

FINAL PROGRAM

SpeechTEK | WEST 07

Unleashing the Potential of Speech Technology



Hilton San Francisco ■ February 21–23

KEYNOTE SPEAKERS



Mike McCue
CEO & Co-Founder,
Tellme Networks



Jeffrey Rayport
Chairman, Marketspace
LLC, and Former Professor,
Harvard Business School

- Voice & mobile search
- Contact center solutions
- Technology for speech solutions
- Natural language in speech solutions
- Best practices in user interface design

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SpeechTEK | WEST 07

Unleashing the Potential of Speech Technology



Conference Chairs



Bill Meisel
President,
TMA Associates



Tom Schalk
AVIOS &
ATX Group

Unleashing the Potential of Speech Technology

Thank you for joining us at SpeechTEK West 2007, where unprecedented educational opportunities and access to the best experts in the industry will help you unleash the potential of speech technology. More than 70 conference sessions featuring 150 industry experts representing diverse backgrounds and perspectives ensure that your questions are answered and every aspect of the industry is covered.

Please visit the Exhibit Hall located in Salon B of the Grand Ballroom, which features cutting-edge exhibitors that are leading the industry with

innovative solutions. See the latest and greatest products, deployments, and solutions showcased by the companies that are the best and brightest in the speech technology industry!

We believe that SpeechTEK West 2007 offers a great conference agenda and valuable networking opportunities. Listen to industry leaders and learn firsthand how speech technology can revolutionize your organization.

Conference Overview



Receptions

SpeechTEK West invites attendees with a Bronze Pass or above to a Welcome Reception held Wednesday evening in the Exhibit Hall from 5:00 p.m. – 7:00 p.m.

as well as the Thursday evening reception from 5:30 p.m. – 7:30 p.m. in the Plaza Room. Mingle with exhibitors, speakers, and conference attendees while enjoying a glass of wine and light hors d'oeuvres.

Best in Show Awards Sponsored by

Awards will be announced during the Closing Keynote at the end of the conference. The exhibitor awards will be given for the best advanced speech technology product or application in several categories: desktop, consumer, industrial/professional, embedded, core speech technology, telephony products/applications, telephony platforms, telephony services, and telephony development tools. An award will also be presented for Best in Show.

CD-ROMs

All sessions are being recorded and CD-ROMs may be purchased at the conference. Visit the Digital Record table located near the registration area for more information or visit www.digitalrecord.org.

Welcome to San Francisco and enjoy the conference!

Press Room

A press area will be available in Yosemite B Wednesday and Thursday from 8:00 a.m. – 5:00 p.m. and Friday from 8:00 a.m. – 3:00 p.m.

Presentation Links

Attendees with a One-Day Pass or Premier Pass will be emailed a link and password to the online presentations once these have been posted to the SpeechTEK West site. Please make certain your email address is current so that you receive this important information.

Continental Breakfast & Coffee Breaks

A continental breakfast will be provided for conference attendees each morning from 7:30 a.m. to 8:30 a.m. before the keynote session. Additional coffee breaks will take place each morning and afternoon. Please check the schedule for exact times and locations.

Email Stations

Email stations will be open in the Exhibit Hall during regular exhibit hours for attendees to check their email.

Exhibit Hall Hours

Wednesday, February 21 5:00 p.m. – 7:00 p.m.
Thursday, February 22 9:30 a.m. – 5:00 p.m.
Friday, February 23. 9:30 a.m. – 2:00 p.m.

All Morning Keynotes are in Grand Ballroom, Salon A



Mike McCue
CEO & Co-Founder,
Tellme Networks

Thursday, 8:30 a.m. – 9:30 a.m.

Bringing Voice to the Mobile Consumer

Millions of people use speech technology over the telephone today, but they often view these voice services as a frustrating series of menus, and not much better than the touch-tone services they replaced. What will make voice services a valued convenience and an essential part of everyday life? How does growing mobile usage impact the evolution of voice services? Mike McCue will highlight where the opportunities for voice are expanding and where they are contracting. He will describe future services that Tellme believes will be valuable to consumers—and how some of these services are likely to come to market.

Mike McCue is the CEO of Tellme Networks, which he founded in 1999. In 2000 with his leadership, Tellme launched the world's first Internet platform to deliver Web data to anyone over any telephone. Starting with simple Web services, this innovative platform inspired the migration of large-scale phone services from proprietary applications to open standards applications and drove the global adoption of VoiceXML. Before founding Tellme, Mike was at Netscape as vice president of technology. He joined Netscape after its successful acquisition of the first company he founded, Paper Software, a leader in 3-D browser technology.



Jeffrey Rayport
Chairman, Marketspace LLC, and Former
Professor, Harvard Business School

Friday, 8:30 a.m. – 9:30 a.m.

Speech Leads the Way: The New Frontier in Service Automation

Automation has come to services. After waves of automation in agriculture, manufacturing, and data processing brought outside productivity gains, economists argued it could never happen in services. Why? Because, they said, there was a unique “human factor” dependency in services. Today, smart technology, linked to intelligent networks, has become sufficiently advanced to defy that prediction. While human beings remain critical in some service situations, technology can outperform people in many others.

Nowhere is this unfolding story more compelling than in speech automation, where virtual assistants are serving customers in ways that already are creating more satisfying customer relationships. But the frontier of service automation is shifting, and speech must lead the way. No longer is it enough to deploy automation to deliver functional efficiency and effectiveness. It's crucial to design systems that appeal to customers on emotional dimensions and to build bonds between companies and customers that express their brands and build lasting relationships. It's what great service people do, and technology today can do it, too. It's now just a question of how.

Jeffrey F. Rayport is founder and chairman of Marketspace LLC, a strategic advisory business that works with leading service-oriented companies to create sustainable competitive advantage in the networked economy. As a faculty member at Harvard Business School for nearly a decade, Rayport focused his research on new information technologies and their impacts on companies' service and marketing strategies. At Harvard Business School, Rayport developed and taught the first e-commerce course in the U.S. His most recent book, Best Face Forward: Why Companies Must Improve Their Service Interfaces with Customers, is published by Harvard Business School Press.

Opening & Closing Keynotes

OPENING KEYNOTE

The Customers Speak Out!

Wednesday, 8:30 a.m. – 9:45 a.m.



MODERATOR:
Bill Meisel, President, TMA Associates
& Conference Chair

Does it work? Is it cost-efficient? Are the end users satisfied? Hear live and in person from several major customers of speech technology products about how they selected and deployed their applications. Implementing effective speech applications can be a challenge. Business buyers struggle with trade-offs between flexibility and recognition accuracy, subtleties of voice user interface design, platform cost considerations, integration issues, development time and cost constraints, vendor selection, possible branding issues, and more. Then there is the tuning for maximum performance and best user experience. The customer panelists in this session have gone through the procurement, deployment, and implementation of speech products and are using them on the firing line in real-world, large-scale business environments. Listen and learn as they share their experiences and provide their best advice in this lively, interactive session.

CLOSING KEYNOTE

Wha'd You Say? Speech Applications & Technology Yesterday, Today, & Tomorrow

Friday, 3:15 p.m. – 4:00 p.m. ■ Continental Ballroom 5

HOST: **Bill Scholz**, President, AVIOS

This fast-paced and entertaining closing session gives an overview of where speech recognition has been, what it is being used for today, and where it will be tomorrow, with a bit of humor spliced in here and there. Produced by people long experienced in the speech industry, the AVIOS board and members, this is the real thing, not the naïve, “Isn't speech magic?” or, “Speech doesn't compete with people yet” clichés that you hear from the popular media. You will learn about some of the key market and technical issues facing the industry today, and hear examples and commentary, both live and video. Wrap up your conference experience by enjoying these insights and perspectives—and having a few laughs.



Produced and organized by
Applied Voice Input Output Society

Morning and Luncheon Keynotes are in Grand Ballroom, Salon A

8:30 a.m. – 9:45 a.m.

WELCOME & OPENING KEYNOTE ■ The Customers Speak Out! ■ *Bill Meisel, President, TMA Associates*

TRACK A ■ Continental Ballroom 4
CONTACT CENTER AUTOMATION

10:00 a.m. – 11:00 a.m. **A101** Providing Quality Customer Service with Speech Automation

11:15 a.m. – 12:15 p.m. **A102** Speech Application Development Options & Standards

12:15 p.m. – 1:30 p.m.

1:30 p.m. – 2:30 p.m. **A103** Best Practices in User Interface Design: What Managers Need to Know

2:45 p.m. – 3:45 p.m. **A104** Choosing & Integrating a Speech Platform

3:45 p.m. – 4:00 p.m.

4:00 p.m. – 5:00 p.m. **A105** Speaker Authentication: Biometrics over the Telephone

5:00 p.m. – 7:00 p.m.

TRACK B ■ Continental Ballroom 5
SPEECH APPLICATIONS FOR REPORT CREATION & PC CONTROL

B101 Voice Portals: The Return of the Voice Web?

B102 Business Directories & Advertising

LUNCH BREAK

B103 Searching Audio & Video Sources on the Web

B104 Mobile Directory & Information Services

COFFEE & NETWORKING BREAK

B105 Content Delivery in Voice and Audio Search

WELCOME RECEPTION IN EXHIBIT HALL

TRACK C ■ Continental Ballroom 6
SPEECH APPLICATIONS FOR SPECIFIC PLATFORMS & NEEDS

C101 Wireless Phones & PDAs

C102 Consumer Electronics

C103 Automotive Speech Solutions: Telematics & Control

C104 Making Employees More Efficient

C105 Speech-Enabled Auto Attendants

8:30 a.m. – 9:30 a.m.

KEYNOTE ■ Bringing Voice to the Mobile Consumer ■ *Mike McCue, CEO & Co-Founder, TellMe Networks*

TRACK A ■ Continental Ballroom 4
CONTACT CENTER AUTOMATION

9:30 a.m. – 10:00 a.m.

10:00 a.m. – 11:00 a.m. **A201** IT Meets Telephony: Integrating Speech & IP Standards

11:15 a.m. – 12:15 p.m. **A202** Monitoring & Tuning Telephone Speech Applications

12:15 p.m. – 1:30 p.m.

1:30 p.m. – 2:30 p.m. **A203** Flexible Dialogs & Natural Language in Customer Services

2:45 p.m. – 3:45 p.m. **A204** Voice Hosting Options

3:45 p.m. – 4:15 p.m.

4:15 p.m. – 5:15 p.m. **A205** Contact Center Applications: Case Studies

5:30 p.m. – 7:30 p.m.

TRACK B ■ Continental Ballroom 5
SPEECH APPLICATIONS FOR REPORT CREATION & PC CONTROL

B201 Voice Search, Audio Search, & Marketing

B202 Automated Directory Assistance

B203 Backing Up Voice Portals with Agents

B204 Advertising and the Telephone

B205 The Role of the Telephone in Marketing & Sales

TRACK C ■ Continental Ballroom 6
SPEECH APPLICATIONS FOR SPECIFIC PLATFORMS & NEEDS

C201 Unified Communications: The Risks and the Payoff

C202 Speech Features in Unified Communications

C203 Personal Assistant Services & Voice Portals

C204 Information Services for Consumers

C205 Microphone Integration

COFFEE & NETWORKING BREAK IN THE EXHIBIT HALL

LUNCHEON KEYNOTE Sponsored by  ■ Rich Media in the Enterprise ■ *Laurent Simoneau, CEO, Coveo*

COFFEE & NETWORKING BREAK IN THE EXHIBIT HALL

EVENING RECEPTION ■ Plaza Room

8:30 a.m. – 9:30 a.m.

KEYNOTE ■ Speech Leads the Way ■ *Jeffrey Rayport, Chairman, Marketspace LLC, & Former Professor, Harvard Business School*

TRACK A ■ Continental Ballroom 4
CONTACT CENTER AUTOMATION

9:30 a.m. – 10:15 a.m.

10:15 a.m. – 11:15 a.m. **A301** Contact Center Deployment Options

11:30 a.m. – 12:30 p.m. **A302** Turning Audio Search & Speech Analytics into Business Intelligence

12:30 p.m. – 2:00 p.m.

2:00 p.m. – 3:00 p.m. **A303** Mixing Automation & Agents Effectively

3:15 p.m. – 4:00 p.m.

TRACK B ■ Continental Ballroom 5
SPEECH APPLICATIONS FOR REPORT CREATION & PC CONTROL

B301 Dictation & Report Creation

B302 PC Speech Applications

B303 Making PCs & Speech Communications More Accessible

TRACK C ■ Continental Ballroom 6
SPEECH APPLICATIONS FOR SPECIFIC PLATFORMS & NEEDS

C301 Creating a Multimodal Interface

C302 Innovative Speech Applications

C303 Specialized Applications for Specialized Needs

COFFEE & NETWORKING BREAK IN THE EXHIBIT HALL

ATTENDEE LUNCH IN THE EXHIBIT HALL

CLOSING KEYNOTE ■ Continental Ballroom 5 ■ Speech Applications & Technology Yesterday, Today & Tomorrow

Wednesday, February 21

Track D
Sponsored by


TRACK D ■ Imperial Ballroom A
TECHNOLOGY FOR CREATING & DELIVERING SPEECH SOLUTIONS

10:00 a.m. – 11:00 a.m.
11:15 a.m. – 12:15 p.m.
12:15 p.m. – 1:30 p.m.
1:30 p.m. – 2:30 p.m.
2:45 p.m. – 3:45 p.m.
3:45 p.m. – 4:00 p.m.
4:00 p.m. – 5:00 p.m.
5:00 p.m. – 7:00 p.m.

D101 Natural Language in Speech
D102 Delivering Telephone Speech Applications

TRACK E ■ Imperial Ballroom B
SOLUTIONS SHOWCASE
(See on-site addendum for details.)

E101 Hosted & Managed Solutions, Part 1
E102 Hosted & Managed Solutions, Part 2

LUNCH BREAK

D103 Voice User Interface Design Insights
D104 Speech Applications Tools in Telephony

E103 Customer Experience Analytics
E104 Text-to-Speech Demonstrations

COFFEE & NETWORKING BREAK

D105 Measuring & Improving Performance of Speech Applications

E105 Audio Hardware Solutions

WELCOME RECEPTION IN EXHIBIT HALL

SPEECH TEK UNIVERSITY
Continental Ballroom 1, 2 & 3

STKU 1
10:00 a.m. – Developing Applications
1:00 p.m. – Using VoiceXML

STKU 2
2:00 p.m. – User-Focused
5:00 p.m. – VUI Design

Thursday, February 22

Track D
Sponsored by


TRACK D ■ Imperial Ballroom A
TECHNOLOGY FOR CREATING & DELIVERING SPEECH SOLUTIONS

9:30 a.m. – 10:00 a.m.
10:00 a.m. – 11:00 a.m.
11:15 a.m. – 12:15 p.m.
12:15 p.m. – 1:30 p.m.
1:30 p.m. – 2:30 p.m.
2:45 p.m. – 3:45 p.m.
3:45 p.m. – 4:15 p.m.
4:15 p.m. – 5:15 p.m.
5:30 p.m. – 7:30 p.m.

D201 Voice User Interface (VUI) Design: Best Practices
D202 Voice Controls on PCs & Mobile Devices

TRACK E ■ Imperial Ballroom B
SOLUTIONS SHOWCASE
(See on-site addendum for details.)

E201 The Benefits of IP in Your Contact Center
E202 Development Tools: Features & Demos

COFFEE & NETWORKING BREAK IN THE EXHIBIT HALL

LUNCHEON KEYNOTE Sponsored by  ■ Rich Media in the Enterprise

D203 Multimodal Speech Applications
D204 Speech and Multimodal Standards

E203 Telephone Speech Application Delivery Platforms
E204 Speech Delivery Environments

COFFEE & NETWORKING BREAK IN THE EXHIBIT HALL

D205 Developments in Speech Technology & Standards

EVENING RECEPTION ■ Plaza Room

SPEECH TEK UNIVERSITY
Continental Ballroom 1, 2 & 3

STKU 3
10:00 a.m. – Developing Personalized Speech Applications
1:00 p.m. –

STKU 4
2:00 p.m. – Tuning Speech Recognition Systems
5:00 p.m. –

Friday, February 23

Track D
Sponsored by


TRACK D ■ Imperial Ballroom A
TECHNOLOGY FOR CREATING & DELIVERING SPEECH SOLUTIONS

9:30 a.m. – 10:15 a.m.
10:15 a.m. – 11:15 a.m.
11:30 a.m. – 12:30 p.m.
12:30 p.m. – 2:00 p.m.
2:00 p.m. – 3:00 p.m.
3:15 p.m. – 4:00 p.m.

D301 Multilingual & International Speech Applications
D302 Innovative Speech Applications & Technology

TRACK E ■ Imperial Ballroom B
VOICE USER INTERFACE (VUI) DESIGN

E301 Contrarian Views in VUI Design
E302 VUI Design & Usability

COFFEE & NETWORKING BREAK IN THE EXHIBIT HALL

ATTENDEE LUNCH IN THE EXHIBIT HALL

D303 Speaker Verification

E303 Special Topics in VUI Design

CLOSING KEYNOTE ■ Continental Ballroom 5 ■ Speech Applications & Technology Yesterday, Today & Tomorrow

SPEECH TEK UNIVERSITY
Continental Ballroom 1, 2 & 3

STKU 5
10:00 a.m. – Developing & Delivering Multimodal Applications
1:00 p.m. –

OPENING KEYNOTE—The Customers Speak Out!



8:30 a.m. – 9:45 a.m. ■ Grand Ballroom, Salon A

MODERATOR: **Bill Meisel**, President, TMA Associates & Conference Chair

Does it work? Is it cost-efficient? Are the end users satisfied? Hear live and in person from several major customers of speech technology products about how they selected and deployed their applications. Implementing effective speech applications can be a challenge. Business buyers struggle with trade-offs between flexibility and recognition accuracy, subtleties of voice user interface design, platform cost considerations, integration issues, development time and cost constraints, vendor selection, possible branding issues, and more. Then there is the tuning for maximum performance and best user experience. The customer panelists in this session have gone through the procurement, deployment, and implementation of speech products and are using them on the firing line in real-world, large-scale business environments. Listen and learn as they share their experiences and provide their best advice in this lively, interactive session.

PANELISTS:

David Weis, Managing Consultant, MasterCard Advisors; **Barry Hughes**, Vice President, Marketing & Distribution, Red Lion Hotels Corp.; **Joanne Beaton**, Vice President, Operator Services, TELUS Communications; **Mike Uhlenkamp**, Call Center Technology Manager, DIRECTV

TRACK A ■ Continental Ballroom 4 CONTACT CENTER AUTOMATION: DELIVERING EFFECTIVE CUSTOMER SERVICE WITH SPEECH APPLICATIONS

Providing Quality Customer Service with Speech Automation (Panel)

A101

10:00 a.m. – 11:00 a.m.

MODERATOR: **Bill Meisel**, President, TMA Associates

Meeting a caller's expectations within a budget requires a difficult balance. Experienced panelists share their insights on how to do so using speech technology.

PANELISTS:

Kevin Stone, Vice President, Marketing, BeVocal, Inc.
Remus Siclovan, Senior Systems Analyst, Health Net
Darla Tucker, Senior Manager, Global UI Design, Interservice
Steve Pollock, Executive Vice President & Co-Founder, TuVox

Speech Application Development Options & Standards

A102

11:15 a.m. – 12:15 p.m.

MODERATOR: **Bill Meisel**, President, TMA Associates

Standards such as VoiceXML have made telephone speech application development more uniform and portable. Development tools build on these standards to allow greater focus on the application and less on the details.

How to Make Smart Choices for Your First IVR Project

Christoph Mosing, Vice President of Professional Services,
Envox Worldwide

Learn about the design, development and deployment considerations for implementing IP interactive voice response (IVR). Attendees will learn the pros and cons of graphical programming versus scripting, speech versus DTMF, and hosted versus on-premise deployments. Also, examine the underlying technologies companies must understand in choosing a platform.

Welcome Reception

SpeechTEK West invites attendees with a Bronze Pass or above to a Welcome Reception held Wednesday evening in the Exhibit Hall from 5:00 p.m. – 7:00 p.m. Mingle with exhibitors, speakers, and conference attendees while enjoying a glass of wine and light hors d'oeuvres.

Service Creation Environment

Manish Sharma, Director, Speech Business Development, Nortel

Today, speech solutions automate call-flows implemented as dialog state machines. Tomorrow, they will be defined by business rules via business process dialog manager (BPDM) and work-flows. Tools such as Nortel's Service Creation Environment will automate call-flow dialogs for multimedia and multiple customer interactions.

Lunch Break ■ 12:15 p.m. – 1:30 p.m.

Best Practices in User Interface Design: What Managers Need to Know

A103

1:30 p.m. – 2:30 p.m.

MODERATOR: **Susan Hura**, Principal, SpeechUsability

Good dialog design can make or break a speech application. Part art, part science, and often a mystery, managers need to understand this process to be able to evaluate and manage it to meet project goals. This session provides insights into VUI design processes that a manager can control.

Necessary Elements of a Global Design Strategy

Kathryn Bjarlo Claiborn, VUI Designer, IBM

A comprehensive global design strategy creates common ground between individual members of a design team. However, simply having a general strategy does not guarantee consistency and clarity of vision. Learn about certain common elements, such as menu structure and error handling that can make strategy an effective design tool.

Why Is a Phone Call So Different?

Robert Costa, Senior Program Analyst, SpeechSwitch

The speech IVR is often criticized for not being as standard as other user interfaces, such as the Web, the car we drive, or our TVs. But what is so different? This presentation examines the differences, suggests what can be done even before the phone call begins to minimize these differences, and then provides ideas about how to make automated phone calls more intelligent.

Best Practices in User Experience:

What Managers Need to Know

Melissa Dougherty, Principal and CoFounder, Voice Partners

Good dialog design can make or break a speech application. Part art and part science, managers need to understand what it takes to create a design that will succeed. This session shares secrets to creating successful, branded, voice-enabled services in real deployment situations and provides insights into VUI design processes that will help ensure success.

Choosing & Integrating a Speech Platform

A104

2:45 p.m. – 3:45 p.m.

MODERATOR: **Matt Yuschik**, Human Factors Specialist, Convergys Corp.

The complex decision about a delivery platform for speech applications involves factors such as existing infrastructure, application complexity, avail-

able development tools, future growth, and cost. This session discusses how to make this important decision.

Looking to Improve Customer Service Phone Support? Think SOA

Tom Hanson, Director of Product Management for Voice Portal, Avaya

We are now in the midst of a new approach in delivering IT solutions: the "service" concept. This concept is taking familiar IT components, applications, and business processes and transforming them into independent, intelligent, consumable, reusable services, collectively called service-oriented architecture (SOA). Learn about SOA and speech applications.

Choosing & Integrating a Speech Platform

Steve Rutledge, Vice President, Product Marketing, Genesys Telecommunications Laboratories, Inc.

Choosing a speech platform requires both business and technical considerations. A speech platform, well-chosen and integrated, can yield significant revenue, satisfaction, and efficiency benefits. This session covers key trends, best practices, and recommendations for choosing and migrating to a speech platform.

Coffee & Networking Break ■ 3:45 p.m. – 4:00 p.m.

Speaker Authentication: Biometrics over the Telephone

A105

4:00 p.m. – 5:00 p.m.

MODERATOR: Judith Markowitz, President, J. Markowitz, Consultants
Identity theft and fraud are increasingly important issues in contact centers and in internal company operations. Speaker verification technology provides biometric authentication for telephone transactions that can't be defeated by the use of stolen personal information.

Speaker Authentication: Use Cases and Best Practices in Call Centers

Chuck Buffum, President, Buffum Group

This session examines several applications for speaker authentication in call centers and looks at business objectives, security and UI considerations, best practices, and business cases for each.

Best Practices for Voice Authentication

Charles Jankowski, Director, Professional Services, Nuance Communications

Speaker verification can both improve automation and the caller experience of applications, while significantly raising the bar for security. This session addresses application design elements for how to get the best performance from speaker verification. Application design can have a major impact on business and caller goals of the system.

Welcome Reception (Exhibit Hall) ■ 5:00 p.m. – 7:00 p.m.

TRACK B ■ Continental Ballroom 5 SPEECH APPLICATIONS FOR REPORT CREATION & PC CONTROL

Voice Portals: The Return of the Voice Web? **B101**

10:00 a.m. – 11:00 a.m.

MODERATOR: Jim Larson, Vice President, Larson Technical Services

At the height of the Internet boom, companies were anxious to compare the telephone channel enabled with a voice user interface to Web surfing and Web portals. Have speech technology and applications evolved to the point that this comparison now makes sense?

Why Mobile Voice Search Requires a Multimodal Approach

Sunil Kumar, Vice President of Technology Solutions, V-Enable

Typical voice portals have been unsuccessful at achieving mass market adoption, but now mobile phones have a visual screen that provides tremendous advantages over audio-only implementations. Multimodality will provide high

accuracy levels, an easier method of retrieving search results, and an optimal interface for presenting user-friendly advertising.

Enterprise Voice Portals: Ears Are Worth More Than Eyeballs

John Hibel, Vice President, Marketing, Voxeo

Enterprises want to engage with customers, so they invest heavily in Web portals to capture eyeballs. At the same time, they often spend money on voice portals to get customers off the phone as soon as possible. A new approach to voice portals can unlock customer engagement opportunities that are being squandered today.

Business Directories & Advertising **B102**

11:15 a.m. – 12:15 p.m.

MODERATOR: Bruce Pollock, Vice President, Professional Services, West Interactive Corp.

Yellow pages and their online equivalents have long been profitable businesses and effective channels for advertisers. As mobile phones proliferate, individuals want the same information, often with a location-specific response. Ad-supported services, made economically feasible by speech recognition automation, are appearing. Will the technical and business issues allow these services to reach their potential?

Real-World Operational Insight into Voice-Driven Local Search

Eric Fredine, Senior Vice President, Research & Development, Call Genie

From Doughboy to the Big Chicken, Call Genie has deployed real-world voice local search applications for more than 2 years, and has learned a lot of interesting things along the way. This presentation shares some hard-won insights.

The Free Directory Assistance Business

Lyn Chitow Oakes, Senior Vice President, Marketing, Jingle Networks

Learn about the free directory assistance (DA) business from 1-800-FREE411. Are advertisers accepting this new advertising medium? How effective are the advertising offers with consumers? What are some of the technical challenges in serving ads via the telephone? Attend this session to learn how speech recognition technology has enabled free directory assistance to become a new exciting advertising medium.

Lunch Break ■ 12:15 p.m. – 1:30 p.m.

Searching Audio & Video Sources on the Web **B103**

1:30 p.m. – 2:30 p.m.

MODERATOR: Bill Scholz, President, AVIOS

Audio search technology generally preprocesses audio (and the audio in video) sources on the Web to make them searchable by text keywords, with the ability to skip to the point in the audio or video where the keyword is mentioned. This session reviews technical issues and business approaches to audio search.

Focus On

NATURAL LANGUAGE

Create your own specialized conference by attending these sessions on this topic.

D101 Natural Language in Speech

A203 Flexible Dialogs & Natural Language in Customer Service

D201 VUI Design: Best Practices

B301 Dictation & Report Creation

Harnessing the Strength of Phonetic-Based Technology

Anna Convery, Senior Vice President, Marketing & Product Management, Nexidia

This session demonstrates how the ability to search audio content based on phonemes, instead of text, increases the speed and accuracy of the search and the search results. Phonetic-based search can be used to analyze any audio content ranging from contact center data to podcasts and streaming video.

Beyond Keywords: Using Speech Recognition — and More — for Multimedia Search

Alex Castro, Chief Executive Officer, Pluggd

In this session Pluggd CEO Alex Castro talks about the host of technologies his company is using to create audio and video search solutions. As traditional and new programming move to the Web, along with the \$95B advertising market, consumers and advertisers alike will require new search services.

Mobile Directory & Information Services**B104**

2:45 p.m. – 3:45 p.m.

MODERATOR: **Mark Randolph**, Director of Technology & Engineering, Motorola

Voice search can encompass a number of services, including directory search and searches for specific information, such as news or sports scores. How do these broader search objectives align with the mobile environment of wireless devices?

From Traditional Directory Assistance to Mobile Search

Marcello Typrin, Director of Product Management, TellMe Networks

The way you search for information on your mobile device is changing. Take a look at how the knowledge gained from answering traditional directory assistance calls is being applied towards creating a better mobile search experience.

Voice Search of Location-Based Services on the Mobile Phone

Harry Printz, Chief Technology Officer & Vice President, Engineering, Promptu

Location-based services (LBS) promise to deliver revenue to wireless operators and convenience to subscribers. But the tedium of text entry frustrates users, limiting acceptance. Harry Printz will show an architecture for LBS search and demonstrate the power of voice to unlock the full potential of the technology.

Coffee & Networking Break ■ 3:45 p.m. – 4:00 p.m.

Focus On

MULTIMODAL & CONSUMER APPLICATIONS

Create your own specialized conference by attending these sessions on this topic.

- C101** Wireless Phones & PDAs
- C103** Automotive Solutions: Telematics & Control
- B104** Mobile Directory & Information Services
- D202** Voice Control on PCs & Mobile Devices
- D203** Multimodal Speech Applications
- D204** Speech & Multimodal Standards
- C205** Microphone Integration
- C301** Creating a Multimodal Interface

Content Delivery in Voice and Audio Search (Panel)**B105**

4:00 p.m. – 5:00 p.m.

MODERATOR: **Bill Meisel**, President, TMA Associates

Speech recognition provides an effective method for determining what information a user wants. But how should that information be delivered? When is an audio response sufficient and how should it be constituted? When is it possible to take advantage of other means, such as text?

PANELISTS:

Monique Bozeman, Director of Product Marketing, VoiceObjects

Marc Barach, Chief Marketing Officer, Ingenio, Inc.

Mark Randolph, Director of Technology & Engineering, Motorola

Welcome Reception (Exhibit Hall) ■ 5:00 p.m. – 7:00 p.m.

TRACK C ■ Continental Ballroom 6
SPEECH APPLICATIONS FOR SPECIFIC PLATFORMS & NEEDS

Wireless Phones & PDAs**C101**

10:00 a.m. – 11:00 a.m.

MODERATOR: **John Oberteuffer**, Chairman Advisory Committee, Fonix Corporation

The small size of mobile devices encourages a voice interface to control the device, particularly as these devices become increasingly multifunctional. This session discusses how to use speech technology effectively for mobile devices.

TTS for the Less Fortunate

Luisa Cordano, Business Development and Sales Manager, Loquendo

Addressing consumers with special needs among an increasing variety of communication devices is not a simple task. This session illustrates the importance of speech technology in this sector, explains the challenges of meeting the market requirements, and shows real-world deployments and examples.

Making Calls, Sending Messages & Voice Searching for Revenue

Jack Armstrong, Vice President, Market Development, VoiceSignal Technologies Inc.

Embedded speech is changing the interface of mobile phones. Multimodal user interfaces now allow users to make calls without dialing, to send messages without tapping, and to find without searching. Learn how and why command and control, text entry, and mobile search are being defined by the speech systems inside mobile phones.

Consumer Electronics**C102**

11:15 a.m. – 12:15 p.m.

MODERATOR: **Patti Price**, Principal, PPRICE Speech and Language

Voice-controlled remote controls, toys, hand-held translators, speaking dictionaries—all have been sold with speech recognition or text-to-speech technology. This session discusses the potential—and the challenges—of creating products in this category.

How Will Speech Enable More Compelling Consumer Electronics Products?

Jim Holland, Product Line Manager, Embedded Speech, IBM

Hear about current and future speech technologies including conversational interface, voice access to network-based information and services, translation, and server-assisted speech, and see examples of how these technologies can be leveraged to provide significant added value and differentiation for consumer electronics products.

Today and the Future of Wearable Agents

Emmett Coin, Director of Speech R&D, Lucas Systems

Today people talk to wearable agents all day, every day. It is not sci-fi, it is an integral part of their job. How do these devices work? As this technology

gets more exposure, it will find broader applications. Wearable agents will become as natural, common, and essential as mobile phones. See and hear how wearable agents work.

Lunch Break ■ 12:15 p.m. – 1:30 p.m.

Automotive Speech Solutions: Telematics & Control

C103

1:30 p.m. – 2:30 p.m.

MODERATOR: **John Oberteuffer**, Chairman Advisory Committee, Fonix Corporation

Vehicles are including more electronics such as navigation systems, music players, and built-in control of Bluetooth-enabled wireless phones. The complexity of controlling all these options demands a speech solution, with the bonus of safer hands-free operation.

Trends in Speech-Enabled Telematics

Tom Schalk, Vice President, Voice Technology, ATX Group

Automotive speech interfaces are evolving and becoming standard features on many vehicles. Wireless vehicle communication with highly automated call centers is becoming a trend. This presentation will focus on speech-enabled telematics services and show examples of speech-enabled telematics including getting traffic reports, navigation, voice dialing, vehicle service reminders, info-service call routing, and owner's manual FAQs.

Don't Touch! Talk!!

Thomas Krippgans, Manager, Business Development, Harman/Becker Automotive Systems

In the automotive environment, all major companies now offer automatic speech recognition-driven applications. This session shows live demos (and the challenges) of two killer applications: full word destination input and the automotive voice-driven music player.

Making Employees More Efficient

C104

2:45 p.m. – 3:45 p.m.

MODERATOR: **Tom Schalk**, Vice President, Voice Technology, ATX Group

Mobile speech systems for making field personnel and other employees more efficient are significantly different than call center applications. Frequent callers become power users, and the application design must reflect that difference. Learn what's available and how to evaluate enterprise productive solutions.

Mobile Speech Applications for Power Users

Doug Brown, Vice President, Product Management, Datria Systems, Inc.

Using speech to automate employee-facing business transactions is significantly different than solutions designed for casual callers. Doing so for the mobile field worker adds to the challenge. Learn how to successfully deploy speech solutions for power users, with a special focus on mobile workers in this session.

Automating Password Reset to Make Employees More Efficient

Jason Groshart, Director of Product Engineering, Gold Systems, Inc.

An automated password reset solution enhances the efficiency of the help desk, field personnel, and employees. Companies can lose thousands of productive hours due to password inefficiencies. Voice-automated reset allows users to quickly and securely reset passwords without human intervention. Learn how this solution can improve efficiency and security in any enterprise.

Coffee & Networking Break ■ 3:45 p.m. – 4:00 p.m.

Email Stations

Email stations will be open in the Exhibit Hall during regular exhibit hours for attendees to check their email.

Speech-Enabled Auto Attendants

C105

4:00 p.m. – 5:00 p.m.

MODERATOR: **Tom Schalk**, Vice President, Voice Technology, ATX Group

Using speech recognition as a receptionist solves a number of problems while reducing costs. Just say the name or department and be connected. It is available around the clock and provides access to colleagues with more than one number without divulging the numbers.

The Speech Attendant: A Next-Generation Solution

Ben Lixandru, Product Manager, Active Voice LLC

Speech attendants are becoming a common presence in the traditional telephony world. For many traditional businesses, they are perceived with fear and confusion as a very high-end solution. However, they offer a fresh perspective on how to do common business tasks. Are we prepared for the change?


How Speech Recognition Can Ensure Business Continuity

Tony Norman, Senior Technical Sales Consultant, Telephonics VIP

Service continuity is a primary concern when planning for an unforeseen event that could affect normal business. Telephony is usually one of the last considerations in a business continuity plan, but is often the first point of contact for your staff, customers, and stakeholders. Learn how speech recognition can ensure business continuity for your organization's telephony and minimize the risk of loss of business and revenue.

Welcome Reception (Exhibit Hall) ■ 5:00 p.m. – 7:00 p.m.

TRACK D ■ Imperial Ballroom A TECHNOLOGY FOR CREATING & DELIVERING SPEECH SOLUTIONS

Sponsored by 

Natural Language in Speech

D101

10:00 a.m. – 11:00 a.m.

MODERATOR: **Alex Rudnicky**, Principal Systems Scientist, Carnegie Mellon University-School of Computer Science

All speech is "natural" to some degree, but "natural language" systems aim at less structure in dialog than typical systems characterized by expert-defined grammars. Learn how this technology is allowing more complex dialogs.

Application of Excessive Classes in Natural Language Understanding

Dhananjay Bansal, Speech Scientist, Convergys Corp.

This presentation illustrates the impact of using an excessive number of natural language understanding (NLU) classes on the USPS Ask application. It shows that using excessive classes increases containment rate significantly while decreasing mis-route rates compared to an NLU system with fewer classes. It also discusses efficient approaches for addressing the data sparseness.

A Metalanguage Solution for Development & Deployment of Natural Language Applications

Jean-François Gys, Ergonomics and Voice Expertise, France Telecom R&D Division

The "3000" is a fully automated voice service to manage and subscribe to phone services that handles about 30 million calls per year. In 2005 and 2006, France Telecom moved the "3000" from using isolated words to natural language. Hear more about the "3000" breakthrough and how it happened.

Delivering Telephone Speech Applications

D102

11:15 a.m. – 12:15 p.m.

MODERATOR: **Alex Rudnicky**, Principal Systems Scientist, Carnegie Mellon University-School of Computer Science

Delivering speech applications to meet objectives such as fast response times with high demand can be challenging. Platforms also have to be flex-

ible to allow objectives that demand dynamic changes, such as personalization of responses.

Web Services & Speech-Enabled Self-Service Applications

Keith Ward, Chief Technology Officer, Product Support Solutions, Inc.

With Web services, “silo” application development and infrastructure can be replaced with development and infrastructure convergence that leverages business intelligence and data points across the enterprise. Now, more than ever, is an opportunity to provide a consistent and reliable “persona” and business intelligence model to your customers across all customer touch-points.

On-Demand Speech IVR Applications

Mobeen Khan, Chief Operating Officer, Metaphor Solutions, Inc.

Speech IVR applications have traditionally been delivered as expensive custom solutions that take a long time. An alternative approach is on-demand applications that can be quickly configured, deployed, administered, and managed over the Web. On-demand delivery is well suited for the mid-market where cost, time-to-market, and Web management tools are key factors in selecting a solution.

Lunch Break ■ 12:15 p.m. – 1:30 p.m.

Voice User Interface Design Insights

D103

1:30 p.m. – 2:30 p.m.

MODERATOR: **Alex Rudnicky**, Principal Systems Scientist, Carnegie Mellon University-School of Computer Science

Many speech applications have been deployed and are in use today. Hear some of the surprising lessons learned from those deployments.

Real-World Implementations: A New Approach

Callan Schebella, Vice President, Business Development, Inference Communications

Natural language (NL) dialogs are increasingly popular and many companies are now demanding that solutions be built from the ground up to handle such interactions. However, demonstrating the NL capabilities of a system during the early stages of its development remains a difficult task. Hear about a new approach based on grammatical inference that allows NL interactions to be demonstrated from the earliest prototype and then enhanced using actual customer interactions to produce the final system.

Modeling Design on Successful Call Center Interactions

Mary Constance Parks, Senior Voice User Interface Designer, Nuance Communications

One way to design voice user interfaces (VUIs) that fit your callers and are efficient to use is to incorporate strategies and language that work well in call centers. Using real-world examples, this session describes how to analyze caller/representative conversations and apply what is learned to VUI design.

Speech Applications Tools in Telephony

D104

2:45 p.m. – 3:45 p.m.

MODERATOR: **Bill Scholz**, President, AVIOS

As speech applications grow in complexity, development tools and environments must become more capable. This session discusses advances in this area.

Separating VUI from Business Logic: A Design-Centered Approach.

Alex Kurganov, Chief Technology Officer, Parus Interactive

Speech user interface (UI) and human-machine interaction via speech is a mix of art and science. Speech UI, especially in its more natural form, is the most unobvious and counter-intuitive part of a speech application, and it deserves to be abstracted from everything else in a strict, consistent manner. This presentation discusses the benefits of a clean separation of the speech user interface (UI) from the underlying dialog and business logic by using a universal speech dialog state machine.

High-Resolution Statistical Natural Language Understanding: Tools, Processes, & Issues

Roberto Pieraccini, Chief Technology Officer, SpeechCycle

Learn about the algorithms, methods, and processes for creating high-resolution statistical language understanding modules for sophisticated spoken dialog applications, including data transcription and annotation, tuning, confirmation strategies, and integration with the voice user interface.

Coffee & Networking Break ■ 3:45 p.m. – 4:00 p.m.

Measuring & Improving Performance of Speech Applications

D105

4:00 p.m. – 5:00 p.m.

MODERATOR: **Alex Rudnicky**, Principal Systems Scientist, Carnegie Mellon University-School of Computer Science

Measuring where a speech application is performing well and where it isn't pinpoints problem areas. Solving those problems requires an understanding of what can be tuned to correct them. This session gives practical examples addressing both tasks.

Speech Technology Optimization for Large Applications

Vaibhava Goel, Research Staff Member, IBM

Pichappan Pethachi, Associate Partner, CRM-BTO Americas

This session discusses the optimization of speech self-service applications, including techniques that don't appear to be commonly used but which have resulted in significant improvements in ASR and call automation rates in heavily used (over 10M calls per month) applications.

Measuring the Effectiveness of Your IVR Application

Pablo Garin, President, Natural Vox SA

Know how to assess the effectiveness of an IVR. Many speakers evaluate IVR by the number of answered calls. Learn about using a set of indicators to determine the perceived conversational quality and quantity of the job done by the IVR. See examples based on a ticketing system.

Welcome Reception (Exhibit Hall) ■ 5:00 p.m. – 7:00 p.m.

TRACK E ■ Imperial Ballroom B SOLUTIONS SHOWCASE

See the on-site addendum for details about these sessions and speakers.

Hosted & Managed Solutions, Part I

E101

Voice hosting offers speech and telephone infrastructure on a usage basis. Services range from the basic to developing and fully managing applications.

Hosted & Managed Solutions, Part 2

E102

More voice hosting options.

Customer Experience Analytics/ Customer Behavior Analysis

E103

Compare speech technology and development environments for solutions on small devices.

Text-to-Speech Demonstrations

E104

Don't speculate on the greatly improved quality of text-to-speech. Check it out!

Audio Hardware Solutions

E105

Demonstrations and illustrations of how text-to-speech can be tuned and improved.

Welcome Reception (Exhibit Hall) ■ 5:00 p.m. – 7:00 p.m.



Do You *Speech* Loquendo?

With over 30 years experience at the cutting-edge of speech technology, Loquendo is the leading innovator in speech recognition and speech synthesis, providing a complete range of technologies for server, embedded, multimedia and desktop.

Loquendo's robust and accurate ASR and truly lifelike, expressive TTS are available in 18 languages and 44 voices.

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KEYNOTE: Bringing Voice to the Mobile Consumer

8:30 a.m. – 9:30 a.m. ■ Grand Ballroom, Salon A

Mike McCue, CEO & Co-Founder, Tellme Networks

Millions of people use speech technology over the telephone today, but they often view these voice services as a frustrating series of menus, and not much better than the touch-tone services they replaced. What will make voice services a valued convenience and an essential part of everyday life? How does growing mobile usage impact the evolution of voice services? Mike McCue will highlight where the opportunities for voice are expanding and where they are contracting. He will describe future services that Tellme believes will be valuable to consumers—and how some of these services are likely to come to market.

TRACK A ■ Continental Ballroom 4
**CONTACT CENTER AUTOMATION:
 DELIVERING EFFECTIVE CUSTOMER SERVICE
 WITH SPEECH APPLICATIONS**

Coffee & Networking Break (Exhibit Hall) ■ 9:30 a.m. – 10:00 a.m.

**IT Meets Telephony:
 Integrating Speech & IP Standards** A201

10:00 a.m. – 11:00 a.m.

MODERATOR: Stephanie Staton, Associate Editor, Speech Technology magazine

Telephony is rapidly moving into the Internet Protocol (IP) and Web standards world, and speech technology with it. This session discusses the integration of speech with IP telephony and Web services and with enterprise IT infrastructure.

Managing Cross-Channel Customer Experience

Wayne Lockhart, Senior Product Manager, Empirix

As organizations strive to provide cost-effective, high-quality customer service, they must manage the quality of communication and consistency of information to provide a satisfactory customer experience. Regardless of the channel chosen by the customer for an interaction, the underlying systems must consistently and accurately support that communication.

**The Future (and Present) of VoIP
 and SIP in the Contact Center**

Thomas G. Smith, Senior Manager, Verizon Business

We've all heard about the IP contact center of the future. Learn in this session how enterprises are deploying IP in their contact centers today, along with some surprising insights into the true drivers and challenges.

Bridging IT & Telephony with a Phone Application Server

Michael Codini, Chief Technology Officer, VoiceObjects

This presentation provides insight into a phone application server based on service-oriented architecture (SOA) technologies to bridge IT and telephony standards for successful voice and multimodal application deployment. Learn how to leverage tried-and-true experiences from the Internet with Web services, application servers, object-oriented service abstraction, and CRM reporting.

**Monitoring & Tuning Telephone
 Speech Applications** A202

11:15 a.m. – 12:15 p.m.

MODERATOR: Stephanie Staton, Associate Editor, Speech Technology magazine

All experts agree that speech applications should be monitored, and then tuned when problems are identified, both before and after formal deployment. This session discusses usability, analytics, and how to tune your application.

**Understanding Customer Behavior
 to Improve Tuning & Monitoring**

Marci Kirkpatrick, Project Director, AT&T

An analysis tool that clearly identifies customer behavior and experience is necessary to monitor and improve speech applications. Data should be

retrieved continuously to detect changes, understand impact, and enable deployment of precise enhancements effectively. Learn how to use this data to improve your speech applications.

Monitoring & Tuning Telephone Speech Applications

Jim Jenkins, President & CEO, IQ Services

How do you know your speech application delivers the required customer experience every time a customer contact is made? Learn how proactive end-to-end monitoring of the business solution can minimize the possibility that your customers will have a bad experience.

User Feedback Tests: What Works, What Doesn't

Rick Rappe, Vice President, Business Development, Vocal Laboratories Inc.

The only true test of the success of a speech application is user acceptance. Hear how to use caller satisfaction surveys as a tool for measuring application usability. Learn how to design a study to answer not just how a user feels about the application, but to find specifically what happened to cause the opinion and how to identify actionable options for improvement.

Luncheon Keynote

Sponsored by COVEO

Grand Ballroom, Salon A ■ 12:15 p.m. – 1:30 p.m.

**Flexible Dialogs & Natural
 Language in Customer Services** A203

1:30 p.m. – 2:30 p.m.

MODERATOR: Sara Basson, Program Director, IBM Research

Customers want the flexibility to just say what they want and get it. Natural language speech recognition and other evolving tools reduce the need for overly rigid structuring of dialogs.

Flexible Dialogs & Natural Language in Customer Service

Mark Stallings, Senior Consultant, IBM Global Business Services

In implementing "How can I help you?" there are intricacies and methodologies that should be applied for a successful project. Whether you are considering statistical language monitoring (SLM) for a new speech implementation or looking to enhance an existing directed dialog grammar, the lessons learned are equally applicable.

Natural Language Call Steering Solutions

Shamitha Somashekar, Principal VUI Consultant, Nuance Communications

With natural language call steering solutions, calls are routed more quickly and with greater accuracy than traditional applications with complex and unintuitive menu hierarchies. Since callers are encouraged to speak in their own words, companies better understand their customers' needs. See some of the benefits obtained by companies using these solutions.

Voice Hosting Options A204

2:45 p.m. – 3:45 p.m.

MODERATOR: David Myron, Editorial Director, Speech Technology magazine & CRM magazine

Voice hosting services provide a range of options, from just maintaining the speech engines and telephone system connectivity to helping develop and manage applications. Many companies find this option—typically pay as you go—to be a way to gauge the effectiveness of speech technology or to serve a short-term need without a capital investment.

Hosted Communications Solutions

George Humphrey, Director of Avaya On Demand, Avaya, Inc.

“Software as a service” is a burgeoning industry, with many businesses adopting an outsourcing model to reduce cost, risk, and management pressures. Huge strides have been made recently by providers offering hosted voice and communications applications. Find out how this delivery model can transform the way businesses operate and communicate.

Case Studies in Measuring Application Success for Hosted Speech Applications

Laura P. Grahame, Technical Manager, Message Technologies, Inc.

The success of a speech IVR application depends on its ability to efficiently automate processes and must be measured with a holistic research perspective that compares key metrics from the live agent-based system to the speech IVR system. Hear two start-to-finish case studies that analyze real comparative data to measure overall results.

Coffee & Networking Break (Exhibit Hall) ■ 3:45 p.m. – 4:15 p.m.

Contact Center Applications: Case Studies A205

4:15 p.m. – 5:15 p.m.

MODERATOR: Mark Randolph, Director, Technology & Engineering, Motorola

Hear revealing lessons learned from actual speech deployments as speakers share their experiences, both good and bad, in this real-world session.

Improving the Speech Experience through Behavioral Analytics

Judy Kohn, Project Manager, Blue Cross Blue Shield Michigan

Blue Cross Blue Shield of Michigan has been on a constant quest to achieve the IVR ROI through call containment. How do we maximize our IVR features with behavioral analytics? How do we minimize CSR-directed calls and increase utilization of the automated features? How can we make sure our customer’s needs are met once they get into the IVR system? We have tuned our systems and offered both DTMF and speech recognition but still we could not prove we were servicing our customers. Hear how we chose a tool to help us identify our points of pain and validate our successes.

Automating Redelivery for the United States Postal Service

Kristie Goss, VUI Designer, Convergys Corporation

This case study of the USPS identifies and matches customer needs to feature requirements, initial deployment goals to reduce agent handle time, and the practical application of constrained natural language understanding to improve containment and customer satisfaction.

Ticketmaster’s New Hot Ticket: Speech Self-Service

Albert Mays, Senior IVR Operations Manager, Ticketmaster

Ticketmaster has begun the process of replacing its proprietary DTMF IVR application with a new, full-service, speech-enabled application. Learn why the company decided speech self-service offers the ability to deliver a world-class telephony self-service purchasing channel to their customers.

Attendee Reception (Plaza Room) ■ 5:30 p.m. – 7:30 p.m.

Thursday Evening Reception

SpeechTEK West invites attendees with a Bronze Pass or above to a Reception held Thursday evening from 5:30 p.m. – 7:30 p.m. in the Plaza Room. Mingle with exhibitors, speakers, and conference attendees while enjoying a glass of wine and light hors d’oeuvres.

TRACK B ■ Continental Ballroom 5 SPEECH APPLICATIONS FOR REPORT CREATION & PC CONTROL

Coffee & Networking Break (Exhibit Hall) ■ 9:30 a.m. – 10:00 a.m.

Voice Search, Audio Search, & Marketing (Panel) B201

10:00 a.m. – 11:00 a.m.

MODERATOR: Bill Meisel, President, TMA Associates

Web search is generally supported by advertising. How does this model fit with voice and audio search over the telephone or on the Web? Or does the different modality call for different approaches to using it for marketing?

PANELISTS:

Don Steul, Vice President, Products & Services, Apptera
Suranga Chandratillake, Chief Technology Officer & Founder, blinkx
Steve Burns, Chief Executive Officer, MobileVoiceControl
Dan Miller, Senior Analyst, Opus Research

Automated Directory Assistance B202

11:15 a.m. – 12:15 p.m.

MODERATOR: Bill Meisel, President, TMA Associates

Directory assistance has been a very profitable service for telephone service providers. Can speech automation make it more profitable? What are the technical and business challenges?

New Business & Product Opportunities with Speech Automation in DA

Brad Schorer, Senior Vice President Marketing & Business Development, VoltDelta

Deploying Directory Assistance Automation Solutions

Krishnan Srinivasan, Principal Speech Scientist, Nuance Communications

Directory assistance has been a profitable service for telephone service providers and automation has brought many benefits to the service. Recent advances in speech, natural language search, and text-to-speech technologies, along with significant improvements in computing hardware are enabling automation solutions to cover large directories. Learn about the technical and business challenges of directory assistance automation, and see some of the advances and experiences of meeting these challenges.

Luncheon Keynote Sponsored by

Grand Ballroom, Salon A ■ 12:15 p.m. – 1:30 p.m.

Backing Up Voice Portals with Agents B203

1:30 p.m. – 2:30 p.m.

MODERATOR: David Myron, Editorial Director, Speech Technology magazine & CRM magazine

Searching with a voice request can be backed up by agents operating in the background, listening to the caller response as a recording, and responding with typed responses or choosing from menus—who never speak to the caller. Such backup makes speech recognition seem more accurate, and agents are more efficient.

Metrics for Partial-Call Automation

Lizanne Kaiser, Customer Experience Designer, Genesys Telecommunications Laboratories, Inc.

Success metrics have far-reaching consequences throughout project life cycles, ultimately affecting customer experience and ROI. Call containment encourages designs that lock callers into “IVR jail” and brings on a groundswell of consumer backlash. Moreover, certain calls absolutely require human intervention. Hear about more suitable metrics for partial-call automation based on actual projects.

Leveraging Automation for Agent Efficiencies**Kari Bittner**, Director, Strategic Marketing, VoltDelta Resources, LLC

How do you make voice portals work at a higher automation rate than existing automation technology provides? With the proper development of applications and by using technology with operator backup, self-service applications can reach successful transaction conclusions nearly all the time and boost call center productivity.

Advertising and the Telephone**B204**

2:45 p.m. – 3:45 p.m.

MODERATOR: **Bill Meisel**, President, TMA Associates

Speech and the telephone allow a rapid dialog, unlike any other way of interacting with a potential customer. Speech recognition and text-to-speech synthesis make it cost-effective to use this feature in marketing. This distinction opens new advertising opportunities, but we are still learning what callers will tolerate.

The New Era: Advertising over Mobile Phones Using Voice Automation**Randy Haldeman**, Vice President Marketing, Aptera

This killer application for speech technology offers the ability to increase revenue. Learn how to use this new technology internally or how your marketing team can leverage it to advertise your products and services. Several real-world examples will be shown demonstrating cutting-edge techniques in call-based advertising for retail, directory assistance, and ticketing applications.

Conversational Advertising – New Services and Revenue Models for the Mobile Mob**Dan Miller**, Senior Analyst, Opus Research

1-800-Free411 proves that callers will listen to a 20-second promotional message to save a buck on Directory Assistance. In this session, a long-time specialist in conversational access technologies will delve into other types of advertising and direct promotion made possible by the combination of automated speech, location-awareness, and advanced call routing.

Coffee & Networking Break (Exhibit Hall) ■ 3:45 p.m. – 4:15 p.m.**The Role of the Telephone in Marketing & Sales****B205**

4:15 p.m. – 5:15 p.m.

MODERATOR: **Marketta Silvera**, CEO and President, Aptera

The telephone is already a sales channel, often supported by agents. How can speech technology support branding and sales in a telephony environment?

Improving Customer Loyalty: The Customer Experience**Robyn Cobb**, Director, Marketing Shared Services, Premiere Global Services

Customer satisfaction doesn't equal loyalty. Consumers want information through preferred channels without delay. Creating a customer experience across channels and personalizing that experience can lead to more purchases and increased loyalty. Learn how to communicate with customers on their terms quickly and easily, and up and cross-sell without bombarding customers.

Advertising in Telephone Speech Applications**Bill Meisel**, President, TMA Associates

Ads can provide revenue for a telephone service or even be part of a call center experience but will be greeted with resistance if not done properly. Learn about approaches to advertising on telephones and mobile devices that are being tested and how to make the most of dialog in marketing.

Attendee Reception (Plaza Room) ■ 5:30 p.m. – 7:30 p.m.TRACK C ■ Continental Ballroom 6
SPEECH APPLICATIONS FOR SPECIFIC PLATFORMS & NEEDS**Coffee & Networking Break** (Exhibit Hall) ■ 9:30 a.m. – 10:00 a.m.**Unified Communications: The Risks and the Payoff (Panel)****C201**

10:00 a.m. – 11:00 a.m.

MODERATOR: **Daniel Hong**, Lead Analyst, Datamonitor

Unified messaging and unified communications make possible the integration of the telephone with other modes of communication, such as e-mail, fax, and instant messaging. In fact, it adds so many features, it's almost impossible to use without a manual—or a speech interface.

PANELISTS:

Hardy Myers, President & Chief Executive Officer, Applied Voice & Speech Technologies**Albert Kooiman**, Senior Business Development Manager, Microsoft**Tim Moynihan**, Vice President, Marketing, Envoy Worldwide**Speech Features in Unified Communications****C202**

11:15 a.m. – 12:15 p.m.

MODERATOR: **Ri Pierce-Grove**, Associate Analyst, Technology, Datamonitor

Text-to-speech technology can allow e-mail access over the telephone, and speech recognition can allow other features such as making a connection by saying a name. But a speech interface can also support many more complex unified communications applications that can create new, effective business processes.

Speech-Enabled Unified Communications Applications for the Enterprise**Todd Tatum**, Product Line Manager, Cisco

Speech-enabled unified communications systems will change enterprise business processes sooner than many think. Applications will evolve well beyond basic speech-enabled auto-attendant and calendar access and into custom-developed, productivity boosting applications that are integrated into daily business workflow. This session provides insight into real-world, speech-enabled applications that are coming soon.

Speech Features in Unified Communications**Jamie Stark**, Voice Technical Specialist, Microsoft

This presentation includes discussion and demonstration of speech technologies and applications included in Microsoft's Unified Communications stack. See how these technologies can make a difference in your organization through cost savings and caller satisfaction.

Luncheon Keynote Sponsored by 

Grand Ballroom, Salon A ■ 12:15 p.m. – 1:30 p.m.

Personal Assistant Services & Voice Portals**C203**

1:30 p.m. – 2:30 p.m.

MODERATOR: **Ri Pierce-Grove**, Associate Analyst, Technology, Datamonitor

Who said the days of having a personal assistant are history? Automated electronic assistant services can always be available by phone to help with communications and provide information, conversing with you using speech technology. They won't make coffee, but they'll find you the nearest coffee shop.

Speech-Enabled Virtual Assistants for Mobile People**Bachir Halimi**, President, EXCENDIA

As businesspeople, we've become very dependent on our desktop environments to manage our day-to-day activities. But what happens when we are on the road traveling or visiting customers? Mobile devices such as the Blackberry help us stay in touch with our customers but are useless when

we are driving. Learn how speech-enabled virtual assistants can provide true mobility and exceptional freedom.

Voice & Video Portals & ASR

Piyush Modi, Senior Vice President, Engineering, IP Unity

Interactive voice and video portals are increasing as subscribers look for easier ways to interface with Web-based information. Hear how carriers and vendors are using generic speech-enabled and ASR resources to create new services and new functions for voice and video portals. See case studies where voice enhances other applications such as auto attendants and video navigation and hear how carriers are leveraging IMS functions to put new ASR solutions together.

Information Services for Consumers

C204

2:45 p.m. – 3:45 p.m.

MODERATOR: **Daniel Hong**, Lead Analyst, Datamonitor

Getting information on the go is an option that appeals to today's consumers, who are becoming accustomed to being always "connected." Learn what service providers can do to meet this need and profit from it.

Information Services for Consumers via Speech & Live Video

Valentine Matula, Director, Multimedia Research, Avaya Inc.

Consumers today can use live, two-way video on 3G cellphones, broadband/DSL videophones, and personal computers. Learn how speech applications can deliver information more quickly to callers using live video in the form of menus, product pictures, video clips, and commercials. See applications for travel, retail, and healthcare, as well as enhancements using location information.

Speech & Convergence Phenomenon

Masoud Loghmani, Chief Technology Officer, LogicTree

Information service providers face the challenge of maintaining the consumer's mind share in the evolving converged networks. Established players face obsolescence at the hands of the likes of Google. IMS promises open standards for services across converged networks. Learn how stakeholders can use speech and multimodal interfaces in the battle for consumer mind share.

Coffee & Networking Break (Exhibit Hall) ■ 3:45 p.m. – 4:15 p.m.

Microphone Integration

C205

4:15 p.m. – 5:15 p.m.

MODERATOR: **Tom Schalk**, Vice President, Voice Technology, ATX Group

Speech recognition in a mobile or automotive environment creates challenges due to background noise and variability in the location of the microphone. Hear about the ultrawide band bluetooth and the latest trends in microphone technology.

Exploring the Integration of Bluetooth with Ultra Wide Band

Thomas Houy, President & CEO, Houy Communications

Wireless technology continues to expand into new solutions. The traditional use of Bluetooth technology to connect devices such as mobile phones and hands-free kits does not require the same heavy data rates for home, navigation, and audio and video streaming devices. This presentation explores what a 400-Mbs bandwidth does in high-end ASR solutions.

Small Array Microphone Integration for Mobile Devices

Hans Wang, Vice President, Marketing, Fortemedia

What are the latest trends in microphone technology? What role will microphone(s) play in mobile devices? How to solve the problem of "garbage in, garbage out" in mobile, noisy environments? Learn about small array microphone (SAM) technology and the best practices in integrating SAM into wearable, voice-controlled communication devices.

Attendee Reception (Plaza Room) ■ 5:30 p.m. – 7:30 p.m.

TRACK D ■ Imperial Ballroom A TECHNOLOGY FOR CREATING & DELIVERING SPEECH SOLUTIONS

Sponsored by



Coffee & Networking Break (Exhibit Hall) ■ 9:30 a.m. – 10:00 a.m.

Voice User Interface Design: Best Practices

D201

10:00 a.m. – 11:00 a.m.

MODERATOR: **Moshe Yudkowsky**, President, Disaggregate

If we had to learn the best way to do something over again with each application, it would be difficult to use experience and to train new VUI designers. The best practices that almost always work should be a starting point for any design.

VUID Tools: Designing Ease of Mind

Matt Shomphe, Senior Developer, Speech Applications, Countrywide Home Loans

This presentation discusses a specific set of custom Visio shapes as well as Visual Basic scripts for working with those shapes that allow for the call-flow to be the single source of VUI data (prompt names, prompt text, etc.) and a common "language" of shapes for VUIDs.

Use of Examples in Designing Prompts for Natural Language Systems

Frederick Parkinson, Project Manager, User Interface Designer, & **Deborah Rapsinski**, Senior User Interface Design Engineer, Nuance Communications

This presentation shows best practices for designing prompts for natural language systems with particular attention to the use of examples. See evidence from usability studies and production data that shows that these best practices lead to higher caller satisfaction and utterances more likely to be handled by the recognizer.

Voice Controls on PCs & Mobile Devices

D202

11:15 a.m. – 12:15 p.m.

MODERATOR: **Moshe Yudkowsky**, President, Disaggregate

The graphical user interface has dominated PC applications for many years, but it is becoming overburdened and mimicked on small devices that don't support it well. Menus, dialog boxes, clicking through many Web pages—all have begun to resemble a badly designed touch-tone interactive voice

Luncheon Keynote

Sponsored by **COVEO™**

Rich Media in the Enterprise



12:15 p.m. – 1:30 p.m. ■ Grand Ballroom, Salon A

Laurent Simoneau, CEO, Coveo

The question is no longer whether rich media (video, audio, podcasts, etc.) will move to the enterprise, but how to strategically make rich media useful to all stakeholders both inside and outside of the organization. Speech content in rich media presents unique integration challenges across the organization, prompting organizational, and IT-related questions from "How do we harness voice messages to meet compliance regulations?" to "How can users access training podcasts on our intranet or internal collaboration platform?"

As a single point of access to corporate knowledge, enterprise search is the only application that allows organizational consumers to leverage the speech content of rich media. Accessing rich media requires new levels of accuracy, scalability, and reliability that go far beyond that of searching standard enterprise content. Laurent will share Coveo's unprecedented and innovative approach to access rich media content in the enterprise and beyond.

response (IVR) system. As with IVRs, speech technology may be the answer to this problem.

Voice Interface for the PC & Mobile Device

Sally Shan Li, Vice President, Marketing, MVOX Technologies, Inc.

This presentation discusses and compares the next-generation voice interface technologies that are driven by new killer applications from PC and mobile industries, with a focus on the speech and voice command recognition.

Using Speech to Speed & Streamline Desktop Computing

Kimberly Patch, President, Redstart Systems, Inc.

The way we use and accommodate computers has been heavily shaped by the keyboard and mouse. However, speech input is potentially much more efficient than either of these. Learn how to unleash this potential and see a demonstration.

Luncheon Keynote Sponsored by 

Grand Ballroom, Salon A ■ 12:15 p.m. – 1:30 p.m.

Multimodal Speech Applications

D203

1:30 p.m. – 2:30 p.m.

MODERATOR: **Moshe Yudkowsky**, President, Disaggregate

Speech technology can be augmented by other modes of communication, such as text, if the device allows. If not done properly, mixing modes can be confusing to the user. This session discusses a number of approaches to making multimodal applications work effectively.

Loosely & Tightly-Coupled Multimodal Applications

James Barnett, Technical Director, Aspect Software

Many multimodal applications feature a tight coupling of the different modalities so that they operate in a tightly synchronized manner, sharing focus and flow of control. However, it is also possible to build loosely coupled multimodal applications in which the different modalities work more independently. A member of the W3C's Multimodal Working Group explores these two application styles and shows how the architecture that the MMI Group is developing can support both.

The Prime Voting System: Multimodality & Politics

Juan Gilbert, TSYS Distinguished Associate Professor, Auburn University

Prime III is a secure, easy-to-use, multimodal electronic voting system. The Prime III system has an integrated automatic speech recognition (ASR) system that can be accessed through a headset and a touch-screen monitor. Voters that can't see; hear; read; or have a physical disability, i.e., arthritis, can still vote. See and hear how the system works.

Speech and Multimodal Standards

D204

2:45 p.m. – 3:45 p.m.

MODERATOR: **Moshe Yudkowsky**, President, Disaggregate

The W3C is extending speech standards beyond VoiceXML and other existing speech standards. The new standards are designed to support modeling dialogs at a higher level and multimodal applications. This session describes two such W3C efforts.

Speech & Multimodal Standards

James Larson, Vice President, Larson Technical Services

VoiceXML and its related W3C Speech Interface Framework Languages are widely used to implement speech-only applications. How do SALT, X+V, and the forthcoming W3C multimodal architecture re-use these languages for specifying multimodal applications? What new languages are needed to develop multimodal applications?

A Standard Metalanguage for Voice Applications

Ian Sutherland, Consulting Member of Technical Staff, Oracle USA, Inc.

To make VoiceXML applications portable and easier to develop, the VoiceXML Forum is developing a metalanguage for writing speech applications whose VoiceXML is generated by an application server that interacts with backend systems such as databases. This presentation gives an overview of the current metalanguage specification and how it fits into speech platform architectures

Coffee & Networking Break (Exhibit Hall) ■ 3:45 p.m. – 4:15 p.m.

Developments in Speech Technology & Standards

D205

4:15 p.m. – 5:15 p.m.

MODERATOR: **Moshe Yudkowsky**, President, Disaggregate

VoiceXML has been a successful standard. This session describes other standards that are also gaining wide acceptance.

Integrating Host Media Processing into your Speech Applications

Bill Bryant, Director of Marketing, Dialogic Corp.

Hear how host media processing (HMP) enables speech recognition in IP-based telephone systems. HMP requires no specialized DSP hardware, allows for integration of third-party speech recognition software, and enables an intelligently planned migration path from PSTN to IP.

The Standard that Ends Proprietary, Low-Level Speech APIs

Daniel Burnett, Speech Standards Lead Engineer, Nuance Communications

Why another speech standard? Isn't VoiceXML good enough? In this whirlwind tour, you'll learn about the IETF's Media Resource Control Protocol and its relationship to VoiceXML and VoIP, what the protocol does, some details of its use, and how to find out more or get involved yourself.

How to Use Grammars in a More Flexible Way

Paolo Baggia, Director of Standardization, Loquendo

Most of today's speech applications lack flexibility and fail to exploit the full potential of speech grammars. Learn about more flexible use of speech grammars, without adopting SLM, but rather by making full use of the garbage rule of SRGS grammars.

Attendee Reception (Plaza Room) ■ 5:30 p.m. – 7:30 p.m.

TRACK E ■ Imperial Ballroom B
SOLUTIONS SHOWCASE

See the on-site addendum for details about these sessions and speakers.

Coffee & Networking Break (Exhibit Hall) ■ 9:30 a.m. – 10:00 a.m.

The Benefits of IP in Your Contact Center

E201

Developing good speech applications is a challenge. Good tools, such as the ones demonstrated in this session, can make applications better and their development easier.

Development Tools: Features & Demos

E202

More demos of what vendors offer to aid speech application development.

Telephone Speech Application Delivery Platforms

E203

Telephone speech application delivery platforms are critical in supporting effective applications responsively and economically. How do these platforms differ? Find out from the vendors in this session.

Speech Delivery Environments

E204

Most speech application delivery environments support integrated development environments or third-party products. Learn how delivery platforms interact with development tools.

Dictation Solutions

E205

Cancelled

Speech Technologies Have Evolved.



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Speech
TECHNOLOGY

KEYNOTE—Speech Leads the Way: The New Frontier in Service Automation

8:30 a.m. – 9:30 a.m. ■ Grand Ballroom, Salon A

Jeffrey Rayport, *Chairman, Marketspace LLC, and Former Professor, Harvard Business School*

Automation has come to services. After waves of automation in agriculture, manufacturing, and data processing brought outside productivity gains, economists argued it could never happen in services. Why? Because, they said, there was a unique “human factor” dependency in services. Today, smart technology, linked to intelligent networks, has become sufficiently advanced to defy that prediction. While human beings remain critical in some service situations, technology can outperform people in many others.

Nowhere is this unfolding story more compelling than in speech automation, where virtual assistants are serving customers in ways that already are creating more satisfying customer relationships. But the frontier of service automation is shifting, and speech must lead the way. No longer is it enough to deploy automation to deliver functional efficiency and effectiveness. It's crucial to design systems that appeal to customers on emotional dimensions and to build bonds between companies and customers that express their brands and build lasting relationships. It's what great service people do, and technology today can do it, too. It's now just a question of how.

TRACK A ■ Continental Ballroom 4
**CONTACT CENTER AUTOMATION:
 DELIVERING EFFECTIVE CUSTOMER SERVICE
 WITH SPEECH APPLICATIONS**

Coffee & Networking Break (Exhibit Hall) ■ 9:30 a.m. – 10:15 a.m.

Contact Center Deployment Options

A301

10:15 a.m. – 11:15 a.m.

MODERATOR: Stephanie Staton, *Associate Editor, Speech Technology magazine*

Speakers in this session describe various ways to deploy speech recognition applications, ranging from open-source platforms to custom, large-scale applications. Learn what you need to know about your options.

Human Digital Assistant Revolutionizes Web C.C.

Andrew McInnes, *Vice President, Worldwide Sales & Marketing, H-Care*
Rosanna Duce, *Vice President, Sales and Marketing, Loquendo*

The customer case study describes the automated customer care adopted by Italy's foremost telco, which adopted a highly intelligent, humanlike digital assistant that understands, speaks, and reacts in real time. The digital assistant integrates with telco's existing systems to deliver 24/7 assistance in a wide range of self-service functions, including billing analysis, targeted promotions, and complaints management.

Speech Recognition: The Small to Midsize Market

Gerd Graumann, *Director of Business Development, LumenVox*

This presentation discusses the emergence of viable speech recognition solutions and the opportunity for small to mid-sized companies, contact centers, and others which were previously priced out of the market to take advantage of the power of speech.

**Turning Audio Search & Speech Analytics
 into Business Intelligence**

A302

11:30 a.m. – 12:30 p.m.

MODERATOR: Stephanie Staton, *Associate Editor, Speech Technology magazine*

Speech recognition technology can be used to convert recorded calls into a form that can be searched for keywords or phrases. The basic search technology can be augmented with analytic software that detects specific problems, marketing/competitive issues, or business intelligence that triggers further examination.

Speech Analytics ROI: Uncovering Key Business Intelligence

Cliff LaCoursiere, *Senior Vice President, Business Development, CallMiner*
 Learn how speech analytics applications can provide valuable insights into why customers may be dissatisfied with a company's products or services. Armed with this information, companies can proactively reach out to these customers with programs to increase satisfaction and retain them as loyal customers.

**Turning Audio Search & Speech
 Analytics Into Business Intelligence**

Brian Spraez, *Senior Product Marketing Manager, NICE Systems*

The concept of using speech technology to analyze recorded interactions is well-established; however, does it work in practice? This session uses examples of deployments to show the benefits are real and substantial. Attendees will see how businesses have improved customer satisfaction, reduced potential liabilities, and increased revenues by extracting and analyzing the information in recorded conversations.

Attendee Luncheon (Exhibit Hall) ■ 12:30 p.m. – 2:00 p.m.

Mixing Automation & Agents Effectively

A303

2:00 p.m. – 3:00 p.m.

MODERATOR: David Myron, *Editorial Director, Speech Technology magazine & CRM magazine*

Many telephone speech applications are backed up by agents when the application experiences problems or the caller asks for a real person. Hear how to go farther and more tightly integrate speech technology and agents to make both more effective.

Effectively Mixing Automation & Agents

Roxanne Burkey, *Senior Solutions Architect, Nortel*

Learn how to effectively blend automated speech technologies and staff resources through practical and applied functions. A customer's experience determines their “effectiveness perception” for conducting business with you. The “effectiveness perception” can be used to measure and ensure long-term customer loyalty while maximizing correct utilization of your technical and staff resources.

Customer Call Centers: Increasing Capacity, Completion Rates & Satisfaction

Gilad Odinak, *Chief Executive Officer, Spoken Communications*

This session will introduce a call center application that allows call center agents to handle as many as four calls at once and blends live agents and speech technology in a way that guarantees callers have a successful automated experience.

TRACK B ■ Continental Ballroom 5
**SPEECH APPLICATIONS FOR
 REPORT CREATION & PC CONTROL**

Coffee & Networking Break (Exhibit Hall) ■ 9:30 a.m. – 10:15 a.m.

Dictation & Report Creation

B301

10:15 a.m. – 11:15 a.m.

MODERATOR: Sara Basson, *Program Director, IBM*

In specialties such as healthcare, dictating reports is the rule, and speech recognition is becoming an effective way to reduce costs and make reports available more quickly. Will the high accuracy of today's large-vocabulary

speech recognition technology make it a pervasive productivity tool beyond specialized areas?

Improving Automated Dictation Using Semantic Knowledge

Klaus Stanglmayr, Strategic Product Marketing Manager, Philips Speech Recognition Systems

Current speech recognition systems aim at literal transcriptions of dictation. However, due to the inherent differences between spoken and written language, even experienced authors cannot formulate their words in the exact form required for a written document. As a result, utterances must be expanded, restructured, or reformulated to achieve the desired written form. Learn how the use of semantic knowledge can improve dictation.

Speech Recognition & Narrative Documentation for Healthcare

Don Fallati, Senior Advisor, Dictaphone

While structured documentation is valuable, physicians prefer the detail and comprehensiveness that narrative dictation permits. Learn the updated status of healthcare speech recognition and its role, along with natural language processing, in transforming the transcription process while preserving the value of narrative and promoting adoption of EMR documentation.

PC Speech Applications

B302

11:30 a.m. – 12:30 p.m.

MODERATOR: **Leonard Klie**, Senior Editor, Speech Technology magazine

Dictation isn't the only application for speech technology on PCs. As the graphical user interface (GUI) gets more cluttered, VUI can assist with navigation, finding features, and providing help. It also supports many specialized PC applications.

How Speech Recognition Has Revolutionized a Profession

Jennifer Smith, President, National Verbatim Reporters Association

For a profession that has been predominately filled by stenotype reporters, speech recognition has now enabled voice writers to emerge at the forefront of their field. With the speed and accuracy of the newest speech recognition technologies, new career opportunities have opened up for court reporters using voice technology.

How to Avoid the "Heavy Lifting" in Speech-Enabling Enterprise Applications

Robert Bova, President & Chief Executive Officer, Vanguard Voice Systems, Inc.

Designing speech-enabling enterprise applications for the PC or any hardware device can be a laborious task. Learn how months of development, thousands of lines of proprietary code, and limited functionality can be avoided with a new methodology that can deliver applications faster while ensuring maximum voice quality and data accuracy.

Attendee Luncheon (Exhibit Hall) ■ 12:30 p.m. – 2:00 p.m.

Making PCs & Speech Communications More Accessible

B303

2:00 p.m. – 3:00 p.m.

MODERATOR: **John Oberteuffer**, Chairman Advisory Committee, Fonix Corporation

Persons with hearing loss or visual impairment can find telephones and PCs difficult to use. Both speech recognition and text-to-speech synthesis can make these devices more accessible, with the bonus that all users get more options.

Enable the Possibilities

Chad Theriot, Chief Executive Officer, AudioScribe Corp.

The use of streaming text, synchronized with audio and video, enables full, rich media content via Webcasts and podcasts in real time. This revolutionary and easy-to-use technology enables the hearing-impaired to understand and enjoy audio and video captures by providing them with the ability to read the streaming text in real time.

VUI Considerations for Older Demographics

Caroline Leathem, Product Marketing, Fluency Voice Technology

A major concern of customers looking to invest in speech applications is how older callers will cope with an automated speech service and what implications this will have on caller satisfaction and transaction success rate. This presentation discusses how a well-designed dialog can ensure that older users are successful in their interactions.

TRACK C ■ Continental Ballroom 6 SPEECH APPLICATIONS FOR SPECIFIC PLATFORMS & NEEDS

Coffee & Networking Break (Exhibit Hall) ■ 9:30 a.m. – 10:15 a.m.

Creating a Multimodal Interface

C301

10:15 a.m. – 11:15 a.m.

MODERATOR: **Bill Scholz**, President, AVIOS

When a device with a microphone also has a screen and ways of interacting with information on the screen, it sometimes pays to use that multimodal capability to make a speech application more effective. This session discusses ways of supporting multimodal interaction and user interface considerations.

Creating a Multimodal Interface

Igor Jablov, CEO, Yap

This presentation shares real customer deployments of standards-based multimodal solutions and discusses where it makes sense to use these blended interfaces and how to get started.

Multi-Channel Service Delivery: Voice, Video, Text, & Mobile Web

Michael Codini, Chief Technical Officer, VoiceObjects

Learn how self-service applications become more effective by deploying them across multiple phone channels. See live demonstrations of phone applications that can be accessed via voice, video, text, and mobileWeb user interfaces, and understand how the video channel represents a compelling technology for multimodal user interface deployment.

Innovative Speech Applications

C302

11:30 a.m. – 12:30 p.m.

MODERATOR: **Patti Price**, Principal, PPRICE Speech and Language

Speech can be used in a number of ways, some particularly creative or technically challenging. This session describes unusual applications that may suggest other innovations to attendees.

Focus On

SPEECH IN ADVERTISING, SALES & MARKETING

Create your own specialized conference by attending these sessions on this topic.

- B102** Business Directories & Advertising
- B201** Voice Search, Audio Search, & Marketing
- B204** Advertising & the Telephone
- B205** The Role of the Telephone in Marketing & Sales
- A302** Turning Audio Search & Speech Analytics into Business Intelligence

**Speech-to-Speech Translation:
A New Direction for the Speech Industry**

Mark Seligman, President, Spoken Translation, Inc.

Speech translation systems are now becoming ready for practical use, and user participation is the key. Hear about the history and commercial prospects of this technology, with a focus on the speech industry, and see a demonstration.

Natural Language Using Finite State Grammars

David Claiborn, VUI Designer

Natural language dialog modeling is the future of VUI design. A popular myth in the speech industry is: "You need an SLM to support natural language." While statistical language modeling (SLM) is powerful and cutting edge, advanced finite state grammar techniques can be used to support robust natural language systems with comparable results and drastically reduced costs.

Attendee Luncheon (Exhibit Hall) ■ 12:30 p.m. – 2:00 p.m.

Specialized Applications for Specialized Needs

C303

2:00 p.m. – 3:00 p.m.

Moderator: Patti Price, Principal, PPRICE Speech and Language

Making a device more usable for people who can't use conventional keypads or who can't see a screen makes it more usable for everyone. This session discusses methods for achieving increased accessibility.

Accessible Database Applications

RJ Sharp, President, InquireTec Software


Millions of working-age adults could benefit from using accessible technology. When considering a typical database application, how can speech assist with navigating tables, searching and selecting records, running reports, and performing data entry? This session suggests techniques and demonstrates a database with an assistive conversational interface.

Emerging Trends in Captioning and Transcription

Sara Basson, Program Director, IBM Research

Transcription of audio material provides advantages for many users. It creates an opportunity to mine for particular concepts and it provides access for users who prefer text over audio. Now, providing an accessible option is not simply a nice option to have, it is also a compliance imperative. The need for efficient mechanisms to caption and transcribe audio is rising with the increased distribution of Webcasts, podcasts, and other broadcast media. This presentation focuses on several cost-effective solutions to transcription needs.

TRACK D ■ Imperial Ballroom A
TECHNOLOGY FOR CREATING & DELIVERING SPEECH SOLUTIONS

Sponsored by 

Coffee & Networking Break (Exhibit Hall) ■ 9:30 a.m. – 10:15 a.m.

Multilingual & International Speech Applications (Panel)

D301

10:15 a.m. – 11:15 a.m.

Moderator: Matt Yuschik, Human Factors Specialist, Convergys Corp.

Developing a speech application is obviously language-dependent. This panel discusses the degree to which speech technology is being accepted internationally and applications that support more than one language.

PANELISTS:

Sue Ellen Reager, Chief Executive Officer, @International Services

Nixon Patel, Chief Executive Officer, Bhrigus Inc.

Prabha Sundaram, Speech Solutions Specialist, Nortel

Rich Garrett, Principal, Reflex Consulting

Edgar Leon, Speech Technologist, West Interactive Corp.

Innovative Speech Applications & Technology **D302**

11:30 a.m. – 12:30 p.m.

Moderator: Matt Yuschik, Human Factors Specialist, Convergys Corp. Speech recognition can be effective in unexpected places such as the International Space Station and fighter planes. And it can inspire some unusual applications beyond challenging environments, as this session shows.

A Speech Recognition System for the Tactical Fighter Environment

David Williamson, Senior Crew Systems Engineer, USAF

This paper discusses the design and evaluation of a ruggedized speech recognition system installed on the Variable stability In-flight Simulator Test Aircraft (VISTA) NF-16. A single-board computer hosting Stanford Research Institute's Dynaspeak speech recognition system was integrated into a ruggedized, custom-built enclosure and installed on VISTA to support a series of flight tests at Edwards AFB. The primary goal of the evaluation was to determine the recognition accuracy of the system under varying noise, g-loading, and native and non-native English conditions.

Ten Innovative Applications of Speech Technology

Deborah Dahl, Principal, Conversational Technologies

Creative entrepreneurs are applying speech recognition and text-to-speech in many imaginative ways to develop applications that would not be possible without speech. This presentation describes 10 innovative, one-of-a-kind speech applications in a range of areas, including applications for elderly and disabled users, assistive technology, multimodal and mobile applications, and educational applications.

Attendee Luncheon (Exhibit Hall) ■ 12:30 p.m. – 2:00 p.m.

Speaker Verification

D303

2:00 p.m. – 3:00 p.m.

Moderator: Matt Yuschik, Human Factors Specialist, Convergys Corp.

Speaker verification and recognition is at an earlier stage of market development than speech recognition, but it provides an inexpensive biometric means for authenticating a user that can even be used over the telephone. This session discusses how well the technology works and how application design can make it work better.

Trends in Speaker Authentication

Judith Markowitz, President, J. Markowitz, Consultants

The marketplace is beginning to recognize that speaker authentication provides more reliable security than passwords and PINs and that, globally, end users view it as the most acceptable biometric. This presentation addresses trends in deployments and discusses some drivers behind the growing market demand.

Focus On

DIALOG & USER INTERFACE DESIGN

Create your own specialized conference by attending these sessions on this topic.

D103 Voice User Interface Design Insights

D201 VUI Design: Best Practices

A203 Flexible Dialogs & Natural Language in Custom Service

E301 Contrarian Views in VUI Design

E302 VUI Design & Usability

E303 Special Topics in VUI Design

STKU 2 User-Focused VUI Design

Recent Trends & Deployments of Speaker Verification

Ariel Freidenberg, Vice President, Sales & Business Development, Persay Ltd.
Usage of biometric speaker verification is growing. The financial market is the main market leading the trend. Hear about some recent experiences with challenging deployments in the financial, healthcare, and telco markets during 2006. Attendees get a firsthand understanding of the market's recent trends and some real insights about the actual deployment process.

TRACK E ■ Imperial Ballroom B VOICE USER INTERFACE (VUI) DESIGN

Coffee & Networking Break (Exhibit Hall) ■ 9:30 a.m. – 10:15 a.m.

Contrarian Views in VUI Design

E301

10:15 a.m. – 11:15 a.m.

MODERATOR: Mike Cohen, Manager, Speech Technology Group, Google
Conventional wisdom may not apply in all cases. This session brings up some assumptions that designers and managers should not make.

A Few of Speech Recognition's Greatest Blunders

David Thomson, Chief Technology Officer, SpeechPhone LLC
With so many human, business, and technology variables involved in deploying live services, it is easy to miss details or fail to predict user behavior. This presentation shares a dozen or so glitches encountered by different vendors and customers and relates the cost of the mistakes.

Difficult Decision Issues

Erin Smith, Staff UI Designer, Intervoice
In today's speech world, the basic design standards have been set and work well. However, along with these standards, there is the gray area which can be a struggle to make work and work well. This presentation discusses the new level of standards and how you can use the more complicated design issues to make your system great.

Conversational Voice:

You're a Human Being, So Talk Like One

Tom Freeman, Senior Vice President, Marketing, VoiceBox Technologies
Where is the immediate accessibility and "normal" human machine interface we've been promised since we were kids? We're getting closer when users can invoke conversational voice technology. Learn the four key elements of designing a conversational voice interface.

VUI Design & Usability

E302

11:30 a.m. – 12:30 p.m.

MODERATOR: Mike Cohen, Manager, Speech Technology Group, Google
Usability is an objective of VUI design, but it has to be more than a subjective ideal. One approach is formal testing for usability. Another is using components that have been broadly tested and tuned in other deployments.

Creating a Standard Set of Open Source Grammars

David Thomson, Chief Technology Officer, SpeechPhone
The VoiceXML Forum Tools Committee is developing a set of open source grammars for speech recognition. Based on standards SRGS and SISR, these grammars will speed application design and help create a consistent user interface across vendors. This presentation outlines the project status and reviews grammars completed or under construction.

Breaking Through the Mystique of Usability Testing

Nandini Stocker, Manager, Speech Application Delivery, TuVox Inc.
This session focuses on managing the creative tension between business and VUI design stakeholders in the usability testing process. While business sponsors often want the testing process to simply validate their business case, VUI designers see it as a vital opportunity to validate design approaches and discover problems before implementation.

Call Design for Real People

Jim Milroy, Manager, Professional Services, West Interactive Corp.
Learn how to design effective and customer-friendly call flows, dialogs, and personas for customers. Hear about writing styles, usability and WOZ testing, persona definition, and audio recording techniques. See customer usability testing video clips.

Attendee Luncheon (Exhibit Hall) ■ 12:30 p.m. – 2:00 p.m.

Special Topics in VUI Design

E303

2:00 p.m. – 3:00 p.m.

MODERATOR: Mike Cohen, Manager, Speech Technology Group, Google
How do humans want to speak to machines? It's an endlessly deep and interesting topic, and understanding man-to-machine dialog is in its early stages. This session discusses some of the issues and challenges.

How to Enrich Speech Applications

Caroline Henton, Founder, Chief Technology Officer, Talknowledgy
In speech applications, pronunciations need modifying. Phonetic intervention is valuable when there is language mixture, for example, when announcing film/song titles or reading the news. This presentation discusses why, when, and where pronunciations require change, illustrates how this is achieved now, and looks at some future possibilities.

Making Your Grammars Work Harder

Jenni McKenzie, VUI Designer, Travelocity
Travelocity recently revamped its 6-year old speech IVR. This is a case study of how Travelocity made its grammars work harder, putting more logic in the grammar and less in the code, and talks about weighting for expected answers, utilizing patterns, and knowing what to recognize and discard.

CLOSING KEYNOTE

Wha'd You Say? Speech Applications & Technology Yesterday, Today, & Tomorrow

3:15 p.m. – 4:00 p.m. ■ Continental Ballroom 5

HOST: Bill Scholz, President, AVIOS
Tom Schalk, Vice President, Voice Technology, ATX Group & **Bill Meisel**, President, TMA Associates

This fast-paced and entertaining closing session gives an overview of where speech recognition has been, what it is being used for today, and where it will be tomorrow, with a bit of humor spliced in here and there. Produced by people long experienced in the speech industry, the AVIOS board and members, this is the real thing, not the naïve, "Isn't speech magic?" or, "Speech doesn't compete with people yet" clichés that you hear from the popular media. You will learn about some of the key market and technical issues facing the industry today, and hear examples and commentary, both live and video. Wrap up your conference experience by enjoying these insights and perspectives—and having a few laughs.

 Produced and organized by Applied Voice Input Output Society

All courses are located in Continental Ballroom 1, 2 & 3.

SpeechTEK University courses are in-depth, focused, 3-hour seminars on topics of special interest to speech technology and information technology professionals. Taught by experienced instructors, STK University courses offer a structured learning experience. If you are considering deploying a speech application or looking to increase your knowledgebase in one of these key areas, be sure to attend a SpeechTEK University course. No extra fee is required.

Developing Applications Using VoiceXML

STKU 1

Wednesday, 10:00 a.m. – 1:00 p.m.



INSTRUCTOR:

Ken Rehor, *VoiceXML Forum*

This practical tutorial on how to develop speech applications using VoiceXML will cover the following topics, using simple code examples:

- “Voice Web” application architecture
- Components of a voice Web application
- W3C speech interface framework: VoiceXML, SRGS, SSML and CCXML
- VoiceXML language structure and execution model
- Form Interpretation Algorithm
- Application design techniques, including static documents, dynamically generated VoiceXML, AJAX, and VoiceXML 2.1
- Performance considerations
- VoIP and VoiceXML
- New applications, including multimodal, video, speaker biometrics

Ken Rehor is an internationally recognized leader in the speech/telecom industry and a co-inventor of voice-enabled Web architecture and technology, including VoiceXML. He is an engineering and executive consultant specializing in VoiceXML/CCXML, VoIP, multimodal and voice application network architecture. Previously, Ken was a member of the Bell Labs research team at Lucent and he holds seven U.S. and international patents in telecommunications and speech technologies. He earned B.S. and M.S. degrees in electrical engineering and computer science from the University of Illinois at Chicago.

User-Focused VUI Design

STKU 2

Wednesday, 2:00 p.m. – 5:00 p.m.



INSTRUCTOR:

Susan L. Hura, *SpeechUsability*

What are the rules for designing effective, intuitive, comfortable interactions with automated speech systems? VUI design is a rapidly evolving field with few established standards to rely upon. This tutorial covers how the end-users of speech systems can provide the information that you need to create intelligent VUI designs that work for both users and businesses. It discusses a philosophy of user-centered design that can be applied throughout the speech project lifecycle and shows how your users can teach you what you need to know to design quality voice user interfaces.

Susan L. Hura is the founder of SpeechUsability, a consultancy focusing on improving the user experience by incorporating user-centered design practices in speech technology projects. She began the usability program at Intervoice, and prior to that was on the human factors team at Lucent Technologies. She has been a faculty member at Purdue University and has a doctorate in linguistics from the University of Texas at Austin.

Developing Personalized Speech Applications

STKU 3

Thursday, 10:00 a.m. – 1:00 p.m.



INSTRUCTORS:

Shamitha Somashekar, *Nuance Communications*

Tony Sheeder, *Nuance Communications*

Personalization has proved to be a powerful tool on the Web, but it has not yet been fully leveraged in speech applications. In this structured tutorial, you will learn about ways to personalize your speech application and how personalization in a speech application needs to be handled very differently from the way personalization

is handled on the Web. It will cover the different levels of personalization, ranging from using sophisticated infrastructure that is already being used on the Web to very basic context-sensitive touches. Attendees will see how personalization can be used to streamline a caller's experience and learn how to make it a more satisfying experience.

Shamitha Somashekar is a principal VUI designer at Nuance and has been with the company for 8 years. She has over 13 years of experience in the area of speech, including research on natural language acquisition and processing at Cornell University and design of several natural language call steering deployments at Nuance. Shamitha holds master's and Ph.D. degrees in developmental psychology from Cornell University, with a concentration in cognitive studies (psychology, linguistics, and computer science).

Tuning Speech Recognition Systems for Maximum Performance

STKU 4

Thursday, 2:00 p.m. – 5:00 p.m.



INSTRUCTOR:

Joe Alwan, *BBN Technologies*

Methods for tuning speech applications have grown and evolved with the industry. Just as holistic views of the application replaced narrow efforts focused only on the recognition engine, the newest approaches step back even farther from the engine and examine caller success, from dialing to hang-up. This course will teach you how to manage a successful tuning project to get maximum value from your speech applications. Topics include setting tuning objectives, understanding caller behavior and intent, measuring dissatisfiers and inefficiencies, and identifying the highest impact tuning opportunities. Using case studies, the course will build a framework and methodology that you can use to manage both in-house and vendor/partner tuning projects.

Joe Alwan is vice president and general manager of the AVOKE Call Center Analytics division of BBN Technologies. Prior to joining BBN, Joe was vice president and general manager of the contact center division at Empirix and has been working in enterprise technology solutions for 23 years. He holds a B.S. in electrical engineering from the University of Illinois.

Developing & Delivering Multimodal Applications

STKU 5

Friday, 10:00 a.m. – 1:00 p.m.



INSTRUCTOR:

James A. Larson, *Larson Technical Services*

Multimodal user interfaces enable users to speak and listen in addition to typing and pointing. Opportunities and challenges for application developers include developing richer and more natural user interfaces, especially on small, portable electronic devices. In this tutorial, you will learn how to use standard, commercially available development languages to specify a variety of multimodal user interfaces. You will learn which applications lend themselves to multimodal user interfaces, analyze the use of different input modes for various situations, develop multimodal application code snippets using W3C standard languages for multimodal applications, and evaluate the strengths and limitations of various multimodal dialog manager strategies.

James A. Larson is co-chair of the W3C Voice Browser Working Group and chair of the authoring subgroup of the W3C Multimodal Interaction Working Group. He writes the Technology Trends column for Speech Technology Magazine, and teaches courses in user interface design and implementation at the Portland State University and the Oregon Health and Sciences University. He is vice president of Larson Technical Services, a speech application consulting and training company.

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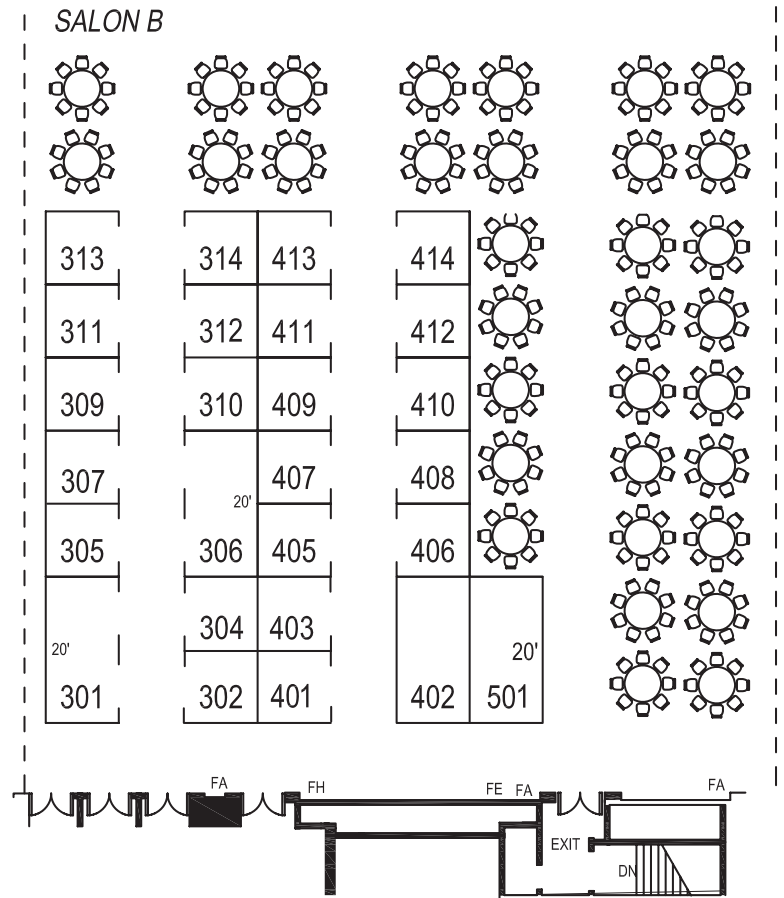


Exhibit Hours

Wednesday, February 21

Welcome Reception 5:00 p.m. – 7:00 p.m.

Thursday, February 22 9:30 a.m. – 5:00 p.m.

Friday, February 23 9:30 a.m. – 2:00 p.m.

Email Stations

Email stations will be open in the Exhibit Hall during regular exhibit hours for attendees to check their email.

411XML

61 Moraga Way, Suite 1
Orinda, CA 94563
Phone: 925-254-6518
www.411xml.com

Booth 310

The 411XML® product lineup combines the most accurate and comprehensive directory data with the easiest integration tools possible. 411XML® is brought to you by National Directory Information Services, LLC. National Directory and its principals have been involved in the electronic directory industry for over 7 years. We are committed to the speech technology industry, providing directory information to IVR hosts, platform vendors and developers. 411XML® products and services bring new possibilities to speech technology by providing contact data on inbound callers for automation of registrations, activations and many other transactions.

Apptera

1150 Bayhill Drive, Suite 203
San Bruno, CA 94066
Phone: 650-635-0600
Fax: 650-872-8409
www.apptera.com

Booth 306

Companies gain three main benefits by choosing Apptera's speech solutions: 1] Save More—Beyond the obvious benefits of using speech instead of live agents, Apptera can deploy in weeks, not months, and any changes can be made in minutes by a business manager, not an army of expensive programmers. 2] Make more—Apptera's campaign management capabilities enable companies to easily run personalized up-sell and cross-sell campaigns that

callers welcome. 3] Mean more—Deepen your relationship with your customers by understanding their intent, preferences, and interests even before they say a word. More than 1,800 enterprises already use Apptera's voice solutions.

Aspect Software

6 Technology Park Drive
Westford, MA 01886
Phone: 978-952-0200
Fax: 978-952-0201
www.aspect.com

Booth 405

Aspect Customer Self Service is an advanced voice portal solution, offering sophisticated speech technology for better automation. It is built on a highly scalable platform and seamlessly integrates into the contact center to increase the number of transactions that can be automated, while also improving the overall customer experience.

Channel Access

170 Knowles Dr., Suite 212
Los Gatos, CA 95032
Phone: 408-378.5500
www.channelaccess.com

Booth 407

Channel Access, a Carlo Gavazzi Group Company, specializes in short lead time delivery of voice board products from NMS Communications and Pika Technologies as well as provides PCI Expansion Enclosures that support full-sized PCI cards, both 3.3 and 5 volt. Channel Access is also introducing an enhanced, SIP-based media gateway/server solution that can be remotely deployed and managed from a Windows-based application. For more information please visit our Web site.

ClearOne

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Fax: 801-977-0087
www.clearone.com

Booth 409

Crystal-clear, intelligible audio is the most important element in effective conferencing, and ClearOne develops technology capable of delivering the highest audio quality for all of our products. As the leading innovator in the audio conferencing market, ClearOne has delivered professional audio conferencing systems worldwide and serves as the conferencing provider of choice for businesses of every size.



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ClickFox

3445 Peachtree Road
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Atlanta, GA 30326
Phone: 404-351-8020
Fax: 404-351-2080
www.clickfox.com

Booth 301

ClickFox's patented software transforms your existing customer data into true, objective insight by showing customers' step-by-step behavior within and across interactive systems, such as IVR/Speech, Web, kiosks, CRM, and ERP systems. Only ClickFox can translate interactions from multiple service touchpoints into an intuitive, visual map, revealing quickly and easily what customers actually do and why, so that companies can align customer needs with their business objectives.



COVEO

Coveo

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Booth 410

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Genesys Telecommunications Laboratories

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Daly City, CA 94014-3891
Phone: 888-GENESYS
Fax: 650-466-1260
www.genesyslab.com

Booth 311

Genesys, an Alcatel-Lucent company, is the only company that focuses 100% on software to manage customer interactions over the phone, Web, and e-mail. The Genesys software suite dynamically connects customers with the right resources—self-service or assisted-service—to fulfill customer requests, optimize customer care goals and efficiently use resources.

Best in Show Awards

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Awards will be announced during the Closing Keynote at the end of the conference. The exhibitor awards will be given for the best advanced speech technology product or application in several categories:

- desktop
- consumer
- industrial/professional
- embedded
- core speech technology
- telephony
- products/applications
- telephony platforms
- telephony services
- telephony development tools

An award will also be presented for Best in Show.

Exhibitor Directory

Genesys software directs more than 100 million customer interactions every day for more than 3,500 companies and government agencies in 80 countries. These companies and agencies can leverage their entire organization, from the contact center to the back office, to improve the overall customer experience. As a result, Genesys helps stop customer frustration, drive efficiency, and accelerate business innovation. For more information, go to our Web site.

Gold Systems, Inc.

4840 Pearl East Circle, Suite 106
Boulder, CO 80301
Phone: 303-447-2774
Fax: 303-447-0814
www.goldsys.com

Booth 406

Gold Systems develops and deploys voice-driven communications solutions utilizing IVR, text-to-speech and speech recognition. Our offerings include implementing UM telephony interfaces, packaged applications, customized contact center solutions, and password management for telephone-based self-service. Gold Systems is a top-tier partner to leading speech and messaging vendors, including Microsoft, Avaya and Nuance.

IQ Services

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Minneapolis, MN 55423
Phone: 612-243-6700
Fax: 612-869-6200
www.iq-services.com

Booth 414

IQ Services provides easy, fast, affordable, and accurate "customer experience" testing and monitoring services before cutover and throughout the life of the system. We provide performance and load

testing, availability monitoring, feature function testing and other services on complex communication systems for businesses expecting high system efficiency and customer satisfaction.



Loquendo

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Phone: +39-011-2913111
www.loquendo.com

Booth 314

With over 30 years' experience in speech technology, Loquendo is at the forefront of the global speech market. Loquendo TTS, Loquendo ASR, Loquendo Speaker Verification, and Loquendo Platforms are high-quality, high-performance technologies that guarantee systems integrators the best solutions in 18 languages and 42 voices.

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Phone: 858-707-0707
Fax: 858-707-7072
www.lumenvox.com

Booth 402

LumenVox has developed a suite of speech recognition software that includes the Speech Engine, Speech Platform, Speech Tuner, and Speech Driven Assistant. With this suite of software and worldwide technology

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NeoSpeech Inc.

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Booth 305

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Booth 309

Nexidia is a leading provider of highly scalable, highly accurate rich media search and speech analytics software. By transforming audio-video data into business intelligence, Nexidia allows both government and commercial enterprises, in industries such as healthcare, insurance, financial services, media creation and aggregation, telecommunications and outsourcing to leverage untapped information previously locked away in audio-video content. Based on years of research and development, Nexidia's phonetic engine is the only technology that allows the user to search on proper names, places, industry terms and jargon without extensive training and cumbersome dictionaries. The process is adaptable to a range of audio analyses and excels across the full spectrum of audio quality. For more information, please visit our Web site.

Resolvity

1333 Corporate Dr, Suite 220
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Booth 307

Resolvity's innovative speech application platform helps enterprises

automate the resolution of both simple and complex customer support phone calls. By using our software, companies can sometimes double or even triple current automation rates by tackling harder support calls and providing a friendly user experience. Solutions developed on Resolvity's application platform are a good fit for enterprises that have complex and constantly changing support environments.

Resolvity's platform includes a state-of-the-art speech-enabled Artificial Intelligence Engine and a knowledge-base and it integrates seamlessly with most of the leading standards-based IVRs in the industry to engage end-users in a friendly and flexible conversation.

RSA, The Security Division of EMC

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Booth 413

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Booth 411

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transcribe voicemail messages into text. The transcribed voicemail and the original audio are then sent to an e-mail-enabled mobile phone or device and any additional e-mail accounts. SimulScribe's online voicemail management streamlines the communication process, saving time and money.

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Booth 313

Spoken Translation, Inc. develops and licenses ground-breaking technology for cross-lingual communication. The company's mission is to enable wide-ranging conversations across language barriers, whenever and wherever needed, through cost-effective, intuitive software solutions combining automatic translation, speech recognition, and related technologies.

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Booth 408

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Booth 312

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Embedded Speech, IBM

Daniel Hong

Lead Analyst, Datamonitor

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Hotel Floor Plan

Location Key

- Track A**—Continental Ballroom 4
- Track B**—Continental Ballroom 5
- Track C**—Continental Ballroom 6
- Track D**—Imperial Ballroom A
- Track E**—Imperial Ballroom B
- Speech TEK University**—Continental Ballroom 1, 2, & 3
- Keynotes**—Grand Ballroom, Salon A
- Closing Keynote**—Continental Ballroom 5
- Exhibit Hall**—Grand Ballroom, Salon B
- Registration**—Yosemite Foyer
- Company Meeting Rooms**—Union Square Rooms

MEETING ROOM COLOR KEY

- Escalators and Stairs to Ballroom Levels
- Union Square Rooms (4th Floor) Rooms 1-25
- Grand Ballroom Level Grand Ballroom and Green Room
- Ballroom Level Meeting Space Continental, Imperial, Yosemite Franciscan, Executive Board Room
- Lobby Level Meeting Space Plaza A/B & Executive Conference Center (Seacliff, Presidio, Sunset & Marina Rooms)



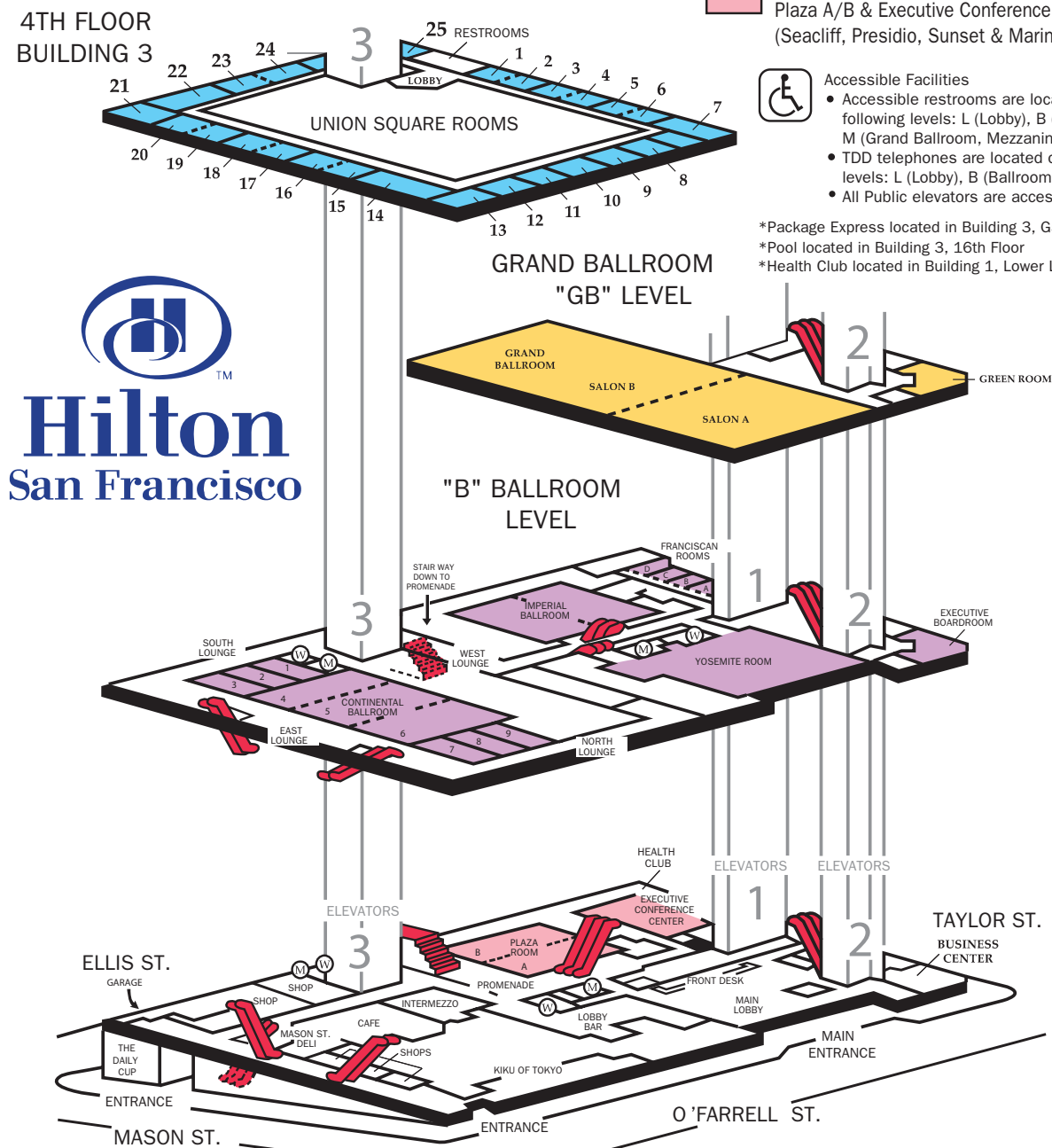
Accessible Facilities

- Accessible restrooms are located on the following levels: L (Lobby), B (Ballroom), M (Grand Ballroom, Mezzanine)
- TDD telephones are located on the following levels: L (Lobby), B (Ballroom),
- All Public elevators are accessible.

*Package Express located in Building 3, Garage Level

*Pool located in Building 3, 16th Floor

*Health Club located in Building 1, Lower Level



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SPEECH IN THE MAINSTREAM

August 20–22, 2007

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