



Press registration is now open
www.speechtek.com/Europe2010/PressZone

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New and developing uses for speech technology

With speech technology solutions high on the agenda for forward-thinking business, the launch of the SpeechTEK Europe Conference & Expo is timely (London, 26 & 27 May). Members of the event's global steering group have provided their picks of the most innovative uses of speech technology they have seen to date.

Caroline Leatham, Interaction Specialist, Verizon Business EMEA: *"For me it is less about innovations in technology and more about innovations in making speech a part of everyday lives. Voice applications on mobile phones have changed people's perception of how speech technology can be used, enabling users to play around with it as and when they like. The increased confidence in performance will result in greater take-up of products such as multi-modal services, greater demand for usability improvements in IVRs, and greater investment in truly exciting technologies such as two-way translation on a hand-held device."*

SpeechTEK Europe's sessions on Developing Multimodal Applications, eLearning Applications of Speech Technologies, and Cutting Edge Advances in Speech Technology provide an insight into mobile speech applications and the technology supporting the increase in demand for these services.

Nava Shaked, CEO of Business Technologies in Israel sees the use of speech technology in intelligence an exciting development, *"Defence intelligence is a growing part of our lives, and speech technology is being used to intercept and prevent security breach. Business intelligence is another area, with speech technology improving the analysis of business opportunities. Both areas of intelligence provide a unique challenge for speech, moving us away from MMI and into natural conversation analysis and man-to-man dialogue."*

SpeechTEK Europe's sessions on Analytics, Key Enterprise Directions, and Advanced Speech Recognition Techniques & Experiences are just a few of the sessions addressing developing business uses for speech technologies.

SpeechTEK Europe Conference Chair, James Larson, VP of Larson Technical Services, has been impressed by several real-world applications in recent months, notably, *"Helping deaf children learn to speak by analysing how they pronounce words. Helping senior citizens remain in their homes for longer by providing them with verbal reminders, like when to take medicine, turn off electrical appliances, as well as technology that can respond to verbal requests such as 'phoning for help. Alerting citizens of impending dangers such as fires, floods, and other emergencies, as seen during the California wildfires in 2009."*

SpeechTEK Europe's sessions on New Uses of Text-to-Speech Synthesis, Designing Real World IVR Applications and Wolfgang Wahlster's Keynote on The Future of Speech Technology all provide an insight into new uses and technologies about to come to market.

SpeechTEK Europe is offering a discount for early registrations – deadline 30 April – and substantial savings for colleagues, as well as free entry passes to the conference's parallel Expo. www.speechtek.com/europe

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**Press registration now open for accredited journalists at:
www.speechtek.com/Europe2010/PressZone**

Editor's Notes –

SpeechTEK Europe 2010
26 & 27 May 2010, Copthorne Tara Hotel, London
SpeechTEK University
25 May 2010
www.speechtek.com/europe2010
E europe@speechtek.com

Press information available from: caroline@infotoday.com

About SpeechTEK

Launched in 1995, the SpeechTEK Exposition and Educational Conference (www.speechtek.com) is recognised worldwide as the industry's premier event focusing on products, services, applications, solutions, and innovations using speech technologies. The trade show and educational conference attracts a global network of speech technology providers and enterprise network customers who develop and implement speech solutions. The 2010 New York event takes place on 2 – 4 August at the city's Marriott Marquis.

About Information Today

Information Today (www.infotoday.com), parent company of SpeechTEK and Speech Technology magazine, is a leading business and technology publisher and conference organiser. In addition to Speech Technology magazine, Information Today publishes Streaming Media magazine, CRM magazine, KMWorld magazine, Database Trends and Applications magazine, EventDV magazine, and EContent.