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**SpeechTEK** WEST  
CHANGE. INNOVATE. ACCELERATE.



**TVUI**  
CONFERENCE

February 21-23, 2005  
San Francisco Marriott

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# Conference Schedule At-A-Glance

## Monday, February 21, 2005

Registration - Yerba Buena Grand Assembly	7:00 am - 6:00 pm
Media Room - Nob Hill A - Sponsored by Cisco Systems	8:00 am - 6:00 pm
Speaker Ready Room - Nob Hill A	8:00 am - 6:00 pm
Continental Breakfast* - Salons 1-6 Hallway	8:00 am - 9:15 am
SpeechTEK University* - Salons 1 - 6	9:15 am - 12:30 pm
Lunch* - Salons 7&8, Yerba Buena Grand Assembly	12:00 pm - 1:30 pm
SpeechTEK University* - Salon 1 - 6	1:30 pm - 5:00 pm
<i>Welcome Reception in Exhibitor Showcase - Sponsored by Intel</i>	<i>5:00 pm - 7:00 pm</i>

## Tuesday, February 22, 2005

Registration - Yerba Buena Grand Assembly	7:00 am - 6:00 pm
Media Room - Nob Hill A - Sponsored by Cisco Systems	7:00 am - 6:00 pm
Speaker Ready Room - Nob Hill A	7:00 am - 6:00 pm
Continental Breakfast* - Salons 1-6 Hallway	7:30 am - 8:30 am
Conference Sessions* - Salon 1 - 6	8:30 am - 11:50 am



*Conference Schedule At-A-Glance cont.*

Exhibitor Showcase - Salons 7&8, Yerba Buena .....	9:30 am - 7:30 pm
Lunch*- Salons 7&8, Yerba Buena Grand Assembly .....	11:50 am - 1:00 pm
Conference Sessions* - Salons 1 - 6 .....	1:00 pm - 5:30 pm
<i>Night of Wine Tours and Tasting - Salons 7, 8 and 9, Yerba Buena Ballroom Level .....</i>	<i>5:30 pm - 7:30 pm</i>

**Wednesday, February 23, 2005**

Registration - Yerba Buena Grand Assembly .....	7:00 am - 12:00 pm
Media Room - Nob Hill A - Sponsored by Cisco Systems .....	7:00 am - 5:00 pm
Speaker Ready Room - Nob Hill A .....	7:00 am - 5:00 pm
Continental Breakfast* - Salons 1-6 Hallway .....	7:00 am - 8:00 am
<i>Special Keynote Presentation from Tom Peters - Yerba Buena Salon 9 .....</i>	<i>8:00 am - 9:30 am</i>
Exhibitor Showcase - Salons 7&8, Yerba Buena Ballroom Level .....	9:30 am - 2:00 pm
Conference Sessions* - Salons 1 - 6 .....	9:45 am - 12:30 pm
Lunch*- Salons 7&8, Yerba Buena Foyer .....	12:30 pm - 1:30 pm
Conference Sessions* - Salons 1 - 6 .....	1:30 pm - 4:45 pm

\* SpeechTEK University, Continental Breakfasts, Conference Sessions and Lunches are for paid conference attendees. For more information, please inquire at the Registration Area located in Yerba Buena Grand Assembly.



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## Welcome

We are pleased to have combined three events into one to create an annual kickoff for speech technology! For over twenty years AVIOS ([www.avios.com](http://www.avios.com)) has produced events highlighting the best thinking concerning speech technology, and for the past six years Bill Meisel ([www.tmaa.com](http://www.tmaa.com)) has produced compelling content with his TVUI events. By combining with the SpeechTEK series of events, we believe that we offer a unique platform for you to find out the latest in speech solutions. We are glad you are here with us at this first combined event.

Allow us to first thank the event sponsors: ScanSoft and Brooktrout Technology as Gold Sponsors; IBM, Aculab and Cisco Systems as Silver Sponsors; Genesys Telecommunications Laboratories, Avaya, LumenVox and Vocent as Bronze Sponsors. We also wish to thank Intel for sponsoring the Wi-Fi Café and Opening Reception; Intervice for event lanyards; West for badge inserts; Cisco Systems for hosting the media room and Exhibitor Showcase bags; Vocalocity for providing the conference bags; and Apptera and ScanSoft for hosting breaks throughout the conference. These companies are leading the industry in providing the best in speech solutions and offer the vision and support necessary to make speech pervasive in our lives.

This year's event has attracted over 180 analysts and industry experts representing diverse backgrounds and perspectives to make sure every aspect of speech is examined and all your questions are answered. We also bring you a special Keynote by Tom Peters at 8:00 a.m. Wednesday in Yerba Buena Salon 9.

The SpeechTEK West Exhibitor Showcase, located in Yerba Buena Salons 7 and 8, offers the industry's leading companies displaying cutting edge solutions. We kick off this year's event with an Opening Night Reception hosted by Intel beginning at 5:00 p.m. on the show floor. Exhibitor Showcase hours are Tuesday from 9:30 a.m. - 7:30 p.m. featuring a Wine Tasting bringing the best in California vineyards to you! Select local vineyards will be available in Yerba Buena Salon 9 for this special event beginning at 5:30 p.m. On Wednesday, the Exhibitor Showcase opens immediately after Tom Peters Keynote Address and closes at 2:00 p.m.

We are also offering a new event, Service Automation Expo, for you to discover best practices in utilizing all forms of automation for optimal customer and employee care. You will see a pavilion of Service Automation exhibitors on the SpeechTEK West show floor that can discuss their solutions with you. If you would like to expand your conference coverage to take advantage of the Service Automation content please see Sheila Willison at the registration desk and she can assist you.

We look forward to interacting with you this week and strive to make this a worthwhile experience for you. All of us are devoted to making your life simpler this week, so please ask any SpeechTEK staff member wearing a blue SpeechTEK shirt for assistance.

Thank you for attending and remember, this is your event, so let us know how we can better serve you.



**John Kelly,**  
CEO  
SpeechTEK 2005  
[john@amcommexpos.com](mailto:john@amcommexpos.com)



**Bill Meisel,**  
President  
TMA Associates  
[info@tmaa.com](mailto:info@tmaa.com)



**Mark Randolph,**  
President  
AVIOS  
[mark.randolph@motorola.com](mailto:mark.randolph@motorola.com)

P.S. Please take the time to complete the event survey and drop it off at the *Speech Technology Magazine* booth located in Exhibitor Showcase Lounge Area or to any SpeechTEK representative. Each day we award prizes for completed surveys!

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Visit us at SpeechTEK West, Booth 414

**Wednesday, Feb. 22, 2005**

This year we are pleased to present to you a special keynote address from Tom Peters. *FORTUNE* called Tom Peters the uber-guru of management, and compares him to Ralph Waldo Emerson, Henry David Thoreau, Walt Whitman and H.L. Mencken. *The Economist* tagged him the uber-guru; and *BusinessWeek's* take on his "*unconventional views*" led them to label him "*business' best friend and worst nightmare.*"

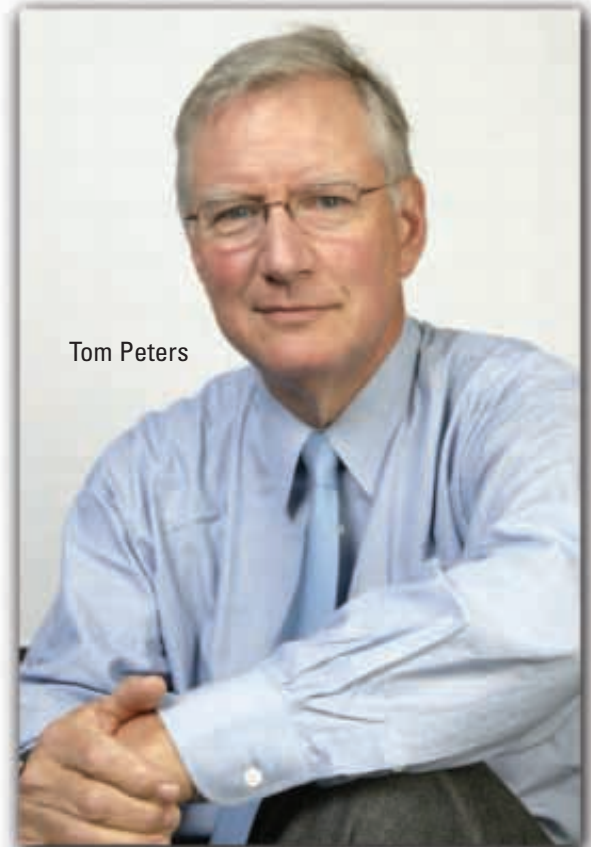
**"In no small part, what American corporations have become is what Peters has encouraged them to be."**

-*The New Yorker*

**"Peters is ... the father of the post-modern corporation."**

-*The Los Angeles Times*

**"We live in a Tom Peters world." - FORTUNE**



Tom Peters

**Tom Peters**

**Keynote Address**

**Salon A, 8:00 am - 9:30 am**

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Tom Peters & Bob Waterman co-authored *In Search of Excellence* in 1982; the book was named by NPR (in 1999) as one of the "*Top three business books of the century,*" and ranked as the "*greatest business book of all time*" in a poll by Britain's Bloomsbury Publishing (2002). Peters followed Search with a string of international bestsellers: *A Passion for Excellence* (1985, with Nancy Austin), *Thriving on Chaos* (1987), *Liberation Management* (1992: acclaimed as the "Management Book of the Decade" for the 90s), *The Tom Peters Seminar: Crazy Times Call for Crazy - Organizations* (1993), *The Pursuit of WOW!* (1994); *The Circle of Innovation: You Can't Shrink Your Way to Greatness*; and in 1999 a series of books on *Reinventing Work: The Brand You, The Project 50* and *The Professional Service Firm50*. In 2003, Tom and publisher Dorling-Kindersley released *Re-imagine! Business Excellence in a Disruptive Age*; the revolutionary book, an immediate No.1 international best seller, aims to do no less than re-invent the business book through vibrant, energetic presentation of critical ideas.

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## Opening Night Reception

In Exhibitor Showcase!  
Monday 5:00 pm - 7:00 pm

Join us in Yerba Buena Grand Assembly area as we bring the enjoyment of San Francisco to you from 5:00 pm - 7:00 pm. Network with your peers, make new friends and enjoy the ambience and excitement of the 'city by the bay.' This is a wonderful introduction to the event and an advance opportunity to familiarize yourself with exhibitors for this can't miss event. Be sure to attend so you can relax before the sessions and prepare to take full advantage of SpeechTEK West - AVIOS - TVUI.

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## Wine Tours and Tasting

Tuesday 5:30 pm - 7:30 pm  
Yerba Buena Grand Assembly  
*Located in Salons 7, 8 & 9*

**S**onoma and Napa Valleys are synonymous with the best wines in the world today. From the vineyard-friendly climate to the care and traditions of its many famous wineries, the California wine country is one of America's greatest treasures. We are pleased to present you with a special wine-tasting reception featuring the best offerings from leading wine makers. Whether you're a wine connoisseur or just interested in this rich tradition, this reception is sure to please your palate and afford you a wonderful chance to network with fellow conference participants. We will be offering, on a limited basis, wines for you to ship back to your home.





## Monday, February 21

### Continental Breakfast

Salons 1-6 Hallway .....8:00 am - 9:15 am

### Full Day Workshop:

#### W3C Standards for Automating Customer Support

Salon 6 .....9:15 am - 4:00 pm

#### Speakers:

- James A. Larson, Intel*
- Daniel C. Burnett, Independent Consultant*
- Rob Marchand, VoiceGenie Technologies*
- Debbie Dahl, Conversational Technologies*
- Ken Rehor, Vocalocity*

*A series of "how to" workshops with lectures, demonstrations, paper-and-pencil exercises and discussions.*

The Web has dramatically affected businesses and how they interact with both customers and other businesses. Consumers regularly use Web browsers to view support information expressed in HTML. The World Wide Web Consortium has standardized additional languages enabling consumers to obtain help, not only on the Web, but also via telephone, fax, and portable electronic devices. In this tutorial, widely recognized W3C experts explain how new languages from the W3C support a wide variety of customer support delivery options. You will learn the fundamental concepts for each W3C language, and analyze when and how each language can support automated and semi-automated customer support. Each presentation will include examples, demonstrations and short paper-and-pencil exercises to reinforce concepts. Don't miss this chance to learn how the Web can be used to enable your customer support.

W3C and Web Browsing .....9:15 am - 9:45 am

Learn about the World Wide Web Consortium (W3C) and the W3C standards process. Analyze the pros and cons of HTML and XHTML languages for viewing data using popular Web browsers.

Separate Data from Presentation . . .9:45 am - 10:30 am

Structure data using XML - W3C's Extensible Markup Language. Use DTDs and Schemas to separate structure XML.

Multiple User Interfaces .....11:00 am - 11:30 am

Generate documents and user interfaces from XML. Use fax, snail mail and a variety of Web browsers to deliver content.

Touchtone Dialogs .....11:30 am - 12:00 pm

Analyze when to use touchtone input and speech output. Specify touchtone telephone dialogs using VoiceXML 2.0/2.1. Formulate prompts using the Speech Synthesis Markup Language. Learn how to prerecord prompts for replay during the dialog. Apply design guidelines for touchtone dialogs.

#### Telephone User Interfaces Using Speech Input

.....1:00 pm - 1:45 pm

Analyze when to use speech input and output via telephones and cell phones. Specify speech dialogs using VoiceXML 2.0/2.1. Apply design guidelines for speech dialogs. Dynamically convert XML to VoiceXML.

Multimodal Dialogs .....1:45 pm - 2:30 pm

Analyze when and where to use multimodal user interfaces. Present multimedia data using SMIL, SVG, and HTML. Capture multimodal information using keypad, stylus and voice. Apply guidelines for multimodal user interfaces. Dynamically convert XML to multimodal interfaces.

#### Answer Incoming Calls with CCXML

.....3:00 pm - 4:00 pm

Initiate, answer, hold and transfer telephone calls. Create and manage telephone conferences.

#### Tutorial: Developing Applications with SALT (Speech Application Language Tags): Getting Started and Getting Finished

Salon 1 .....9:15 am - 12:30 pm

#### Speakers:

- Glen Shires, Intel*
- Stephen Potter, Microsoft*

SALT (Speech Application Language Tags) enables multimodal and telephony-enabled access to information, applications, and Web services from PCs, telephones, and wireless



## The Time for Speech Is Now.

Looking to develop a powerful and unique value-added service that can help attract and retain customers and grow revenue?

Searching for an application that can build your revenue, differentiate your products, and draw new customers?

### Let us show you how to get started.

Intel has the open, standards-based building blocks you need to deploy voice-driven services that deliver higher automation rates, improve customer service, lower contact center costs, and enhance return on investment.

Besides the right technology, Intel can also point you to leading speech technology developers, toolkit vendors, and solution providers.

### Get Connected at the Wi-Fi Café sponsored by Intel

[www.intel.com/go/speechplatform](http://www.intel.com/go/speechplatform)



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handheld devices. SALT extends existing markup languages such as HTML, XHTML, and SVG. This tutorial focuses on the SALT tags and object model and the recent SALT developments, including the SALT profiles and conformance testing.

### Tutorial: Voice User Interface Design Principles: What Works, What Doesn't

Salon 2 ..... 9:15 am - 12:30 pm

#### Speakers:

*David Attwater, EIG*  
*Bruce Balentine, EIG*  
*Marcus Graham, GM Voices*  
*Susan L. Hura, Intervoice*

This tutorial outlines the most common practices and provides algorithms for identifying them. It also discusses the more controversial design principles not yet agreed on by practitioners and provides guidance on making appropriate choices according to your business needs.

### Tutorial: Application Architectures and the Evolution of Techniques for Constructing Substantial Speech Applications

Salon 3 ..... 9:15 am - 12:30 pm

#### Speakers:

*Tom Coombs, VoiceRite*  
*Peter Durlach, Unveil Technologies*  
*Mike Polcyn, Intervoice*  
*Mike Phillips, ScanSoft*  
*Ken Rehor, Vocalocity*  
*K.W. 'Bill' Scholz, Unisys*

As speech applications grow in acceptance in both the telecommunications and contact center spaces, progressively greater emphasis is placed on developing speech solutions to solve comprehensive, large scale problems.

But as speech applications grow in size and complexity, some of the methodologies and tools that supported us well in the infancy of the profession start to stagger under the weight of new applications as we approach our field's adolescence. This tutorial summarizes essential changes in the architecture and methodologies used in the creation of speech applications, and provides recommendations intended to guide developers in creating substantial applications that can be developed on time and within budget, and can be maintained and enhanced over time without the necessity for time-consuming rework.

Continued on next page



# Conference Agenda

## **Tutorial: Tools for Building and Deploying Standards Based Applications**

*Salon 4* ..... **9:15 am - 12:30 pm**

### **Speaker:**

*Judith Markowitz, J. Markowitz, Consultants*

This tutorial describes tools for creating standards-based applications. By the conclusion of the tutorial attendees will have a solid foundation of understanding with regard to the kinds of tools that are available for developing and deploying applications and the issues that must be considered. Three panels of experts from companies, such as Intervoice, VoiceObjects, Empirix, and VocaLabs will discuss those topics and other topics.

### **Lunch**

*Yerba Buena Grand Assembly* . . . . **12:30 pm - 1:30 pm**

## **Workshop: Migrating to a Service-Oriented Architecture**

*Walnut Room* ..... **1:00 pm - 4:00 pm**



Service automation increasingly breaks down traditional barriers between contact centers, Web servers and "back-end" information technologies (IT). Yet each domain has its own jargon, legacy systems, software solutions and preferred vendors. Implementing a service-oriented architecture (SOA) is a key technological trend for transforming enterprises from geographically dispersed and "siloeed" departmental systems, to a coherent customer-facing resource that uses the Internet, XML and related standards to transcend geographic, organizational and technological barriers. Successful implementation of SOA helps to reduce costs and increase revenues while increasing customer satisfaction. Challenges start with initial planning and carry on throughout all phases of execution.

Converting your company to SOA starts with this workshop! In an intense three hours, attendees will learn the lingo of SOA, locate their firm on a continuum from silos to shared business processes; enlist the right team to identify gaps and procure the hardware, software and services to complete the transformation; and identify and solicit candidates qualified to bid for various elements of the transformative process.

Dan Miller, senior analyst at Opus Research will be joined by Bryan Mekechuk, partner of Pacific Crest Consulting to instruct this very important workshop.

To learn more about OPUS Research go to [www.opus-research.net](http://www.opus-research.net).

## **Tutorial: Choosing a Vendor and Evolution Strategy for Contact Center Applications**

*Salon 3* ..... **1:30 pm - 5:00 pm**

### **Speaker:**

*Bill Meisel, TMA Associates*

Companies that realize they want to launch or expand their use of telephone speech technology in their call centers face a number of decisions, including a choice of vendors. Choosing a vendor can be a complex decision that interacts with a number of other considerations, such as the applications to be deployed and the impact of the choice on long-term evolution and expansion of the speech solution. Leading independent speech technology analyst Bill Meisel discusses his thoughts on choosing the right vendor for your speech application.

## **Tutorial: Developing Applications with VoiceXML: An Overview of the Language and the Tools Supporting It**

*Salon 1* ..... **1:30 pm - 5:00 pm**

### **Speakers:**

*Jeff Haynie, Vocalocity*

*Matt Oshry, Tellme Networks*

*Andrew Wahbe, VoiceGenie Technologies*

Lowering the cost and effort required to develop voice applications, taking advantage of speech technologies, leveraging Web tools and content and protecting investments; these are just some of the reasons why companies are adopting VoiceXML. This tutorial will begin with a brief history of VoiceXML and an overview of the key concepts behind the standard. With a framework established, we'll dive into the basic components and architecture of a VoiceXML application.



LumenVox is a leader in providing core speech technology and toolkits that reduces costs associated with the design, development, deployment, and maintenance of speech applications.

The LV Speech Tuner is *the* maintenance tool for tuning your speech applications. The Speech Tuner can read LumenVox and Nuance, and soon Scansoft and other ASR logs. It can test ASR parameters, grammars, and software upgrades against real caller audio that has been logged by your speech application.

LumenVox's Speech Recognition Engine (SRE) encompass SRGS grammars, hardware independence and is an easily configurable API - all at the right price.

Visit us at Booth 307 to see demos of our technology and to hear how we are helping companies reduce the costs of their speech application deployments.

## Why does your call center still verify customers the same way it did 20 years ago?

Your customers are accessing financial information and making transactions and purchases over the phone. Using a social security number or mother's maiden name to verify identities doesn't cut it anymore. Hackers and identity thieves are taking advantage of your call center. What are you doing to stop them?

Voice authentication solutions from Vocent fight fraud and identity theft by securely verifying caller identities. To learn more visit [www.vocent.com](http://www.vocent.com) for our white paper, "Phone Phishing and Identity Theft: How Criminals Exploit Your Call Center".



# Conference Agenda

## Tutorial: Best Practices in Tuning Speech Application Performance

Salon 5 .....1:30 pm - 5:00 pm

### Speakers:

*Deanne Harper, ScanSoft*  
*Jason Humphries, ScanSoft*

Some companies fail to recognize the critical role of tuning in the lifecycle of a speech application. Every company can benefit from information on the tools and analytic practices desirable for tuning. This workshop is directed to people who are about to deploy (or are thinking about deploying) a speech application for the first time and people who would like to learn how to gain deeper insight into the performance of an existing deployment.

## Tutorial: Multimodal Speech Solutions for a Mobile Workforce

Salon 2 .....1:30 pm - 5:00 pm

### Speakers:

*Jordan Cohen, VoiceSignal*  
*Peter Gavalakis, Intel*  
*Thomas Schalk, ATX Technologies*  
*Bruce Serpa, Sensory, Inc.*  
*Glen Shires, Intel*

The workforce is becoming more geographically distributed and increasingly mobile. At the same time, businesses continue striving for increased efficiency and productivity. This environment places an emphasis on rich communications and collaboration applications for the mobile worker. Accessing these applications requires a new generation of portable client devices with sophisticated, multimodal user interfaces.

## Tutorial: Tools for Building and Deploying Standards-Based Applications: In-depth Demonstrations

Salon 4 .....1:30 pm - 5:00 pm

### Speaker:

*Judith Markowitz, J. Markowitz, Consultants*

This workshop is a series of detailed demonstrations of the tools and development environments available to com-

panies that want to be involved in speech application development. Presentations are arranged by offerings from specific companies, and include a full demonstration of the use of the tool or environment, so that attendees get a deep feel for the details and differences.

## Opening Night Reception & Exhibitor Showcase

Salons 7&8, Yerba Buena Ballroom Level  
.....5:00 pm - 7:00 pm

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**Tuesday, February 22**

## Continental Breakfast

Salons 1-6 Hallway .....7:30 am - 8:30 am

## Track Descriptions:

### TVUI I

The two Telephony Voice User Interface (TVUI) tracks are the equivalent of Bill Meisel's TVUI conference, which has merged with SpeechTEK West. TVUI focuses on business considerations in using telephone speech technologies. This track will provide the information needed for key decisions in call centers, internally focused applications, and applications for service providers.

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Aculab offers solution providers a wide range of computer telephony hardware and software for integration into high performance communications solutions – from contact centers and predictive dialers to prepaid services. Aculab's product portfolio continues to evolve, ensuring solution providers have access to the mix of capabilities required to meet the ever changing needs of the communications market.

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Join Dan Miller, Senior Analyst with Opus Research,  
and Bryan Mekechuk, Partner with Pacific Crest Consulting,  
at our workshop

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Monday 1:00 p.m. - 4:00 p.m.

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## TVUI II

Telephone speech recognition, text-to-speech, and speaker verification are a fundamental improvement in the user interface for automating telephone calls. The two TVUI tracks have the same business emphasis, with this track getting into more technical detail. Track II translates technical alternatives into their business and management implications.

## Mobile, PC and Embedded Applications

Mobile devices such as smart phones, PDAs, and auto-mobile electronics are increasingly adding functionality. The PC is another device where speech technology is increasingly used for telephony and games, among other applications. The complexity of features and, in some cases, the need for eyes-free operation, challenges the user interface, and speech is a critical part of the solution. Since these devices typically have ways other than speech of entering and viewing data, this creates an opportunity for multi-modality. This track digs into current and future products, development approaches, and tools to meet the challenge of the increasingly widespread uses of speech in these devices.

## Advanced Technology Symposium

The AVIOS Advanced Technology Symposium examines new approaches and methodologies for speech technologies. Some of the world's leading speech practitioners discuss their latest analysis concerning speech technology. The analysis is backed up with best practice tips and techniques. You're sure to come away with a sound understanding of the latest advancements in speech technology.

## Application Development

This track offers in-depth analysis of application development alternatives and techniques. Subjects include platform decisions, development tools and environments, the use of speech engines, voice user interface design, and useful tips and shortcuts. This track will quickly move attendees up the technology learning curve.

## Industry Forums

Parallel tracks, each focused on a different type of vertical market segment offers you the choice of an in-depth discussion of needs, solutions, and experiences of companies in those segments. An expert moderator will lead discussions highlighting what has been learned from deploying speech solutions, and what companies would like to see from vendors. Come and ask your own questions or offer your own insights.

## Exhibitor Showcase Open

Salons 7 & 8 .....9:30 am - 7:30 pm

## Tuesday's Tracks:

### Trends in the Telephone Speech Marketplace

Salon 1 & 2 .....8:30 am - 10:00 am

#### Moderator:

*Bill Meisel, TMA Associates*

#### Speakers:

*Steve Chambers, ScanSoft*

*Albert Kooiman, Microsoft*

*Pichappan Pethachi, IBM*

*Lynda Kate Smith, Nuance Communications*

*Charlie Baker, Brooktrout Technology*

The Voice User Interface (speech recognition, text-to-speech, and speaker authentication) has made the automation of telephone applications a caller-friendly option. At the same time, other trends in telephony have made calls and delivery platforms less expensive and more flexible. Experts on this panel discuss what these trends and others mean to call centers, enterprises, and telephone service providers.

### Applications of Speaker Verification

Salon 3 .....8:30 am - 10:00 am

#### Moderator:

*Judith Markowitz, J. Markowitz, Consultants*

#### Speakers:

*Chuck Buffum, Vocent Solutions, Inc.*

*Laura Mariño, Nuance Communications*

*Judith Markowitz, J. Markowitz, Consultants*

*Ganesh Ramaswamy, IBM*



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# Conference Agenda

Speaker verification is being increasingly adopted as a biometric means to reduce fraud and identity theft, providing reassurance to customers and savings to companies. The technology can also be used as a form of speaker discrimination, distinguishing, for example, members of a household calling from the same telephone number. This session details progress and discusses biometric standards, experience with deployed systems, and the benefits companies are experiencing in using this rapidly maturing technology.

## Embedded, Multimodal, and PC Market Opportunities Salon 4 . . . . .8:30 am - 10:00 am

**Moderator:**  
*Kim Silverman, Apple*

**Speakers:**  
*Gabriel Artzi, ScanSoft*  
*Antoine Kauffeisen, Acapela Group*  
*Todd Mozer, Sensory, Inc.*  
*David Thomson, Fonix Corporation*

Speech input and output is easing the use of small devices such as telephones, toys, and TV remote controls, adding a new interface option to PC and game interfaces, allowing eyes - and hands-free interaction with automotive systems, and allowing report creation in vertical markets such as healthcare. In many of these cases, speech is supplemented by other options, such as screens, keyboards, or cursors, leading to a multimodal interface. The talks in this session provide an overview of the range of applications exploiting speech technologies.

## Core Speech Technology: Applied Research Salon 5 . . . . .8:30 am - 10:00 am

**Moderator:**  
*Alex Rudnicky, Carnegie Mellon University*

**Speakers:**  
*Andrew Begel, UC Berkeley*  
*Linda Boyer, IBM*  
*Juan E. Gilbert, Auburn University*  
*Joachim Stegmann, T-Systems*

Improvements in the underlying speech technology can ease application development, in part by making errors less

frequent or dialogs more flexible. This session illustrates the ways researchers are improving speech technology performance, providing insights into how tools and technology may evolve and where and when users can expect continued improvement.

## Trends in Speech Technology Standards Salon 6 . . . . .8:30 am - 10:00 am

**Moderator:**  
*Bruce Pollock, West Corporation*

**Speakers:**  
*Michael L. Bergelson, Audium Corporation*  
*Rob Marchand, VoiceGenie Technologies*  
*Brad Porter, Tellme Networks*  
*Ken Rehor, Vocalocity*

Standards and proposed standards have revolutionized the deployment of speech applications. The usual advantage of standards-portability and availability of developers and packaged applications - are only part of the story. The logical and physical separation of the application from the underlying voice infrastructure has made overall systems more reliable and easier to manage, as well as better supporting out-sourcing. In addition, it is easier to use Web-based standards with existing Web services and to personalize applications. This session outlines how companies are taking advantage of voice standards today and how standards will evolve.

## Coffee Break Salons 1-6 Hallway . . . . .10:00 am - 10:20 am

## Achieving Excellence: How the Best Call Centers Use Speech Technology

Salons 1 & 2 . . . . .10:20 am - 11:50 am

**Moderator:**  
*Bill Meisel, TMA Associates*

**Speakers:**  
*Shirish Andhare, Tellme Networks*  
*Renee Lum, American Savings Bank*  
*Peter Mahoney, ScanSoft*  
*Ron Owens, Intervoice*  
*Steve Tran, BeVocal*

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# Conference Agenda

The many successful deployments of speech technology in call centers has erased doubts about the viability of the technology. But good technology can be deployed badly. This session talks about excellence in delivering a good experience to a caller and in meeting a company's goals while doing so.

## Expanding the Flexibility of Automated Speech Dialogs Salon 3 .....10:20 am - 11:50 am

**Moderator:**  
*Michael Cohen, Google*

**Speakers:**  
*Vasudeva Akula, Convergys Corporation*  
*Amit Desai, Voxify*  
*Steve Pollock, TuVox*  
*Ben Shahshahani, Nuance Communications*

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. Applications are going beyond highly structured menu-driven formats to more flexible dialogs. This session illustrates how these goals are being accomplished.

## Options in Multimodal Platforms and Applications Salon 4 .....10:20 am - 11:50 am

**Moderator:**  
*Mark Randolph, Motorola*

**Speakers:**  
*Peter Gavalakis, Intel*  
*Sunil Kumar, V-Enable*  
*James A. Larson, Intel*

As portable devices get more powerful and most have wireless connections with rich central databases and services, developers have the opportunity to create powerful user interfaces. An optimal combination of input and output modes can help overcome the intrinsic conflict between a small device and a large number of complex features. This session discusses the role of speech in a multimodal device.

## Case Studies: What the Data Says About Application Performance

*Salon 5 .....10:20 am - 11:50 am*

**Moderator:**  
*Richard Rosinski, VoiceGenie Technologies*

**Speakers:**  
*Timothy P. Barry,*  
*General Dynamics Advanced Information Systems*  
*Michael Chavez, ClickFox*  
*Silke Witt-Ehsani, TuVox*

Building speech applications is both an art and a science. This session delineates some of the science. Talks will describe quantitative results from specific applications of speech recognition, providing well-founded insights that can be applied to similar cases.

## Voice User Interface Design Principles: Guidelines and When to Ignore Them

*Salon 6 .....10:20 am - 11:50 am*

**Moderator:**  
*Matt Yuschik, University of Phoenix*

**Speakers:**  
*Tom Houwing, VoiceObjects*  
*Lizanne Kaiser,*  
*Genesys Telecommunications Laboratories*  
*Stephen Mailey, Voice Partners*  
*Tim Walsh, Walsh Media*

A Voice User Interface (VUI) is the totality of the user experience in dealing with a speech system. The rapid growth of deployed speech applications has taught us lessons about how callers respond to voice interaction with an automated system. This session discusses some of the lessons learned and how they can be used to create effective VUIs.

## Lunch

*Salons 7&8, Yerba Buena Grand Assembly*  
*.....11:50 am - 1:00 pm*

**Managing the Transition to Speech-Enabled and IP Telephony**  
*Salons 1 & 2 .....1:00 pm - 2:30 pm*



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# Conference Agenda

**Moderator:**

*Bill Meisel, TMA Associates*

**Speakers:**

*Steve McElderry, Cisco Systems*  
*Piyush Modi, IP Unity*  
*R. Douglas Sharp, Nuance Communications*  
*Scott Wieder, Brooktrout Technology*

Many companies accept the value of using speech technology and eventually expect to transition to cost-effective and flexible IP telephony, but are faced with challenges in supporting existing services during the transition. This session discusses the issues in moving from existing systems to the new technologies.

**Hosted and Managed Services: Reducing Capital Expenditures and Time-to-Deploy**

*Salon 3* .....1:00 pm - 2:30 pm

**Moderator:**

*John Oberteuffer, Fonix Corporation*

**Speakers:**

*Gregory Pal, Tellme Networks*  
*Bruce Pollock, West Corporation*  
*Tom Smith, MCI*  
*Michael Zirngibl, Angel.com*

Telephone speech applications can be hosted at several levels, ranging from just out-sourcing the speech technology engines and telephone system connectivity while retaining the application on an internal Web server, to total out-sourcing of the application development and management. In either case, outsourcing is usually on a pay-for-use basis, reducing capital expenditures and the time to deploy an application. Outsourcing can also be an effective option in transitioning from an existing system to a new speech system. This session illustrates some of the options and benefits in hosted and managed services.

**Telematics and Mobility**

*Salon 4* .....1:00 pm - 2:30 pm

**Moderator:**

*Thomas Schalk, ATX Technologies*

**Speakers:**

*Aloke Chaudhuri, Soleo Communications*  
*Tom Houy, Clarity Technologies*  
*Danny Lange, Vocomo Software*  
*David Pearce, Motorola*

Electronic systems and wireless connectivity in vehicles-telematics-demands a means of control that doesn't interfere with driving. Speech interfaces are a necessity for hands-free use. Similar considerations apply to other mobile devices. This session discusses the options in using speech in such applications.

**The Standards Environment: Where Speech Fits In**

*Salon 5* .....1:00 pm - 2:30 pm

**Moderator:**

*James A. Larson, Intel*

**Speakers:**

*Peter Gavalakis, Intel*  
*Philip Gray, Versay Solutions*  
*James A. Larson, Intel*  
*Garland Sharratt, Convedia*

VoiceXML and SALT applications are speech-specific standards/specifications that have been deployed in the fielded telephone applications. They are supported by other standards, such as Internet Protocol (IP) telephony, the Media Resource Control Protocol (MRCP) interface to speech engines, and call control standards. Talks in this session discuss the detailed role and interaction of these standards.

**High-Level Development Environments and Tools: Accelerating Deployment and Easing Maintenance**

*Salon 6* .....1:00 pm - 2:30 pm

**Moderator:**

*Daryle Gardner-Bonneau, Bonneau and Associates*

**Speakers:**

*Derek Barnes, VoiceGenie Technologies*  
*Michael Kuperstein, Metaphor Solutions*  
*Yves Normandin, Nü Echo*  
*Tony Patrick, LumenVox*



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# Conference Agenda

As telephone speech applications get more complex, high-level development tools can ease the development and management of those applications. Most such tools allow reusing tested dialog application modules and include test and monitoring support. The tools can also help subject matter experts participate in developing such applications by showing call flows at a high level. This session illustrates some high-level tools.

## Coffee Break

Salons 1-6 Hallway .....2:30 pm - 2:45 pm

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## Using the Telephone to Generate Revenues: Delivering to the Top Line

Salons 1 & 2 .....2:45 pm - 4:15 pm

### Moderator:

*Bill Meisel, TMA Associates*

### Speakers:

*John Amein, NetByTel  
Steve Ehrlich, Apptera  
Terry Gold, Gold Systems  
Stephen Springer, ScanSoft*

The fast Return on Investment possible with telephone speech applications that replace or help agents has made such applications an early focus of call center applications. Speech applications can also generate revenues, contributing to sales growth in addition to reducing expenses. This session gives examples of how speech can make this top-line contribution.

## Natural Language Dialog: What It Is and What We Can Do Now

Salon 3 .....2:45 pm - 4:15 pm

### Moderator:

*Peter Mahoney, ScanSoft*

### Speakers:

*Dhananjay Bansal, Convergys Corporation  
Michelle Brater, HTI Voice Solutions  
Brent D. Metz, IBM  
Vlad Sejnoha, ScanSoft*

"Natural language" is a little like "artificial intelligence." Once we come up with an advance that allows more flexible dialogs, there is always a limitation that does not allow full "naturalness," just as artificial intelligence techniques always fall short of full human intelligence. Nevertheless, we are making progress in the direction of natural language dialogs, as illustrated by the talks in this session.

## Interface Design for Multimodal Applications

Salon 4 .....2:45 pm - 4:15 pm

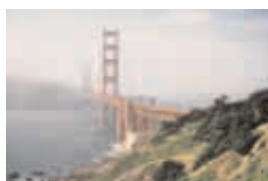
### Moderator:

*Patti Price, PPRICE Speech and Language Technology*

### Speakers:

*Inderpal Singh Mumick, Kirusa  
Mike Phillips, ScanSoft  
Andrew Sears, UMBC  
RJ Sharp, InquireTec Software*

One of the most difficult types of user interfaces to create is one which uses different modes of interaction, such as speech and a pointing device. The effectiveness of such interfaces has been proven in cases such as the Graphical User Interface with a mouse pointer on PCs. We are still in the early stages of understanding how best to use speech with other modalities. The talks in this session show some of the approaches being taken and progress made.



*Suggestions to this event  
can be directed to:*

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## Advances in Text-to-Speech

Salon 5 ..... 2:45 pm - 4:15 pm

### Moderator:

*John Oberteuffer, Fonix Corporation*

### Speakers:

*Ed Bruckert, Fonix Corporation*

*Tom Houwing, VoiceObjects*

*Piergiorgio Vittori, Loquendo*

One of the bottlenecks in using speech to convey information or prompts is the need to record consistent voices and the cost and delay in doing so. Text-to-speech synthesis addresses this need by converting text into natural-sounding speech. Some of the advances in using synthetic speech are covered in this session.

## Optimizing the Voice User Interface: The Details Make the Difference

Salon 6 ..... 2:45 pm - 4:15 pm

### Moderator:

*Christian Dugast, VoiceObjects*

### Speakers:

*Sondra Ahlén, SAVIC*

*David Attwater, EIG*

*Bertrand Damiba, BeVocal*

*Barbara Hawkins-Scott, Syntellect*

*Zaydoon Jawadi, CoAssure, Inc.*

General principles can be useful in Voice User Interface design, but often the most revealing lessons come from experience with deploying applications. Often, small details can make big differences in system performance and acceptance. This session gets into the details of VUI design.



## Coffee Break

Salons 1-6 Hallway ..... 4:15 pm - 4:30 pm

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## Industry Forums

### Speech in Finance

Salon 1 ..... 4:30 pm - 5:30 pm

### Moderator:

*Ron Owens, Intervoice*

### Speaker:

*Jeff Holmes, Calibrus*

The financial vertical panel will dig deep into specific speech applications that support financial companies, including banks, insurance companies, brokerage companies, and other financial services. As financial companies become increasingly integrated, offering a wider range of services, call centers in particular, can be overwhelmed without the help of speech technology automation.

### Speech in Healthcare

Salon 4 ..... 4:30 pm - 5:30 pm

### Speakers:

*Elisa Elderbaum, Empire Medicare Services*

*Jean Sandler, Health Net*

It's no secret that healthcare faces the classic conflict of keeping costs under control while maintaining quality of service, with the heightened tension of quality of service often meaning quality of life for patients. Speech technology can automate aspects of administration and preserve resources for direct healthcare. This session discusses a wide range of ways speech technology contributes to outside support of patients and improving the efficiency of internal operations.

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# Conference Agenda

## Speech in Telecommunications

Salon 5 ..... 4:30 pm - 5:30 pm

### Moderator:

Amir Mané, Voice Advantage llc

### Speakers:

Jason Karas, Orange Advanced Voice Services  
Lisa Latiolais, BellSouth

Telephone service providers have call centers like other companies, except on a scale that dwarfs that of many other industries. Speech technology can contribute to making those operations more effective, but also in providing services directly to customers, such as voice dialing or information services. Directory assistance is another area in which speech can lower costs to the consumer while improving profits for service providers. This session should provide a lively discussion of the opportunities and hurdles.

## Speech in Utilities

Salon 6 ..... 4:30 pm - 5:30 pm

### Speakers:

Kent Barnes, PG&E  
Doug Brown, Datria Systems  
Dale Hartzell, SandCherry

Utilities often face peak requirements for customer support, such as during power outages. This creates a particular need for automation, but is only one example of the specific needs of utilities. Utilities have crews in the field that can be supported by speech automation. These and other applications will be discussed in this session.

## Wine Tours & Tasting



### Night of Wine Tours and Tasting

#### Exhibitor Showcase

Salons 7, 8 & 9, Yerba Buena Ballroom Level  
..... 5:30 pm - 7:30 pm

### Sponsored by:



## Wednesday, February 23

### Continental Breakfast

Salons 1-6 Hallway ..... 7:00 am - 8:00 am

### Sponsored by:



### Tom Peters Keynote Address

Salon 9 ..... 8:00 am - 9:30 am

This year we are pleased to present to you a special keynote address from Tom Peters. *FORTUNE* called Tom Peters the uber-guru of management, and compares him to Ralph Waldo Emerson, Henry David Thoreau, Walt Whitman and H.L.Mencken. *The Economist* tagged him the uber-guru; and *BusinessWeek's* take on his "unconventional views" led them to label him "business' best friend and worst nightmare."



### Coffee Break

Salons 1-6 Hallway ..... 9:30 am - 9:45 am

### Sponsored by:



### Exhibitor Showcase Open

Salons 7 & 8 ..... 9:30 am - 7:30 pm



# Conference Agenda

## How Telephone Speech Applications Fit into the Big Picture: Web Services, IP Telephony, Agent Support, and More

Salons 1 & 2 ..... 9:45 am - 11:00 am

### Moderator:

*Bill Meisel, TMA Associates*

### Speakers:

- Peter Braunthal, IBM*
- Brian Cooper, West Corporation*
- Don Steul, Apptera*
- Johannes Wagner, varetis*

Some telephone speech applications stand alone, but, increasingly, they are being more tightly integrated with other resources. These resources include the resources supporting Web sites, IP telephony systems, and software supporting agents. This session addresses such integration, its advantages, and how it is done.

## Internal Operations: Speech Extends the Reach of Enterprise Software and Communications

Salon 3 ..... 9:45 am - 11:00 am

### Moderator:

*Marketta Silvera, Apptera*

### Speakers:

- Mark Bannon, ScanSoft*
- Ted Bray, Avaya*
- Gregg Kerlin, Genesys Telecommunications Laboratories*

Speech can support internal operations such as field staff and mobile professionals. Unified communications systems provide efficiency benefits that are more usable when a speech interface makes them more accessible. Customer relationship management and sales force automation software can better achieve their objectives if they can be accessed and updated by wireless phone. This session looks at some of the opportunities to improve internal operations using speech.

## Interactions, Choice and Evolution in Multimodal Speech Standards

Salon 4 ..... 9:45 am - 11:00 am

### Moderator:

*Daryle Gardner-Bonneau, Bonneau and Associates*

### Speakers:

- Deborah Dahl, Conversational Technologies*
- Albert Kooiman, Microsoft*
- James A. Larson, Intel*
- Scott Wieder, Brooktrout Technology*

Standards such as VoiceXML have been widely adopted, with some deployments supporting thousands of telephone ports. Specifications such as SALT and X+V, soon to be integrated into standards by the World Wide Web Consortium, will extend speech standards to multimodal devices. Understand the growing interoperability of applications, call control, and speech engines in this session.

## New Approaches to Applying Speech Technology

Salon 5 ..... 9:45 am - 11:00 am

### Moderator:

*Ron Owens, Intervoice*

### Speakers:

- Anna Convery, Nexidia*
- Shay Granov, NSC - Natural Speech Communication*
- Mike Matthews, Aculab*
- Klaus Stanglmayr, Philips Speech Processing*

Delivering effective speech applications requires the right combination of platform, technology, and application design. Cost-effectiveness and recognizing the customer's entire needs are a central theme of this session. This session will provide insights into how innovative applications address the combination of several factors.

## Creating, Tuning, and Managing Grammars

Salon 6 ..... 9:45 am - 11:00 am

### Moderator:

*Moshe Yudkowsky, Disaggregate*



# Conference Agenda

## Speakers:

*Sondra Ablén, SAVIC*  
*Rosanna Duce, Loquendo*  
*Luciano Fissore, Loquendo*  
*Keith Herold, LumenVox*  
*Eddie Kaul, Inference Communications*

The heart of any speech recognition application are the grammars that define what the system can understand at any point in a dialog. This session discusses methods for creating, tuning, and managing those grammars as application complexity increases. Speakers will describe techniques that make application dialog design and updating easier while enhancing the effectiveness of the voice user interface.

## Coffee Break

*Salons 1-6 Hallway . . . . .11:00 am - 11:15 am*

## Customer Experiences in Deploying Telephone Speech Applications

*Salon 1 & 2 . . . . .11:15 am - 12:30 pm*

## Moderator:

*Christian Dugast, VoiceObjects*

## Speakers:

*T. Richard Alfonsi, Tellme Networks*  
*Kent Barnes, PG&E*  
*Stephane Couture, ScanSoft*  
*Adeeb Shanaa, Voxify*

Speech recognition and other speech technology in telephone applications is being widely deployed, and each deployment seems to teach us something new. We learn about caller response, the process of deploying and tuning, and more. This session emphasizes specific customer experiences.

## Platform Decisions in Telephone Speech Applications: Analyzing the Key Choices

*Salon 3 . . . . .11:15 am - 12:30 pm*

## Moderator:

*Moshe Yudkowsky, Disaggregate*

## Speakers:

*David Johnston, Aculab*  
*Ken Rehor, Vocalocity*  
*Peter Wise, Microsoft*

A voice platform integrates the application, the speech engines, telephone network connectivity, call control, back-end systems connectivity, and more. Tools for application development, tuning, monitoring, and management are often tied to the platform. This session will help you unscramble the egg and determine what criteria you should emphasize.

## Special Session on Usability Testing

*Salon 4 . . . . .11:15 am - 12:30 pm*

## Moderator:

*Ed Margulies, Sterling Audits & Consulting, Inc.*

## Speakers:

*Mark Cowlshaw, Intel*  
*Susan L. Hura, Intervoice*  
*Pat Peterson, BBN Technologies*

One way to test a speech application is to deploy it and note the problems your customers are having. Most companies would prefer to avoid irate customers, so they do usability testing before deployment. This session describes the payoff from doing so and how it is done.

## Case Studies: What Users Tell Us

*Salon 5 . . . . .11:15 am - 12:30 pm*

## Moderator:

*Mark Randolph, Motorola*

## Speakers:

*Joe Combs, Convergys Corporation*  
*Peter Durlach, Unveil Technologies*  
*Chris Nichols, Edify Corporation*

There is no more revealing insight than that gathered from experience. The real world, as opposed to what we assume, often surprises us. The information in this session explores what has been learned from real case studies, reported in detail - with numbers.



# Conference Agenda

## Dynamic Generation of Voice Applications Using Web Services: Making the Most of Existing Resources

Salon 6 .....11:15 am - 12:30 pm

### Moderator:

*K.W. 'Bill' Scholz, Unisys*

### Speakers:

*Jeff Haynie, Vocalocity*

*Tiemo Winterkamp, VoiceObjects*

Many Web pages we encounter are generated dynamically from databases, allowing them to be personalized with our preferences or reflect rapidly changing information. The same technology used for HTML-based Web pages can be used to generate speech application "pages" in VoiceXML or other languages, often from the same Web services that generate Web pages. This session addresses the means for doing so and the results.

### Lunch

Salons 7&8, Yerba Buena Grand Assembly

.....12:30 pm - 1:30 pm

## The Role of the Telephone in Marketing: Creating and Keeping Customers

Salons 1 & 2 .....1:30 pm - 3:00 pm

### Moderator:

*Bill Meisel, TMA Associates*

### Speakers:

*Matt Keowen, Nuance*

*Robby Kilgore, ScanSoft*

*Caroline Leathem, Fluency Voice Technology*

*Larry Mark, SER Solutions*

*Tobias Peggs, Fluency Voice Technology*

Speech technology is not just for saving money. It can be used to generate business by making the most of every call from a customer to build a brand, deepen a relationship, or make a sale. Automation makes it cost-effective to view the telephone as another marketing channel-even an alternative investment from the advertising budget. This session discusses the evolving realization that we should be viewing telephone calls as an opportunity and not just a cost.

## Delivering Contact Center Applications Faster: Packages, Tools, and Their Interaction

Salon 3 .....1:30 pm - 3:00 pm

### Moderator:

*Kim Silverman, Apple*

### Speakers:

*Michael L. Bergelson, Audium Corporation*

*Steve Pennypacker, ScanSoft*

*Roberto Pieraccini, IBM T.J. Watson Research Center*

*James Riseman, Nuance Communications*

The bottleneck in putting more contact center applications in the field is often getting good applications completed, tested, and deployed. This session discusses ways of shortening that process, ranging from fully packaged, configurable applications to development tools that encapsulate prior experience and manage change.

## Special Session on Voice Hosting and Managed Services

Salon 4 .....1:30 pm - 3:00 pm

### Moderator:

*Marketta Silvera, Aptera*

### Speakers:

*Ann Cannon, Prairie Systems*

*Jason Hersh, NetByTel*

*Daniel Hong, Datamonitor*

*TT Ramgopal, Avaya*

*Peter Ryan, Datamonitor*

Companies that want to try or add new telephone speech applications quickly and with minimal up-front cost can use services that host the entire application or only the voice infrastructure, the speech engines and telephony platform. Companies can elect to have the application partially or fully managed. This session will describe the advantages and tradeoffs of voice hosting and some of the alternatives and pricing available.

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# Conference Agenda

## Research in Voice User Interface Design

Salon 5 .....1:30 pm - 3:00 pm

### Moderator:

*Michael Cohen, Google*

### Speakers:

*Caroline Henton, Talkknowledgey  
Edwin Margulies, Sterling Audits & Consulting, Inc.  
Sharon Oviatt, UI lab at Oregon Graduate Institute*

It is one thing to offer subjective recommendations on VUI design based on intuition and experience. It is another to apply systematic explorations of options to gain objective insights. The talks in this session emphasize careful evaluation of alternatives and their results, the science of VUI design rather than the art.

## Planning and Executing a Speech Project: Stages of Development and Maintenance

Salon 6 .....1:30 pm - 3:00 pm

### Moderator:

*Thomas Schalk, ATX Technologies*

### Speakers:

*Vankata N. Bukkapatnam, Leading Consultants, Inc.  
Nathan David, Empirix  
T. Todd Elvins, Oracle  
Emma Johnson, Nuance Communications*

How does one get from a goal to a successfully deployed speech system, controlling costs along the way? This session discusses the processes that can be used to plan and manage a speech project. Attendees will get insights into subjects including handling managerial issues, deploying pilot projects, validating upgrades, and benchmarking speech applications.

## Coffee Break

Salons 1-6 Hallway .....3:00 pm - 3:15 pm

## VUI Design and Customer Satisfaction: Examples from the Field

Salons 1 & 2 .....3:15 pm - 4:45 pm

### Moderator:

*Patti Price,  
PPRICE Speech and Language Technology*

### Speakers:

*Frances McTernan, Nortel  
Srinivas Penumaka,  
Genesys Telecommunications Laboratories  
Paul Welham, Telephonetics  
Paul Wirtz, Aspect Communications*

We are still learning how callers will respond to an automated speech system, knowing it is not a person and often being unsure how flexible the dialog can be. The way customers respond - and their acceptance of the system - is determined by the Voice User Interface design. A subtle change in a prompt, or even the personality implied by the voice, can have surprising effects on caller behavior and success metrics. This session takes examples from deployed systems to show the impact of VUI design on customer satisfaction.

## Packaged Vertical Market Applications: Specific Solutions to Call Center Problems

Salon 3 .....3:15 pm - 4:45 pm

### Moderator:

*Peter Mahoney, ScanSoft*

### Speaker:

*Eduardo Olvera, Syntellect  
Steve Pennypacker, ScanSoft  
Joellyn Sargent, Premiere Global Services  
John Tallarico, ScanSoft*

Packaged applications that can be configured to specific call center needs can reduce the cost and risk of deploying speech applications. Most packaged applications address specific vertical markets, such as finance, travel, retail, utilities, and healthcare, addressing specific tasks such as checking account balances or order status. This session will help attendees decide if packaged applications can meet their needs.

## Special Session on Speech Strategies

Salon 4 .....3:15 pm - 4:45 pm

### Moderator:

*Richard Rosinski, VoiceGenie Technologies*

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## Speakers:

*Franz-Josef Eberle, Eicon Networks*  
*Jeff Haynie, Vocalocity*  
*Chris Lotspeich, LumenVox*  
*Steve Pollock, TuVox*

Should buyers look only at current needs and address the automation of existing tasks, or should they raise a decision on a speech system to a longer-term strategic evaluation? Ideally, strategic issues should always be considered, but the complexity of such decisions can sometimes inordinately delay or overcomplicate a decision. This session will highlight some of the strategic issues companies consider, with suggestions for reducing decision complexity.

## Accessibility and Productivity

Salon 5 ..... 3:15 pm - 4:45 pm

### Moderator:

*Sara Basson, IBM*

### Speakers:

*Sara Basson, IBM*  
*Alison Lee, IBM*  
*Silvio Nasi, Loquendo*

Making a PC or mobile device more accessible to persons with disabilities is a useful - and sometimes govern-

ment-mandated - goal. But improving accessibility can also improve productivity for all users - a win-win situation. This session addresses some approaches and specific solutions to enhancing accessibility and productivity.

## PC and Productivity Applications

Salon 6 ..... 3:15 pm - 4:45 pm

### Moderator:

*Matt Yuschik, University of Phoenix*

### Speakers:

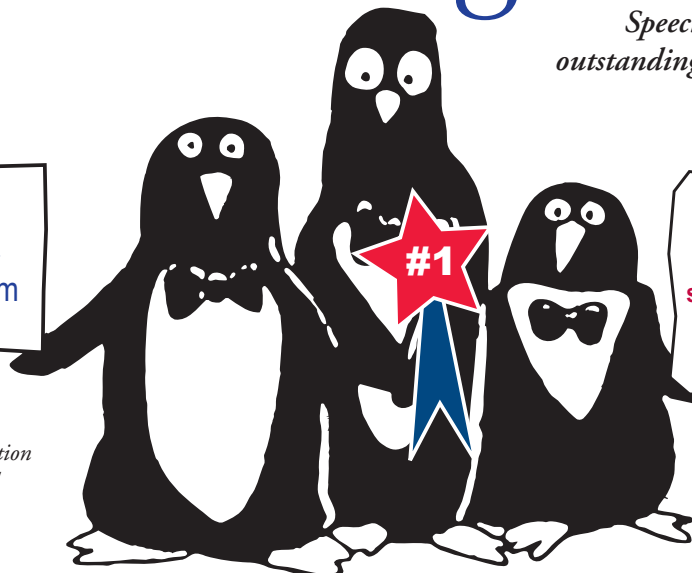
*Tom Houy, Clarity Technologies, Inc.*  
*John Mulhollen, voice technology architect*  
*Steven Schultz, principal consultant*  
*Jennifer Smith, Jennifer Smith Court Reporting*  
*Chad Theriot, AudioScribe Corporation*  
*Robert Weideman, ScanSoft*

It is perhaps a testament to the power of a well-tuned and familiar Graphical User Interface that speech applications on the PC have not been more widespread. As a microphone becomes a more common PC peripheral, perhaps through games using speech or Voice over IP telephony, it will seem more natural to use voice commands or dictation. This session discusses some existing and proposed applications that improve productivity using PCs.

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[stephanie@amcommpublications.com](mailto:stephanie@amcommpublications.com)  
or call, 859-278-2223

*Winners announced in the May edition of Speech Technology Magazine and highlighted @ SpeechTEK 2005.*

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## Acclaim Telecom Services...Booth 220

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Richardson, TX 75081  
Phone: 972-331-1777  
Fax: 972-331-1701  
[www.acclaimtelecom.com](http://www.acclaimtelecom.com)

### Contact:

**Dan Grace**, business development manager  
Email: [dan.grace@acclaimtelecom.com](mailto:dan.grace@acclaimtelecom.com)

### Description:

Since 1993, Acclaim Telecom has integrated Web and speech applications for financial services, call centers, healthcare, insurance, and marketing. Expertise includes VXML and SALT, connecting with call routing/switching systems, and with legacy hosts. Acclaim is also a Microsoft Speech Partner.

## Aculab - Silver Sponsor...Booth 323

421 Oak Avenue  
Panama City, FL 32401  
Phone: 850-763-9281  
Fax: 850-763-1113  
[www.aculab.com](http://www.aculab.com)



### Contact:

**Pamela Kidwell**, manager, sales and marketing  
Email: [usa@aculab.com](mailto:usa@aculab.com)

### Description:

Aculab enables developers and systems integrators to develop high performance communications solutions. Products include media processing resources, ASR, TTS, VoIP, fax, conferencing and digital network access including SS7. Support is available to help developers through each stage of their product's life cycle, both technical and commercial.

## Angel.com...Booth 318

1861 International Drive  
McLean, VA 22102  
Phone: 888-692-6435  
Fax: 703-770-1321  
[www.angel.com](http://www.angel.com)

### Contact:

**Michael Sweeney**, director, marketing and public relations  
Email: [sweeney@angel.com](mailto:sweeney@angel.com)

### Description:

Angel.com is the leading provider of Web-based, advanced telephony solutions. More than 2,000 customers turn to Angel.com to quickly deploy powerful IVR applications using Angel.com's patented Voice Site technology. These applications utilize intelligent speech recognition technology to power customer service and marketing phone numbers. With a unique Web-based solution that requires no investment in hardware, software, or human resources, Angel.com balances the need for superior communications with affordable, pay-as-you-go pricing.

## Apptera...Booth 411

1150 Bayhill Drive  
Suite 203  
San Bruno, CA 94066  
Phone: 650-635-0600  
Fax: 650-872-8409  
[www.apptera.com](http://www.apptera.com)

### Contact:

Email: [sales@apptera.com](mailto:sales@apptera.com)

### Description:

Apptera offers innovative voice self-service solutions that enrich the caller experience, lower costs and create new revenue opportunities for companies of all sizes. Apptera's solution includes dynamic applications that give businesses the necessary flexibility to adapt to the changing market demands in the financial and retail industries. For more information, visit [www.apptera.com](http://www.apptera.com).

## Aspect Communications...Booth 422

1310 Ridder Park Drive  
San Jose, CA 95131  
Phone: 888-412-7728  
[www.aspect.com](http://www.aspect.com)

### Contact:

Email: [sales@aspect.com](mailto:sales@aspect.com)

### Description:

Aspect Communications is a leading provider of contact center solutions for managing and optimizing customer communications. Our IVR solutions use advanced technology, including speech-recognition, text-to-speech, and VoiceXML, to make customer service more inviting, efficient, and cost-effective. Our IVR solutions are tightly embedded into your call center environment, ensuring that your self-service solutions complement the support your agents provide, ensuring the best possible customer experience.



## Avaya, Inc. - Bronze Sponsor...Booth 322

211 Mt. Airy Road  
Basking Ridge, NJ 07920  
Phone: 866-GO-AVAYA  
[www.avaya.com](http://www.avaya.com)



**Contact:**  
**Cory Glover**, product marketing  
Email: [cwglover@avaya.com](mailto:cwglover@avaya.com)

**Description:**  
Avaya is a global leader in communication systems, applications and services. Customers range from small businesses to more than 90% of Fortune 500 companies, and U.S. government. They rely on Avaya for dependable solutions that strengthen customer relationships, enhance productivity and maximize profitability.

## BBN Technologies...Booth 418

10 Moulton Street  
Cambridge, MA 02138  
Phone: 617-873-1600  
[www.bbn.com](http://www.bbn.com)

**Contact:**  
**Barbara Loonam**, director of product marketing  
Email: [commercial@bbn.com](mailto:commercial@bbn.com)

**Description:**  
BBN Technologies is a leading provider of advanced research & development services and practical solutions to both government and commercial customers. Leveraging BBN's 30 years of experience in speech processing, natural language understanding, information extraction, and dialog processing, BBN's Avoke™ suite of innovative products and services harness the power of the spoken word to improve customer satisfaction. For more information on BBN Technologies, visit [www.bbn.com](http://www.bbn.com).

## Brooktrout Technology - Gold Sponsor...Booth 510

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Phone: 781-449-4100  
or 877-842-3944  
[www.brooktrout.com](http://www.brooktrout.com)



**Contact:**  
Email: [sales@brooktrout.com](mailto:sales@brooktrout.com)

**Description:**  
Brooktrout Technology is a leading supplier of media processing and call control technologies for communica-

tions applications. Brooktrout's TR1000™ telephony platform offers a broad range of binary-compatible media processing products optimized for speech including analog, BRI, and T1/E1/PRI configurations, all under a single API. With the TR1000 powering your application, you can simplify development as well as application deployment logistics, freeing yourself from the complexities of the telephone network.

## CablesEdge Software, Inc....Booth 417

20 Amber Steet  
Suite 207  
Markham, Ontario, L3R 5P4  
Canada  
Phone: 905-305-1355  
Fax: 905-305-8255  
[www.cablesedge.com](http://www.cablesedge.com)

**Contact:**  
**Simon Arnison**, CEO and president  
Email: [simona@cablesedge.com](mailto:simona@cablesedge.com)

**Description:**  
CablesEdge has developed the simplest, and most accessible way for mobile users to access their desktop information using their own voice from any mobile device. This solution powers desktop systems and enterprise servers to deliver filtered, real-time access to email, news services, calendar or corporate databases. CablesEdge solutions not only provide hands free access to data, but also increase a carrier's ARPU by providing a wide variety of information such as email, PIM, calendar and contacts, as well as location-based services and access to third party systems such as CRM and ERP.

## Carrius Technologies, Inc....Booth 415

2140 Lake Park Blvd.  
Suite 500  
Richardson, TX 75080  
Phone: 214-572-7800  
Fax: 214-575-9007  
[www.carriustech.com](http://www.carriustech.com)

**Contact:**  
**Mark Strubbe**, vice president of sales  
Email: [sales@carriustech.com](mailto:sales@carriustech.com)

**Description:**  
Carrius Technologies is an innovator in carrier-grade intelligent VoIP switching and gateway solutions. As a voice automation services foundation, Compleat-200



allows solution developers to focus on differentiated services while the **Compleat-200** manages telephony functions such as signaling, media termination, call control, and redundancy. Service providers may also leverage this same combination of capabilities to deploy the **Compleat-200** as an intelligent stand-alone gateway to deliver new IP-based services.

### **Cintech, LLC...Booth 320**

4362 Creek Road  
Cincinnati, OH 45241  
Phone: 513-731-6000  
Fax: 513-731-3661  
[www.cintechllc.com](http://www.cintechllc.com)

#### **Contact:**

**David Thibodeau**, director, distribution sales  
Email: [dthibodeau@cintechllc.com](mailto:dthibodeau@cintechllc.com)

#### **Description:**

With over 14,000 installations since 1987, Cintech is a leading provider of customer connection technology. Whether customers are online using email or chat, or they prefer to use the telephone, Cintech's software helps them respond quickly and professionally. Visit [www.cintechllc.com](http://www.cintechllc.com).

### **Cisco Systems - Silver Sponsor...Booth 313**

170 West Tasman Drive  
San Jose, CA 95134  
Phone: 408-526-4000  
[www.cisco.com](http://www.cisco.com)



#### **Contact:**

**Sean O'Connel**, IP communications marketing manager  
Email: [cisco\\_ivr@cisco.com](mailto:cisco_ivr@cisco.com)

#### **Description:**

Cisco Systems Inc. is the worldwide leader in networking for the Internet. Cisco Customer Contact solutions enable organizations of all sizes to cost-effectively increase the speed and responsiveness of their customer care organizations while efficiently handling customer requests across a range of channels - from speech-enabled self service, to assisted service via voice, collaborative Web browsing, Web chat, and email.

### **ClickFox...Booth 315**

644 Antone Street, Suite 8X  
Atlanta, GA 30318  
Phone: 404-351-8020  
[www.clickfox.com](http://www.clickfox.com)



#### **Contact:**

**Tim McCormick**, vice president of marketing  
Email: [tim.mccormick@clickfox.com](mailto:tim.mccormick@clickfox.com)

#### **Description:**

ClickFox is the premier provider of Customer Behavior Intelligence software. ClickFox software enables companies to maximize performance of mission-critical enterprise channels, including IVR/speech systems, Web sites, Internet/intranet applications, interactive kiosks and enterprise applications, such as CRM and ERP. ClickFox software is unique in its ability to map customer interactions to a business-relevant model of the self-service system, resulting in unprecedented cross-channel insight into how customers are interacting with the business, and a clear roadmap to rapid, significant ROI.

### **DCC - Dialogic Communications Corporation**

.....**Booth 117**

730 Cool Springs Blvd  
Suite 300  
Franklin, TN 37067  
Phone: 800-723-3207  
Fax: 615-790-1329  
[www.dccusa.com](http://www.dccusa.com)

#### **Contact:**

**Trey Kirby**, national sales manager  
Email: [tkirby@dccusa.com](mailto:tkirby@dccusa.com)

#### **Description:**

DCC (Dialogic Communications Corporation) provides localized, affordable IVR solutions for the call center environment (ideally 1500 seats or less). DCC offers standards-based technology, a robust development lab, custom CTI integration, custom speech recognition, etc. Visit Booth #117 or call 800.723.3207.



## Edify Corporation...Booth 512

2840 San Tomas Expressway  
Santa Clara, CA 95051  
Phone: 800-944-0056  
Fax: 408-982-0777  
[www.edify.com](http://www.edify.com)

**Contact:**  
Email: [info@edify.com](mailto:info@edify.com)

### Description:

Edify is a leading provider of voice and speech solutions for the enterprise. For more than 14 years, Edify has helped more than 2,000 companies automate their customer service, improving customer satisfaction and enabling new revenue generating opportunities while reducing operational costs. Edify's open, standards-based platform successfully manages millions of customer interactions every day across a broad range of industries.

## Eicon Networks...Booth 406

2805 N. Dallas Parkway  
Suite 200  
Plano, TX 75093  
Phone: 1-800-80-EICON or 972-473-4500  
Fax: 972-473-4510  
[www.eicon.com/us](http://www.eicon.com/us)

**Contact:**  
Email: [marketing.us@eicon.com](mailto:marketing.us@eicon.com)

### Description:

Eicon is a leading developer and manufacturer of high quality communication products for networked business applications. We focus in the areas of voice, speech, conferencing, fax and unified messaging. For more, visit us at [www.eicon.com/us](http://www.eicon.com/us), email: [marketing.us@eicon.com](mailto:marketing.us@eicon.com) or 1-800-80-EICON.

## Empirix...Booth 319

20 Crosby Drive  
Bedford, MA 01730  
Phone: 781-266-3200  
Fax: 781-266-5467  
[www.empirix.com](http://www.empirix.com)



**Contact:**  
*Katie Staveley*, marketing programs specialist  
Email: [info@empirix.com](mailto:info@empirix.com)

### Description:

Empirix delivers solutions that help contact center managers maximize agent productivity, and maintain low costs by improving the quality and performance of your voice system infrastructure. Empirix empowers you to ensure superior quality of experience to customers by automatically identifying how infrastructure problems impact contact center services.

## Genesys Telecommunications Laboratories - Bronze Sponsor...Booth 410

2001 Junipero Serra Blvd.  
Daly City, CA 94014-3891  
Phone: 415-437-1100  
[www.genesyslab.com](http://www.genesyslab.com)



# GENESYS®

**Contact:**  
*Brian Bischoff*, vice president of sales voice platform  
Email: [bbischoff@genesyslab.com](mailto:bbischoff@genesyslab.com)

### Description:

Genesys Telecommunications Laboratories, Inc., a subsidiary of Alcatel (NYSE: ALA, Paris: CGEP.PA), is the leading provider of open software applications designed specifically to optimize customer contact - in the contact center and across the enterprise. Genesys enables personalized cost-effective multimedia customer service that generates long-term, profitable customer relationships.

## Gold Systems...Booth 222

1780 Conestoga Street  
Boulder, CO 80301  
Phone: 303-447-2837  
Fax: 303-447-0814  
[www.goldsys.com](http://www.goldsys.com)

**Contact:**  
*Trever Renquist*, vice president of sales  
Email: [renquist@goldsys.com](mailto:renquist@goldsys.com)

### Description:

Gold Systems' self-service solutions improve profitability and increase customer satisfaction. Using its proven Solutions Discovery Process, Gold Systems helps companies identify processes where efficiency can be optimized with custom, voice-driven solutions that implement IVR, speech recognition and text-to-speech technologies.



## IBM Software - Silver Sponsor...Booth 401

Route 100  
Somers, NY 10589  
Phone: 800-426-4968  
[www.ibm.com/websphere](http://www.ibm.com/websphere)



### Contact:

**Tim Tsao**, worldwide marketing manager  
Email: [timtsao@us.ibm.com](mailto:timtsao@us.ibm.com)

### Description:

IBM brings to market world-class software and services dedicated to transforming businesses. In the contact center, powerful speech and application infrastructure software, coupled with over 3,000 consultants dedicated to customer service solutions, and 40 years of voice research and breakthrough technologies that include over 250 speech technology patents, only IBM can deliver the end-to-end breadth and deliver on deep industry expertise across 23 industries. For more information about IBM solutions, visit: <http://www.ibm.com/Websphere>.

## ICT Group...Booth 514

100 Brandywine Blvd  
Newtown, PA 18940  
Phone: 800-201-1085  
[www.ictgroup.com](http://www.ictgroup.com)

### Contact:

**Chuck Raudonis**, vice president, information technology  
Email: [info@ictgroup.com](mailto:info@ictgroup.com)

### Description:

Leading global provider of outsourced customer management solutions providing high-volume hosted IVR and advanced speech recognition solutions including: speech recognition applications, text-to-speech, multilingual support, touchtone (DTMF), transcription services, interactive personality creation, scripting and voice recording, as well as outbound messaging and alert notification. 24/7 Web-based reporting. Expansive, live agent resources also available, with 40+ contact centers and over 12,000 representatives worldwide.

## Intervoice...Booth 414

17811 Waterview Parkway  
Dallas, TX 75252  
Phone: 972-454-8893  
Fax: 972-454-8282  
[www.intervoice.com](http://www.intervoice.com)

### Contact:

**Jim Gardner**, director corporate marketing

### Description:

With more than 20 years of experience, Intervoice, Inc. (NASDAQ: INTV) creates measurable business value by applying innovative speech technology to optimize voice automation solutions. Intervoice provides developers, enterprises and carriers with the platform, software and services necessary to enable an interactive dialogue with technology, resulting in improved operational efficiencies, revenue, and customer satisfaction.

## IntraNext...Booth 117

391 Inverness Parkway  
Suite 111  
Englewood, CO 80112  
Phone: 720-873-6552  
Fax: 720-873-6575

### Contact:

**Patrick Brown**, president  
Email: [pb@nextsys.com](mailto:pb@nextsys.com)

### Description:

IntraNext Systems provides CTI solutions and specializes in multi-site call centers. IntraNext's products include next-generation screen-pop applications, desktop readerboards, integrated softphones, and system management and reporting tools. In addition to their core products, IntraNext develops and deploys custom CTI applications.

## IQ Services...Booth 223

6601 Lyndale Avenue S.  
Suite 330  
Minneapolis, MN 55423  
Phone: 612-243-6700  
Fax: 612-869-6200  
[www.iq-services.com](http://www.iq-services.com)

### Contact:

**Gregg Williams**, vice president, direct sales  
Email: [gwilliams@iq-services.com](mailto:gwilliams@iq-services.com)

### Description:

Test your systems with IQ Services, not with your customers. IQ Services leads the industry in supporting communication systems using complex technology integration. Our load testing and availability monitoring helps you to make sure your systems work before implementation and throughout the life of the system.



## **Loquendo - Vocal Technology and Services...Booth 518**

Via Valdellatorre 4  
10149 Torino  
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Phone: +39-011-2913111  
[www.loquendo.com](http://www.loquendo.com)

### **Contact:**

**Rosanna Duce**, vice president sales and marketing  
Email: [info@loquendo.com](mailto:info@loquendo.com)

### **Description:**

With over 30 years of R&D expertise, Loquendo is at the forefront of the global speech technologies market. Its high-quality, high-performance technologies (TTS, ASR, Speaker Verification) and platforms guarantee systems integrators the best solutions in 16 languages - with more coming soon. Loquendo technologies power millions of calls every day in the telecommunications and enterprise markets throughout the world. For more information, visit [www.loquendo.com](http://www.loquendo.com).

## **LumenVox - Bronze Sponsor...Booth 307**

3615 Kearny Villa Road  
San Diego, CA 92123  
Phone: 877-977-0707  
Fax: 858-707-7072  
[www.lumenvox.com](http://www.lumenvox.com)



### **Contact:**

Email: [info@lumenvox.com](mailto:info@lumenvox.com)

### **Description:**

LumenVox is a core speech provider with over a decade of telephony experience. We develop a suite of speech recognition software that includes the Speech Recognition Engine (SRE), Speech Driven Information System (SDIS) and LV Speech Tuner. With this suite and our worldwide partners, companies can design, develop, deploy and maintain any speech enabled application or IVR. Visit us at [www.lumenvox.com](http://www.lumenvox.com) or call us at (877) 977-0707.

## **MCI...Booth 506**

22001 Loudon County Parkway  
Ashburn, VA 21047  
Phone: 703-886-5600  
[www.mci.com](http://www.mci.com)

### **Description:**

MCI is a leading global communications provider, delivering innovative, cost-effective, advanced communications connectivity to businesses, governments and consumers. With the industry's most complete global IP backbone and one of the world's most expansive, wholly-owned data networks, MCI develops the converged communications products and services that are the foundation for commerce and communications in today's market. For more information, go to [www.mci.com](http://www.mci.com).

## **MTI - Message Technologies, Inc....Booth 311**

1995 North Park Place  
Meridian - 5th Floor  
Atlanta, GA 30339  
Phone: 770-240-8000  
[www.messagestech.com](http://www.messagestech.com)

### **Contact:**

**Tom Dickson**, national sales director  
Email: [tom.dickson@messagestech.com](mailto:tom.dickson@messagestech.com)

### **Description:**

Message Technologies, Inc., an industry leader for over 30 years with dedicated expertise in speech IVR, provides highly customized and cost-effective solutions for every part of the speech spectrum, from application development and hosting to live agent back-up. Learn more at [www.messagestech.com](http://www.messagestech.com).

## **NSC - Natural Speech Communication...Booth 119**

30 West 21st Street  
10th Floor  
New York, NY 10010  
Phone: 800-238-6768  
Fax: 212-798-1461  
[www.nscspeech.com](http://www.nscspeech.com)

### **Contact:**

**Mr. Shay Granov**, director of sales - North America  
Phone: 800-238-6768  
Email: [shayg@nscspeech.com](mailto:shayg@nscspeech.com)  
**Mr. Ido Yitzhaki**, director of business development & EMEA sales  
Phone: +972-3-9519779  
Email: [info@nscspeech.com](mailto:info@nscspeech.com)

### **Description:**

NSC develops hardware based ASR server - the NSCBoard™, deployed on PCI boards in several sizes. The



NSCBoard™ is a high-density, cost-effective ASR server that enables support of hundreds of ASR channels on one machine.

### NeoSpeech Inc....Booth 423

48531 Warm Springs Blvd.  
Suite 407  
Fremont, CA 94539  
Phone: 510-623-8808  
Fax: 510-623-8809  
[www.neospeech.com](http://www.neospeech.com)

**Contact:**

**Richard Metzler**, CEO  
Email: [richard.metzler@neospeech.com](mailto:richard.metzler@neospeech.com)

**Description:**

NeoSpeech is a leading provider of high-quality text-to-speech (TTS) technology for the mobile, enterprise, entertainment and education markets. We offer the most flexible, articulate TTS engines available on the market for U.S. English and major Asian and European languages, supporting a wide range of embedded devices, as well as desktop and network/server applications. Demonstrations at [www.neospeech.com](http://www.neospeech.com).

### Nexidia Inc....Booth 321

3565 Piedmont Road  
Building Two, Suite 400  
Atlanta, GA 30305  
Phone: 404-495-7220  
Fax: 404-495-7222  
[www.nexidia.com](http://www.nexidia.com)

**Contact:**

**Heather Reinhart**, marketing manager  
Email: [info@nexidia.com](mailto:info@nexidia.com)

**Description:**

Nexidia is one of the leading providers of audio mining and speech analytics software. By transforming audio data into actionable intelligence, Nexidia allows both government agencies and commercial enterprises to leverage untapped information previously locked away in audio files. NEXminer's phonetic engine is the only tool that allows the user to search on names, places, industry terms and jargon without extensive training and cumbersome dictionaries making it the most accurate and scalable solution on the market.

### Nortel...Booth 412

2221 Lakeside Boulevard  
Richardson, TX 75082  
Phone: 800-4NORTEL  
[www.nortel.com/solutions/ccvp](http://www.nortel.com/solutions/ccvp)

**Contact:**

**Debby Evans**, end user relations marketing  
Email: [debevans@nortel.com](mailto:debevans@nortel.com)

**Description:**

Nortel is a leader in the customer care business, providing both agent-assisted and self-service applications for over 30 years. Nortel's customer care solutions are currently supporting over 35,000 contact centers, and over 8,000 customers are currently automating customer interactions using Nortel's self-service interactive voice response (IVR) and advanced speech applications.

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### ScanSoft - Gold Sponsor....Booth 301

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Fax: 617-428-1122  
[www.scansoft.com](http://www.scansoft.com)



**Contact:**

**Debbie Katz**, marketing manager  
Email: [debbie.katz@scansoft.com](mailto:debbie.katz@scansoft.com)

**Description:**

ScanSoft is the leading supplier of speech and imaging solutions used to automate a wide range of manual processes - increasing productivity, reducing costs and improving customer service. We offer solutions for contact centers, carriers, telematics, multimodal - and more! Visit us at Booth #301.



## SER Solutions, Inc....Booth 522

Loudoun Tech Center  
21680 Ridgetop Circle  
Dulles, VA 20166  
Phone: 703-948-5500  
Toll Free: 800-274-5676

### Contact:

**Steve Chase**, director, product management  
Email: [steve.chase@ser.com](mailto:steve.chase@ser.com)

### Description:

SER Solutions, Inc. provides world-class contact center solutions. Our award-winning quality assurance solution, SERTAINTY™, uses sophisticated speech recognition technology to listen to 100% of all recorded calls and analyze every customer interaction for script adherence, achievement of key performance indicators, and overall call quality.

## TuVox...Booth 407

333 Distel Circle  
Los Altos, CA 94022  
Phone: 650-623-0210  
Fax: 650-623-0215  
[www.tuvox.com](http://www.tuvox.com)

### Contact:

**Nick Ezzo**, senior manager, customer marketing  
Email: [nezzo@tuvox.com](mailto:nezzo@tuvox.com)

### Description:

TuVox is the leading provider of enterprise software for speech applications. TuVox's award-winning software creates a superior caller experience through sophisticated speech applications that are fast to develop and easy to deploy and maintain. Built completely on open standards, TuVox's enterprise software can automate virtually any type of call.

## Unveil Technologies...Booth 413

400 Fifth Avenue  
Waltham, MA 02451  
Phone: 781-890-7333  
Fax: 781-890-6977  
[www.unveil.com](http://www.unveil.com)

### Contact:

**Jim Williams**, director of marketing  
Email: [jwilliams@unveil.com](mailto:jwilliams@unveil.com)

### Description:

Unveil provides voice application software that enables call centers to rapidly build, deploy and maintain high performance speech applications that reduce costs and improve customer satisfaction. The Unveil Conversation Suite enables call centers to rapidly develop software-based "conversation agents" that automate unscripted customer interactions, integrate with live agents to extend self-service transactions, and automatically improve over time.

## VocaLabs, Inc....Booth 121

10925 Valley View Road  
Suite 202  
Eden Prairie, MN 55344  
Phone: 952-941-6580  
Fax: 952-941-0819  
[www.vocalabs.com](http://www.vocalabs.com)

### Contact:

**Rick Rappe**, vice president of business development  
Email: [rrappe@vocalabs.com](mailto:rrappe@vocalabs.com)

### Description:

VocaLabs solves the need for cost effective and statistically accurate feedback about client care speech recognition, IVR, human agent, and tone applications. Our clients are end user enterprises, call center consultants, application providers and equipment vendors. We have the unique ability to evaluate a customer contact application at any stage of development, from prototype to live in the field using a large and demographically diverse pool of panelists.

## Vocent Solutions...Bronze Sponsor

2023 Stierlin Court  
2nd floor  
Mountain View, CA 94043  
Phone: 650-316-3000  
Fax: 650-316-3033  
[www.vocent.com](http://www.vocent.com)



### Contact:

**Brian Phillips**, product marketing manager  
Email: [bphillips@vocent.com](mailto:bphillips@vocent.com)

### Description:

Vocent is the leader in voice security solutions. For the call center, Vocent's solutions offer a tactical way of combating fraud and identity theft while giving customers peace of mind and saving millions of dollars per year. For the help desk, Vocent's solutions automate high-risk



requests, such as password resets, eliminating a costly task while maximizing security. At the heart of all of Vocom's products, Vocom DecisionMaker™ analyzes all available data to ensure the best possible authentication decision. Vocom's packaged applications can be fully deployed in less than 60 days, with seamless interoperability with leading voice platform, speech technology, enterprise software, and call center infrastructure products.

### Vocomo Software...Booth 419

20380 Town Center Lane  
Suite 170  
Cupertino, CA 95014  
Phone: 408-253-8626 or 800-780-8626  
Fax: 408-253-8677  
[www.vocomosoft.com](http://www.vocomosoft.com)

**Contact:**

**Danny Lange**, CEO  
Email: [danny@vocomosoft.com](mailto:danny@vocomosoft.com)

**Description:**

Vocomo® offers a next-generation interactive voice response (IVR) product line that enables businesses to easily and quickly deploy automated phone services that can improve employee productivity, reduce costs, increase customer satisfaction, and create new revenue opportunities. Vocomo's VoiceXML IVR systems allow businesses to extend existing or new Web applications to be accessible by any phone at the lowest total cost of ownership.

### VoiceGenie Technologies, Inc....Booth 218

1120 Finch Ave. West  
Toronto, Ontario M3J 3H7  
Canada  
Phone: 416-736-0905  
Fax: 416-736-1551  
[www.voicegenie.com](http://www.voicegenie.com)



**Contact:**

**Frank Tersigni**, vp, Channels and Business Deployment  
Email: [ftersigni@voicegenie.com](mailto:ftersigni@voicegenie.com)

**Description:**

VoiceGenie Technologies Inc. is the proven performance leader in standards-based software platforms powering customer contact solutions and next-generation networks. Headquartered in Toronto, Canada, VoiceGenie offers high-performance, scalable platforms that provide enterprises and service providers with a flexible, open standards

infrastructure for supporting next-generation networks and speech-enabled contact centers. VoiceGenie's platform, available in multiple configurations, has been certified as VoiceXML conformant by the VoiceXML Forum and also supports other emerging standards such as CCXML, X+V, SIP and MRCP.

### VoiceObjects...Booth 217

35 Corporate Drive  
Burlington, MA 01830  
Phone: 800-222-8435  
Fax: 781-685-4601  
[www.voiceobjects.com](http://www.voiceobjects.com)

**Contact:**

**Todd Coutu**, director of marketing  
Email: [tcoutu@voiceobjects.com](mailto:tcoutu@voiceobjects.com)

**Description:**

VoiceObjects is the global leader in voice application management systems. Our software enables businesses to design, deploy, manage, and analyze voice-driven telephony services with improved productivity and increased customer satisfaction. The VoiceObjects Server provides a high-end, state-of-the-art deployment architecture as a flexible, scalable, manageable foundation to operate voice applications. VoiceObjects is deeply committed to open standards such as VoiceXML and SALT, and is a member of the VoiceXML, SALT, and W3C Forums.

### The VoiceXML Forum...Booth 221

445 Hoes Lane  
Piscataway, NJ 08854  
Phone: 732-465-6464  
Fax: 732-981-9473  
[www.voicexml.org](http://www.voicexml.org)



**Contact:**

**Cindy Tiritilli**, VoiceXML forum program manager  
Email: [voicexml-admin@voicexml.org](mailto:voicexml-admin@voicexml.org)

**Description:**

The VoiceXML Forum is an industry organization formed to create and promote the Voice Extensible Markup Language (VoiceXML). With the backing and contributions of its diverse membership, including key industry leaders, the VoiceXML Forum has successfully driven mar-



ket acceptance of VoiceXML through a wide array of speech-enabled applications. For more information, please visit the Web site at [www.voicexml.org](http://www.voicexml.org).

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**Voxpilot...Booth 516**

8, Cog Hill Drive  
Simpsonville, SC 29681  
Phone: 864-907-5335  
[www.voxpilot.com](http://www.voxpilot.com)

**Contact:**

**Peter Olyarchuk**, vice president sales and business development  
Email: [pro@voxpilot.com](mailto:pro@voxpilot.com)

**Description:**

Voxpilot, developer of one of the first certified platforms, delivers VoiceXML solutions for carriers, enterprises and service providers worldwide. Combining the proven performance of a carrier-class IN platform with cutting-edge VoiceXML technology, Voxpilot's open, standards-based solutions provide support for a broad range of operational and voice services that create new revenue opportunities and improve customer satisfaction.

Visit [www.voxpilot.com/video](http://www.voxpilot.com/video) to discover our new interactive multimedia video clip introducing the benefits of VoiceXML and Voxpilot solutions.

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**Walsh Media, Inc....Booth 421**

2100 Clearwater Drive  
Suite 201  
Oak Brook, IL 60523  
Phone: 800-359-6158  
Fax: 630-574-8118  
[www.walshmedia.com](http://www.walshmedia.com)

**Contact:**

**Tim Walsh**, president  
Email: [tim@walshmedia.com](mailto:tim@walshmedia.com)

**Description:**

Walsh Media, Inc. provides professional voice solutions for contact center applications. IVR, speech recognition, PBX, ACD, message-on-hold and Web sites are all systems Walsh Media can assist in enhancing the customer experience. Since 1986, we have supported Fortune 1000 companies across the continent to improve the way they com-

municate with their callers. We have expertise in all formats of IVR and speech recognition systems. Professional voice talents, foreign languages, persona development, scriptwriting assistance, best practices expertise and ongoing support are the key solutions provided by Walsh Media Inc. [www.walshmedia.com](http://www.walshmedia.com). 800-359-6158.

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**West Corporation...Booth 420**

11808 Miracle Hills Drive  
Omaha, NE 68154  
Phone: 800-841-9000  
Fax: 402-963-1602  
[www.west.com](http://www.west.com)

**Contact:**

**Kevin Kammer**, vice president, sales  
Email: [krkammer@west.com](mailto:krkammer@west.com)

**Description:**

West Corporation is one of the nation's premier providers of customer contact solutions, specializing in customized inbound, interactive, Internet, collections and conferencing services. West has built the largest and most technically advanced IVR and ASR platforms in the industry, providing your company with rapid scalability and unmatched flexibility in delivering high-quality, cost-effective customer acquisition, care and retention solutions.





## **Adeeb Shanaa**

### **Voxify**

Adeeb Shanaa, CEO, Voxify, is a veteran software executive. As the CEO and co-founder of Anubis, a data warehouse software provider, he executed a successful acquisition. He was VP corporate strategy at Personify. He received a master's degree in mechanical engineering and a bachelor's degree in mathematics and mechanical engineering from MIT.

## **Albert Kooiman**

### **Microsoft**

Albert R. Kooiman is the business development manager for the speech technologies group at Microsoft Corporation. As a member of both the Speech Application Language Tags (SALT) Forum Technical and the Marketing working groups since their inceptions, he is a strong advocate of the simplicity and sophistication of SALT. With eight years of experience in the telephony speech industry, Kooiman has been involved in a wide spectrum of available solutions. He has worked with customers worldwide on projects creating telephony-only and multimodal speech enabled information systems, personal call assistants, customer care solutions and value-added service voice portals. Before entering the speech industry, Kooiman worked in hospital information systems and medical statistics for five years. Kooiman holds a master's degree from the medical faculty of the University of Amsterdam, where he specialized in medical informatics.

## **Alex Rudnicky**

### **Carnegie Mellon University**

Alex Rudnicky's research spans many areas of spoken language processing, including contributions to dialog management, language generation and recovery from misunderstanding. Rudnicky is currently a principal systems scientist in the computer science department at Carnegie Mellon University and on the faculty of the Language Technologies Institute. He is a recipient of the Allen Newell Award for Research Excellence. He currently serves on the boards of the Applied Voice Input/Output Society (AVIOS) and of SIGdial.

## **Alison Lee**

### **IBM**

Alison Lee is a research staff member at IBM Research working on UI middleware in support of richer user experiences. Accessibility is one domain for applying her research. Lee's past R&D work includes tools and applications in support of group awareness, collaboration, social interaction, user support, and Web-based collaborative applications.

## **Aloke Chaudhuri**

### **Soleo Communications**

Aloke Chaudhuri, a technology pioneer and visionary, has a wealth of leadership experience across a wide array of telecom Fortune 100 corporations and start-up companies. As VP of product management at Soleo Communications, Chaudhuri is responsible for strategic planning, business development, and sales support for wireless, VoIP, and TDM telephony products. Before Soleo, Chaudhuri was CTO of NetLink, where he had responsibility for strategic, operating, and financial results for their engineering organizations worldwide. Previously, Chaudhuri was VP of technology at Xenon, and held various leadership positions at Motorola and Nortel. Chaudhuri earned a master's in electrical engineering, and a bachelor's in electronics and telecommunications engineering.

## **Amir Mané**

### **Voice Advantage llc**

Amir Mané, is the president of Voice Advantage llc, a consulting firm specialized in the design of voice applications and voice user interfaces ([www.voice-advantage.com](http://www.voice-advantage.com)). Mané earned his Ph. D. in human factors at the University of Illinois, worked for 15 years at Bell Laboratories and Telcordia Technologies, and was the founder and CTO of Telelogue, a venture-backed company that focused on voice automation of directory assistance and was acquired by ScanSoft.

## **Amit Desai**

### **Voxify**

Amit Desai is VP, products, Voxify, bringing expertise in product strategy and development. He was CTO and co-founder of Anubis, a data warehouse software provider. Desai was a senior executive at Personify and led software implementations at Sapien Corporation. He received a bachelor's in computer science from MIT.

## **Andrew Begel**

Andrew Begel is a final-year computer science Ph.D. student working at the junction of programming languages, human-computer interaction, software engineering, and education at the University of California, Berkeley. While at Berkeley, Begel has developed several programming environments designed to make programming more accessible, including a voice-based programming environment for programmers suffering from repetitive strain injuries.



**Andrew Sears**  
**UMBC**

Andrew Sears is a professor and chair of the information systems department at UMBC. His research explores issues related to human-computer interaction with recent projects investigating issues associated with mobile computing, speech recognition, information technology accessibility, and the difficulties individuals experience as a result of their work environment or tasks.

**Andrew Wahbe**  
**VoiceGenie Technologies**

Andrew Wahbe is the technical manager of the multimodal and developer tools group at VoiceGenie Technologies. His team is responsible for delivering tools to facilitate speech application development and deployment, as well as extending VoiceGenie's platform to support multimodal applications. Prior to his position at VoiceGenie Technologies, Wahbe was a senior engineer at Quack.com, leading the development of the voice application server that powered Quack's voice portal. After the acquisition of Quack.com by AOL, he was the system architect for AOL's voice services division that developed the AOLbyPhone consumer voice portal and the AOL Voicemail unified messaging system. Wahbe has a bachelor's degree in math and computer science from the University of Waterloo and a master's degree in computer science from the University of Toronto.

**Ann Cannon**  
**Prairie Systems**

Ann Cannon is senior vice president of sales and product management at Prairie Systems, a voice services company that specializes in managed voice applications, including interactive inbound and outbound solutions that use speech recognition. Cannon has over 20 years experience in the information technology and financial services industries. She has previously filled senior management roles at First Data Corporation, Renaissance Worldwide, NCR Corporation and Commercial Federal Bank. Cannon holds a bachelor's degree in business management from the University of Nebraska.

**Anna Convery**  
**Nexidia, Inc.**

Anna Convery is a graduate of IBM's EMEA FastTrack program, and holds a bachelor's degree in business studies from the University of Ulster, Belfast Northern Ireland; a master's degree in international business studies from the Universite

Louvain la Neuve, Brussels, Belgium; and professional accreditations in the areas of export marketing, market research and marketing management.

**Antoine Kauffeisen**  
**Acapela Group**

Antoine Kauffeisen joined Elan in 1995 in an international business development position before becoming sales director. When Elan was acquired by the L&H Group, he was appointed sales manager for Europe and Asia within the Automotive Business Unit. Since the merger with Babel technologies (January 2004), Kauffeisen is CEO of Acapela Group offices in Toulouse, France, and responsible for all marketing activities of the group. Before joining Elan, he worked for almost 10 years in various sales positions for major European computer distributors. He has a linguistics, management and sales background.

**Barbara Hawkins-Scott**  
**Syntellect, Inc.**

During her twenty years in the IVR and phone switch industries, Barbara Hawkins-Scott has been selected as the signature voice of several Fortune 500 companies. A unique background blending directing, production, acting and talent management has served to develop an outstanding group of voice talent and engineers serving Syntellect's VUI design group.

**Ben Shahshahani**  
**Nuance Communications**

Ben Shahshahani is director of the natural language processing R&D at Nuance Communications. Prior to Nuance he worked at IBM developing speech recognition algorithms. Shahshahani holds a Ph.D in electrical engineering from Purdue University.

**Bertrand Damiba**  
**BeVocal**

Bertrand Damiba has led the speech technology group at BeVocal from the company's inception. At BeVocal, Damiba designed and implemented the first commercial deployment of U.S. nationwide street name grammars in 2000. At IBM, he was an original developer for the widely used International Components for Unicode (<http://oss.software.ibm.com/icu>) and contributed to the speech-to-speech translation project, DIPLOMAT, at Carnegie Mellon. Damiba holds a bachelor's degree in computer science/modern language from Carnegie Mellon University.

## Applied Voice Input/Output Society

has a quarter of a century's experience in forwarding the practical applications of advanced speech technology.

**AVIOS** delivers real-world content and a professional membership organization for:

*IT Buyers • Managers • Developers and Designers  
Researchers • Practitioners of Speech Technology*

*For more information, see us on the web at: [www.avios.org](http://www.avios.org)*

**Bill Meisel****TMA Associates**

William Meisel, is president of TMA Associates, a consulting and publishing firm specialized in the impact of advanced speech technology and the changing role of the telephone in companies ([www.tmaa.com](http://www.tmaa.com)). Meisel is one of the speech technology industry's best-known independent analysts and consultants. He is the publisher and editor of *Speech Recognition Update* and *Telephone Strategy News* newsletters and the author of influential market studies. Meisel has over 20 years of experience in speech recognition, including founding and running a speech-recognition company for 10 years. He is also executive director of the Applied Voice Input/Output Society (AVIOS), a 23-year-old non-profit organization. Meisel obtained his bachelor's degree in engineering from the California Institute of Technology (Caltech) and his master's and Ph.D. degrees in electrical engineering from the University of Southern California.

**Brad Porter****Tellme Networks**

Brad Porter oversees advanced technology initiatives for Tellme Networks. His principle responsibility is to advance the state-of-the-art in open-standards-based voice applications reaching over 100,000,000 callers. His experience working with enterprises to migrate their call centers to standards-based Web-architectures using VoiceXML, SIP, XML, and SOAP has given him a unique perspective on the advantages and challenges of moving to a pure Web architecture.

**Brent D. Metz****IBM**

Brent D. Metz is a staff software engineer at IBM Pervasive Computing in Boca Raton, FL. He is currently working on natural language understanding (NLU) tooling integrated into the Voice Toolkit for WebSphere Studio. Brent received a bachelor's degree in computer science from Virginia Tech.

**Brian Cooper****West Corporation**

Brian Cooper is the vice president of product development at West Interactive Corporation. He and his team are responsible for all product development and management within the organization. Among many others, Cooper and his team support West's Virtual ACD, platform hosting (VXML), and automated notifications products. Cooper is also heavily involved in the implementation of leading edge technologies

such as advanced speech recognition (ASR), VoIP and others. Cooper has been at West for nine years and has over 15 years of product, personnel and project management experience, across a broad range of industry verticals. Cooper holds a bachelor's degree in business administration with a marketing emphasis from the University of Nebraska, Lincoln.

**Bruce Balentine****EIG**

Bruce Balentine is EVP and chief scientist for EIG. His most recent book, "It's Better to Be a Good Machine" was released in January 2005, and discusses VUI design. A previous book, "How to Build a Speech Recognition Application" has been a best-selling style guide for VRU design, and will soon be in its third edition.

**Bruce Pollock****West Corporation**

Bruce Pollock is director, strategic technology solutions at West Corporation. He manages West's professional services and systems engineering activities. Pollock has experience in the IVR and speech recognition field across a range of disciplines. His writings have been published in leading industry publications and he has also been cited in *The Economist*. Pollock is chairman of the board of directors of the VXML Forum and serves on the board of directors of the Applied Voice Input/Output Society (AVIOS).

**Caroline Henton****Talknowledgy**

Caroline Henton is founder/CTO of Talknowledgy and an editorial board member for *Speech Technology Magazine*. She has directed projects in speech synthesis, linguistics, localization, and VUI design for Apple Computer, Sun Microsystems, Unisys, Lexicon Naming, VCS/Philips, General Magic, DEC, Fonix, Tellme, Elan, and NeoSpeech. She has 65 technical publications, and four patents.

**Caroline Leathem****Fluency Voice Technology**

Caroline Leathem is head of speech acceptance practice at Fluency Voice Technology. Leathem's department works with customers to set a speech strategy, build a business case, design, test and tune a speech application, and manage an effective roll-out which drives the user adoption rates. Prior to Fluency, Leathem researched natural language generation at BT Labs.



**Carter Gentry**  
**ScanSoft**

Carter Gentry joined the SpeechWorks Division of ScanSoft in 2005. Previously, he was with XO Interactive, a hosted IVR ASP, where he spear-headed the transformation from a custom development shop to a solutions-based provider, utilizing an overlay sales organization. Prior to XO Interactive, Gentry spent several years in marketing and sales roles with AT&T Wireless, Sprint PCS and NEXTEL.

**Chad Theriot**  
**AudioScribe Corporation**

Chad W.J. Theriot is the president and chief technical officer of the AudioScribe Corporation. Theriot developed the SpeechCAT Pro Software in 1997. He has 21 years of experience in designing, developing, implementing and training for software applications. He is fluent in 10 programming languages and has designed, developed and implemented specialized software for UPS, the Houston Transit Authority, Sugar Cane Industry, the British Columbia Transit Authority, Kellogg Corporation, Falcon Drilling and Johnson & Johnson.

**Chris Lotspeich**  
**LumenVox**

Chris Lotspeich has been director of marketing for LumenVox for over three years. In this role, he oversees all marketing and communications of LumenVox. Through his efforts, LumenVox has quickly become a known and respected entity in the speech recognition industry. He has spoken at numerous conferences, including TVUI 2004 and SpeechTEK 2004.

**Chris Nichols**  
**Edify Corporation**

Chris Nichols, senior director product marketing and management for Edify Corporation, has spent nearly two decades in marketing and consulting roles leading to the creation of customer facing applications in call centers and field forces. Nichols spent 11 years with Nortel in increasingly senior marketing positions and later worked with other software companies focused on contact center and CRM solutions. Before coming to Edify, Nichols worked at Ernst & Young, Aspect, and performed independent consulting services for other companies in the industry.

**Christian Dugast**  
**VoiceObjects**

Christian Dugast joined Philips Research Laboratories in 1989 to work on continuous speech recognition. In 1995, he left research to enter the business world within the Philips

Speech Processing business unit. In November 1998, he joined Nuance Communications to build up the ASR market in Europe. Since 2002, he has been with VoiceObjects, preparing the industrialization of the ASR market with the concept of voice application management system.

**Chuck Buffum**  
**Vocent Solutions, Inc.**

Chuck Buffum is a founder and executive vice president of Vocent Solutions, Inc. He is passionate about the quality and effectiveness of voice authentication solutions and has been actively involved in the speech technology and call center markets for over 15 years in a variety of sales and marketing management roles at Nuance, Tandem and IBM/ROLM.

**Daniel Hong**  
**Datamonitor**

Daniel Hong is an analyst in Datamonitor's technology practice where he currently covers voice business. He is the author of several recent reports, including The Vertical Guide to US Customer Relationship Outsourcing, The IVR Face-Off, Voice Business Market Update: The emergence of packaged applications and Voice Business in Regional Perspective: The Americas, which examine the current opportunities, relevant issues and future direction of the global voice business market. Hong has also written several industry white papers and engaged in numerous consultancy projects for companies in the voice business and outsourcing markets.

**Danny Lange**  
**Vocomo Software**

Danny B. Lange is CEO of Vocomo. Silicon Valley-based Vocomo is a leading next-generation IVR company, enabling businesses to deliver powerful IVR systems to their customers, partners, and employees. Vocomo is one of the fastest growing IVR companies, serving a vibrant community of resellers, systems integrators, and customers.

**Daryle Gardner-Bonneau**  
**Bonneau and Associates**

Dr. Daryle Gardner-Bonneau is the principal of Bonneau and Associates, a human factors consultancy in Portage, MI. She is the editor-in-chief of the *International Journal of Speech Technology*, and is the co-author/editor of the book, "Human Factors and Voice Interactive Systems." She specializes in user interface design issues of phone-based speech applications serving the needs of the elderly and people with disabilities.



**David Attwater**  
**EIG**

David Attwater is a senior scientist for EIG. He has over 12 years experience researching and designing spoken user interfaces. He has recently joined EIG having previously held a post as head of research of the advanced speech technology unit at British Telecom UK Research Laboratories. Attwater has eight international patents pending, and numerous publications. He holds two engineering degrees from the University of York in the UK.

**David Johnston**  
**Aculab**

After graduating in 1999 with a communication engineering degree from RMIT University in Melbourne, Australia, David Johnston joined Aculab. He worked with customers in Australia, New Zealand and Asia in sales and support roles. In July 2003, Johnston re-located from Melbourne to Aculab's head office in Milton Keynes and provides technical consultancy to customers and the sales team.

**David Pearce**  
**Motorola**

David Pearce leads a team in speech and multimodal interfaces within Motorola Labs (UK). He has 20 years experience contributing to research in the area of speech recognition, synthesis and multimodal interfaces. He is chairman of the ETSI Aurora DSR Working Group responsible for the creation of international standards for distributed speech recognition (DSR) and the rapporteur for speech enabled services (SES) in 3GPP SA4 (codecs).

**David Thomson**  
**Fonix Corporation**

David Thomson has 20 years experience developing and deploying speech technology products. Thomson is the CTO of SpeechPhone, a service provider that hosts a voice-activated receptionist. He also chairs the VoiceXML Forum Tools Committee. Thomson has nine U.S. patents and has published over 20 technical papers on speech processing.

**Deanne Harper**  
**ScanSoft**

Deanne Harper is manager of SpeechWorks Training at ScanSoft. She is responsible for curriculum and course design, oversees ASR training activities, and teaches. She consults regularly on VUI and tuning projects, and was the primary user interface designer on the Verizon Repair appli-

cation. She earned her master's degree in English and rhetoric from Boston College.

**Deborah Dahl**  
**Conversational Technologies**

Deborah Dahl is a consultant in speech and natural language technologies and their application to business solutions, with over 20 years experience. Dahl is also involved in speech and multimodal standards, serving as the chair of the W3C's Multimodal Interaction Working Group. She is the editor of the recent book "Practical Spoken Dialog Systems."

**Derek Barnes**  
**VoiceGenie Technologies**

Derek Barnes is a senior tools engineer at VoiceGenie, and brings to the tools team a wide range of application development experience, including his experience developing enterprise systems as a consultant for Wall Street financial firms. Barnes co-wrote CodeNotes for .NET, published by Random House in 2002, and holds a bachelor's degree in computer engineering from the University of Waterloo.

**Dhananjay Bansal**  
**Convergys Corporation**

Dhananjay Bansal joined Convergys as a speech scientist where he works in the areas of acoustic and language modeling, and NLU application design. Bansal holds a bachelor's degree in EE from Indian Institute of Technology, and master's degree in language technologies from Carnegie Mellon University.

**Don Steul**  
**Apptera**

Don Steul has spent more than 12 years in the software industry, and has been a leading advocate of customer service solutions for the last seven years. He joined Apptera in 2002 as director of products, and previously spent four years at Genesys Telecommunications, a subsidiary of Alcatel, where he helped develop multi-channel customer interaction management solutions.

**Doug Brown**  
**Datria Systems, Inc.**

Senior director, product management, Doug Brown brings 15+ years of delivering innovative, speech-enabled solutions to global markets. With AT&T, Brown provided product management and marketing leadership in growing a start-up speech recognition business to #1 in its market. He launched

# Making the pieces fit... TVUI and SpeechTEK WEST

**TVUI  
CONFERENCE**

## **TVUI at SpeechTEK West: New in 2005!**

### *The Telephony Voice User Interface conference*

An essential part of the SpeechTEK West experience, Bill Meisel's TVUI focuses on the practical opportunities that speech technology has created for call centers, internal company operations using the telephone and telephone service providers. TVUI has maintained the integrity and renowned spirit of communication of the standalone TVUI conference by devoting two tracks to it at SpeechTEK West. Bill Meisel is managing the tracks, bringing the same attention to content, continuity and delivering the effective learning experience attendees expect and that TVUI has always emphasized. TVUI talks emphasize solid advice and insights based on experience. TVUI challenges speakers to avoid marketing fluff and to give attendees new information or perspectives to take away from every presentation.

### *Bill Meisel*

William Meisel, president of TMA Associates, is one of the speech technology and telephony industry's best-known independent analysts and consultants. He is the publisher and editor of Speech Recognition Update and Telephone Strategy News newsletters and the author of influential market studies, including the influential Telephony Voice User Interface study in 1998. This February will mark the seventh annual installment of his Telephony Voice User Interface Conference.

Meisel has over 20 years of experience in speech recognition, computers and telephony, including founding and running a speech-recognition company for 10 years. He is also executive director of AVIOS. Meisel obtained his B.S. degree in engineering from the California Institute of Technology (Caltech) and his M.S. and Ph.D. degrees in electrical engineering from the University of Southern California. He has written many business and technical articles, including the first textbook on computer pattern recognition, and is a popular speaker at trade shows and conferences.

**For more information, visit  
[www.tmaa.com](http://www.tmaa.com)**



more than three dozen products and services into 90 countries for Avaya, Lucent Technologies and AT&T. Brown also doubled revenues while leading Lucent's international CRM professional services. Since joining Datria in 2003, he has crafted new utility "storm restoration solutions," created new ASP offers, and introduced new strategic partnerships for 2-way radio and push-to-talk devices. Brown holds a bachelor's degree in business management from Bucknell University.

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**Ed Bruckert****Fonix Corporation**

Edward Bruckert is the director of TTS Core Technology at Fonix Corp. He received bachelor's and master's degrees from the University of Massachusetts. He began working with speech synthesis in 1980 collaborating with Dr. Dennis Klatt of MIT on DECTalk. Bruckert has been working with Professor Ken Stevens, also of MIT, to incorporate HLsyn into the latest version of DECTalk.

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**Eddie Kaul****Inference Communications**

Eddie Kaul has led software teams delivering enterprise solutions since 1991. He has strategic and delivery consulting experience in the IT, publishing, telecommunications, and consumer goods industries. Kaul is responsible for service delivery and alliances at Inference Communications and is currently engaged in establishing a network of resellers and partners.

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**Eduardo Olvera****Syntellect Inc.**

Eduardo Olvera is a senior speech technology analyst with Syntellect Inc., a global leader in live and self-service solutions. As a senior member of Syntellect's speech practice, a proven leader in the industry, with over 100 successful speech solutions delivered, Olvera has designed Spanish and English language voice user interfaces for such industry leading corporations as Avon Products, National City Mortgage, GE, Motorola, Chevron, Suncoast, Nevada Power and Sierra Pacific Power.

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**Edwin Margulies****Sterling Audits & Consulting, Inc.**

Edwin Margulies is co-founder of Sterling Audits. He is responsible for projects including the Web Site Usability Almanac 2004 and the Voice Response Usability Almanac 2004. He is a prolific author and inventor with several

patents awarded and pending for telecom and Internet-based communications systems. He is among the industry's foremost evangelists and strategists on service automation. A 25-year industry veteran, Margulies has designed and implemented hundreds of enterprise call centers and network-based services solutions. He helped launch start-ups Dialogic (now Intel), Voicetek (now Aspect) and Telephony@Work. Margulies has authored over a dozen best-selling books on the Internet, call centers and computer telephony. The term "UnPBX" (also spelled Un-PBX), coined by Margulies in 1996 and popularized by his articles and books - is now part of the worldwide telecom lexicon - with over 5,000 hits on Google. He is on the board of directors of AVIOS, the Applied Voice I/O Society, where he provides guidance to the organization on marketing and business strategy.

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**Elisa Elderbaum****Empire Medicare Services**

Elisa Elderbaum has 18 years of experience working with Medicare. She has dedicated over 10 years to redesigning the call center. Through the use of technology, Empire has become a leader in call center customer service. As project manager, Elderbaum's responsibilities range from creating a paperless environment within the call center to working with CMS to develop a standard National Customer Satisfaction Survey and standardized desktop for use in Medicare call centers.

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**Emma Johnson****Nuance Communications**

As Nuance director of field and industry marketing, Emma Johnson is responsible for driving industry-focused strategies. Previously, she was group product marketing manager. Prior to Nuance, she was director of product marketing and management at 2Bridge Software; and product manager at Remedy Corporation. She holds a bachelor's degree from Colgate University.

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**Francesc McTernan****Nortel**

Fran McTernan is a member of Nortel's Professional Services Organization within the enterprise multimedia applications division. She is a manager in the speech technology solutions group within PSO, and has managed speech deployments for utility companies, corporate dialers, wireless carrier customer care, and an employee time reporting application for a railway company.

**Franz-Josef Eberle****Eicon Networks**

Franz-Josef Eberle is Eicon's product line manager of the Diva Server™ products. Prior to joining Eicon, Eberle was in charge of product marketing and business support at Alcatel Carrier Networking Division, where he focused on the market introduction of IP-based voice and multimedia products. Eberle holds a master's degree, computer science and electrical engineering.

**Gabriel Artzi****ScanSoft**

Gabriel Artzi joined ART in 1997 as a speech recognition engineer. In 1999, he assumed the role of manager of applications engineering at the company's offices in California, responsible for technical support for the ART sales force and the company's U.S. customers. He currently serves as director of sales and business development, Americas. Prior to joining ART, Artzi served for six years as a project officer in the Israeli navy, where he led the implementation of new combat systems. Artzi holds a bachelor's degree in electrical engineering from Ben-Gurion University of the Negev.

**Ganesh Ramaswamy****IBM**

Ganesh Ramaswamy received his bachelor's, master's, and Ph.D. degrees from MIT in 1992, 1993 and 1995, respectively. He is now the manager of the conversational biometrics and multimedia mining group at IBM Research. He is a member of Malaysian Mensa, Eta Kappa Nu, Tau Beta Pi, Sigma Xi and IEEE.

**Garland Sharratt****Convedia**

As VP of business development and chief architect, Garland Sharratt manages Convedia's service architecture, standards, and partnering initiatives. His telecommunications experience includes Bell-Northern Research (BNR) and Nortel Networks and has covered PSTN switching, ISDN, AIN, PCS, packet telephony, and multimedia communications, in a range of business and technical capacities. Sharratt received a bachelor's degree in electrical engineering from the University of Toronto and an MBA from the University of Ottawa.

**Glen Shires****Intel**

Glen Shires, principal engineer in the technology office for Modular Communications Platform Division at Intel, spe-

cializes in the integration of Web, speech, and telephony technologies. He holds master's and bachelor's degrees in electrical and computer engineering, with his thesis on speech recognition. Shires holds five U.S. patents and is chairman of the SALT Forum Technical Working Group.

**Gregg Kerlin****Genesys Telecommunications Laboratories**

Gregg Kerlin is the product line manager for the Genesys Voice Platform targeting enterprise customers where VoiceXML and speech deployment has been the hallmark of the product offering for carriers, service providers, and enterprises. Kerlin has over 20 years experience in the PBX, call center and IVR industries.

**Gregory Pal****Tellme Networks**

Greg Pal is responsible for ensuring clients receive substantial business impact from their partnership with Tellme - combining a passion for caller experience with a pragmatic approach to business strategy and implementation planning. Pal received his MBA from Harvard Business School and a bachelor's degree in EECS from MIT.

**James A. Larson****Intel**

James A. Larson is manager, advanced human I/O for Intel, co-chair of the W3C Voice Browser Working Group, and adjunct professor of Oregon Graduate School of Health and Sciences University. He is also author of the home study CD, VoiceXML Guide ([www.vxmlguide.com](http://www.vxmlguide.com)).

**James Riseman****Nuance Communications**

James Riseman works on market strategy, positioning, and product management issues for Nuance's tools, platform and Nuance FAST applications (packaged apps). Prior to Nuance, Riseman worked in product management and consulting for MicroStrategy and IBM Consulting (then PricewaterhouseCoopers). Riseman holds bachelor's and master's degrees from the University of Michigan.

**Jason Hersh****NetByTel**

Jason Hersh is responsible for business development, customer retention, research and analysis at NetByTel. Prior to business development, Hersh was responsible for the NetByTel customer experience team with responsibility for identifying and provisioning solutions to meet customer's



requirements. Hersh has defined some of NetByTel's most successful solutions for clients including Office Depot, Target Direct, Walmart.com and Time Customer Service. Hersh spent the previous four years at Office Depot, where he held project management positions in advertising, marketing, contact center, venture group, and business systems.

**Jason Humphries**  
**ScanSoft**

Jason Humphries is senior manager for SpeechWorks Speech Science at ScanSoft. He has spent 12 years in the speech industry working with customers like Bank of America, AOL, Amtrak and Microsoft. Humphries currently manages all speech science activities in North America for SpeechWorks Professional Services. He has a Ph.D. in speech recognition from Cambridge University (UK).

**Jason Karas**  
**Orange Advanced Voice Services**

Jason Karas is the director of commercial development in Orange's advanced services delivery group. Karas works closely with marketing, product management, and technical teams across Orange to identify new speech-based services, analyze commercial potential, and define solutions. Prior to Orange, Karas worked for eight years in corporate strategy in the fixed and mobile telecommunications industry. Karas holds MA and MBA degrees from Duke University.

**Jeff Haynie**  
**Vocalocity**

Jeff Haynie is co-founder and CTO of Vocalocity. He has over 13 years experience and is an editor of the VoiceXML 2.1 standard specification. Haynie was previously CTO at eHatchery and a consultant to Fortune 500 companies, including Oracle and MCI/WorldCom. Haynie was also co-author and one of the original architects of the RelevantKnowledge/JupiterMediaMetrix patented Web-measurement technology.

**Joachim Stegmann**  
**T-Systems**

Joachim Stegmann received the Dipl.-Ing. degree in electrical engineering from Technical University of Darmstadt, Germany, in 1992 and the Dr.-Ing. degree in electrical engineering from Aachen University of Technology, Germany, in 2000. He joined Deutsche Telekom, Germany, in 1992, where he worked in research and development in the field of speech technology. He is now head of the advanced voice

solutions department at Deutsche Telekom's system integration division T-Systems.

**Joe Combs**  
**Convergys Corporation**

Joe Combs is a senior systems analyst at Convergys Corporation, Cincinnati, OH. He holds a bachelor's degree in computer science from the University of Cincinnati and is pursuing a master's degree in Computer Science at Northern Kentucky University.

**Joellyn Sargent**  
**Premiere Global Services**

Joellyn F. Sargent leads marketing/product management for Premiere Global Services - Voice Solutions, including broadcast messaging services and interactive, speech-based applications. The 16-year technology-marketing veteran has built marketing teams for start-ups and Fortune 500 companies. Before Premiere Global Services, she directed global marketing/product management for Glenayre Technologies. Sargent has a bachelor's degree from Eckerd College and a master's degree from Embry-Riddle Aeronautical University.

**Johannes Wagner**  
**varetis**

After earning his degree in communications engineering at the Technical University Munich, Germany, Johannes Wagner joined varetis in 1996. After 4 years as R&D team leader, Wagner joined varetis' voice-automated solutions team in 2003 as a project manager. He is one of the inventors of ADIS, varetis' widely acclaimed and patented voice-automated directory assistance solution.

**John Amein**  
**NetByTel**

John Amein was appointed CEO of NetByTel in November 2003. Amein joined NetByTel after 13 years in sales and marketing at Intel Corporation and one of its acquisitions, Dialogic Corporation. At Dialogic he was VP of product management and held executive positions in Europe. He earned his master's degree in EE from Stanford University and his bachelor's degree in EE from NC State University.

**John Mulhollen**  
**voice technology architect**

John Mulhollen is a senior voice technology architect. Formerly the director of research and development at Interactive Telesis, Mulhollen has previously designed, devel-

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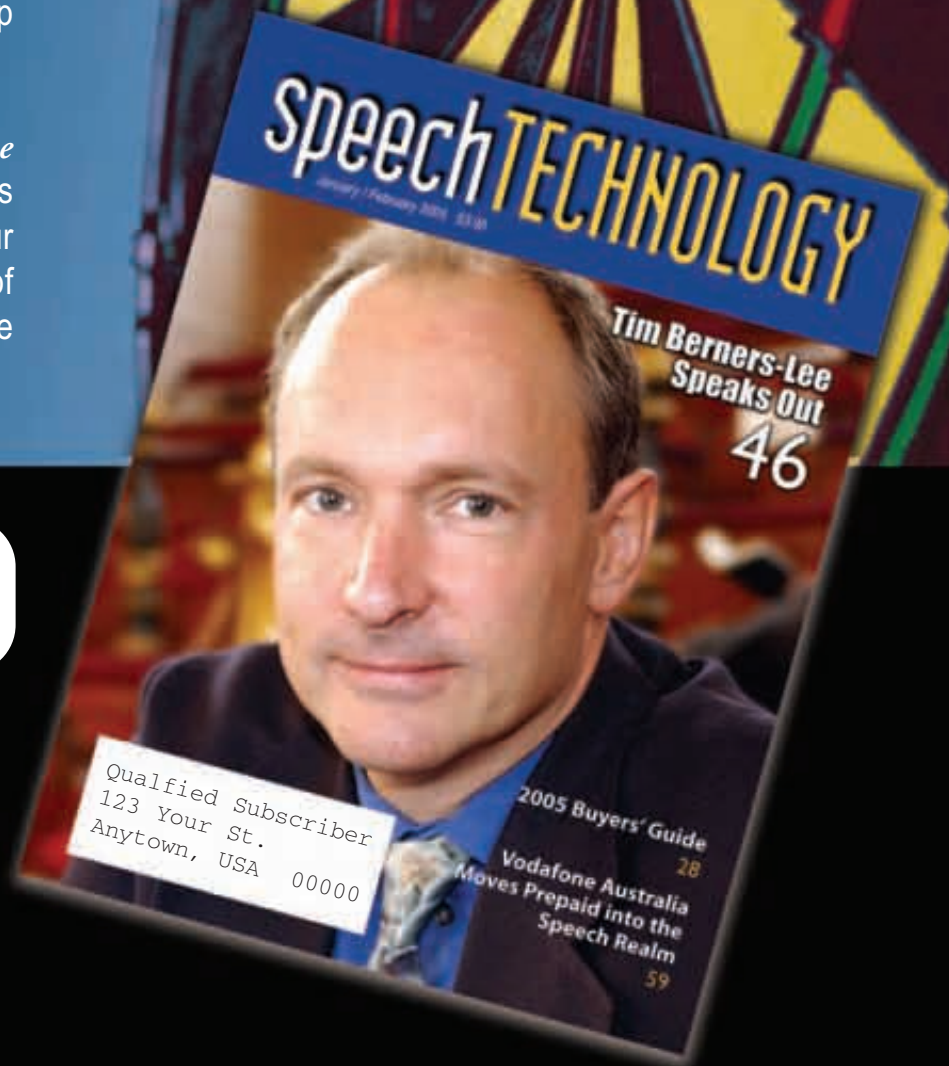
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oped, and implemented applications for TRW, SAIC, Gray Cary, and ConferTel. He earned a bachelor's degree in Decision Systems from the University of Southern California, and a master's degree in Computer Information Systems.

**John Oberteuffer**  
**Fonix Corporation**

John A. Oberteuffer is the chairman, advisory committee at Fonix Corporation. He is a member of the board of directors of AVIOS. He was the founder and editor of the speech industry newsletter ASRNews. He received his Ph.D. in physics from Northwestern University in 1969.

**John Tallarico**  
**ScanSoft**

John Tallarico is ScanSoft's director of product management. Tallarico is involved in identifying the strategic and tactical direction for carrier and enterprise segments. He works closely with R&D, business development and partners to design enhancements for speech-automated applications. Prior to ScanSoft, Tallarico worked for Priority Call Management and Glenayre.

**Jordan Cohen**  
**VoiceSignal**

Jordan Cohen is responsible for guiding and focusing the company's technical vision at VoiceSignal. Prior to joining VoiceSignal, Cohen was director of business relations for Dragon Systems, Inc., a developer of commercial speech recognition software. He spent many years in the government. He currently serves as a non-executive director of SPHEAR, a European community initiative in speech and hearing, and serves on the board of trustees of the International Computer Science Institute at Berkeley, CA.

**Juan E. Gilbert, Ph.D.**  
**Auburn University**

Juan E. Gilbert is an assistant professor in the computer science and software engineering department at Auburn University. He directs the Human-Centered Computing (HCC) Lab. He does research in human-centered computing with an emphasis on spoken language systems, databases and educational technologies.

**Judith Markowitz**  
**J. Markowitz, Consultants**

Judith Markowitz is recognized internationally as the leading independent analyst in speaker recognition. She is president

of J. Markowitz, Consultants, technology editor of *Speech Technology Magazine*, a reviewer for the *International Journal of Speech Technology*, and on the advisory board of the International Biometric Industry Association. In 2003, *Speech Technology Magazine* named her one of the top ten leaders in speech.

**K. W. 'Bill' Scholz**  
**Unisys**

K. W. 'Bill' Scholz is architect director for strategic account development and solution management focusing on speech and dialog management technology for the global telecommunications industry. He co-founded the speech and natural language initiative at Unisys in the early 1990's and managed the design and development of an integrated tool suite for building dialog applications. He has been responsible for advanced technology development and the custom engineering of speech and multimodal applications, and serves as the corporation's spokesman for speech and service creation technology. He holds a doctoral degree in cognitive science from Indiana University.

**Keith Herold**  
**LumenVox**

Keith Herold is lead speech recognition engineer for LumenVox. He oversees development of LumenVox's speech recognition engine as well as the direction of the LV Speech Tuner. The LV Speech Tuner is a complete maintenance tool that allows a company to perform tuning, training and transcription for any speech application created on the LumenVox platform. Herold has degrees in both linguistics and computer science specializing in phonology and artificial intelligence. He has worked at LumenVox for two years and has been invaluable in both the direction of LumenVox's technology and the development and deployment of various applications for LumenVox's customer base.

**Ken Rehor**  
**Vocalocity**

Ken Rehor is chief architect of Vocalocity, principal founder of the VoiceXML Forum, and one of the original authors of VoiceXML. He currently serves as vice chair of the VoiceXML Forum. Rehor was also a member of the Bell Labs Research team at Lucent where he co-developed the first Web-based telephony platform, PhoneWeb.

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**Kent Barnes****Pacific Gas and Electric**

Kent Barnes is the product manager for Pacific Gas and Electric's Call Center IVR systems. Prior to this, he managed the team that built the Call Center's Network Control Center and has been the project manager for three IVR implementations within the Call Centers. He has 21 years experience with Pacific Gas and Electric as a telecommunications technician, analyst, engineer and project manager.

**Klaus Stanglmayr****Philips Speech Processing**

Klaus Stanglmayr joined Philips Speech Recognition Systems eight years ago, first as a product manager (Languages and ConTexts and SpeechTools, SpeechMagic) and currently as the senior product marketing manager focusing on strategic initiatives, market research, and customer and market needs.

**Larry Mark****SER Solutions, Inc.**

Lawrence P. Mark brings 25 years of technical development and managerial experience to his position at SER Solutions, Inc. As chief technology officer, Mark sets the company's technology vision and strategy. Mark holds a master's degree in computer science from New York Polytechnic Institute and a bachelor's degree in computer science from Queens College.

**Laura Mariño****Nuance Communications**

As Nuance group product manager, Laura Mariño oversees several products: Vocalizer, text-to-speech engine, Verifier, and packaged applications. Prior to Nuance, she was senior development consultant with SAP; and she led product development of hydrologic simulation models at Hydrocomp, Inc. Mariño holds master's degrees in engineering management and civil engineering from Stanford University.

**Linda Boyer****IBM**

Linda Boyer has been working with the application of speech technologies for over 14 years and played a leading role in the development of IBM's ViaVoice and WebSphere Voice Server products. She currently works in the Pervasive Computing Division at the IBM TJ Watson Research Center specializing in natural language understanding and conversational dialog systems and has led the development of several NLU/conversational customer solutions.

**Lizanne Kaiser****Genesys Telecommunications Laboratories**

Lizanne Kaiser is a senior principal consultant at Genesys Telecommunications Laboratories, Inc., focusing on the strategic use of speech solutions in call center environments. Specializing in VUI design and usability, she has created speech applications for GE, General Motors' OnStar, SBC and led speech projects at Edify and General Magic. Kaiser presents regularly at speech industry conferences, has published widely in the field, and holds a Ph.D. in linguistics from Yale University.

**Luciano Fissore****Loquendo**

Luciano Fissore is head of ASR technical development at Loquendo. He has worked on high-level speech recognition R&D activities since 1982 and has lead the development of speech recognition in many EU projects. He has authored a considerable number of papers published internationally in the field of speech technology. He is currently working on large-vocabulary ASR for a variety of domains and languages.

**Lynda Kate Smith****Nuance Communications**

As Nuance vice president and chief marketing officer, Lynda Kate Smith directs all corporate and product marketing for targeted vertical markets. Prior to Nuance, she was vice president of worldwide marketing at Genesys. She holds a bachelor's degree from Simmons College, and a master's degree from the Wharton School of Business, University of Pennsylvania.

**Marcus Graham****GM Voices**

While becoming the speech industry's leading expert on creating natural sounding voices and personas for technology, Marcus Graham built Atlanta-based GM Voices into a powerful voice solutions supermarket. He wrote the book "Voice Branding in America" on voice branding in speech recognition. Today, it serves as corporate America's "how to" manual in choosing a voice talent, a voice solution provider and implementing enterprise-wide voice brands. He speaks at conferences on a number of communications topics each year.

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# Speaker Profiles

**Mark Bannon****ScanSoft**

With over 20 years of executive management experience in the high technology industry, Mark Bannon, vice president of sales and technical support, is responsible for developing and managing sales operations and technical services. Previously he held several executive rolls at IPHighway, Big Sky Technologies, Syntrex and Cayman Systems.

**Mark Cowlshaw****Intel**

Mark Cowlshaw is a computer science student at Portland State University in Portland, OR. As part of PSU's innovative Senior Capstone program, Cowlshaw and a team of students developed a set of public domain voice interface building blocks (interactors) and validated and refined the interactors through extensive usability testing.

**Mark Randolph****Motorola**

Mark Randolph is a fellow of the technical staff and director of technology planning at Motorola where he focuses on technology strategy in the areas of mobile applications, content, and services. Randolph currently serves as president of AVIOS and is a director of the VoiceXML Forum.

**Marketta Silvera****Apptera**

Marketta Silvera is a speech technology pioneer, and as president of Votan Corporation, a leader of early speaker-dependent and speaker-independent recognition technologies in Silicon Valley, she brought innovative speech solutions to U.S. and global corporations as well as telecommunications providers-including Bell Labs and RBOCs. Subsequently, these capabilities have become mainstream software and service offerings in the telephony, healthcare and industrial enterprise markets. Currently, Silvera is CEO of Apptera, a speech solutions provider to the enterprise world, and held corporate officer and top executive positions for three companies in the voice technology and Internet marketplaces. She holds a bachelor's degree in economics from Turku School of Economics, Finland, with course work in St. Gallen, Switzerland and graduate studies in mathematical economics at Syracuse University in New York.

**Matt Osbry****Tellme Networks**

Matt Osbry is a senior platform engineer at Tellme Networks (<http://www.tellme.com>). In addition to advancing Tellme's

VoiceXML interpreter, Osbry manages Tellme Studio (<http://studio.tellme.com>), a Web-based platform for developing voice applications. He's also the chief editor of the VoiceXML 2.1 specification (<http://www.w3.org/TR/voicexml21/>) and a regular columnist for the VoiceXML Forum's VoiceXML Review (<http://www.voicexmlreview.org/>).

**Matt Yuschik****University of Phoenix**

Chairman of information technology at the University of Phoenix's Greater Boston Campus. Yuschik was the Voice User Interface Design leader for Comverse's Voice Controlled Voice Mail product, which is deployed in seven European countries, the UK and the U.S. He has published numerous papers on Usability studies of this service, and has obtained three patents describing it. Yuschik currently balances VUI consulting work with teaching and academic administration.

**Matthew Keowen****Nuance Communications**

As Nuance director of corporate marketing, Matthew Keowen is responsible for strategic marketing and communications execution. Prior to Nuance, he managed the marketing and alliances group for FlashPoint Technologies; and held several senior marketing roles with Fujitsu Computer Products. He holds a bachelor's degree from the University of Santa Clara.

**Michael L. Bergelson****Audium Corporation**

Michael Bergelson is CEO of Audium, the leading provider of VoiceXML application software. Audium products are available through the world's largest service providers, systems integrators, IVR platform and speech recognition vendors. Before co-founding Audium, Bergelson was with First Manhattan Consulting Group where he advised clients on customer profitability and rationalized contact strategies. Bergelson is a frequent guest speaker at IT and speech industry conferences and forums.

**Michael Chavez****ClickFox**

Prior to ClickFox, Michael Chavez worked in the fields of management consulting, marketing and strategic planning. As senior consultant at The Coca-Cola Company, he worked with regional management teams around the world to improve their strategic measurement and feedback business



processes. Chavez has also held various roles in marketing and strategy, including strategic planning manager for The Coca-Cola Company's North America division, marketing and strategic planning manager for the *Los Angeles Times*, and strategy consultant in the retail and consumer goods industries for Kurt Salmon Associates. Chavez holds an MBA from the Wharton School and a master's degree from the University of Pennsylvania.

**Michael Kuperstein**  
**Metaphor Solutions**

Michael Kuperstein is the founder and CEO of Metaphor Solutions, Inc. Prior to his current role, he co-founded Captiva Software Corporation, currently the global leader in information capture solutions. He also founded eTrue, a facial recognition company that was acquired by Viisage. Kuperstein invented the world's first neural robot that learns from its own experience in 1987. He has 12 patents in various pattern recognition technologies and he has published 25 journal articles and a book on neural network research. Kuperstein has a Ph.D. in neuroscience from MIT.

**Michael Zirngibl**  
**Angel.com**

Michael Zirngibl is founder and president of Angel.com. Recognized as a Top Ten Leader in speech by the industry's leading authority - *Speech Technology Magazine* - Zirngibl is responsible for Angel.com's business, product, and technology strategies. Prior to founding Angel, Zirngibl served as a product manager for MicroStrategy's voice messaging.

**Michelle Brater**  
**HTI Voice Solutions**

Michelle Brater has 10 years experience in the speech self-service arena with HTI Voice Solutions. Her current position is director of professional services. Brater holds a master's degree in finance and international business from Bryant College and bachelor's degree in Latin American studies from University of Massachusetts, Amherst.

**Mike Cohen**  
**Google**

Mike Cohen has been in the speech technology field for more than 20 years. He has made fundamental contributions to core technology and to voice user interface design, as well as cofounding and helping to build Nuance Communications. He coauthored the book "Voice User Interface Design" with James Giangola and Jennifer Balogh (Addison-Wesley,

January 2004). Cohen was presented with a lifetime achievement award at SpeechTEK 2004. He is now at Google.

**Mike Matthews**  
**Aculab**

Mike Matthews manages product lifecycles and customer feedback, and is responsible for the positioning of new products. He manages the link between customers and Aculab's R&D, oversees Aculab's product roadmap, and supports the company's global sales force. Matthews has represented Aculab in various conferences, seminars and road shows around the world. Over the past 20 years, he has had several roles in telecommunications industrial consortia responsible for ensuring equipment interoperability.

**Mike Phillips**  
**ScanSoft**

Mike Phillips is responsible for technical innovation and the evolution of ScanSoft's speech solutions. With over 20 years in the speech recognition field, Phillips co-founded SpeechWorks and served as chief technology officer and a director since 1994. He spent seven years as a research scientist at the Spoken Language Systems Group at the Massachusetts Institute of Technology, developing a conversational interface between computers and humans. Prior to MIT, he was a speech recognition researcher at Carnegie-Mellon University and Scott Instruments Corporation. Phillips holds a bachelor's degree in electrical engineering from Carnegie-Mellon University.

**Mike Polcyn**  
**Intervoice**

As a 17-year veteran of Dallas-based Intervoice, Michael J. Polcyn oversees innovation and development of new products in his capacity as chief technology officer and senior vice president of research and development. Among his many achievements, Polcyn was a member of the team that designed and developed the first digital signal processor-based interactive voice-response product. In addition, he holds nearly 20 patents in the call processing, speech and multimedia processing architectures, application development tools and technologies, VoIP, and other IP technologies. Prior to joining Intervoice in 1987, Polcyn worked with the team that designed and developed the first voice/data PBX, and other data communications technologies at Intecom. Polcyn's distinguished career also includes positions with Texas Instruments and International Power Machines.



## **Moshe Yudkowsky**

### **Disaggregate**

Moshe Yudkowsky is a consultant for Disaggregate, ([www.disaggregate.com](http://www.disaggregate.com)). Disaggregate helps clients understand and apply revolutionary technology. As a complementary business, Disaggregate consults for technical and architectural aspects of speech recognition, text-to-speech, and biometrics. Yudkowsky joined Bell Laboratories in 1987, Dialogic in 1996, and founded Disaggregate in 2002. Yudkowsky was editor of the ECTF's ASR Task Group for over a decade. In 2002, he became the first chair of the Midwest Speech Technology Association.

## **Nathan David**

### **Empirix Inc.**

Nathan David, director of contact center product management for Empirix Inc., ran 18 contact centers for First Union Bank (now Wachovia), and has since helped dozens of firms strengthen customer loyalty through improved voice application performance. David also serves on the editorial advisory board for *Speech Technology Magazine*.

## **Pat Peterson**

### **BBN Technologies**

Patrick Peterson has been working at BBN with speech recognition for call centers since 1995. To prove that speech really can work better than touchtone IVR, he helped develop assessment methods based on end-to-end recordings. He has also championed the use of such total caller experience data to improve usability.

## **Patti Price**

### **PPRICE Speech and Language Technology**

Patti Price has over 20 years experience in developing and transferring speech and language technology, including the co-founding of three companies (Nuance, BravoBrava, Soliloquy Learning). She specializes in speech interfaces, especially for applications in education and training.

## **Paul Welham**

### **Telephonetics**

Paul Welham is Telephonetics' director of sales and marketing. He has over 25 years experience in the IT and telecommunications industry. He has held various marketing and sales positions within the UK IT industry, at such companies as ICL. Prior to joining Telephonetics, Welham was a sales director at Fujitsu.

## **Paul Wirtz**

### **Aspect Communications**

As manager for Aspect Communications' professional services organization, Paul Wirtz oversees day to day operations of services delivery. In addition, Wirtz heads up Aspect's IVR business practice which includes Aspect's Customer Self Service (CSS) and Aspect's Unified Voice Portal (UVP). Wirtz works closely with the company's speech partners including Nuance and ScanSoft.

## **Peter Braunthal**

### **IBM**

Peter Braunthal is a senior consultant with IBM Business Consulting Services in the Contact Center Optimization Practice. Braunthal has extensive industry experience in contact center benchmarking, optimization and technology.

## **Peter Durlach**

### **Unveil Technologies**

Peter Durlach is the president and a founder of Unveil Technologies, where he is responsible for business strategy, sales and marketing. Durlach has a proven track record in speech technology market from his experience as VP of marketing for Lernout & Hauspie's Healthcare Solutions Group and senior management roles at Articulate Systems, Inc.

## **Peter Gavalakis**

### **Intel**

As a marketing manager in the Intel Communications Group, Peter Gavalakis manages the product marketing and business development activities for speech and next-generation telephony products. Gavalakis is driving several Intel marketing initiatives intended to advance the deployment of speech solutions. He is also active on the SALT Forum as the marketing representative and board liaison from Intel.

## **Peter Mahoney**

### **ScanSoft**

Peter Mahoney is responsible for worldwide marketing strategy, customer programs, external communications and industry marketing. Prior to joining ScanSoft, Mahoney was vice president of marketing and product management at Performaworks, a leading supplier of goal-driven performance management software. Mahoney has held executive positions in marketing, product management, sales and business development with leaders in CRM, telecommunications, and enterprise software including IBM, PictureTel, Engage and ATG. Mahoney holds degrees in physics and computer science from Boston College.



**Peter Ryan**  
**Datamonitor**

Peter Ryan has authored reports covering enterprise software market events, outsourced call centers and voice applications investment. He has presented his views at various conferences including SpeechTEK 2004 in San Francisco, LangTech 2003 in Paris, and DiData 2004 in Zambia.

**Peter Wise**  
**Microsoft**

Peter Wise is senior director for Microsoft Speech Server sales. A 20-year veteran of the high-tech industry, Wise has worked for Microsoft the last nine years, where he has focused on helping enterprise customers understand and apply new technologies, particularly those involving Web services and XML. He has worked with a number of key Microsoft product teams, including Internet Explorer, Internet Information Server and BizTalk Server. For the last year, Wise has been responsible for both direct and channel sales of customer solutions based on Microsoft Speech Server. In that time, he has met with more than 100 different enterprises, both large and small, interested in using speech to help solve their business problems.

**Philip Gray**  
**Versay Solutions**

Philip Gray has over 16 years of sales, services, and management experience working with voice user interface, enterprise software, and networking technologies. In 2002, Gray co-founded Versay Solutions, a speech solutions company. He was previously the western region director responsible for sales and delivery for Nuance Communications, an industry leading speech technology company. Gray has helped many well known businesses improve service and automate calls through speech.

**Pichappan Pethachi**  
**IBM**

Extensive experience in managing and implementing telephony infrastructure / CRM applications for global - large scale call centers for telecom service providers both in wireline and wireless industry. Implemented several speech-enabled IVR systems for major telcos using different implementation models and different speech engines. Re-engineered several speech enabled IVR systems and successfully improved call deflections and customer satisfaction within a short period. Currently associate partner in IBM - Business Consulting Services - leading the telephony infrastructure effort for communication sector.

**Piergiorgio Vittori**  
**Loquendo**

Piergiorgio Vittori, area manager for the North and South American market is responsible in this market for Loquendo business plans, strategy, marketing and sales activities. Responsible for establishing key contacts with potential partners and customers and driving VAR/OEM/JMA agreements. Vittori holds a masters in electronic engineering from the University "La Sapienza" in Rome with studies completed in Germany.

**Piyush Modi**  
**IP Unity**

Piyush Modi is the senior VP of engineering at IP Unity, responsible for overseeing all R&D activities for the IP Unity media server, application server and applications portfolio that includes carrier grade Web enabled multimedia messaging and conferencing solutions. Modi's experience spans the areas of highly scalable/available telecommunication platforms, enhanced messaging, collaboration and communication services, and its integration with the Internet, digital signal processing, automatic speech recognition (ASR), speech synthesis and audio and video coding technologies.

**R. Douglas Sharp**  
**Nuance Communications**

As Nuance vice president of engineering, Douglas Sharp is responsible for product development, research, and quality assurance. Prior to Nuance, Sharp was principal technical staff member, speech processing software and technology research at AT&T; and manager of speech recognition research at Bell Northern Research. Sharp holds a bachelor's from McGill University.

**Renee Lum**  
**American Savings Bank**

Renee Lum manages the bank's customer service center, which consists of approximately 50 call center representatives. In addition, the customer service center handles the maintenance and enrollment for the bank's consumer online banking product, internal transfers and touchtone bill payment. Lum is the bank's business owner of the Interactive Voice Response Unit.

**Richard Rosinski**  
**VoiceGenie Technologies**

Richard Rosinski is the vice president at VoiceGenie Technologies responsible for VoiceGenie's global services practice delivering speech-enabled applications, and for over-



seeing client services operations for VoiceGenie's worldwide customer base. Prior to joining VoiceGenie Technologies, Rosinski was the executive director of the professional services organization with Nortel call center and self-service solutions, and with Periphonics Corp. where he was responsible for speech technology, and professional services for advanced speech applications. He holds a Ph.D. from Cornell University. He is the author of six books, and has 13 patents relating to IVR and speech technology. He serves as vice president of the board of directors of AVIOS.

**RJ Sharp**  
**InquireTec Software**

RJ Sharp is a systems analyst in the Silicon Valley, with several years of experience in developing desktop applications for the enterprise. He is also the founder of InquireTec Software LLC, a provider of speech interface tools for use with 4th Dimension systems.

**Rob Marchand**  
**VoiceGenie Technologies**

Rob Marchand, senior director of product management at VoiceGenie Technologies, brings more than 18 years of experience in the telecommunications industry to his position. He is a member of the VoiceXML Forum Education Committee, and writes the online column "First Words" for the electronic magazine *VoiceXML Review* (<http://www.voicexmlreview.org>). He also collaborates on the VoiceXML Forum VoiceXML tutorials. Marchand is a member of the VoiceXML Forum Technical Council, and the Tools and Conformance Committees. He represents VoiceGenie on the W3C Voice Browser Working Group, and the call control subgroup.

**Robby Kilgore**  
**ScanSoft**

Robby Kilgore has designed intelligent automated agents for Microsoft, and Schwab; designed and directed voice user interfaces for BMW and OnStar; and is the co-author of a definitive Microsoft guide to designing and deploying speech applications.

**Robert Weideman**  
**ScanSoft**

Robert Weideman leads the global and product marketing and product strategy teams for ScanSoft's Productivity Applications division. Weideman has more than 20 years of marketing experience, and has held senior level marketing positions with companies such as Cardiff Software, TGS.com, and Computer Associates International.

**Roberto Pieraccini**  
**IBM, T.J. Watson Research Center**

Roberto Pieraccini spent more than 20 years in spoken language human-machine communication research. He worked at CSELT (now Loquendo, Turin, Italy), Bell Laboratories (Murray Hill, NJ), and AT&T Labs (Florham Park, NJ). He led the natural dialog group at SpeechWorks International and is currently with the human language technologies department at IBM Research.

**Ron Owens**  
**Intervoice**

As SVP of professional services for Intervoice, Ron Owens has participated in the development and implementation of sophisticated speech recognition applications. Owens is a well-respected expert in the telecommunications and banking industries with previous experience at both EDS and Bank of America. Owens holds bachelor's and master's degrees in business administration from Old Dominion University.

**Rosanna Duce**  
**Loquendo**

Rosanna Duce is vice president of Loquendo and is in charge of Loquendo's worldwide marketing strategy. She plays a key direct role in creating strategic partnerships and alliances with the key market players throughout the world. She analyzes the market trends and defines the new product features providing continuous feedback to the R&D divisions. Duce is also in charge of analyzing and controlling all corporate marketing, advertising and sales activities to achieve the objectives of contribution, volumes and revenues.

**Sara Basson**  
**IBM**

Sara Basson works in IBM's global services division, focusing on accessible service offerings. She has been actively involved in IBM's efforts to create and provide accessible technology for people with disabilities. She also has more than a decade of experience in designing and evaluating automated customer services using speech recognition and synthesis technologies at NYNEX Science and Technology (now Verizon). She holds a Ph.D. in speech and hearing sciences from the Graduate Center of CUNY, and a master's degree from NYU's Stern School of Business.

**Scott Wieder**  
**Brooktrout Technology**

Scott Wieder is a director of market development for Brooktrout Technology. He is responsible for the strategy



and positioning of Brooktrout's enterprise voice business. He has over 15 years experience in marketing and sales with several networking companies, including 3Com, Sitara Networks and Racal Datacom. Wieder holds a bachelor's degree in electrical engineering from Washington University in St. Louis and masters' degrees in electrical engineering and management from Northeastern University and the MIT Sloan School, respectively.

**Sharon Oviatt**

**UI lab at Oregon Graduate Institute**

Sharon Oviatt is co-director of the Center for Human-Computer Communication (<http://www.cse.ogi.edu/CHCC>) in the computer science dept. at Oregon Health & Science University. She has been published extensively in human-computer interaction, spoken language, multimodal and mobile interfaces, and received an NSF Creativity Award in 2000. She was general chair of ICMI '03, and is founding chair of ICMI's advisory board.

**Shay Granov**

**NSC- Natural Speech Communication**

Shay Granov has over 14 years of experience in international sales & business development with leading telecommunications and technology companies. Granov held several sales positions in Motorola Communications and in Telrad Networks, (then partly owned by Nortel). Following this, Granov co-founded Apletix, Inc., an online payment security software company, where he was VP of international sales. Granov holds a bachelor's degree in computer science and management from the Open University of Israel, and a master's degree in marketing from the City University of New York.

**Shirish Andhare**

**Tellme Networks**

Shirish Andhare leads product management for Tellme's advanced services. He brings over 10 years of experience in telecommunications and voice applications to deliver new product initiatives for the next-generation of voice application services at Tellme.

**Silke Witt-Ehsani**

**TuVox**

Silke Witt-Ehsani is currently manager of VUI and speech application design at TuVox, Inc. She has over 9 years of research and industrial experience in speech technology solutions spanning from speech recognition algorithm to the development of commercial natural language dialog systems. She holds a Ph.D. from Cambridge University, England.

**Silvio Nasi**

**Loquendo**

Silvio Nasi joined Telecom Italia Lab in April 2000 and, since Loquendo's spin-off in February 2001, he has been product manager for the embedded product line. He holds an engineering degree and a master of science in TLC engineering from COREP as well as a postgraduate qualification from Bocconi University.

**Sondra Ahlén**

**SAVIC (Sondra Ahlén Voice Interface Consulting)**

Sondra Ahlén has 14 years computational linguistics experience and is the principal consultant and owner of SAVIC, an independent VUI firm in California's Sierra Foothills. Her experience includes design, tuning, and mentoring for speech systems in English, Spanish and Portuguese. She has published articles on Edify research into how U.S. addresses are spoken in Spanish, and guided the VUI translation of BeVocal's U.S. Spanish address module. Her work in out-of-grammar dialog tuning has been incorporated into Nuance's industry training courses. Prior to founding SAVIC, she was a senior VUI designer at Nuance. Ahlén holds a master's degree in linguistics from the University of Pittsburgh.

**Srinivas Penumaka**

**Genesys Telecommunications Laboratories**

As product marketing manager for Genesys Telecommunications Laboratories, Srinivas Penumaka is responsible for the marketing of several products in the Genesys Suite such as Genesys Framework, Reporting and Analytics, and Software Development Kits. In addition, Penumaka manages the Genesys Voice Platform (GVP) application partner program, which focuses on developing an ecosystem of best-of-breed application developers who create innovative voice self-service solutions on GVP.

**Stephane Couture**

**ScanSoft**

Stephane Couture leads speech-enabled auto-attendant and speaker verification products. Couture joined ScanSoft as part of the LocusDialog acquisition where he was director of marketing and product management. Prior to joining the high-tech world 7 years ago, Couture was a faculty member at Concordia University. He holds a master's degree from the University of Montreal, and an MBA from the John Molson School of Business of Concordia University in Montreal.



**Stephen Mailey**  
**Voice Partners**

Stephen Mailey is Voice Partners' senior design consultant in the UK. Prior to joining Voice Partners, Mailey was head of voice user interface design at Fluency from 2000-2004. At Fluency, Mailey designed numerous VUI's for travel, financial, retail, telecoms and utilities companies. Mailey graduated with the highest degree in music from Trinity College Dublin in 1997, and pursued further studies at Cambridge University and Imperial College, London in sound technologies and new AI techniques for simulation of acoustic string instrument performance.

**Stephen Potter**  
**Microsoft**

Stephen Potter is program manager in the Speech Technologies Group at Microsoft and an active member of the SALT Forum Technical Working Group. Potter has several years of experience in the speech industry, including overseeing the development and completion of the SALT 1.0 specification, which was released in July 2002.

**Stephen Springer**  
**ScanSoft**

Stephen Springer is the director of design for SpeechWorks Professional Services at ScanSoft. His systems have taken over 10,000,000 calls with success rates exceeding 98%; his team has designed over 100 speech interfaces in nine languages. Springer is a published author with over 20 years experience in the implementation of intelligent language systems.

**Steve Chambers**  
**ScanSoft**

Recognized as one of the top executives in the speech industry, Steve Chambers has successfully applied his marketing and strategic leadership to a vision for mainstream speech applications. He joined ScanSoft in 2003 as part of the SpeechWorks acquisition, where he served as senior vice president, worldwide sales and chief marketing officer, after joining the company in 1999. Previously, he 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. Chambers holds a bachelor's degree from Wesleyan University, and an MBA and a master's degree in communications and science from Boston University.

**Steve Ehrlich**  
**Apptera**

Steve Ehrlich has spent more than 17 years in the software industry, and has been a leading speech advocate during the past six years. He joined Apptera in 2002 as vice president of marketing, and previously spent four years at Nuance. Prior to that, Ehrlich was with Oracle for 12 years. He is a member of the editorial advisory board for *Speech Technology Magazine* and is a frequent speaker at industry events.

**Steve McElderry**  
**Cisco Systems**

Steve McElderry manages a product marketing team focused on leveraging IP technology to enable voice and multimedia communications. He has a broad background in defining and marketing products in the voice applications industry and currently dedicates his activities to developing the technologies, protocols, and products that enable Customer Interaction Networks.

**Steve Pennypacker**  
**ScanSoft**

Steve Pennypacker's initial foray into the telecom industry was with a small IVR vendor, ultimately responsible for work with its largest customer, a major U.S. Telco. After leaving the industry for five years to run two development organizations, he re-joined many of his previous colleagues at SpeechWorks in 2002. He currently has product management responsibility for ScanSoft's speech applications for call centers.

**Steve Pollock**  
**TuVox**

Steve Pollock has a track record of successfully building organizations, conceiving and launching products, managing product portfolios, and managing competitive strategies in highly complex markets. As vice president of marketing for Edify Corporation, Pollock led marketing of the world's leading software-based interactive voice response system - Edify Electronic Workforce. Upon the acquisition of Edify and FICS group by S1 Corporation, Pollock led the marketing and product strategy integration teams for the combined companies.

**Steve Tran**  
**BeVocal**

Steve Tran is co-founder, VP of marketing and client solutions. Tran co-founded BeVocal in 1999 and led the establishment of its marketing, business development, sales, client

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solutions, and finance organizations. Prior to BeVocal, he worked in business development at Cadence Design Systems, as an investment banker at Petrie Parkman & Co., and as a hardware systems engineer at Compaq Computer Corporation.

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**Steven Schultz**

Steven W. Schultz is a principal consultant specializing in database design and data warehousing. His 23 years of experience includes working with the Oracle database since 1985 and 10 years as adjunct professor for Park University. Schultz holds a bachelor's degree in business administration from Arizona State University and an MBA from the University of Redlands.

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**Sunil Kumar**  
**V-Enable**

Kumar leads the innovative multimodal technology research group at V-Enable aimed towards strengthening the V-Enable patent portfolio. Additionally, Kumar is responsible for driving X+V standards efforts within W3C. Kumar holds a master's degree in computer science from University of New Hampshire and a bachelor's degree from University of Delhi.

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**Susan Hura**  
**Intervoice**

Susan Hura is the head of user experience at Intervoice, in charge of usability testing and VUI best practices. Her role is to ensure that Intervoice's speech technology solutions work for users and the organizations. Hura holds a doctorate in linguistics from the University of Texas at Austin and a bachelor's degree in linguistics from the Ohio State University.

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**T. Richard Alfonsi**  
**Tellme Networks**

Richard Alfonsi is senior director of product management at Tellme Networks. He oversees product definition, technical marketing, and partnerships for Tellme products and services and is a frequent speaker at industry events. Prior to Tellme, Alfonsi was vice president of marketing and business development at Velant, a supply-chain software and services company based in Atlanta. There, he oversaw product marketing, business development, and marketing communications. Alfonsi was a member of the executive team at Zaplet, Inc., a software and services company backed by Kleiner Perkins and other top investors. While at Zaplet, he served as vice president of product marketing. Alfonsi began his formal career as a management consultant at McKinsey & Company, where he helped clients' executives solve their most critical business problems.

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**T. Todd Elvins**  
**Oracle**

T. Todd Elvins is director, product management, at the Oracle Voice Laboratory, where he defines future products. In 1998, Elvins co-founded the Indicast Corporation, the first voice portal company to launch voice-enabled services for a carrier in the U.S. From 1988 to 1998, he was a principle scientist at the NSF Supercomputer Center at the University of California San Diego (UCSD). Elvins holds a Ph.D. in computer engineering from UCSD.

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**Ted Bray**  
**Avaya**

Ted Bray serves as Avaya's director for strategic planning and product management for their speech recognition and interactive voice response business unit. Prior to joining Avaya, Bray served for six years as Edify Corporation's global director of product management and product marketing, where he guided Edify's product direction in these same areas of interactive voice response and speech recognition. Bray has also served in leadership roles in technology product management with AT&T and with the Alliance Insurance Companies. Bray's career focus has been on the significant impact technology has in attracting and retaining profitable customers.

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**Terry Gold**  
**Gold Systems**

Terry Gold, founder and CEO of Gold Systems Inc., a software development company that creates self service solutions powered by voice. Gold has over 20 years experience in software and was recognized the Espirt Entrepreneur of Distinction in 2003 and finalist at the Ernst and Young Entrepreneur of the Year Awards.

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**Thomas Schalk**  
**ATX Technologies**

Thomas B. Schalk is vice president, Voice Technology at ATX, a leading telematics service provider with customers that include Mercedes-Benz and BMW. ATX provides world class vehicle-centric voice applications that are convenient to use and minimize driver distraction. Prior to joining ATX, Schalk was the CTO of Philips Speech Processing, and the CTO of Voice Control Systems. He has over twenty years of experience in the speech recognition industry. He received his Ph.D. from the Johns Hopkins School of Medicine and his bachelor's degree in electrical engineering from the George Washington University.

**Tiemo Winterkamp****VoiceObjects**

Tiemo Winterkamp is one of the founders of VoiceObjects and holds the position as VP strategy & market research. From 1997 to 2001 he worked for MicroStrategy in Germany in various positions and in 2000 joined a venture team at MicroStrategy's U.S. headquarters to develop and market a Voice Portal project named Angel.com. Before that he worked for Informix, Software AG, and Ingres. He holds a master's degree in computer science.

**Tim Walsh****Walsh Media, Inc.**

Tim Walsh, founder, has been in the music recording and performing business for 10 years prior to starting Walsh Media. He has done presentations and provided consulting to Fortune 500 companies for over 18 years that focus on the "look and feel" of companies in the call center and Internet space. He has a bachelor's degree in marketing from Illinois State University.

**Timothy P. Barry****General Dynamics Advanced Information Systems**

Tim Barry supports the US Air Force Research Laboratory in the application of speech recognition technology for military systems. He is currently designing speech interfaces for integration with both airborne and ground control systems and serves on a NATO Task Group to investigate human factors issues in the design of Uninhabited Military Vehicle operator interfaces.

**Tobias Peggs****Fluency Voice Technology**

Tobias Peggs is general manager of Fluency Voice Technology in the U.S. Peggs is in charge of U.S. commercial and product strategy, including ownership of Fluency's Packaged Speech Recognition Applications for Financial Services and Travel. Peggs has a background in business process optimization for customer contact centers. He also has Ph.D. in applied artificial intelligence.

**Todd Mozer****Sensory, Inc.**

Todd Mozer is president & CEO of Sensory, Inc., a leading supplier of chips and software for embedded speech applications. Mozer founded Sensory and has successfully led its growth to profitability. Mozer has worked as an entrepreneur and manager of companies that have both gone public and been acquired. He received degrees from UC Santa Barbara and Stanford University.

**Tom Coombs****VoiceRite**

Working as the director of engineering within VoiceRite, Tom Coombs is responsible for both product and professional service development activities within VoiceRite and for the overall technical direction of the company. In previous positions as the director of product development for NetByTel and as the vice president of US operations for Servowatch, Coombs has developed and deployed numerous man-machine interfaces involving speech recognition in the IVR marketplace. Key customers include BCBS, Thrivent Financial, IBM, GM, Office Depot, Time Inc, Walmart, Readers Digest, Citibank, KeyBank, MapPoint and Microsoft.

**Tom Houwing****VoiceObjects**

Tom Houwing studied classical music at the Conservatory of Rotterdam, 1982-1989. From 1988-2000 he worked in Sweden as a music pedagogue, producer, conductor, composer/arranger and freelance musician. In 2000 he made a career switch to speech technology, leveraging his past experience within the IT industry. Houwing started as a voice user interface architect at Speechtel Benelux B.V. In January 2002 Houwing joined VoiceObjects as VUI services manager.

**Tom Houy****Clarity Technologies, Inc**

Tom Houy is the vice president of marketing for Clarity Technologies. Since November 2003, Houy has created Clarity's new corporate image and expanded its markets. Before Clarity, he was with IBM for six years, managing voice systems marketing. His responsibilities included all voice solutions and products for the all markets.

**Tom Smith****MCI**

Tom Smith is the senior product manager for MCI Speech Solutions. He is a 14-year veteran of MCI, with previous stints in financial operations and pricing & promotions, as well as product management responsibilities in long distance, wireless, and messaging. He has led MCI's speech product management team since 2001.

**Tony Patrick****LumenVox**

Tony Patrick is the lead sales engineer at LumenVox. He has worked in the technology industry for the past 15 years as an IT engineer and is very familiar with supporting end users at



various levels of experience and across various industries ranging from graphic arts to telecommunications. In his current role he works with both the software engineers and testers, and the sales and marketing departments to insure that LumenVox customers receive the highest level of customer service and support for their LumenVox products.

**TT Ramgopal**  
**Avaya**

TT Ramgopal, director of solution management, service provider division, Avaya, is responsible for defining and delivering hosted contact center, IP telephony and messaging solutions through service providers to their enterprise customers. Ramgopal has over 15 years of senior management experience in the technology industry. Prior to Avaya, he was senior director of business development at Qwest Communications and a management consultant at Booz Allen & Hamilton. He has an MBA from the Wharton School of Business, master's degree in computer science from the University of Texas at Austin and a bachelor's degree in engineering from University of Madras, India.

**Vasudeva Akula**  
**Convergys Corporation**

Vasudeva Akula is as a speech scientist at Convergys Corporation, Reston, VA. He holds a master's degree in computer science and is pursuing a doctoral degree in information technology at George Mason University. His research interests include workload characterization, benchmarking and performance analysis of e-commerce and speech solutions.

**Venkata N. Bukkapatnam**  
**Leading Consultants, Inc.**

Venkata "Nagaraj" Bukkapatnam is a working as an architect at a telecom company. He has over 8 years of experience in IVRs and speech technologies including development, implementation, customer interaction, and project management. His interests include understanding group behaviors towards acceptance of new technology at an individual and organizational level.

**Vlad Sejnoha**  
**ScanSoft**

Vlad Sejnoha is ScanSoft's chief scientist and works with the company's business and R&D organizations on technology and product strategy, with a particular focus on emerging

technologies. Prior to joining ScanSoft, Sejnoha held positions at Lernout & Hauspie and Kurzweil AI, where he was responsible for creating core technology for a number of commercially successful speech recognition products. Sejnoha has over 20 years experience in the field of speech recognition.

**Yves Normandin**  
**Nü Echo**

Yves Normandin has over 18 years of experience in speech recognition technology and spoken dialog systems spanning research, product and application development, as well as market and business development. He is currently president of Nü Echo, a company developing leading edge speech recognition applications. Before Nü Echo, he was the founder and leader of Locus Dialog, a Montreal-based speech recognition company with technology and products installed in over 1,000 customer sites in North America and Europe.

**Zaydoon Jawadi**  
**CoAssure, Inc**

Zaydoon Jawadi is CEO of CoAssure. Previously, he was CEO, then chairman of CanDo.com, an Internet company. He was general manager of the networking business unit at Xyratex International prior to holding the position of CEO of Zadian Technologies, providing data storage manufacturing systems. Jawadi holds a master's degree from Columbia University.

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