple transfer and disconnect commands of VoiceXML and use the more powerful CXML language to control telephone functions. In this tutorial you will learn:

- Fundamental concepts behind CCXML, including the connection model, event handling, and document control flow and execution elements.
- How to use VoiceXML as a user interface for CCXML.
- How to answer incoming calls, place outgoing calls, and perform the various types of call transfers.
- How to implement advanced telephony functions such as notify users of interesting events, find users when they don't answer their phone, and create conference calls.

### 8:30 AM - 4:30 PM Voice User Interface Design

If you've designed even one voice user interface, you know more about VUI than all but a handful of people. You already understand the value of well-crafted prompts that convey a persona and concise menus, but you may be wondering what you can do to take your design skills to the next level and make VUI the preferred mode of interaction between customers and an organization.

**What You'll Learn** - This tutorial is for experienced VUI designers who want to hone their skills and benefit from the experience of other seasoned designers. Our first topic is the vital design work that happens before the design—requirements gathering and analysis—and we will explore ways of developing an effective design strategy based on these requirements. We will delve into the details of prompting and overall sound & feel, and work together on practical answers to real design problems. We will arm you with tech-

niques for maintaining a focus on the end user before, during and after design, to allow you to take charge of the way speech applications are built. We will tackle the thorny problems, cases that don't fit the normal rules of VUI design, and show how these can be your best opportunities for creativity and innovation in VUI design.

**Who Should Attend** - This tutorial will be hands-on and highly interactive. We will use the VUI experiences of tutorial participants, both positive and negative, as examples and exercises throughout the day. For maximum impact, this tutorial is recommended for VUI designers with some degree of experience. (If you're looking for help getting started with VUI design, Thursday's VUI Boot Camp is a great place to start.)

### 8:30 AM - 4:30 PM VoIP Technology & Speech Applications

Voice over IP reduces telephony costs and provides many new opportunities for applications integrating both voice and data. This tutorial explains the benefits, risks, and challenges using speech technologies with VoIP. This tutorial educates the speech technologist about VoIP principles, architecture, protocols and applications, based on the Session Initiation Protocol (SIP) standard. If you are considering migrating to a VoIP network, this course is for you. In this course, you will learn how to provide wide area voice communication using a data packet network. Learn how to ensure a minimum Quality of Service for VoIP communications and how to create new and innovative applications using VoIP.

### 8:30 AM - 4:30 PM IP Multimedia Subsystem (IMS)

The IP Multimedia Subsystem (IMS) is a standardized architecture for providing mobile and fixed phone services using a SIP-based Voice-over-IP protocol. IMS merges the Internet with the cellular world, using cellular technologies to provide ubiquitous access and Internet technologies to provide new and useful services. Learn how to minimize development time with design patterns and how to structure and layer services. Also learn how to design services for interoperability and reusability and how to create new services and implement useful applications using these services with proven design patterns and best practices.



### 8:30 AM - 4:30 PM SOA

Service-oriented Architecture (SOA) defines how software applications use services available in a computer network. The interface to each service is defined in a standards-compliant manner independently of how each service is implemented. For example, a service implemented in programming language C could be used by a Java application. SOA provides a methodology and framework for document services. Services defined in this manner can be integrated and consolidated to construct a wide range of useful applications. Participate in this in-depth tutorial and learn how to use the SOA methodology and conventions to create your own services and reuse the services created by others and learn how to locate and integrate services to construct a wide range of useful applications.

# Analysts & Organizers

*This year we're honored to have some of the leading analysts discuss their latest research and to lead the programs offered at SpeechTEK. Our conference organizers have years of experience working on speech applications; and they endeavor to bring you the best and latest information on speech technologies. SpeechTEK, all the experts - all in one place - all at one time.*



**James Larson, Manager of Advanced Human Input/Output, Intel Corporation; Chair, W3C Voice Browser's Working Group** Jim is SpeechTEK 2006's co-conference chair and created this year's conference program. Jim is also an adjunct professor at Portland State University and The Oregon Graduate Center of Oregon Health and Sciences University. He is author of the home study guide and reference "The VXMLGuide."



**Debbie Dahl, Consultant, Conversational Technologies** Dr. Dahl will moderate and organize the Health Care Vertical Market Workshop on Monday. Dr. Dahl's company, Conversational Technologies, provides reports and analyses that assist her clients in understanding and applying these technologies to their business needs.



**Moira Dorsey, Senior Analyst, Forrester Research** At SpeechTEK 2006, Moira will present recent independent research on speech technologies as part of the Strategic and Management Insights track. Moira is the lead analyst in the area of user experience of phone self-service systems. Moira's research focuses on design best practices that deliver better customer experiences and better business results via phone self-service and the Web.



**Donna Fluss, Principal, DMG Consulting LLC** Donna Fluss will share with attendees results from a recent study of the speech analytics market. The study covers topics such as pricing, functionality, product reviews, ROI, implementation best practices, and much more. Ms. Fluss specializes in customer-focused business strategy, operations and technology for Global 2000 and emerging companies. With more than 20 years experience in customer relationship management (CRM) and contact centers, Ms. Fluss is a recognized leader and visionary in all areas of CRM and a highly sought after writer and speaker.



**Avery Glasser, Analyst, Opus Research** Avery Glasser will lead and organize the VOX: Service Provider Edition at SpeechTEK 2006. Glasser brings over a decade's worth of experience in contact center automation, services development for carriers and biometric systems implementation to Opus Research. Avery started off designing IVR applications at MCI before taking on tasks in platform engineering and eventually product management.



**Daniel Hong, Senior Analyst, Datamonitor** Hong will present on trends in speech applications as well as discuss recent results from an end-user survey. Hong heads Datamonitor's speech recognition technology research. He is the author of several reports that examine the current opportunities, relevant issues and future direction of the global voice business market. Daniel has also written many industry white papers and engaged in numerous consultancy projects for various Fortune 1000 companies.



**Judith A. Markowitz, Ph.D., President, J. Markowitz, Consultants (JMC)** Dr. Markowitz will moderate and organize the Security and Biometrics track on Tuesday. JMC is the leading independent consulting and analysis firm in speaker biometrics. She is also the Technology Editor of *Speech Technology Magazine*, co-chair of the VoiceXML Speaker Biometrics Committee, an invited expert to the W3C Voice Browser Working Group's Speaker Identification and Verification working group, and the VoiceXML Forum's liaison to the American National Standard Institute's (ANSI) INCITS/M1 (biometrics) technical committee



#### **Bill Meisel, President, TMA Associates**

Bill Meisel will bring the latest industry research to the Strategic and Management Insights track at SpeechTEK 2006. Meisel writes "Speech Recognition Update" and "Telephone Strategy News" newsletters and is the author of influential speech-recognition market studies. Meisel obtained his B.S. in engineering from Caltech and his M.S. and Ph.D. in electrical engineering from USC.



**Dan Miller, Senior Analyst, Opus Research** Dan Miller will lead and organize the VOX: Service Provider Edition at SpeechTEK 2006. Miller has over 25 years experience in marketing, business development and corporate strategy for telecom service providers, computer manufacturers and application software developers. Dan founded Opus Research in 1985 and helped define the Conversational Access Technologies marketplace by authoring scores of reports, advisories and newsletters addressing business opportunities that reside where automated speech leverages Web services, mobility and enterprise software infrastructure.



#### **Walter Rolandi, Founder and Owner, The Voice User Interface Company**

Walter Rolandi will moderate and organize the Financial Services and Insurance Vertical Market Workshop on Monday. As an expert in VUI design, you'll want to hear Walter and the panel of experts in the Controversial Design Principles session on Wednesday. He provides consultative services in the design, development and evaluation of telephony-based voice user interfaces (VUI) and evaluates ASR, TTS and conversational dialog techniques.



#### **Thomas B. Schalk, Vice President, Voice Technology, ATX**

Along with Bill Scholz, Dr. Schalk is the organizer of the Advanced Speech Technologies Symposium (ASTS), which will be held on Monday and Tuesday of SpeechTEK 2006. Tom's focus is on developing speech-enabled telematics services that have high value to the driver and minimize driver distraction. He has over twenty years of experience in the speech recognition industry. Tom received his Ph.D. from the Johns Hopkins School of Medicine and his B.S. in electrical engineering from the George Washington University.



#### **K. W. (Bill) Scholz, Ph.D., Architect Director, Unisys Corporation; President, of AVIOS**

Dr. Scholz will lead the Advanced Speech Technologies Symposium (ASTS) along with Tom Schalk at SpeechTEK 2006. Bill is also the president of AVIOS, a research group dedicated to "real world" applications using speech technology. He co-founded the Speech and Natural Language initiative at Unisys in the early 90's and managed the design and development of an integrated tool suite for building dialog applications.



#### **Paul Stockford, President and Chief Analyst, Saddletree Research**

Paul Stockford will moderate and organize the Travel workshop which is part of Monday's Vertical Market focus. Saddletree Research provides voice and data communications industry research, including analysis of market trends, issues, technologies, and companies in the contact center industry with special emphasis on emerging technologies and developing markets.



# Reservation & Travel Information

Reserve your courses today and **SAVE** up to \$369 using Priority Code BROCH1.

## Rates for SpeechTEK attendees

<b>SpeechTEK 2006 Pricing Schedule</b>	<b>Advance Registration</b> Present thru 7/07/06	<b>Regular Registration</b> 7/08/06 thru show
<b>Premiere Pass – Best Value!</b> <b>(Monday - Thursday)</b> <i>Includes: Admission to Advanced Speech Technologies Symposium, VOX, SpeechTEK 2006 Conference, SpeechTEK University, Company Workshops, Lunches, Exhibit Hall, Keynotes and Receptions.</i>	<b>\$1,526</b>  If you register by July 7th, 2006	<b>\$1,706</b>  If you register July 8th, 2006 Thru show
<b>Conference Pass (Tuesday - Thursday)</b> <i>Includes: Admission to SpeechTEK 2006 Conference, SpeechTEK University, Lunch, Company Workshops, Exhibit Hall, Keynotes and Receptions.</i>	<b>\$1,256</b>  If you register by July 7th, 2006	<b>\$1,436</b>  If you register July 8th, 2006 Thru show
<b>One Day Only Pass (Please Select One)</b> <input type="checkbox"/> Mon. <input type="checkbox"/> Tues. <input type="checkbox"/> Wed. <input type="checkbox"/> Thurs. <i>Includes: Admission to one complete day of SpeechTEK 2006 activities.</i>	<b>\$716</b>  If you register by July 7th, 2006	<b>\$806</b>  If you register July 8th, 2006 Thru show
<b>VOX Pass (Monday)</b> <i>Includes: VOX, Lunch, Exhibit Hall, Keynotes and Receptions.</i>	<b>\$716</b>  If you register by July 7th, 2006	<b>\$806</b>  If you register July 8th, 2006 Thru show
<b>Bronze Pass* (Monday - Wednesday)</b> <i>Includes: Admission to Exhibit Hall, Company Workshops, Keynotes and Receptions.</i>	<b>\$266</b>  If you register by July 7th, 2006	<b>\$356</b>  If you register July 8th, 2006 Thru show
<b>Exhibit Hall Pass** (Tuesday - Wednesday)</b> <i>Includes: Admission to the Exhibit Hall and Company Workshops only.</i>	<b>FREE</b>  Must Enter Priority Code	<b>FREE</b>  Must Enter Priority Code

\* NO ACCESS TO CONFERENCE SESSIONS OR LUNCH

\*\* NO ACCESS TO CONFERENCE SESSIONS, KEYNOTES OR LUNCH

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**Complimentary EXPO PASS! (Must use Priority Code BROCH1)**

## HOTEL INFO

Make your plans **NOW** to stay at the New York Marriott Marquis, site of SpeechTEK 2006! Rooms will **SELL OUT QUICKLY!!** MTC, Inc. is the official housing agent for SpeechTEK 2006. For your convenience, hotel reservations can be booked in several different ways:

Phone: within the US: 866.549.3985  
outside the US: 1.732.549.3985  
Email: [bookit@mtcreservations.com](mailto:bookit@mtcreservations.com)

**SpeechTEK 2006 show rate: \$259 per night**

These rates are exclusive through MTC only and will not be extended by the hotel directly. Deadline for the special rate is July 17, 2006.

All rates are subject to availability and sales and occupancy tax.

## FLIGHT INFO

American Airlines is offering a 5% discount on AA, American Eagle and AmericanConnections flights to all SpeechTEK 2006 participants. To take advantage of this offer use the following discount code, A2186AI.

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For reservation and ticketing information, contact American Airlines at:

Phone: within the US and Canada  
800.433.1790  
Online: [www.aa.com](http://www.aa.com)

## TRANSPORTATION INFO

Special arrangements have been made with AVIS Car Rental to provide SpeechTEK 2006 attendees with car rental discounts. To receive the discounted daily and weekly rates, simply contact AVIS in one of the following ways and use the AVIS Worldwide Discount (AWD) J995384.

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First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
Company: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
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### ☐ Conference Pass

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Includes: Admission to SpeechTEK 2006 Conference, SpeechTEK University, Lunch, Company Workshops, Exhibit Hall, Keynotes and Receptions

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### ☐ VOX Pass

Monday

Includes: VOX, Lunch, Exhibit Hall, Keynotes and Receptions

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### ☐ Bronze Pass

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Includes: Admission to Exhibit Hall, Company Workshops, Keynotes and Receptions, **NO ACCESS TO CONFERENCE SESSIONS OR LUNCH**

\$295

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\$266

\$356

### ☐ Exhibit Hall Pass

Tuesday - Wednesday

Includes: Admission to Exhibit Hall and Company Workshops only, **NO ACCESS TO CONFERENCE SESSIONS, KEYNOTES OR LUNCH**

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**Check or credit card number must accompany conference registration form.**

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## STEP FOUR: Please complete demographic profile at right. This information is required for registration.

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## STEP FOUR: Demographic Profile

### 1) Primary business activity at your location: (please check only one)

- 1 ☐ Application Service Provider
- 2 ☐ Call Center
- 3 ☐ Finance, Banking, Accounting, Insurance
- 4 ☐ Governmental, Legal, Education
- 5 ☐ Healthcare
- 6 ☐ Internet Service Provider
- 7 ☐ Manufacturing Computers and Computer Software
- 8 ☐ Manufacturing (other than computer hardware or software)
- 9 ☐ Media, Marketing, Advertising, Consulting
- 10 ☐ Speech Technology Developer
- 11 ☐ Speech Technology Integrator
- 12 ☐ Technology Developer
- 13 ☐ Telecommunications, Network Carriers
- 14 ☐ VAR/Systems Integrator
- 15 ☐ Other: \_\_\_\_\_

### 2) Your job description:

(Please check only one)

- 1 ☐ C Level/Chairman/President/Owner
- 2 ☐ EVP/VP/Manager
- 3 ☐ Educator/Student
- 4 ☐ Engineer/Developer
- 5 ☐ Investor
- 6 ☐ Other: \_\_\_\_\_

### 3) Speech Technology Utilized:

(Please check all that apply)

- 1 ☐ Automatic Speech Recognition
- 2 ☐ Desktop
- 3 ☐ Embedded Applications
- 4 ☐ Internet
- 5 ☐ Telephony
- 6 ☐ Text-to-Speech
- 7 ☐ Speaker Verification
- 8 ☐ Wireless/Mobile
- 9 ☐ None
- 10 ☐ Other: \_\_\_\_\_

### 4) Cost of speech technology products which you buy, specify, approve, sell, recommend, resell or influence:

- 1 ☐ Over \$10 million
- 2 ☐ \$5 million to \$9,999,999
- 3 ☐ \$1 million to \$4,999,999
- 4 ☐ \$500,000 to \$999,999
- 5 ☐ Less than \$499,999
- 6 ☐ None of the above

### Cancellation Policy:

Written cancellations received before 7/7/2006 will be accepted subject to a service charge of \$150. Subsequent cancellations are liable for the full conference registration fee. Substitutions are permitted but must be made in writing to Sheila Willison at [sheila@amcommexp.com](mailto:sheila@amcommexp.com) or fax at 859-278-7364.

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