SpeechTEK 2007
The Voice Solutions Showcase

August 20–23, 2007

New York Marriott Marquis
New York, NY

SPEECH TECHNOLOGY
at the
TIPPING POINT

KEYNOTE SPEAKER

MALCOLM GLADWELL
Author

The Tipping Point and *Blink*

- VUI Design
- New Technology
- Applications
- Call Centers
- Voice Search
- Customer Experience
- Tips & Tuning
- Hosted Services
- Best Practices

www.SpeechTEK.com

Welcome to SpeechTEK 2007

The speech industry is at a tipping point. Speech technology companies are consolidating and differentiating themselves from each other. How will this affect speech technology consumers? SpeechTEK 2007 is where you can meet the key players in this rapidly changing environment and find out firsthand about current products and future directions.

The way we use our phones is at a tipping point. Today we use our telephones, especially mobile phones, as a continuous source of information and a pathway to perform transactions at any time of day or night—at our convenience. SpeechTEK 2007 is the best source for expert perspective and in-depth analysis of the changing use of telephones and speech technology and what this means to your business.

Organizations deploying speech technology are also at a tipping point. Should you replace touchtone technology with speech recognition? Should you switch to the new IP protocols, or adopt automated call routing and speaker verification technologies? How will these technologies affect your call center and your customers? Make your own informed decisions based on SpeechTEK sessions devoted to these topics.

In today's competitive environment, successful businesses need to understand what opportunities speech technology offers, and more importantly, how to harness those opportunities. At SpeechTEK 2007, you'll hear from real speech consumers who have deployed speech to provide better service to their customers and to generate revenue to improve their bottom line.

We look forward to talking with you this week and hope you find the conference sessions and speakers worthwhile. Please be sure to fill out the evaluation forms and tell us what you think about SpeechTEK 2007 and how we can make it bigger and better for next year.

Conference Chairs

James A. Larson
Vice President
Larson Technical Services

Susan L. Hura
Principal
SpeechUsability

SpeechTEK New York 2007 Program Advisory Committee

Jerry Carter ❱ Director of Network Speech Architecture & Standards, Nuance Communications, Inc.

Deborah Dahl ❱ Principal, Conversational Technologies

Tom Houwing ❱ Director, voiceandvision

Judith Markowitz ❱ J. Markowitz Consultants

Bill Meisel ❱ President, TMA Associates, & Editor, *Speech Strategy News*

Dan Miller ❱ Senior Analyst, Opus Research

Tim Moynihan ❱ VP, Global Marketing & Sales Support, Envox Worldwide

Ron Owens ❱ Vice President, Product Strategy, First Data Voice Services

Walter Rolandi ❱ Founder, The Voice User Interface Company, LLC

K. W. "Bill" Scholz ❱ President & Founder, NewSpeech, LLC

Thomas Schalk ❱ Vice President, Voice Technology, ATX Group, Inc.

Hear these topics and more:

❱ Meeting business goals with speech

❱ VUI for VUI designers

❱ Speech to grow your business

❱ Tools and environments

❱ Designing the speech customer experience

❱ Tips and techniques for implementing or fixing your speech applications

❱ Planning and managing successful speech deployments

❱ Hot topics in VUI design

❱ Solving speech application problems

PLUS SPECIAL TRACKS:

Advanced Speech Technology Symposium

❱ A 2-day track organized by AVIOS

The Year of Living Virtually: Hosted and Managed Services

❱ A 1-day track organized by Opus Research

Evening Receptions

SpeechTEK invites attendees with a Bronze Pass or above to a Welcome Reception held Monday evening in the Exhibit Hall from 5:00 p.m. – 7:00 p.m. as well as the Tuesday evening reception from 5:30 p.m. – 7:00 p.m. on the 9th floor. Mingle with exhibitors, speakers, and conference attendees while enjoying a glass of wine and light hors d'oeuvres.

CD-ROMs

Most sessions are being recorded and CD-ROMs may be purchased at the conference. Visit the Digital Record table located on the 5th floor for more information or visit www.digitalrecord.org.

Press Room/Media Center sponsored by iVoyager

A press area will be available on the 5th floor Monday from 9:00 a.m. – 7:00 p.m., Tuesday from 9:00 a.m. – 6:30 p.m., and Wednesday from 9:00 a.m. – 4:00 p.m.

Presentation Links

Get access to many PowerPoint presentations and Web sites used in conjunction with the SpeechTEK 2007 sessions! Links will be posted on the SpeechTEK.com web site soon after the conference.

Continental Breakfast & Coffee Breaks

A continental breakfast will be provided for conference attendees each morning from 8:00 a.m. to 9:00 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.

Speech Technology Magazine Awards Luncheon

Join the editors of *Speech Technology* magazine on Wednesday from 12:45 p.m. – 2:00 p.m. in the Broadway Ballroom as they present the first annual Speech Industry Awards to leading technology vendors, customers who have shown impressive gains with their speech technology implementation, and influential individuals who are moving the industry forward.

Idea Markets

Plan your schedule to join a group of colleagues for breakfast at 8:00 a.m. on Tuesday and Wednesday mornings for an "Idea Market" session. Idea Markets are highly interactive, casual, collaborative conversations about burning questions in speech technology or VUI design, or gatherings of people working in market segments with common questions and interests.

E-Mail Stations

E-mail stations will be open in the Exhibit Hall during regular exhibit hours for attendees to check their e-mail.

Exhibit Hall Hours

Monday, August 20 . . . . 5:00 p.m. – 7:00 p.m.

Tuesday, August 21 . . . . 10:00 a.m. – 5:30 p.m.

Wednesday, August 22 . . . . 10:00 a.m. – 2:00 p.m.

Registration Desk Hours

Sunday, August 19 . . . . .4:00 p.m. – 7:00 p.m.

Monday, August 20 . . . . .7:00 a.m. – 7:00 p.m.

Tuesday, August 21 . . . . .7:30 a.m. – 5:30 p.m.

Wednesday, August 22 . . . . .8:00 a.m. – 2:00 p.m.

Thursday, August 23 . . . . .8:00 a.m. – 1:30 p.m.

Don't forget to visit the destinationCRM 2007 Exhibit Showcase

This year's SpeechTEK 2007 conference is co-located with **destinationCRM 2007,** featuring the latest in customer relationship management, sales management, and call center management tools and solutions.

Find out how the latest tools and solutions are transforming the way we do business.

All SpeechTEK 2007 attendees are invited to visit the destinationCRM Showcase at no additional charge.

Showcase hours are as follows:

Tuesday, August 21
8:00 a.m. – 6:00 p.m.

Wednesday, August 22
8:00 a.m. – 3:30 p.m.

All Keynotes will be held in the Broadway Ballroom.

Monday, August 20

WELCOME & OPENING KEYNOTE ▶
Speech Technology at Google

9:00 a.m. – 10:00 a.m.

MIKE COHEN
Manager, Speech Technology Group, Google, Inc.

Hear about Google's vision for speech technology. Following months of development and speculation, Google recently released its first speech application, GOOG411. Mike Cohen will describe Google's experience with GOOG411, discuss Google's general philosophy and approach to speech services, and review some of the lessons learned thus far.

Mike Cohen has been at the center of the speech technology industry for years. He spent 10 years in speech technology research at SRI, where he served as principal investigator on several federally funded speech research initiatives. In 1994, he co-founded Nuance Communications, where he was vice president of dialog research and development. He co-authored the book, Voice User Interface Design. *In 2004, Mike was awarded SpeechTEK's Lifetime Achievement Award. He now leads the speech technology efforts at Google, which he joined in 2004.*

Tuesday, August 21

KEYNOTE ▶
Speech Technology at the Tipping Point

9:00 a.m. – 10:00 a.m.

MALCOLM GLADWELL
Author, *The Tipping Point & Blink*

The market for speech technology topped the $1 billion mark in 2006, up 100% from 2 years ago. As adoption of speech systems increases in all parts of our lives, from our computers to our cars to customer relationships, it is clear that speech technology is at the tipping point. Hear from Malcolm Gladwell, who coined this phrase, about how he sees ideas, behaviors, and patterns moving through a population in much the same way as an epidemic. He posits that ideas can become contagious and reach a tipping point, just as a virus reaches critical mass. Learn what it takes to start a social epidemic and create change and how to push speech technology, and your businesses, toward the tipping point.

ATTENDEE LUNCH ▶ Sponsored by VoiceObjects
The New Mobile Generation
Monday ▶ 12:30 p.m. – 1:45 p.m.
Beatriz V. Infante, President & CEO, VoiceObjects Inc.

RYAN FOX
Senior VP of Web/IVR Customer Service, Wachovia Bank

SCOTT ABBOTT
Program Director of eSupport Platforms, AOL

SANJAY NAIR
Managing Director, Customer Contact Strategy & Performance United Airlines

Wednesday, August 22

CUSTOMER CONVERSATIONS

9:00 a.m. – 10:00 a.m.

What are they doing? What is on their minds? How did they come to important decisions about their speech technology projects? Do their systems work as promised? Where are the headaches and pitfalls? Listen to this high-powered customer panel and learn what customers of speech technology systems are thinking and how they are making their decisions. Find out what is important to them—and how they are coping with the challenges of procurement, deployment, and implementation of speech systems. If you are a customer or thinking about implementing a speech technology system, you'll gain valuable insights and learn best practices. If you are a speech vendor, this keynote panel takes you behind the scenes into what customers are really thinking and doing—and wanting.

Continue conversations with these customers and learn more about their speech technology implementations in a breakout session following this keynote, from 10:30 a.m. – 11:30 a.m. in the Broadway Ballroom.

9:00 a.m. – 10:00 a.m. Welcome & Opening Keynote ▸ Speech Technology at Google ▸ Mike Cohen ▸ **Broadway Ballroom**

Track A ▸ Soho (7th Floor) — MEETING BUSINESS GOALS WITH SPEECH
Track B ▸ Empire (7th Floor) — VUI FOR VUI DESIGNERS
Track C ▸ Shubert (6th Floor) — ADVANCED SPEECH TECHNOLOGY SYMPOSIUM (Organized by AVIOS)

Time	Track A	Track B	Track C
10:15 a.m. – 11:15 a.m.	**A101 Speech and Self-Service Strategy** Tony Lorentzen, Nancy Gardner, Lizanne Kaiser	**B101 Whose VUI Is It, Anyway? User Versus Business Requirements** Erin Smith, Eduardo Olvera	**C101 Advances in Speech Recognition Processing** Veeru Ramaswamy, Fil Alleva
11:30 a.m. – 12:30 p.m.	**A102 Beyond Usability: How Good Is Your Speech Application?** Silke Witt-Ehsani, Melanie Polkosky	**B102 Usability Surveys: Practical Techniques** Peter Leppik	**C102 Advances in Text-to-Speech Processing** Daniel Burnett, Patrizio Bergallo

12:30 p.m. – 1:45 p.m. ATTENDEE LUNCH ▸ sponsored by VoiceObjects ▸ **Broadway Ballroom** ▸ The New Mobile Generation ▸ Beatriz V. Infante

Time	Track A	Track B	Track C
1:45 p.m. – 2:45 p.m.	**A103 Success Criteria for the Speech Customer Experience** Carrie Nelson, Scott Taylor	**B103 Controlling Prompts for Maximum Usability** Tom Houwing	**C103 Advances in Natural Language Processing** ▸ Roberto Pieraccini, Jonathan Bloom, Krishna Govindarajan
3:00 p.m. – 4:00 p.m.	**A104 New Business Models for Speech** John Amien, John Roswech	**B104 You Be the Expert! Speech & the End-to-End Customer Experience** Lizanne Kaiser	**C104 Speech-to-Speech Translation** Jan Kleindienst, Hannah Grap
4:15 p.m. – 5:00 p.m.	**A105 Simulating the Personal Touch** Debbie Harris, Brad Schorer, Albert Kooiman	**B105 Communication Strategies for Speech Projects** Melanie Polkosky, Maria Aretoulaki	**C105 Voice Search** Leo Chiu, Charles Galles

5:00 p.m. – 7:00 p.m. WELCOME RECEPTION IN EXHIBIT HALL

9:00 a.m. – 10:00 a.m. Keynote ▸ At the Tipping Point ▸ Malcolm Gladwell ▸ **Broadway Ballroom**

10:00 a.m. – 10:45 a.m. BREAK IN THE EXHIBIT HALL

Track A ▸ Soho (7th Floor) — THE YEAR OF LIVING VIRTUALLY: HOSTED & MANAGED SERVICES (Organized by Opus Research)
Track B ▸ Empire (7th Floor) — DESIGNING THE SPEECH CUSTOMER EXPERIENCE
Track C ▸ Shubert (6th Floor) — ADVANCED SPEECH TECHNOLOGY SYMPOSIUM (Organized by AVIOS)

Time	Track A	Track B	Track C
10:45 a.m. – 12:00 p.m.	**A201 The Outsourcer's Perspective** Lynn Jobe, Henry McCreary	**B201 Para Continuar en Espanol …** Aimee Piercy, Prabha Sundaram, Jose Elizondo	**C201 New Approaches to Dialog Design** Dominique Boucher, Cliff Harlow, Joachim Stegmann

12:00 p.m. – 1:30 p.m. KEYNOTE LUNCHEON - sponsored by UCN - **The Speed of Technology** - Kevin L. Childs, EVP, Marketing & Sales

Time	Track A	Track B	Track C
1:30 p.m. – 2:30 p.m.	**A202 Contrasting Service Provider Approaches** ▸ John Hibel, Mark Wilbur, Ron Owens, Mike Moors	**B202 Getting the VUI Right When Recognition Goes Wrong** Kristie Goss, Daniel Padgett, Jessica Hicks	**C202 Artificial Intelligence & VUI Design** Mahesh Rajagopalan, Jacek Jarmulak, Peter Trompetter
2:45 p.m. – 3:45 p.m.	**A203 Meeting Business Challenges** Tim Moynihan, Steven Pollock, Michael Zirngibl, Mark Abramson	**B203 Making It Personal** Barb Mackraz, Cory Wright	**C203 Advances in Video & Multimedia Application Design** Valentine Matula, Jan Sedivy

3:45 p.m. – 4:15 p.m. BREAK IN THE EXHIBIT HALL

Time	Track A	Track B	Track C
4:15 p.m. – 5:15 p.m.	**A204 View of the Global Future** Juan Ceballos, Terry Gold, Andrew Hunt, Susan Wilson	**B204 Watch Your Grammar** Judi Halperin, David Thomson	**C204 Speech-to-Text Transcription** Sara Basson, Marie Meteer

5:30 p.m. – 7:00 p.m. ATTENDEE RECEPTION

9:00 a.m. – 10:00 a.m. Keynote ▸ Customer Conversations ▸ **Broadway Ballroom**

10:00 a.m. – 10:30 a.m. BREAK IN THE EXHIBIT HALL

Track A ▸ Soho (7th Floor) — PLANNING & MANAGING SUCCESSFUL SPEECH DEPLOYMENTS
Track B ▸ Empire (7th Floor) — THE V-FILES: HOT TOPICS IN VUI DESIGN
Track C ▸ Shubert (6th Floor) — NOW READY FOR PRIME TIME!

Time	Track A	Track B	Track C
10:30 a.m. – 11:30 a.m.	**A301 Mainstream Speech?** Mike Bergelson, Tom Houwing, Ron Owens, Silke Witt–Ehsani	**B301 Retire the Horse & Buggy** Phillip Hunter, Bill Byrne	**C301 Natural Language Processing** Aaron Fisher, Marco Petroni
11:45 a.m. – 12:45 p.m.	**A302 Positioning Speech Applications for Success** Nava Shaked, Caroline Leathem	**B302 Special Cases in VUI Design** David Martin, Vasudeva Akula	**C302 Who's Really Calling: Speaker Authentication** Brian Rowland, Melinda Charlesworth

12:45 p.m. – 2:00 p.m. *SPEECH TECHNOLOGY* MAGAZINE AWARDS LUNCHEON ▸ **Broadway Ballroom** ▸ Exhibit Hall closes at 2:00 p.m.

Time	Track A	Track B	Track C
2:00 p.m. – 3:00 p.m.	**A303 The Future of Speech** Scott McGlashan, Moshe Yudkowsky, Mark Rayburn	**B303 Whither VUI Standards?** Phil Shinn, Fran McTernan	**C303 Using Multimodal Technology to Improve Language Skills** David Topolewski, Deborah Dahl
3:15 p.m. – 4:15 p.m.	**A304 Top 25 Speech Project "Gotchas"** Phillip Hunter, Darla Tucker	**B304 The Ultimate VUI Showdown** Lizanne Kaiser, Walter Rolandi, Bill Byrne, Peter Krogh	**C304 Video & Speech** Andrew Fuller, Rob Marchand

Track D ❯ Majestic (6th Floor)
SPEECH TO GROW YOUR BUSINESS

D101 **Speech in the Mainstream**
Bill Meisel, Daniel Hong

D102 **Using Analytics to Understand Your Customer**
Scott Witter, Tom Harker

D103 **Speech to Generate Revenue & Decrease Costs**
Michael Uhlenkamp, Dorothy Verkade

D104 **Speech Enables Self-Service**
Richard Grant, Chester Anderson
Alexandros Papanikolaou

D105 **Speech Drives CRM**
Jangwoo Shin, Brian Gebert, Seong-Joo Lee,
Christian Pereira

Track E ❯ Wintergarden (6th Floor)
TOOLS & ENVIRONMENTS

E101 **Open Source Development Environments**
Phil Shinn, Ken Osowski

E102 **Windows Vista Development Environment**
Michael Dunn, Fabrizio Giacomelli

E103 **New Language Specifications**
James Barnett, David Thomson

E104 **Which Tools Are Right for You?**
John Fuentes, Moshe Yudkowsky, Matt Whipple

E105 **Techniques for Reusability**
Tim Barnes, Jerry Carter, Rob Marchand

Track D ❯ Majestic (6th Floor)
INNOVATIVE SPEECH APPLICATIONS

D201 **Speech Applications for Emergencies**
Klaus Schäefer, Rainer Koch, Tom Hanson

D202 **Synthetic Agents that Speak & Listen**
Matt Nickerson, Antonio Gentile

D203 **Speech in Banking**
Marc Seltier, Jeff Weiner, Jan Smith

D204 **Touch to Voice**
Ava J. Baker, R. J. Fox

Track E ❯ Wintergarden (6th Floor)
TIPS & TECHNIQUES FOR IMPLEMENTING YOUR SPEECH APPLICATIONS

E201 **Tips & Techniques for Using Grammars**
Sunil Issar, Padma Ramesh, Krishnan Srinivasan

E202 **Speech Synthesizers on Steroids**
Davide Bonardo, Qiang Bai

E203 **Web Services & Speech**
Michael Codini, Chris Passaretti

E204 **Deploying Speech Applications**
Bob Cooper, R. J. Auburn

Track D ❯ Majestic (6th Floor)
SOLVING SPEECH APPLICATION PROBLEMS

D301 **Managing Voice Fraud & Threats**
Jens Henrichsen, Valene Skerpac

D302 **Legal issues with Speech**
Clegg Ivey, Janette Nelson, Mark Randolph

D303 **Is Paul English Right?**
Walter Rolandi, Kirsty McCarthy,
Michael Zirngibl

D304 **Worst Practices**
Mike Bergelson, Michael Perry

Track E ❯ Wintergarden (6th Floor)
TIPS & TECHNIQUES FOR FIXING YOUR SPEECH APPLICATIONS

E301 **Tuning Speech Applications, Part 1**
Joe Alwan

E302 **Tuning Speech Applications, Part 2**
Dave Pelland, Emmett Coin

E303 **Collecting, Managing, & Analyzing User Feedback**
Elisa Elderbaum, Jenni McKienzie

E304 **The Lighter Side of Speech Deployments**
Michael Picheny, Richard Feinberg

SpeechTEK University

If you are considering deploying a speech application or looking to increase your knowledgebase, be sure to attend a SpeechTEK University course. 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. These are separately priced or may be purchased as part of your conference registration.
See page 24 for detailed course information.

THURSDAY, AUGUST 23
9:00 a.m. – 12:00 p.m.

STKU-1
Effective Application Design Patterns Using VoiceXML & CCXML/SCXML
Scott McGlashan & Ian Sutherland

STKU-2
Hands-On CCXML Application Workshop
Moshe Yudkowsky

STKU-3
Natural Language Processing
Deborah Dahl

STKU-4
User-Focused VUI Design
Susan L. Hura

THURSDAY, AUGUST 23
1:30 p.m. – 4:30 p.m.

STKU-5
Hands-On Voice Applications with SCXML
R. J. Auburn

STKU-6
Developing Applications Using System.Speech and SAPI on Windows Vista
Rob Chambers

STKU-7
Let's Write Some Prompts!
Jenni McKienzie

STKU-8
Assessing & Improving Caller Experience
Greg Simsar & Eduardo Olvera

WELCOME & OPENING KEYNOTE ▶
Speech Technology at Google

9:00 a.m. – 10:00 a.m. ▶ Broadway Ballroom

Mike Cohen, Manager,
Speech Technology Group, Google, Inc.

Hear about Google's vision for speech technology. Following months of development and speculation, Google recently released its first speech application, GOOG411. Mike Cohen will describe Google's experience with GOOG411, discuss Google's general philosophy and approach to speech services, and discuss some of the lessons learned thus far.

Mike Cohen has been at the center of the speech technology industry for years. He spent 10 years in speech technology research at SRI, where he served as principal investigator on several federally funded speech research initiatives. In 1994, he co-founded Nuance Communications, where he was vice president of dialog research and development. He co-authored the book, Voice User Interface Design. *In 2004, Mike was awarded SpeechTEK's Lifetime Achievement Award. He now leads the speech technology efforts at Google, which he joined in 2004.*

TRACK A ▶ Soho (7th Floor)
MEETING BUSINESS GOALS WITH SPEECH

Speech & Self-Service Strategy

A101

10:15 a.m. – 11:15 a.m.

MODERATOR: **Ron Owens,** Vice President, Product Strategy, First Data Voice Services

Speech-enabled applications in the call center make a myriad of self-service options available to the end user. However, the idea of "if we build it, they will come" has proven false for many organizations deploying speech. Why are some speech applications well-tolerated and some avoided at all costs? What are the factors that cause users to abandon automated systems in favor of live agents? Experts in this session consider speech technology as a part of an overall self-service strategy. Learn techniques for strategic planning, data collection, and analysis that will help create self-service applications that end users actually want to use.

How to Increase Self-Service Containment Without Sacrificing Customer Satisfaction

Nancy Gardner, Senior Analyst, Convergys Corporation

Want to know why callers are abandoning automated systems? Ask them. At the main transfer points, callers are asked to state the reason for their call. By matching what callers told us to the self-service options they chose, we discovered key application performance issues that led to changes in design, verbiage, and the introduction of "supercharged" grammars.

Organic Growth Through Speech: Cross-Selling & Up-Selling

Lizanne Kaiser, Customer Experience Designer, Genesys Telecommunications Laboratories

How do you grow customer relationships when so many calls are automated? How do you convert service into sales without annoying customers? Explore best practices for promoting organic growth and customer loyalty using speech-automated cross-selling and up-selling. Learn specific techniques for designing timely and relevant offers.

Defining a Telephony Self-Service Strategy

Tony Lorentzen, Vice President, Consulting Services, Viecore, Inc.

This session looks at defining a self-service strategy from a holistic perspective: externally from the consumer's perspective and internally from the business and technical perspective. Learn how to find the pitfalls in the design of a self-service strategy, how to meet the objectives of consumers and call center business and technical teams, and how to use technology to meet the objectives of self-service.

Beyond Usability: How Good Is Your Speech Application?

A102

11:30 a.m.–12:30 p.m.

MODERATOR: **Phillip Hunter,** Vice President, Voice Interaction Design Group, SpeechCycle, Inc.

Usability is widely recognized as a measure of the quality of a voice user interface, and usability testing is a must-have in all VUI design projects. But does usability tell the whole story? These experts agree that excellent speech applications are more than just easy-to-use. In this session, hear cutting-edge ideas about what to measure beyond usability and how it can improve your speech application.

Beyond Usability: It Ain't the Only Outcome that Matters!

Melanie Polkosky, Human Factors Psychologist, IBM/Center for Multimedia Arts (University of Memphis)

You've heard it over and over again, you've tested for it, you've thought about it, you've designed your application to get it. But when is usability not enough? This session focuses on usability plus other outcomes you need to consider when you're designing your next application.

Beyond Usability: How Good Is Your Speech Application?

Silke Witt-Ehsani, Vice President, VUI Design Center, TuVox, Inc

This presentation offers an overview of best practices for a) how to define speech application success criteria; b) how to instrument a speech application so that the desired numbers can be measured; and c) how success criteria influence the application design. Examples will be shown using several case studies in which different success criteria have greatly influenced the final application.

ATTENDEE LUNCH ▶ Sponsored by VoiceObjects
The New Mobile Generation

12:30 p.m. – 1:45 p.m. ▶ Broadway Ballroom

Beatriz V. Infante, President & Chief Executive Officer, VoiceObjects Inc.

More of the world is going mobile and a new generation, the mobile generation, is using their wireless phones for more than just voice communication. The recent introduction of the iPhone is one such example. In this lunch presentation, Beatriz Infante, CEO of VoiceObjects, will introduce you to this mobile generation and show the next generation of applications they expect, not just on the iPhone but on every phone.

Success Criteria for the Speech Customer Experience

A103

1:45 p.m. – 2:45 p.m.

MODERATOR: **Lizanne Kaiser**, Customer Experience Designer, Genesys Telecommunications Laboratories

How do you know if your speech application is living up to your objectives? Is the application meeting the goals you set when you started the project? You'll only know the answer to these crucial questions if you establish success criteria, tied to specific metrics, before the project begins. In this session, learn how to develop rigorous, meaningful criteria that will allow ongoing evaluation and improvement of your speech applications.

Success Criteria for the Speech Customer Experience

Carrie Nelson, Speech Solutions Team Technical Lead, Nortel

What defines a successful speech application? The answer may involve many different elements. Some are measurable analytics, and other aspects are more qualitative, such as caller satisfaction and customer perception. Further, success criteria definitions are not the same for every application. The key challenge is to clearly identify early on the business goals from the customer perspective and use them to drive the definition of success metrics.

Measuring Speech Applications from a Caller Perspective and a Business Perspective: Four Dimensions of Success

Scott Taylor, General Manager, Business Consulting, Nuance Communications, Inc.

In this session we'll examine key dimensions of success for speech applications: effectiveness, efficiency, utility, and attractiveness. We'll examine some of the

successful methods employed by customers for measuring these dimensions, including both databased measurement, as well as experiential measurement, through direct customer feedback. We'll also review strategies for migrating from "the old metrics" to the new metrics.

New Business Models for Speech   A104

3:00 p.m. – 4:00 p.m.

MODERATOR: **Gregory Simsar,** Vice President, Speech Services, Syntellect, Inc.

In years past, the decision to deploy speech was all about cost reduction—companies used speech applications to offload tasks from more-expensive live agents. Many organizations are realizing that this simplistic model does not always work as advertised, and that speech can do more than just reduce costs. Experts in this session detail new ideas for maximizing the value of speech applications and using speech for more than cost savings.

Innovate or Saturate:
Applying the Web Model of Innovation to Speech

John Amien, Senior Vice President, Strategic Partnerships, Voxeo Corp.

To reach its full potential, speech must enable more than higher automation rates in traditional IVR applications. Triggered by maturing standards and a broadening audience of developers, a new movement of creative speech development is emerging as a significant market segment. Learn how the Web model of innovation has been applied to speech applications.

Role of Speech Recognition in Free Directory Assistance

John Roswech, Senior Vice President of Sales, Jingle Networks, Inc.

With 411 fees rising to $2 or more per call, 1-800-FREE411's ad-supported free directory assistance has saved millions of consumers millions of dollars in needless charges. With higher success rates and lower costs than before, speech recognition is critical to 1-800-FREE411's caller experience, making free 411 an exciting new media opportunity.

Simulating the Personal Touch   A105

4:15 p.m. – 5:00 p.m.

MODERATOR: **Tim Moynihan,** Vice President, Global Marketing & Sales Support, Envox Worldwide

Sixty percent of calls fail to achieve productive results. Incessant routing by automated systems keeps callers longing for the good old days of talking to human agents. How can we make good use of automation without losing the personal touch that's so important to customers? In this session, panelists consider all customer communications as one flow, fusing contact with live agents with automated processes. Attendees will learn from the panelists' real-world experiences about how customer service organizations are using new technologies to bridge the human-automation divide.

PANELISTS:
Debbie Harris, Vice President, Ayalogic
Albert Kooiman, Group Product Manager, Unified Communications, Microsoft, Inc.
Brad Schorer, Vice President & General Manager, VoltDelta

Exhibit Hall Grand Opening & Welcome Reception

5:00 p.m. – 7:00 p.m.

TRACK B ▶ Empire (7th Floor)
VUI FOR VUI DESIGNERS

Whose VUI Is It, Anyway?
User Versus Business Requirements   B101

10:15 a.m. – 11:15 a.m.

MODERATOR: **Jenni McKienzie,** VUI Designer, Travelocity

A voice user interface is a balancing act between the goals of the business and those of the end users. These goals are often in conflict—businesses want to push more calls to self-service, users want total access to live agents—often to the detriment of the success of the application. When should user requirements win out? In what cases are business requirements more important? The experts in this session provide the knowledge you need to answer these questions.

Customers Request the Darndest Things:
10 Challenges for VUI Designers

Eduardo Olvera, Senior Speech Analyst, Syntellect, Inc.

Business owners have business goals, objectives, and requirements. Designers bring experience and advocate user needs throughout the design process. So how can we create outstanding experiences when objectives may seem to clash or customers have preconceptions about "how the system should work"? Explore some common challenges, understand the real issues behind resistance, and discover how to focus instead on successful systems.

Successfully Combining User & Business Goals

Erin Smith, Senior VUI Designer, Convergys Corporation

By the time an application has the go-ahead from executives, requirements are driven by the business and not the caller. Learn how to find out who the caller really is and how to take several steps back to design for the true caller, so your application is actually used and liked. Business requirements are important, but it's essential to find the right balance.

Usability Surveys: Practical Techniques   B102

11:30 a.m. – 12:30 p.m.

MODERATOR: **Susan Hura,** Principal, SpeechUsability
SPEAKER: **Peter Leppik,** CEO, Vocal Laboratories Inc.

Surveys are an important method of getting opinion feedback from users of speech applications. At best, surveys provide quantifiable data that clarifies user opinions, but many do-it-yourself surveys do not achieve this result. In this session, you will learn how to craft surveys that deliver reliable, accurate data to improve the performance of your speech application. Attendees will gain a basic understanding of survey theory, methods, techniques, and analysis.

ATTENDEE LUNCH ▶ Sponsored by Voice Objects
The New Mobile Generation

12:30 p.m. – 1:45 p.m.

Beatriz V. Infante, President & Chief Executive Officer, VoiceObjects Inc.

Controlling Prompts for Maximum Usability   B103

1:45 p.m. – 2:45 p.m.

MODERATOR: **Erin Smith,** Senior VUI Designer, Convergys Corporation
SPEAKER: **Tom Houwing,** Director, voiceandvision

Prompts are at the heart of any VUI design. The embodiment of the sound and feel of the application, prompts convey both affective and informational content. In a very real sense, the usability of a speech application is largely determined by the quality of its prompts. Crafting effective prompts is a creative and scientific endeavor, requiring a diverse skill set. This expert VUI designer outlines an approach for writing, recording, coaching, and processing prompts to ensure the highest quality possible.

You Be the Expert! Speech and
the End-to-End Customer Experience   B104

3:00 p.m. – 4:00 p.m.

MODERATOR: **Melanie Polkosky,** Human Factors Psychologist, IBM/Center for Multimedia Arts (University of Memphis)
SPEAKER: **Lizanne Kaiser,** Customer Experience Designer, Genesys Telecommunications Laboratories

Come share your experience! Audience members will actively participate in this session, sharing insights and anecdotes on the do's and don'ts of how to use speech automation to create a better end-to-end customer experience. End users don't evaluate speech automation in isolation—they view it as part of an integrated customer service chain. So in designing the optimal VUI, it's important to take into account what might happen before, during, and after the automated speech interaction in order to create a seamless customer experience.

E-Mail Stations
E-mail stations will be open in the Exhibit Hall during regular exhibit hours for attendees to check their e-mail.

Communication Strategies for Speech Projects

B105

4:15 p.m. – 5:00 p.m.

MODERATOR: **Judi Halperin,** Speech Engineer, Contact Center Practice, Self-Service Solutions, Avaya, Inc.

Speech projects always involve multiple contributors, often with diverse backgrounds and differing levels of understanding of project goals and speech technology itself. The voice user interface designer often sits squarely in the middle of a group of project sponsors, developers, call center and telephony managers, and others who have a stake in the success of a speech project. In this session, experts suggest effective techniques for facilitating communication both within the team delivering the speech application and between the team and project sponsors.

Does Your Customer Know What You Are Doing?

Maria Aretoulaki, Head of Speech Design, Vicorp Ltd.

This presentation stresses the importance of incremental and modular descriptions of system functionality for targeted and phased reviews and testing. This strategy ensures clarity, consistency, and maintainability beyond the project lifetime and eliminates the need for changes midproject, thus both managing customer expectations and protecting the service provider from ad-hoc requests.

The Habits of Highly Effective Speech Development Teams: What You Don't Know Might Be Hurting Your Projects

Melanie Polkosky, Human Factors Psychologist, IBM/Center for Multimedia Arts (University of Memphis)

Teaming is an essential, complicated, and stressful aspect of technology development. This session focuses on what makes a team function well, the most common teaming problems in speech projects, and ideas for troubleshooting to make your team highly effective!

Exhibit Hall Grand Opening & Welcome Reception

5:00 p.m. – 7:00 p.m.

TRACK C ❱ Shubert (6th Floor)
ADVANCED SPEECH TECHNOLOGY SYMPOSIUM
(Organized by by AVIOS)

Advances in Speech Recognition Processing

C101

10:15 a.m. – 11:15 a.m.

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

Advances and improvement in core speech recognition technology are difficult to demonstrate, since accuracy is strongly dependent on application, particular speakers, background noise, and other variables. Beyond accuracy, speech recognition technology can be improved by better handling of complex or "natural" dialogs. Audio channels and speech platforms are important

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Grand Opening Reception

All SpeechTEK attendees are
invited to the Grand Opening Reception
from 5:00 p.m. – 7:00 p.m.
in the Exhibit Hall on Monday.

Network with exhibitors, speakers, and
conference attendees while enjoying a glass
of wine and light hors d'oeuvres.

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components of today's speech applications. In this session, speakers explore the advances in core speech technology, audio channel processing, and speech platform integration and go behind the scenes of Vista to expose interesting aspects of the integration of speech technology.

Speech Technology in Vista

Fil Alleva, General Manager, Speech, Microsoft, Inc.

Windows Speech Recognition (WSR) in Vista is a practical solution for speech-enabled access to Windows-based PCs for users who find keyboard and mouse interfaces to be less productive than they would like. The technology behind WSR includes automated personalization, the Microsoft Speech Recognizer, SAPI 5.3, the accessibility framework, the text services framework, and Windows Desktop Search all being employed to deliver the Windows Speech user experience.

Speech Processing for DRS Versus NSR

Veeru Ramaswamy, Chief Technology Officer, Vianix

There are two methods for compressing and transmitting digital speech for server based automatic speech recognition. Distributed Speech Recognition (DSR) schemes gained popularity in the late 1990s due to limited data channel bandwidth availability. The evolution of higher bandwidth channels and advances in voice compression now allow Network Speech Recognition (NSR) applications to achieve the speech recognition accuracy of DSR in similar bandwidth and provide additional benefits. This presentation compares voice-based NSR with features-based DSR recognition schemes.

Advances in Text-to-Speech Processing

C102

11:30 a.m. – 12:30 p.m.

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

Text-to-speech synthesis is getting better, more flexible, and is now used globally in a wide spectrum of speech applications. Advances in standards have improved text-to-speech quality. The Speech Synthesis Markup Language (SSML) provides a standard way to control speech synthesis and text processing parameters. The Pronunciation Lexicon Specification (PLS) is designed to enable interoperable specification of pronunciation information. This session reviews some much-needed clarifications about how text in multiple languages should be annotated and describes work being done to link SSML and PLS more seamlessly.

Applying the Pronunciation Lexicon Specification to ASR & TTS

Patrizio Bergallo, Senior System Architect, Loquendo

Many speech applications demonstrate the need to define the pronunciation of certain words (for instance proper names, locations, etc.) or to expand acronyms/abbreviations, both for ASR and TTS usage. This presentation describes the W3C PLS (Pronunciation Lexicon Specification) that defines lexicon documents to be referenced by SRGS grammars and SSML prompts.

The Internationalization of the W3C Speech Synthesis Markup Language

Daniel Burnett, Speech Standards Lead Engineer, Nuance Communications, Inc.

In SSML, how do you mark tones, or use pinyin for pronunciation, or indicate a change in language but not a change in voice? Learn about the changes in SSML that provide improved support for Mandarin, Cantonese, Japanese, Hindi, and other world languages. This session also explains multilanguage annotation and how to link with PLS.

ATTENDEE LUNCH ❱ Sponsored by Voice Objects
The New Mobile Generation

12:30 p.m. – 1:45 p.m.

Beatriz V. Infante, President & Chief Executive Officer, VoiceObjects Inc.

Advances in Natural Language Processing

C103

1:45 p.m. – 2:45 p.m.

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

The demand for natural language has reached an all-time high as directed dialog applications continue to be criticized for being inefficient and not flexible enough. There is little dispute that out-of-grammar handling is generally poor when an active grammar is large. In-grammar accuracy for extensive vocabularies has been achieved by using large amounts of speech data to

extract statistical information to represent acoustical units. Likewise, statistical approaches have been applied to advance natural language understanding. Most recently, statistical approaches are being applied to voice interface design with the goal of improving user experience. This session reveals some exciting advances in natural language that will affect the future of the user experience.

Creating More Natural Language Interfaces Using Robust Parsing

Krishna Govindarajan, Speech Science Global Discipline Leader, Professional Services, Nuance Communications, Inc.

For the current state-of-the art speech recognition systems, the in-grammar accuracy is quite good, especially for directed-dialog systems. However, due to the variability of how callers respond, a portion of the utterances are not covered by the grammar, i.e., they are out-of-grammar (OOG). OOGs affect the "perceived" accuracy of the system, and are one of the primary items addressed during tuning. This presentation discusses the concepts of "near OOGs," "far OOGs," and related concepts.

No Data Like More Data: Experimental Voice Use Interface in Action

Roberto Pieraccini, Chief Technology Officer, and
Jonathan Bloom, Senior VUI Designer, SpeechCycle, Inc.

Today we are extending the data exploitation paradigm to voice user interface (VUI) design. Statistics and machine-learning sciences are now complementing the art of designing the best prompts and interaction strategies with the goal of optimizing automation and improving user experience. Using a few case studies, this presentation shows how to "experimentally" choose among competing VUI designs without disrupting the user experience while optimizing global indicators of performance.

Speech-to-Speech Translation `C104`

3:00 p.m. – 4:00 p.m.

MODERATOR: **Bill Scholz,** President, NewSpeech LLC

Recent innovative integration of recognition and synthesis technology has led to the realization of fully automatic speech-to-speech translation. This session explores the latest techniques for implementing automated language translation and considers the technology behind the integration: how to manage out-of-grammar responses, the effects of using robust parsing versus SLMs, and incorporating an open source speech analytics solution called Unstructured Information Management Architecture (UIMA).

Speech-to-Speech Infrastructure Based on UIMA

Jan Kleindienst, R&D Manager, IBM CZ

This presentation shows a distributed infrastructure for integration of third-party recognition, translation, and synthesis technologies into speech-to-speech system combinations. The infrastructure is built over the Unstructured Information Management Architecture (UIMA), an open-source framework for speech analytics. The Web infrastructure has successfully been used for the remote automatic evaluation of speech-to-speech systems on pan-European scale.

Integrating Language Translation Software with Speech Recognition

Hannah Grap, Marketing Communications Manager, Language Weaver

As automated language translation technology moves to statistically based computational methods, the timing is right to integrate language translation and speech recognition technologies. Case study examples and demos of existing integrated solutions will give the audience an overview of how to leverage speech applications across languages.

Voice Search `C105`

4:15 p.m. – 5:00 p.m.

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

Voice search is perhaps the hottest topic in recent speech deployments. Analogous to searching the Web with text, voice search can encompass a number of services, including directory search and searches for specific information, such as news or sports scores. What are the requirements for achieving effective dialogs when searching by voice? How does dynamic content, such as location-based ads, fit into the voice-user interface? What other analogies are there between voice searching and Web searching? This session is a must for those interested in learning about the trends in voice search.

Optimizing Software Architecture for Voice Search

Leo Chiu, Chief Technology Officer, Apptera, Inc.

Voice search is very hard to do well when you consider the millions of different accents, behaviors, and speech patterns a software program would have to decipher. What is the best way to architect the solution so that it has the best chance of providing an effective consumer experience? What are the business considerations for making it work in the real world? In this presentation you will hear thoughts and learnings from the edge of the "voice search" frontier.

Data Mining for Voice Search

Charles Galles, Principal Speech Solutions Architect - Intervoice
[See speechtek.com for full description.]

Exhibit Hall Grand Opening & Welcome Reception
5:00 p.m. – 7:00 p.m.

> ## TRACK D ❱ Majestic (6th Floor)
> ## SPEECH TO GROW YOUR BUSINESS

Speech in the Mainstream: Top Trends `D101`

10:15 a.m. – 11:15 a.m.

MODERATOR: **Tim Moynihan,** Vice President, Global Marketing & Sales Support, Envox Worldwide
SPEAKERS:
Daniel Hong, Lead Analyst, Datamonitor
William Meisel, President, TMA Associates

The maturation of speech recognition technology is leading to new business opportunities in a consolidating market. Where are customer wins occurring? What are the top trends and drivers in the speech industry? And what factors will influence the speech industry in coming years? Daniel Hong maps where the speech industry is right now and where it is headed. Bill Meisel discusses how disruptive trends are driving the way people communicate with each other and with automated systems and suggests an approach to navigating these turbulent times.

Using Analytics to Understand Your Customer `D102`

11:30 a.m. – 12:30 p.m.

MODERATOR: **Judith Markowitz,** Principal, J. Markowitz, Consultants

Analytics can take many forms within an enterprise. Two that involve speech processing are showcased in this session. One approach delves into the spoken content of interactions between customers and call center agents and the paths within the channels that customers follow as they interact with an enterprise. The second examines communications channels (IVR, agent, Web, etc.). Each approach extracts information from its analysis that delivers important business intelligence to the enterprise.

Utilizing Speech Analytics to Improve Quality Assurance Processes

Tom Harker, Chief Technology Officer, Calibrus

In a call center environment where quality assurance is a must, there are many challenges. Usually there is a trade-off between efficiency, productivity, and cost. This case study shows how utilizing speech analytics for quality assurance has lowered costs while increasing efficiency and productivity.

Improving your Bottom Line by Understanding Customer Behavior

`CCS` **Scott Witter,** Vice President, U.S. Wealth Management & Business Technology, Hartford Life

This presentation shows how The Hartford Insurance Property and Casualty used speech analytics to identify customer behavior, understand what data defines that condition, and what the information means to the bottom line. The case study illustrates that when you closely examine customer experience across multiple touch points you begin to understand the true benefits of that channel and whether your customers, as well as your business, are achieving the expected success.

ATTENDEE LUNCH ❱ Sponsored by Voice Objects
The New Mobile Generation

12:30 p.m. – 1:45 p.m.

Beatriz V. Infante, President & Chief Executive Officer, VoiceObjects Inc.

Speech to Increase Revenue & Decrease Costs   D103

1:45 p.m. – 2:45 p.m.

MODERATOR: **Rob Marchand,** Senior Director, Product Management, Genesys Telecommunications Laboratories

Speech applications are being used to increase revenue and decrease costs by revolutionizing business processes and customer interactions. In this session, hear lessons learned from customers and industry leaders who have pioneered the implementation and deployment of successful speech applications. Learn how you can increase customer service and save money at the same time from developers who have successfully improved the bottom line within their organizations.

DIRECTV: Look Who's Talking

CCS **Michael J. Uhlenkamp,** Call Center Technology Manager, DIRECTV, Inc.

Which IVR solution is the right choice? For DIRECTV, it isn't a single technology that provides the answer. Using the right mix of natural language, ASR, and DTMF has allowed DIRECTV to simplify its self-care functionality, improve IVR utilization, and positively impact customer satisfaction. Hear how implementing natural language has been an effective strategy, and why ASR and DTMF still play an integral role in providing best-in-class service by the nation's leading satellite television provider.

Natural Language Call Routing Tips & Strategies

CCS **Dorothy A. Verkade,** Head of Speech Innovations, Aetna

Aetna is in the final phase of implementing its second "next-generation" Aetna Voice Advantage, a state-of-the-art speech portal using natural language call routing and a suite of self-services features. Aetna will share key insights and experiences, from setting the strategy through the implementation. Where is the value to the enterprise and the satisfaction for the caller? How do callers respond to "Tell me why you are calling today"? You'll learn 10 key tips for designing a natural language call routing approach.

Speech Enables Self-Service   D104

3:00 p.m. – 4:00 p.m.

MODERATOR: **Nava Shaked,** CRM and Call Center Manager, IBM Israel Ltd.
SPEAKERS:
Richard Grant, Chief Technology Officer, and
Chester Anderson, Vice President, Business Development, Ordercatcher Inc.
CCS **Alexandros Papanikolaou,** Sales Manager, Village Road Show Greece

Hear how to improve customer service by enabling customers to use phones and cell phones to place orders with automated speech systems instead of waiting in lines to purchase tickets or place orders. A fast-food company and a cinema chain explain how automated speech systems that save money and improve customer satisfaction were successfully implemented and deployed. Hear how such problems as menu navigation, recognition of non-English words, real-time menu updates, and peak call processing were overcome.

Speech Drives CRM   D105

4:15 p.m. – 5:00 p.m.

MODERATOR: **James Barnett,** Senior Technical Director, Aspect Software
SPEAKERS:
Christian J. Pereira, Managing Director, D+S Solutions GmbH
CCS **Brian Gebert,** Director of Corporate Sales, Shunra Software Ltd.
Jangwoo Shin, Technical Director, NetXentry LLC
Seung-Joo Lee, Senior Member, Technology Staff, WebForPhone

By speaking on a telephone, users can retrieve and update data on accounts, contacts, opportunities, and calendar applications. Learn how to overcome the difficult problems of CRM applications, including recognition of custom vocabulary and database searches. These industry experts will present demonstrations and share key learnings.

Exhibit Hall Grand Opening & Welcome Reception

5:00 p.m. – 7:00 p.m.

TRACK E ❱ Wintergarden (6th Floor)
TOOLS & ENVIRONMENTS

Open Source Development Environments   E101

10:15 a.m. – 11:15 a.m.

MODERATOR: **Moshe Yudkowsky,** *President, Disaggregate*
SPEAKERS:
Phil Shinn, *Consultant, Voice Application Services*
Ken Osowski, *Vice President, Product Management,*
Pactolus Communications Software

In this technical session about open source development environments, Phil Shinn will introduce and demonstrate an open-source speech application design toolkit, the VUID Toolbox, which consists of custom Visio stencils, Visual Basic macros and Python scripts that make designing and testing speech apps fun! Ken Osowski will analyze and compare the scalability, subscriber feature flexibility, multi-service integration potential, and other key service enablement characteristics of leading and emerging open source telecom technologies and discuss the relative usability/complexity of various dominant open source technologies.

Windows Vista Development Environment   E102

11:30 a.m. – 12:30 p.m.

MODERATOR: **Steve Chirokas,** Vice President of Marketing, SpeechCycle

Windows Vista supports speech interfaces to many of its applications. In this session, demonstrations will show attendees how to use Visual Studio to develop SALT and IVR applications for the Microsoft Office Communication Server. This session will also demonstrate and discuss the Speaky Media Center for controlling a Windows Vista-based media center.

Developing Speech-Enabled Applications

Michael Dunn, *Consultant, Magenic Technologies*

This presentation shows how to create an IVR using Microsoft Office Communications Server 2007 Speech Server and Windows Workflow Foundation. You will also learn the difference between the SALT and VoiceXML development environments.

Speaky Media Center:
A Voice-Based Solution to Interact with PCs

Fabrizio Giacomelli, *CEO, Mediavoice*

Mediavoice has developed Speaky Media Center, which is based on a Vista-compliant remote control and enhanced with push-to-talk voice capabilities, and ASR and TTS technology. Speaky uses a user-friendly interface with dynamic TTS-based feedbacks to voice interact with content such as EPG TV guide, telephony, photos, videos, music, weather, and horoscopes.

ATTENDEE LUNCH ❱ *Sponsored by Voice Objects*
The New Mobile Generation

12:30 p.m. – 1:45 p.m.

Beatriz V. Infante, *President & Chief Executive Officer, VoiceObjects Inc.*

New Language Specifications   E103

1:45 p.m. – 2:45 p.m.

MODERATOR: **Emmett Coin,** *Director of Speech Research and Development, Lucas Systems, Inc.*

This session reviews two emerging languages. The W3C State Chart XML (SCXML) will be a fundamental part of VoiceXML 3.0, as well as a stand-alone control language. The VoiceXML Forum's Data Logging Specification will describe a format for log files created by speech applications and used by log report generators and database management systems.

Specifying Speech Workflow Applications Using SCXML

James Barnett, *Senior Technical Director, Aspect Software*

SCXML is a flow control language based on Harel State Charts. It is being developed by the W3C for use with VoiceXML 3, but can be used in a wide variety of workflow applications. This presentation provides an overview of the SCXML, along with pointers to open-source implementations of it, and a discussion of future plans for the language.

A Uniform Data-Logging Specification

David Thomson, *Chief Technology Officer, SpeechPhone*

The VoiceXML Forum Tools Committee is developing a specification for capturing runtime data from speech systems. This data is useful for service analysis and tuning. The specification will improve compatibility across vendors. The presentation reviews the specification, which is available in draft form, and offers implementation tips.

Which Tools Are Right for You?   E104

3:00 p.m. – 4:00 p.m.

MODERATOR: **David Thomson,** *Chief Technology Officer, SpeechPhone*
PANELISTS:
John Fuentes, *Principal Solutions Architect, Intervoice, Inc.*
Matt Whipple, *Self-Service Solutions Architect, Avaya Inc.*
Moshe Yudkowsky, *President, Disaggregate*

With the high cost of developing speech applications, businesses are turning to speech application development tools to decrease the time and effort needed to develop speech applications. This session discusses the types of development tools, identifies criteria for useful development tools, and suggests some development tool characteristics that should be avoided. The speakers will also identify missing tool functionality, recommend strategies for tool interoperability, and characterize desirable tool user interfaces.

Techniques for Reusability   E105

4:15 p.m. – 5:00 p.m.

MODERATOR: **Moshe Yudkowsky,** *President, Disaggregate*
PANELISTS:
Tim Barnes, *Managing Partner, OpenMethods*
Jerry Carter, *Director, Network Speech Architecture & Standards, Nuance Communications, Inc.*
Rob Marchand, *Senior Director, Product Management, Genesys Telecommunications Laboratories*

The expense of developing speech application software has caused enterprises to look at ways to decrease development costs. This panel explores ways to reuse existing code and offers suggestions about how to construct code to improve its usability. The panel will also discuss the problems and benefits of reusable grammars, subdialogs, packaged applications, and other strategies for reusability.

Exhibit Hall Grand Opening & Welcome Reception

5:00 p.m . – 7:00 p.m.

CCS CUSTOMER CASE STUDIES CCS

Marked with a Customer Case Studies icon (CCS) these case studies discuss experiences with real applications, usually presented by a customer. These presentations will include:

❱ Problem(s) to be solved
❱ Technology used to solve the problem
❱ Problems encountered and how they were solved
❱ Benefits derived from the solution
❱ Key learnings
❱ Short demonstration

KEYNOTE ❯
Speech Technology at the Tipping Point

9:00 a.m. – 10:00 a.m. ❯ Broadway Ballroom
Malcolm Gladwell, Author,
The Tipping Point & *Blink*

The market for speech technology topped the $1 billion mark in 2006, up 100% from 2 years ago. As adoption of speech systems increases in all parts of our lives, from our computers to our cars to customer relationships, it is clear that speech technology is at the tipping point. Hear from Malcolm Gladwell, who coined this phrase, about how he sees ideas, behaviors, and patterns moving through a population in much the same way as an epidemic. He posits that ideas can become contagious and reach a tipping point, just as a virus reaches critical mass. Learn what it takes to start a social epidemic and create change and how to push speech technology, and your businesses, toward the tipping point.

Coffee Break ❯ Visit the Exhibit Hall
10:00 a.m. – 10:45 a.m.

TRACK A ❯ Soho (7th Floor)
THE YEAR OF LIVING VIRTUALLY: HOSTED AND MANAGED SERVICES
(Organized by by Opus Research)

The Outsourcer's Perspective
A201

10:45 a.m. – 12:00 p.m.
MODERATOR: **Dan Miller,** Senior Analyst, Opus Research, Inc.
SPEAKERS:
Lynn Jobe, Sales Director, Strategic Products, Intervoice, Inc.
Henry McCreary, Chief IT Architect, CSX Transportation, Inc.

Outsourcing is a common practice and is often the best practice for cost-effective, high-quality customer service and self-service. In this session, leading service providers and their customers introduce and describe the criteria that influenced their decision to outsource and their experiences with the team of application developers, carriers, and hosted services providers.

KEYNOTE LUNCHEON - sponsored by UCN

12:00 p.m. – 1:30 p.m.

Contrasting Service Provider Approaches
A202

1:30 p.m. – 2:30 p.m.
MODERATOR: **Clegg Ivey**, VP, M&A, General Counsel, Voxeo Corp.
PANELISTS:
John Hibel, Vice President of Marketing, Voxeo
Ron Owens, Vice President, Product Strategy, First Data Voice Services
Tom Smith, Senior Manager, Verizon Business
Mike Moors, Director, Sales, Genesys Telecommunications Laboratories

Nearly every service provider offers savings in capital expense and contact center operating costs. Increasingly, service providers differentiate themselves through partnering strategies, technology in use, application development and management resources, and support of multiple modalities of customer care and self-service.

Passport for Prizes
Don't forget to have your "passport" stamped at participating exhibitors for a chance to win prizes!
Questions? See any SpeechTEK representative at the Registration Desk, 4th Floor.

Meeting Business Challenges
A203

2:45 p.m. – 3:45 p.m.
MODERATOR: **Dan Miller,** Senior Analyst, Opus Research, Inc.
PANELISTS:
Mark Abramson, CEO, Message Technologies, Inc.
Tim Moynihan, Vice President, Global Marketing & Sales Support, Envox Worldwide
Steven Pollock, Executive Vice President & Co-Founder, TuVox, Inc.
Michael X. Zirngibl, President & CEO, Angel.com

This has been the year of the end user. With so much emphasis on the customer experience, being able to identify snags in self-service applications at a highly granular level and to make corrections dynamically is crucial. In this session, application framework providers describe how they support application development that meets customer service objectives.

Break ❯ Visit the Exhibit Hall
3:45 p.m. – 4:15 p.m.

View of the Global Future
A204

4:15 p.m. – 5:15 p.m.
MODERATOR: **Dan Miller,** Senior Analyst, Opus Research, Inc.
PANELISTS:
Juan Ceballos, Chief Technology Officer, Ydilo
Terry Gold, President & CEO, Gold Systems
Andrew Hunt, President & CEO, Gold Systems
Susan Wilson, Dir. Business Development, DA Services, Nuance Communications

In this session, the biggest stakeholders in global, outsourced communications discuss how the distributed, virtualized contact center will integrate speech automation with multimodal communications (blending live agents with IM, chat, and video messaging) and what this means for the future of customer service.

Evening Attendee Reception

5:30 p.m. – 7:00 p.m.

TRACK B ❯ Empire (7th Floor)
DESIGNING THE SPEECH CUSTOMER EXPERIENCE

Para Continuar en Espanol ...
B201

10:45 a.m. – 12:00 p.m.
MODERATOR: **Eduardo Olvera,** Senior Speech Analyst, Syntellect, Inc.

The world is getting smaller, and increasingly this is reflected in speech applications that include more than one language. Enabling access to a speech application in another language is not a simple matter of translating the prompts and switching the recognition algorithm to the other language. Experts in this session offer tips on adding a second language to an existing application and how best to approach the design of new multilingual applications.

The Use of Spanglish in Speech Systems Designed for Hispanics in the U.S.
Jose Elizondo, Professional Services Manager, Multi-Lingual VUI Design, Nuance Communications, Inc.

What type of Spanish is the best to use for the Hispanic population in the U.S., who have backgrounds from more than 20 different countries. One solution that is not discussed often enough and that upsets language purists is mixing English and Spanish, or even creating hybrid words in "Spanglish." This presentation addresses linguistic facts about Hispanics in the U.S. and the appropriateness of using mixed-language phrases and Spanglish words.

Adding a Second Language to Your Speech Application
Aimee Piercy, User Interface Designer, Nuance Communications

There are many challenges to adding a second language to your speech application. Hear useful advice in this presentation to help you ensure a smooth design and development process, including real-life, concrete examples drawn from practical experience working on various Spanish voice applications.

Insights to Multilingual Applications

Prabha Sundaram, *Speech Specialist, Nortel*

There is a growing need to design and develop speech-enabled, self-care applications that are bi- or multilingual (e.g., Spanglish, Hinglish etc.). In these design projects, it is important to understand cultural differences, analyze speaking styles, sentence constructs, etc. Learn about challenges and solutions for tailoring and designing these applications.

KEYNOTE LUNCHEON - sponsored by UCN

12:00 p.m. – 1:30 p.m.

Getting the VUI Right
When Recognition Goes Wrong   `B202`

1:30 p.m. – 2:30 p.m.

MODERATOR: **David Martin,** Solution Architect - Avaya Inc.

Recognition errors are a fact of life for speech systems. The job of a good voice user interface is to make the errors as inconsequential as possible to the end user. Learn how to handle confirmations to build user confidence without becoming a burden, and hear about new approaches to error-handling for natural language applications.

To Confirm, or Not to Confirm ... That Is the Question

Kristie Goss, *VUI Designer, Convergys Corporation*

Confirmations are a critical piece to the VUI puzzle. This presentation investigates various confirmation strategies and illustrates successful phrasing techniques, including a natural-sounding way to confirm dynamic data. Attendees will expand their confirmation toolkit and learn how to improve caller satisfaction and decrease call duration in their own IVR applications.

Fault Tolerance at the VUI Level

Daniel Padgett, *Senior Speech Consultant, and*
Jessica Hicks, *Speech Consultant, Versay Solutions*

Hear about proven strategies for building fault-tolerant VUIs for smarter speech applications. The speakers discuss the use of statistical language models, error strategies tailored to specific call paths, and the careful use of confirmations to minimize errors, improve performance, and increase overall customer satisfaction.

Making It Personal   `B203`

2:45 p.m. – 3:45 p.m.

MODERATOR: **Tom Houwing,** *Director, voiceandvision*

Speech applications used to be conceived of as one-size-fits-all interactions in which every user had the same experience. Increasingly, organizations are capitalizing on data they already know about customers to tailor the experience specifically for them. Whatever you know about the customer can be used to predict the likely reason for the call and present relevant information and services proactively. Learn techniques for creating personalized interactions that make calls seem efficient, productive, and surprisingly satisfying.

Creating a Personalized User Experience

Barb Mackraz, *Principal, Mackraz Design, LLC*

A great application is not only smart and engaging, but also relevant. This session looks at how you can draw on intelligence about a user to adapt and tailor the experience for him. Topics include streamlining a user interface and offering features proactively based on usage patterns and predictions of intent and logistical challenges you'll encounter. This approach to design is especially effective for mobile applications in which a phone identifies a single user.

Developing Dynamic Personalized
Contact Center Applications with Cisco

Cory Wright, *Senior Marketing Manager, Customer Contact Business Unit, Cisco*

This session shows how to create a personalized contact center application using Cisco Call Studio, speech recognition, VoiceXML, and Web or enterprise applications. Learn how the Cisco Customer Voice Portal and interactive voice response technology built into Cisco IOS work together to allow you to build and deliver self-service applications.

Break ❱ *Visit the Exhibit Hall*

3:45 p.m. – 4:15 p.m.

Watch Your Grammar   `B204`

4:15 p.m. – 5:15 p.m.

MODERATOR: **Juan Gilbert,** *Associate Professor, Auburn University*
SPEAKERS:
Judi Halperin, *Speech Engineer, Contact Center Practice, Self-Service Solutions, Avaya, Inc.*
David Thomson, *Chief Technology Officer, SpeechPhone*

Speech applications are only as effective as the grammars they reference. As such, grammars should be constrained as tightly as possible, and grammar over-generation should be avoided at all costs. This session's speakers discuss various methods available to help constrain grammars, as well as some grammar development pitfalls and the testing methodologies that will help avoid them.

Evening Attendee Reception

5:30 p.m. – 7:00 p.m.

> ## TRACK C ❱ **Shubert** (6th Floor)
> ## ADVANCED SPEECH TECHNOLOGY SYMPOSIUM
> (Organized by by AVIOS)

New Approaches to Dialog Design   `C201`

10:45 a.m. – 12:00 p.m.

MODERATOR: **Bill Scholz,** *President, NewSpeech LLC*

As designers are urged to create ever-more sophisticated self-service applications, the pressure for evolving new techniques grows in importance. New Eclipse-based graphical tools oriented around the identification, definition, and reuse of hierarchical dialog patterns and novel nonlinear call flows assisted by agents are described in this dialog design session.

A Graphical Tool for Pattern-Based Dialog Design

Dominique Boucher, *Lead Software Developer, Nu Echo Inc.*

This presentation shows an Eclipse-based, graphical environment for developing speech applications that specifically addresses the problem of capturing and expressing recurring dialog patterns. This tool transforms the process of designing and implementing dialogs by specifically orienting the design process around the identification, definition, and reuse of hierarchical dialog patterns.

Non-Linear Call Flow Design

Clifford Harlow, *Vice President, Client Services, Spoken Communications*

Most speech IVR applications are unable to skip utterances that they don't understand. In contrast, live agents can gather information out of sequence

> # Idea Markets
>
> ## Tuesday and Wednesday ❱ 8:00 a.m. – 8:45 a.m.
>
> *Plan your schedule to join a group of colleagues for breakfast at 8:00 a.m. on Tuesday and Wednesday mornings for an "Idea Market" session. Idea Markets are highly interactive, casual, collaborative conversations about burning questions in speech technology or VUI design, or gatherings of people working in market segments with common questions and interests.*
>
> **Tuesday**
> - ❱ User Interface Design
> - ❱ Speech & Voice Search
> - ❱ Finance & Banking Applications
> - ❱ Medical Market Applications
>
> **Wednesday**
> - ❱ Speech Application Development Tool
> - ❱ Speaker Identification & Verification
> - ❱ Multimodal Applications
> - ❱ Retail Market Applications
> - ❱ Travel Market Applications

or discern intent. By uniquely combining speech technology with humans, callers can have a more natural, free-flowing self-service experience because they are not locked into a rigid call flow.

Adaptive Voice Dialogs Based on Automatic Speaker Classification

Joachim Stegmann, Head, Advanced Voice Solutions, T-Systems Enterprise Services GmbH

This presentation describes the technology and applications of automatic speaker classification (e.g., age, gender, language, and emotions) in voice portals. It shows how dialog parameters should be adapted to achieve improved user acceptance in IVR systems. The first results from pilot implementations within Deutsche Telekom prove the feasibility and show advantages compared to conventional, non-adaptive systems.

KEYNOTE LUNCHEON - sponsored by UCN

12:00 p.m. – 1:30 p.m.

Artificial Intelligence & VUI Design `C202`

1:30 p.m. – 2:30 p.m.

MODERATOR: **Bill Scholz,** President, NewSpeech LLC

The growing sophistication of VUI designs demands the incorporation of new technologies, including those borrowed from other disciplines. This session focuses on the novel application of artificial intelligence technology concurrently using a dialog engine and a problem-solving engine. It also illustrates the use of natural language to understand the semantics and context of any phrase being processed, making it much easier to develop the answers.

Artificial Intelligence in Voice Self-Service Applications

Mahesh Rajagopalan, President & Co-Founder, and
Jacek Jarmulak, Senior AI Scientist, Resolvity

This presentation discusses how AI technologies may be used in voice self-service applications to separate the product support logic from the call flow logic, take advantage of the problem-solver's knowledgebase to develop dialogs, improve speech recognition, create dynamic call flows, and provide an effective and efficient troubleshooting experience. Learn about strengths and weaknesses, rule-based systems, Bayesian inference, decision-trees, and knowledgebases.

Improve Your VUI Design with an AI-Based Conversational Dialog Solution

Peter Trompetter, Vice President, Global Development, GyrusLogic, Inc.

Natural language understanding is an excellent augmentation to an existing or new VUI for better automated call completion and customer satisfaction. Hear about a solution that makes it easier to develop the natural language application after understanding the semantics and context of any phrase.

Advances in Video & Multimedia Application Design `C203`

2:45 p.m. – 3:45 p.m.

MODERATOR: **Bill Scholz,** President, NewSpeech LLC

The availability of a robust 3G infrastructure throughout Europe and much of Asia has released pent-up customer demand to add live video to extend the utility of voice communications. This session illustrates how video menus, pictures of products, live video clips, and video commercials can be managed, as well as how sample speech/video-enabled self-service applications for universities, travel, retail, and home health can be developed. Also, the use of the Adobe Flash Player, a popular standard for delivering rich Web content to develop multimedia content, will be explained and illustrated.

Speech-Enabled Video Applications: A New Level of Customer Service

Valentine Matula, Director, Multimedia Research, Avaya Inc.

Around the world (including in the U.S. in 2007), many consumers have access to live 2-way video. Learn how speech-enabled self-service applications can become even more effective by showing the caller a visual display or video at the same time that they use the speech application—menus, pictures of products, live video clips, and video commercials. See sample speech-enabled self-service and proactive contact/outbound applications for universities, travel, retail, and home healthcare, and hear about the process of application authoring.

Architecture for Web Multimodal Applications

Jan Sedivy, Manager, VTS, IBM Czech Republic

Learn about extending the Adobe Flash Player with speech recognition. A lightweight, embedded VoiceXML browser (VoiceXML 2.0-compatible) is easy to control through XML protocol from Action Script to speech-enable existing or new Flash applications. The VoiceXML is controlled by a browser extension for the IE and Firefox browsers. The browser uses the IBM ViaVoice Embedded Engine for speech recognition. Hear the key aspects of the design and about the challenges faced during the implementation.

Break ◗ Visit the Exhibit Hall

3:45 p.m. – 4:15 p.m.

Speech-to-Text Transcription `C204`

4:15 p.m. – 5:15 p.m.

MODERATOR: **Bill Scholz,** President, NewSpeech LLC

Recognition technology has matured to the point that recorded telephone-quality audio from unknown speakers can be accurately transcribed. Applications such as speech-enabled e-mail have become highly needed in the mobile environment because typing is not always practical when using hand-held devices. Recent applications of speech-to-text for searching and transcribing voice data will be illustrated for other applications, including medical data transcription and the near-real-time conversion of voice mail to text.

Technology & Applications Associated with Broadcast Transcription

Sara Basson, Program Director, Speech Transcription Strategy, IBM Research

As speech transcription technology improves and evolves, more opportunities emerge for captioning broadcast media. This presentation outlines some remaining challenges, such as latencies and understandability. It also addresses issues in combining speech transcription with other natural language technologies, such as search, translation, and named entity detection.

Are We Ready? A Look at the Latest Speech-to-Text Applications

Marie Meteer, Vice President, Speech & NLP, EveryZing

Speech-to-text has steadily improved in accuracy during the past 2 decades, but the question remains: "Is it good enough?" The answer lies not in the technology, but in the applications. Using her experience with BBN's STT engine, Marie Meteer describes how STT performance affects a variety of applications: where it works, where it fails, and where supporting technologies can make the difference.

Evening Attendee Reception

5:30 p.m. – 7:00 p.m.

TRACK D ◗ Majestic (6th Floor)
INNOVATIVE SPEECH APPLICATIONS

Speech Applications for Emergencies `D201`

10:45 a.m. – 12:00 p.m.

MODERATOR: **Emmett Coin,** Director of Speech Research and Development, Lucas Systems, Inc.

This session shows two case studies that illustrate how speech technology can be used in emergency situations. The Italian police use call steering to determine if the call is an emergency, and fire fighters use advanced, multimodal, mobile services enabling on-the-move rescuers to communicate and to share structured multimodal information resources including audio, video, text, graphics, and location information.

Speech Technology: Improving Large-Scale Disaster Management

CCS **Klaus Schäefer,** CFO, Fire Department of Dortmund, Germany, and **Rainer Koch,** Professor of Engineering, University Paderborn, Germany

Hear how the Dortmund Fire Fighters (Germany) are using an advanced, multimodal, mobile service for emergency teams to handle large-scale rescue operations. The speakers will share their experience about how innovative technologies allow workers on the move to communicate naturally and bidirectionally and to share structured multimodal information resources, including audio, video, text, graphics, and location information.

Natural Language for Emergency Calls

CCS **Tom Hanson,** Director of Product Management, Avaya

Natural language processing analyzes incoming calls to determine if any represent an emergency call. In this presentation, learn about the innovative techniques used by the Italian police.

KEYNOTE LUNCHEON - sponsored by UCN

12:00 p.m. – 1:30 p.m.

Synthetic Agents that Speak & Listen `D202`

1:30 p.m. – 2:30 p.m.

MODERATOR: **James Larson,** Vice President, Larson Technical Services

Synthetic interviews enable callers to go beyond the picture or cultural object to better understand the event or concept it represents. For instance, callers may conduct synthetic interviews with individuals in photographs of historical events in a museum or objects in a cultural heritage site. Synthetic interviews represent a new way of interacting with objects that are usually only viewed. The first case study in this session describes a cell-phone application, and the second shows a multimodal application that contains a chat-bot. When applied to the world of advertising, synthetic agents will enable people to talk with advertisements in magazines, on billboards, and other advertising media.

Synthetic Agents as Virtual Tour Guides: Accessing Cultural Heritage Information through Cell Phones

CCS **Matt Nickerson,** Special Projects Librarian & Honors Program Director, Southern Utah University

Many museums around the world rent audio players to their visitors to provide automated tours delivering prerecorded information about their exhibits. One alternative to the rental paradigm is using the patron's own "digital sound player," i.e., their personal cell phone. A system-directed dialog using VoiceXML can allow patrons to obtain a wide range of information through a menu-driven hierarchy or by questioning a synthetic agent virtual tour guide, docent, or teacher.

MAGA: A Mobile Archaeological Guide at Agrigento

CCS **Antonio Gentile,** Assistant Professor, Department of Automatics and Computer Science, University of Palermo (Italy)

PDAs with ad hoc, built-in information retrieval and auto-localization functionalities can help museum visitors more naturally than using traditional audio/visual prerecorded guides. This presentation shows a user-friendly, multimodal virtual-guide system called MAGA, which is usable on multiple mobile devices (e.g., PDAs, Smartphones). An information retrieval service is accessible through a spoken-language interaction or an auto-localization service.

Speech in Banking `D203`

2:45 p.m. – 3:45 p.m.

MODERATOR: **Walter Rolandi,** Founder, The Voice User Interface Company, LLC

SPEAKERS:

CCS **Marc Seltier,** Communications Technologies Manager, HypoVerreinsbank Deutschland
CCS **Jeff Weiner,** Senior Vice President, Telephone Channel, and
CCS **Jan Smith,** Strategic Program Manager, Bank of America

Around the world, speech applications are being used to update account information and to transfer billions of dollars among accounts. Learn how two major banks have successfully deployed speech applications that revolutionized their operations. Speakers will describe solutions to problems encountered during development and deployment.

Break ◗ Visit the Exhibit Hall

3:45 p.m. – 4:15 p.m.

Touch to Voice: Learning from Older Consumers

`D204`

4:15 p.m. – 5:15 p.m.

MODERATOR: **Len Klie,** Senior Editor, *Speech Technology* Magazine, Information Today. Inc.

SPEAKERS:

`CCS` **R.J. Fox,** Director of Quality Assurance, AARP

`CCS` **Ava J. Baker,** CEO & President, AJ Waters, LLC

They said it couldn't be done. In today's high-tech environment as more and more older consumers interact with speech technology, businesses are trying to find ways to make the experience a pleasant one. Hear the latest research findings and how one organization is strategizing to find ways to engage older consumers.

Evening Attendee Reception

5:30 p.m. – 7:00 p.m.

TRACK E ❱ Wintergarden (6th Floor)
TIPS & TECHNIQUES FOR FIXING YOUR SPEECH APPLICATIONS

Tips & Techniques for Using Grammars

`E201`

10:45 a.m. - 12:00 p.m

MODERATOR: **Daniel Burnett,** Speech Standards Lead Engineer, Nuance Communications, Inc.

Specifying grammars that cover the words spoken by users is one of the major keys to designing and implementing speech applications. Tuning grammars is a complex task and requires automated techniques to analyze large amounts of data. What techniques can designers and implementers use to build and tune grammars to handle unexpected events in caller responses such as background talk, side conversations, nonspeech events, restarts, and corrections? Can some of these techniques be automated?

Building Robust Grammars to Handle Unexpected Responses

Sunil Issar, Director, Convergys Corporation

Speech applications misrecognize many common events such as background talk, restarts, and corrections and treat them as valid responses with a high confidence score. This presentation discusses techniques for building robust grammars that handle these unexpected events and other reasons for frequent speech recognition errors and will also review experimental results using data from speech applications.

Building and Tuning Automated Directory Assistance Systems

Padma Ramesh, Senior VUI Developer, and
Krishnan Srinivasan, Senior Solutions Manager,
Nuance Communications, Inc.

Tuning grammars for large telcos and automating directory assistance services is a complex task and requires automated techniques to go over large amounts of untranscribed data. The key technical challenges relate to the integration of large vocabulary recognition of naturally spoken requests, disambiguation, and search and to developing automated approaches to building and tuning these grammars. In this presentation. hear two experts describe their experiences with building and tuning these grammars.

Speech Synthesizers on Steroids

`E202`

1:30 p.m. – 2:30 p.m.

MODERATOR: **Daniel Burnett,** Speech Standards Lead Engineer, Nuance Communications, Inc.

Text-to-speech synthesis is used to render dynamic data, such as newsfeeds and e-mail, and to avoid costly, time-consuming prerecording. The use of speech synthesis will increase as functionality, including pronunciation accuracy, natural timbre, intonation, and expressive voices that supply so much of an application's persona, improves. Special attention will be given in this session to the challenging requirements of non-English-languages and new extensions to the Speech Synthesis Markup Language (SSML).

The Development of Chinese TTS Technology

Qiang Bai, Vice President, Anhui USTC iFLYTEK Co., Ltd.

Making a speech synthesis system for Chinese language has encountered many linguistic and phonetic problems that differ from Western languages. iFLYTEK has taken the language characteristics and constructed a Chinese TTS system with the help of the China national standard CSSML and the developing W3C SSML 1.1 specification. The 2008 Olympics and World Expo 2010 in Shanghai will boost the utilization of the Chinese TTS technology and the markup language for Chinese text.

New Applications & Contexts for Speech Technology

Davide Bonardo, Senior TTS Software Architect, Loquendo

Davide Bonardo demonstrates the many TTS features available today in TTS products, how to use them to obtain effective prompts, and how to optimize TTS use. He will illustrate how to get the most out of the tools available in order to refine prompts for use in the widest variety of contexts.

KEYNOTE LUNCHEON - sponsored by UCN

12:00 p.m. – 1:30 p.m.

Web Services & Speech

`E203`

2:45 p.m. – 3:45 p.m.

MODERATOR: **R.J. Auburn,** Chief Technology Officer, Voxeo

A major problem facing speech application developers is integration with the rest of an enterprise's IT infrastructures. Learn how to integrate speech user interfaces over a network with the rest of an enterprise's IT infrastructure using service-oriented architecture (SOA) technology and Web services. The benefits of this approach include keeping your application portable and maintaining a clear separation of your call flow and your business logic.

Bridging IT and Telephony: Integrating Speech Applications with Enterprise IT Assets

Michael Codini, Chief Technical Officer, VoiceObjects, Inc.

One shortcoming of many speech applications is the lack of integration with the rest of an enterprise's IT infrastructures. Web services integration between speech applications and other enterprise IT assets can remedy this situation. This presentation discusses service-oriented architecture (SOA) technology and Web services and the application of Web services to call center and other speech-enabled environments. See an example of a speech application that fully leverages CRM, BI, and other IT assets via Web services.

Expand VoiceXML & CCXML Using Web Services

Chris Passaretti, Manager of Software Development, Nortel

This presentation discusses functionality beyond the VoiceXML/CCXML standards and suggests a standards-based Web service methodology. The benefits include keeping the application portable and a clear separation of the call flow and the business logic. Learn how Web services can help your speech application leverage other standards without comprising portability.

Break ❱ Visit the Exhibit Hall

3:45 p.m. – 4:15 p.m.

Deploying Speech Applications

`E204`

4:15 p.m. – 5:15 p.m.

MODERATOR: **Michael Perry,** Director, Voice Self Service/IVR, Avaya Inc.
SPEAKERS:
R.J. Auburn, Chief Technology Officer, Voxeo
Bob Cooper, Voice Portal Chief Architect, Avaya Inc.

Even the most carefully planned deployments can go wrong. Experts in this session review lessons learned from years of customer deployments of applications with two to 20,000 ports. They discuss the features of Session Initiation Protocol (SIP), a lightweight, transport-independent protocol for messaging, and share tips on how to overcome the challenges of deploying a VoiceXML/CCXLM application into an SIP environment. Hear "R.J.'s Rules" for successful speech deployments, encapsulating lessons learned from processing more than a billion calls.

Evening Attendee Reception

5:30 p.m. – 7:00 p.m.

KEYNOTE ▶ Customer Conversations

9:00 a.m. – 10:00 a.m. ▶ Broadway Ballroom

Ryan Fox, Senior VP of Web/IVR Customer Service, Wachovia Bank
Scott Abbott, Program Director of eSupport Platforms, AOL
Sanjay Nair, Managing Director, Customer Contact Strategy & Performance, United Airlines

What are they doing? What is on their minds? How did they come to important decisions about their speech technology projects? Do their systems work as promised? Where are the headaches and pitfalls? Listen to this high-powered customer panel and learn what customers of speech technology systems are thinking and how they are making their decisions. Find out what is important to them—and how they are coping with the challenges of procurement, deployment, and implementation of speech systems. If you are a customer or thinking about implementing a speech technology system, you'll gain valuable insights and learn best practices. If you are a speech vendor, this keynote panel takes you behind the scenes into what customers are really thinking and doing—and wanting.

Continue conversations with these customers and learn more about their speech technology implementations in a breakout session following this keynote, from 10:30 a.m. – 11:30 a.m. in the Broadway Ballroom.

Coffee Break ▶ Visit the Exhibit Hall

10:00 a.m. – 10:30 a.m.

TRACK A ▶ Soho (7th Floor)
PLANNING & MANAGING SUCCESSFUL SPEECH DEPLOYMENTS

Mainstream Speech? Stakeholder Views from 360 Degrees   A301

10:30 a.m. – 11:30 a.m.

MODERATORS: **Tim Pearce,** Global Solution Manager, Self-Service, Dimension Data
Mike Bergelson, Director of Business Development, Cisco
PANELISTS:
Tom Houwing, Director, voiceandvision
Ron Owens, Vice President, Product Strategy, First Data Voice Services
Silke Witt-Ehsani, Vice President, VUI Design Center, TuVox, Inc

What are the critical success factors that need to be in place for speech to be truly mainstream? This 360-degree review presents the results of an ambitious set of surveys with end users of speech applications, business decision makers, technical decision makers, and call center managers. The results will be interpreted and debated by a panel of industry experts.

Positioning Speech Applications for Success   A302

11:45 a.m. – 12:45 p.m.

MODERATOR: **Gregory Simsar,** Vice President, Speech Services, Syntellect, Inc.

The way a speech application is presented can have a huge impact on its ultimate success. Applications that are deployed with a solid understanding of the views of the customers who will use them are more likely to succeed—but what is the best way to obtain this understanding? Once an application is ready to deploy, what's the best way to roll it out to customers? Learn how positioning a speech application correctly can help achieve your goals.

Using Focus Groups to Guide VUI Design

Oren Hertz, IT Manager for Systems, Call Center, Ha Poalim Bank, and **Nava Shaked,** CRM & Call Center Manager, IBM Israel Ltd.

The Ha Poalim Bank presents the methodologies and best practices it used to discover information to improve its system's VUI, and discusses the different customer groups that participated. Hear about the importance and challenges of using focus groups in the VUI design process for the banking environment, and learn about the results and conclusions that were directly used to improve speech application in terms of lexicon, prompt design, and persona.

Best Practices to Ensure a Quality Speech Self-Service Solution

Caroline Leathem, Speech Solutions Consultant, Cayton Consulting

Considerable focus as been placed on the design and development of an application, but it is important to look at the whole project engagement. Like a great story, the beginning (pre-sales, requirements capture, etc.) should grab your attention and set the context for the rest of the project, and the end should leave you satisfied with the experience. Using customer case studies this presentation shares ideas for ensuring that your speech story is a best-seller.

Speech Technology Magazine Awards Luncheon

12:45 p.m. – 2:00 p.m.

The 2007 Speech Industry Awards Presentation

David Myron, Editorial Director, *Speech Technology* Magazine

Join the editors of *Speech Technology* magazine as they present the first annual Speech Industry Awards to leading technology vendors, customers who have shown impressive gains with their speech technology implementation, and influential individuals who are moving the industry forward.

The Future of Speech   A303

2:00 p.m. – 3:00 p.m.

MODERATOR: **Matt Whipple,** Self-Service Solutions Architect, Avaya, Inc.
SPEAKERS:
Scott McGlashan, Distinguished Technologist, Hewlett Packard
Mark Rayburn, President & CEO, DemandVoice, LLC
Moshe Yudkowsky, President, Disaggregate

What's the next big thing in speech? What challenges lie ahead and how can we overcome them? Speakers in this session tell us what to look for in the coming months and years and help us understand where we are today. Learn about latest developments in VXML 3.0, and gain insight into the role of speech in a GUI-dominated world.

Top 25 Speech Project "Gotchas"   A304

3:15 p.m. – 4:15 p.m.

MODERATOR: **Ron Owens,** Vice President, Product Strategy, First Data Voice Services
PANELISTS:
Phillip Hunter, Vice President, Voice Interaction Design Group, SpeechCycle, Inc.
Darla Tucker, Principal User Experience Consultant, First Data Voice Services

Anyone who has ever worked on a speech project has them—war stories of missteps we wish we could have avoided. This panel of experts represents a wealth of experience with real speech deployments and offers these experiences to help save you from their bloopers. Panelists will offer their best tips and tricks of the trade about how to avoid the "oops" factor and to keep your speech projects on track.

Breakfast & Coffee Breaks

A continental breakfast will be provided for conference attendees each morning from 8:00 a.m. to 9:00 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.

TRACK B ▶ Empire (7th Floor)
THE V-FILES: HOT TOPICS IN VUI DESIGN

Retire the Horse and Buggy, It's Time To Move Voice Interaction Design Forward   `B301`

10:30 a.m. – 11:30 a.m.

MODERATOR: **Susan Hura,** Principal, SpeechUsability
SPEAKERS:
Bill Byrne, Senior Voice Interface Engineer, Google, Inc.
Phillip Hunter, Vice President, Voice Interaction Design Group, SpeechCycle, Inc.

The automobile was just another form of wheeled transportation, but over time it enabled the movement of people and goods in ways even its inventors could barely imagine. We have reached a similar evolutionary point for voice interaction design practices. Just as early drivers and road rules held on to outdated ways, many of today's designs cling to habits established when we knew far less about their impact. We need to acknowledge that designing spoken language should be more rigorous than we thought and make room for serious advances. Let's explore what this means and where voice interaction design must go as this vital, still-new technology interface progresses.

Special Cases in VUI Design   `B302`

11:45 a.m. – 12:45 p.m.

MODERATOR: **Tom Houwing,** Director, voiceandvision

The focus in VUI design is often to discover and apply universal principles to guide all our designs. As voice user interfaces are used in more varied contexts and with different user populations, we increasingly discover that there are exceptions to the rules. Best practices that clearly work in some domains may not be effective in others. Learn how to break the rules of design properly and when to do so to create the most effective VUI designs.

Designing Successful Self Service Applications for High Repeat Callers

Vasudeva Akula, Speech Scientist, Convergys Corporation

Applications with high repeat caller rates require specific design approaches in order to reduce repetitive information and improve customer satisfaction levels. Hear about the repeat caller rates from banking, insurance, and airline verticals, and see examples from applications that were tuned to improve customer satisfaction and reduce call durations for applications with high repeat callers. Attendees will learn about the implications of repeat caller rate on design decisions and hear practical techniques to improve customer satisfaction and success rates of applications with high repeat caller rates.

When VUI Design Best Practices Aren't Best for You

David Martin, Solution Architect, Avaya Inc.

This presentation explores alternative design strategies to VUI design "best practices" and shows case studies in which alternative design strategies were used. It doesn't argue against VUI design best practices, but emphasizes that alternative solutions have worked when the situation calls for it, encouraging attendees to challenge themselves and their vendors to consciously make design decisions based on specific situations.

Speech Technology Magazine Awards Luncheon

12:45 p.m. – 2:00 p.m.

Whither VUI Standards?   `B303`

2:00 p.m. – 3:00 p.m.

MODERATOR: **Juan Gilbert**, Associate Professor, Auburn University

Can we create VUI standards? Should we? What would VUI standards look like, and what would be their impact? Should we have global commands (such as "help" or "back up") that are part of a global grammar for all applications? These topics and more will be the subject of this thought-provoking session.

The Quest for VUI Standards

Fran McTernan, Speech Operations Lead, Nortel

How helpful is "help"? Do speech applications need universal commands? A VUI isn't a GUI, and this presentation will focus on the hotly debated topic of whether or not VUI standards are achievable. We'll discuss why the "holy grail of standards" in the speech industry is a myth. Instead of debating how to standardize, we need to be debating, "Do we standardize?" As a community of VUI experts, let's agree on VUI best practices to achieve the goal of effective and appealing interfaces.

Help & Naming

Phil Shinn, Consultant, Voice Application Services

This presentation reviews some discussions in the VUIDs group about VUI standards, including global grammars, help, and naming your persona.

The Ultimate VUI Showdown   `B304`

3:15 p.m. – 4:15 p.m.

MODERATOR: **Gregory Simsar,** Vice President, Speech Services, Syntellect, Inc.
PANELISTS:
Bill Byrne, Senior Voice Interface Engineer, Google, Inc.
Lizanne Kaiser, Customer Experience Designer, Genesys Telecommunications Laboratories
Peter Krogh, Director of Business Analysis, SpeechCycle, Inc.
Walter Rolandi, Founder, The Voice User Interface Company, LLC

Back for an encore from SpeechTEK 2006 is Greg Simsar's provocative, interactive, and fun debate on hot topics in VUI design. Noted industry experts will offer their often opposing viewpoints on the state of VUI 2007, and the audience is highly encouraged to enter the fray. Come for lively discussion, friendly feuding, and strong opinions, and leave with many new perspectives on VUI design.

TRACK C ▶ Shubert (6th Floor)
NOW READY FOR PRIME TIME

Natural Language Processing   `C301`

10:30 a.m. – 11:30 a.m.

MODERATOR: **Deborah Dahl,** Principal, Conversational Technologies

Natural language (NL) is used (and misused) to mean many different capabilities, ranging from continuous speech recognition to complete understanding of conversational English. Aaron Fisher will overview various types of NL and discuss how it works. Marco Petroni describes best practices for implementing a popular type of natural language call steering, which automatically routes callers to one of several destinations.

Natural Language

Aaron Fisher, IT Director, Professional Services, West Corp.

In this presentation hear how natural language speech recognition can improve service and defray costs for call routing and transaction processing. Learn the key, unique steps involved in planning, designing, and implementing a natural language solution and hear high-level case studies on successful applications.

Tagging: Best Practices for Natural Language Call Steering Solutions

Marco Petroni, Principal Solutions Architect, Nuance Communications, Inc.

Using real-world experience, this presentation shows the pros and cons of different tagging approaches and presents best practices around tag definition and design. The benefits and trade-offs of "coarser" application level tags and of "more granular" semantic level tags will be discussed, as well as what each approach offers in terms of application functionality and flexibility for the future.

Who's Really Calling? Speaker Authentication   `C302`

11:45 a.m. – 12:45 p.m.

MODERATOR: **Judith Markowitz,** Principal, J. Markowitz, Consultants

Speaker authentication is a form of biometric-based security that uses features of a person's voice to validate that they are who they claim to be. It secures sensitive transactions made over the telephone and ensures that only authorized individuals have access to sensitive information and mission-critical resources. This session addresses the major authentication issues of premise-based or managed service, registration procedures, challenge dialogs, and accuracy.

Protecting Customer Privacy

CCS **Melinda Charlesworth,** Operations Manager, Australian Health Management (AHM)

AHM is leading the way in protecting its customers' privacy with a high-tech but simple biometric voice verification system. An Australian "first," the system protects customers from identity theft and fraudulent activities as well as improves its customer experience by eliminating intrusive identity-check questions.

Improving Aeroplan's Member Experience with Voice Recognition

CCS **Brian Rowland,** Director, Contact Centre Technology & Member Experience, Aeroplan

Aeroplan, Canada's leading loyalty marketing program, has implemented an innovative voice recognition service on its speech platform. Members who enroll their voice prints have full "anywhere access" to their accounts in an extremely privacy-secure environment, while eliminating the need to retain yet another password or PIN.

Speech Technology Magazine Awards Luncheon

12:45 p.m. – 2:00 p.m.

Using Multimodal Technology to Improve Language Skills `C303`

2:00 p.m. – 3:00 p.m.

MODERATOR: **Nava Shaked,** CRM & Call Center Manager, IBM Israel Ltd.

New and exciting types of user interfaces are required to take full advantage of multiple modes of input, such as speech and keypads/mouse pads. Two case studies in this session describe how multimodal applications were developed, one for those learning how to speak English, and one for individuals with aphasia, a loss of language ability resulting from brain injury, who needed speech therapy. The speakers describe how they used multimodal user interfaces to enable these applications, the problems encountered, and best practices for developing multimodal applications.

Using Speech Recognition in Speech Therapy

Deborah Dahl, Principal, Conversational Technologies

Hear a case study of a multimodal application that integrates speech and GUI to provide speech therapy for individuals with aphasia, a loss of language ability resulting from brain injury. Debbie Dahl describes the requirements analysis, prototyping, and user testing phases of the project as well as user feedback.

Speech Recognition for Language Learning

CCS **David Topolewski,** Chairman, Wen He Education Xchange Technology Co. Ltd.

Language learning presents some unique challenges with the lack of trained instructors, few opportunities to practice speaking, and inadequate tools to manage student progress. Learn how one company is addressing these challenges in China with a technology-based, spoken-English training service delivered over the Internet to students in schools and homes in China.

Video & Speech `C304`

3:15 p.m. – 4:15 p.m.

MODERATOR: **Deborah Dahl,** Principal, Conversational Technologies

Video adds a new dimension to speech applications, enabling users not only to "speak and listen," but to "see" as well. VoiceXML applications may be easily augmented to become interactive video applications while retaining standard speech services such as speech recognition and speech synthesis. Experts describe existing implementations and video features in future standards such as VoiceXML 3.0.

VoiceXML: Providing a Video Interface to Speech Services

Andrew Fuller, Chief Technology Officer, Voxpilot

This presentation examines how standard VoiceXML applications can be easily augmented to become interactive video applications while retaining standard speech services such as ASR and TTS. Existing implementations and future standards will be covered, including multimedia functionality in VoiceXML 3.0.

Video in the Next-Generation Networks and Contact Centers

Rob Marchand, Senior Director, Product Management, Genesys Telecommunications Laboratories

This presentation discusses opportunities for the deployment of speech-enabled video applications in the enhanced services and managed service environments, as well as how speech and video applications can be used in the contact center. Topics include architecture, applications, and the relationship to standards, including SIP and VoiceXML.

TRACK D ❱ Majestic (6th Floor)
SOLVING SPEECH APPLICATION PROBLEMS

Avoiding Voice Fraud & Threats `D301`

10:30 a.m. – 11:30 a.m.

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

Identity theft and organized criminal activity to commit fraud have become prevalent on the Web. Learn how to avoid fraudulent mechanisms that are used to infiltrate the phone channel, including "product delivery confirmers," change of billing attempts, phone number spoofing, and "voice phishing." Learn how to mitigate risks associated with attacks that may compromise your user-sensitive data.

The Fraudster Underworld: Phone Fraud as the Next Frontier

Jens Henrichsen, Product Marketing Manager, RSA, The Security Division of EMC

Fraudsters are picky professionals. They band together forming a supply chain for stolen identities. This presentation disrobes the fraudsters, describes how they conduct business, and with what tools, and especially focuses on how they exploit the phone channel to make money off innocent consumers.

Are You Really Who You Say You Are?

Valene Skerpac, President, CISSP iBiometrics, Inc.

The telephone channel is not immune to such malicious attacks as identity theft. Learn how vulnerabilities in today's technology can lead to fraud, and find out how to mitigate risks associated with attacks and fulfill the potential of your speaker verification systems.

Legal Issues with Speech `D302`

11:45 a.m. – 12:45 p.m.

MODERATOR: **Bill Meisel,** President, TMA Associates
PANELISTS:
Clegg Ivey, Vice President, Mergers & Acquisitions, General Counsel, Voxeo
Janette Nelson, Associate Counsel, Compliance, West Corp.
Mark Randolph, Director of Engineering & Technology Applications Research, Motorola

Speech technology deployments raise new political and legal issues. Should the FTC be able to place severe restrictions on outbound IVR calls? Should the government mandate how personal data should be made secure? Who owns your "voice print"? How should the speech industry react to government efforts to exercise controls? Hear this panel discuss these and other legal issues surrounding speech applications and technology.

Speech Technology Magazine Awards Luncheon

12:45 p.m. – 2:00 p.m.

Is Paul English Right? `D303`

2:00 p.m. – 3:00 p.m.

MODERATOR: **James Larson,** Vice President, Larson Technical Services
SPEAKERS:
Kirsty McCarthy, Vice President, Sales & Marketing, Inference Communications
Walter Rolandi, Founder, The Voice User Interface Company, LLC
Michael X. Zirngibl, President & CEO, Angel.com

Paul English presented the getHuman.com guidelines for improving IVR systems in a keynote address at last year's SpeechTEK conference. The

guidelines attempt to eliminate IVR features that most anger customers, but sometimes run counter to business goals and cost issues. How should the speech industry react to these guidelines? Will consumers revolt against IVRs that fail to implement the guidelines? Members of this lively panel represent all viewpoints in this controversial discussion.

Worst Practices   `D304`

3:15 p.m. – 4:15 p.m.

MODERATOR: **Len Klie,** Senior Editor, *Speech Technology* Magazine,
Information Today, Inc.

For a successful speech application, do not follow these practices! Learn about the pitfalls and stumbling blocks of speech application deployments and how to avoid them from two of the industry's leading experts.

When Not to Use Speech

Mike Bergelson, Director of Business Development, Cisco

While there have been many successful and ROI-generating deployments of speech recognition technology, other efforts have fallen flat. Indeed, some critics compare speech recognition to Flash animation for a Web site; it helps embellish some interactions but can be downright annoying in others. Explore where speech makes sense and, more importantly, where it doesn't.

Avoiding Worst Practices in Speech Applications

Michael Perry, Director, Voice Self-Service/IVR, Avaya Inc.

Tired of guidelines that only tell you what to do? This presentation takes the opposite approach and tells you what not to do. Hear when not to use speech recognition, when not to use speech synthesis, and what not to do when deploying a self-service solution into your integrated contract center.

TRACK E ▶ Wintergarden (6th Floor)
TIPS & TECHNIQUES FOR FIXING YOUR SPEECH APPLICATIONS

Tuning Speech Applications for Maximum Performance, Part 1   `E301`

10:30 a.m. – 11:30 a.m.

MODERATOR: **Jerry Carter,** Director, Network Speech Architecture &
Standards, Nuance Communications, Inc.
SPEAKER: **Joe Alwan,** Vice President & General Manager, AVOKE Call
Experience Analytics Division, BBN Technologies

Methods for tuning speech applications have grown and evolved with the industry. Learn how to manage a successful tuning project to get maximum value from your speech application. Topics include setting tuning objectives, understanding caller behavior and intent, measuring dissatisfiers and inefficiencies, and identifying the highest-impact tuning opportunities. Learn how to capture whole calls and how to use them to improve caller success rates by another 30-40% after traditional speech tuning.

Tuning Speech Applications for Maximum Performance, Part 2   `E302`

11:45 a.m. – 12:45 p.m.

MODERATOR: **Jerry Carter,** Director, Network Speech Architecture &
Standards, Nuance Communications, Inc.

Learn how to improve speech recognition using computationally lightweight post-ASR information, and hear how an n-best list and other information from the ASR can be used to improve speech recognition accuracy. Experts will present several examples and techniques for developing dialogs that can improve the perceived recognition accuracy. These techniques can improve out-of-vocabulary rejection and improve the correct recognition of user utterances.

Enhancing Recognition Using Pre- and Post-ASR Manipulation

Emmett Coin, Director of Speech Research and Development, Lucas Systems, Inc.

The basic automatic speech recognition (ASR) result string is sufficient for most tasks. But in longer sessions or in more challenging environments an application can benefit greatly with even small amounts of error reduction. This presentation describes some computationally lightweight post-ASR methods that use standard, readily available ASR result information to enhance performance. These techniques can improve out-of-vocabulary (OOV) rejection, improve the correct recognition of marginal results when there are expectations, and salvage parts of utterances.

Smoke and Mirrors: Improving Recognition Accuracy Through Design

Dave Pelland, Director, Design Collaborative, Intervoice, Inc.

Speech recognition technology has come a long way but it's still not perfect. Sometimes a misrecognition can be salvaged by looking at all the information returned by the recognizer. This presentation explores the information from speech recognizers and shows several examples and techniques for developing dialogs that can improve perceived recognition accuracy.

Speech Technology Magazine Awards Luncheon

12:45 p.m. – 2:00 p.m.

Collecting, Managing, & Analyzing User Feedback   `E303`

2:00 p.m. – 3:00 p.m.

MODERATOR: **Peter Leppik,** CEO, Vocal Laboratories Inc.

Learn how two companies use caller feedback from multiple sources to revise and improve their respective IVR systems. Learn how to collect and analyze the information and to determine how to modify the speech application. Most important, find out how feedback improves performance.

Using Caller Feedback to Drive Contact Center Innovation

`CCS` **Elisa Elderbaum,** IT Business Advisor, National Government Services
(formerly Empire Medicare Services)

Hear how National Government Services (formerly Empire Medicare Services) used caller feedback to drive innovation in its contact centers. Find out what methods were used to collect the feedback and engage the callers, what internal processes occurred to improve the applications, and the positive results experienced as a consequence of this unique post-implementation procedure.

How Do I Know My New IVR Is Working?

`CCS` **Jenni McKienzie,** VUI Designer, Travelocity

After Travelocity deployed its revamped IVR in the summer of 2006, it began getting a lot of reports about it. Each one told something different, but that's a lot of data to look at. Every bit is valuable, but what do we need at our fingertips? Interested parties from the different areas got together and identified the key indicators for the health of the system and developed a dashboard of those most important factors. This presentation looks at what Travelocity had to choose from, what was selected and why, and how it has helped.

The Lighter Side of Speech Deployments   `E304`

3:15 p.m. – 4:15 p.m.

MODERATOR: **James Larson,** Vice President, Larson Technical Services
SPEAKERS:
Richard Feinberg, Director, Center for Customer Driven Quality,
Purdue University
Michael Picheny, Researcher, IBM

In this lighthearted final session, Michael Picheny discusses a Shakespearian view of the status and future of speech recognition, leading us through Shakespeare's writings with lessons for speech technology use. To paraphrase *As You Like It,* "All of SpeechTEK is a stage, And all the speech professionals merely players." Professor Feinberg looks at the lighter side of call centers and customer satisfaction from a different perspective. Clips from movies and commercials illustrate that customer satisfaction is the only reason for speech technology and call centers. Caution: This is not the usual traditional professorial dry lecture.

SpeechTEK 2007
The Voice Solutions Showcase

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.

These are separately priced or may be purchased as part of your conference registration.

Effective Application Design Patterns Using VoiceXML & CCXML/SCXML   STKU-1

9:00 a.m. – 12:00 p.m.

Scott McGlashan, Distinguished Technologist, Hewlett Packard
Ian Sutherland, Consulting Member of Technical Staff, Oracle

This course is for attendees with experience with VoiceXML (and related languages such as CCXML or SCXML) who want to learn the latest best practices for efficient and effective application design. Central to these techniques is the separation between presentation, flow, and data within an application. Since high-density deployments require efficient application design for maximum performance, you will learn how techniques such as HTTP resource caching and data submission without page transitions contribute to efficiency and see their power with deployed applications using VoiceXML and CCXML. The course also covers how SCXML can be used to implement the flow of complex applications, invoking VoiceXML interaction only when required.

CCXML Application Workshop   STKU-2

9:00 a.m. – 12:00 p.m.

Moshe Yudkowsky, President, Disaggregate

Learn how to use CCXML by developing a useful program in just 3 hours in this applications workshop. CCXML, also known as Call Control XML, is a standard language from the W3C that runs on a wide variety of platforms from different vendors. By building a simple application, this course will teach fundamental concepts and basic capabilities of the CCXML programming language. The course will include information about how CCXML controls telephone calls, best practices to use when writing CCXML programs, and how to incorporate information from databases and the Internet to build "smart" telephony applications. Participants should bring a laptop and should have a headset. Participants will receive advance instructions on how to download and install a CCXML software package on their computers.

Natural Language Processing   STKU-3

9:00 a.m. – 12:00 p.m.

Deborah Dahl, Principal, Conversational Technologies

Natural language processing is being used in more and more applications to support increasingly sophisticated speech dialogs. This tutorial will introduce natural language processing and its role in speech applications. Attendees will learn what natural language is; techniques for processing natural language; how to use Statistical Language Models (SLMs) and speech grammars with semantic tags for processing natural language; and about emerging standards and research and their roles in future applications. Attendees will have the opportunity to develop tagged grammars illustrating the techniques discussed in the tutorial.

User-Focused VUI Design   STKU-4

9:00 a.m. – 12:00 p.m.

Susan L. Hura, Principal, SpeechUsability

What are the rules for designing effective, intuitive, comfortable interactions with automated speech systems? Voice user interface (VUI) design is a rapidly evolving field with few standards to rely upon. This practical tutorial details how 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 presents a philosophy of user-centered design applied throughout the speech project lifecycle and shows how your users can teach you what you need to know to design quality VUIs.

Hands-On Voice Applications with SCXML   STKU-5

1:30 p.m. – 4:30 p.m.

R. J. Auburn, Chief Technology Officer, Voxeo

Learn the basics of using the next-generation W3C language SCXML to create speech applications. Developers will get a hands-on overview of the language and will work together to build several sample applications using free, publicly available tools and the Prophecy SCXML browser. Expect to learn how and when to use SCXML; the basics of Harel state charts; and ways that SCXML, CCXML and VoiceXML can work together seamlessly. (Attendees will receive hardware specs and resources to download in advance.)

Developing Applications Using System.Speech and SAPI on Windows Vista   STKU-6

1:30 p.m. – 4:30 p.m.

Rob Chambers, Principal Development Lead & Architect, Microsoft

Speech recognition and speech synthesis have come a long way at Microsoft in the past 10 years. The evolution of the developer APIs, the included TTS and SR engines, and the integrated user experiences in Windows Vista will have a profound impact on the availability of Windows applications in the future. In this course, you will learn about both SAPI and System.Speech in a hands-on lab setting (bring your own laptop). Attendees with either COM and C++ experience or managed code developers with C# experience will experience Microsoft speech offerings for the desktop firsthand. (Attendees will receive hardware specs and resources to download in advance.)

Enough with the Theory! Let's Write Some Prompts!   STKU-7

1:30 p.m. – 4:30 p.m.

Jenni McKienzie, VUI Designer, Travelocity

There are lots of books, courses, and presentations on the principles of VUI design. But when it comes time to put pen to paper and write prompts, it can be a little tough to translate theory into practice. This interactive tutorial will tackle the writing, pulling examples from actual deployments, designs, and some made-up scenarios. We'll start by looking at some before and after prompt pairs. What makes the original bad? What makes the rewrite good? Are there other possible good rewrites? We'll share our thoughts and critique each other. We'll also look at sample conversations to make sure we add the context to our prompts, and start from scratch with a given scenario. And once you've written great prompts, how important is the recording? We'll look at several examples of how the recording contributes to the success or failure of the prompt.

Assessing & Improving Caller Experience   STKU-8

1:30 p.m. – 4:30 p.m.

Greg Simsar, Vice President, Speech Services, Syntellect
Eduardo Olvera, Senior Speech Analyst, Syntellect

Have you called your own company recently? How would you rate that experience? How would you identify and prioritize trouble spots? How would you go about improving them? If you're looking for an intense, hands-on session about how to assess and improve your company's caller experience, this tutorial is for you. Join us and your peers as we dial up a live 800-number and do a real-time assessment of the caller experience. Together we'll benchmark the experience to see where the lucky company stacks up with current best practices as well as the getHuman standard. Then you'll witness a "live" evaluative usability session to identify and pinpoint trouble spots, and together we'll map out how to go about improving them. The caller experience will include self-service, live-service, and the transition from one to the other.

Exhibitor List & Floor Plan

@International Services 803
Angel.com 804
Apptera 306
Aspect Software 413
Avaya 603
Cisco 610
ClickFox 609
Convergys Corporation 511
Diaphonics 615
Envox Worldwide 617
First Data Voice Services 223
Fluency Voice Technology. 700
Genesys Telecommunications
Laboratories 205/209
GM Voices, Inc.. 307
Gold Systems, Inc. 411
GyrusLogic, Inc. 214
Holly Connects 412
IBM & Partners 201

iFLYTEK 522
Interactions. 523
Intervoice 604
IQ Services 408
Kirusa 315
Loquendo 509
LSSi 314
LumenVox & Partners 303
Message Technologies Inc. 510
MicroAutomation 210
Nexidia 807/809
Nuance Communications 501
OpenMethods 801
Pactolus 221
Parwan Electronics Corporation . . 414
Pentax/NeoSpeech 311
Persay Ltd. 321
Premiere Global Services 313
Product Support Solutions (PSS). . . 211
Resolvity, Inc. 805
RSA, The Security
Divison of EMC 304
SER Solutions, Inc.. 512

SimulScribe 520
SpeechCycle 514
Speech Technology Center 513
Speech Technology Magazine . . . 217
Syntellect 508
Talkhouse 310
TuVox 614
Verint Witness
Actionable Solutions 410
Verizon Business 616
Vicorp 312
Viecore 208
VocaLabs 507
VoiceObjects, Inc. 800
VoiceVerified Inc. 521
VoiceXML Forum 406
Voiyager 506
Voxeo. 409
Voxify 505
Voxpilot 415
Walsh Media IVC 515
WebForPhone 204
West Interactive 502

Exhibit Hours

MONDAY
August 20
5:00 p.m. – 7:00 p.m.
Grand Opening Reception
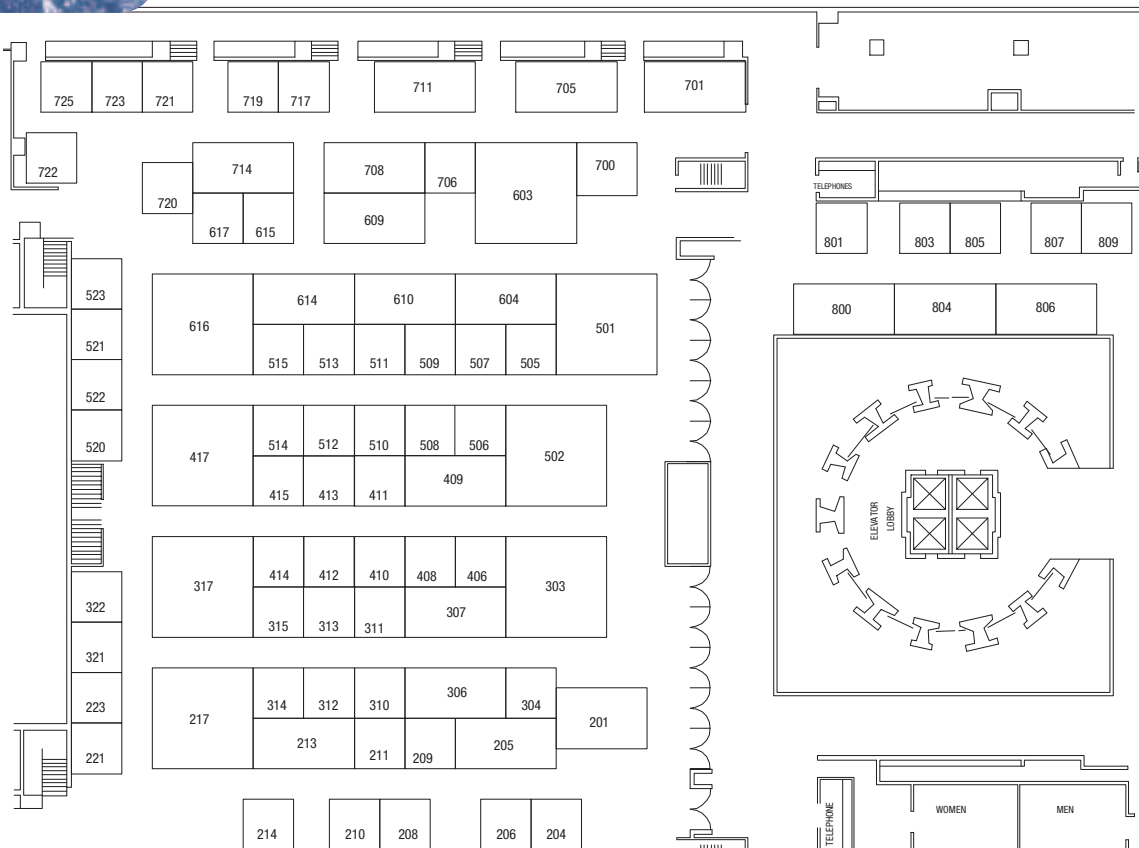
TUESDAY
August 21
10:00 a.m. – 5:30 p.m.

WEDNESDAY
August 22
10:00 a.m. – 2:00 p.m.

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Booth 804

Angel.com is a leading provider of on-demand Interactive Voice Response (IVR) solutions, which enable organizations of all sizes to quickly deploy powerful telephony applications. More than 1,600 customers, including Kellogg's, Borland Software, and KB Toys, turn to Angel.com's patented Voice Site technology to power customer service and marketing phone numbers using intelligent speech recognition that can automate most phone-based interactions. With an innovative Internet-based solution that requires no investment in hardware, software, or human resources, Angel.com balances the

need for high-quality communications with affordable pay-as-you-go pricing.

Apptera

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FAX: 650-872-8409
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Booth 306

Apptera provides technology for mobile advertising, search, and commerce. Our services are provided in-call while a consumer is interacting with a business over the phone. These solutions are sold to companies looking to monetize their call traffic and automate many of the routine tasks of managing customer requests for information and order processing.

Aspect Software

300 Apollo Drive
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www.aspect.com

Booth 413

Aspect Software, Inc., founder of the contact center industry, is the world's largest company solely focused on providing proven, innovative solutions to enable customer service, collections, and sales and telemarketing processes for in-house and outsourced contact centers. For more information, our Web site.

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ClickFox

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Booth 609

ClickFox, a pioneer in Customer Behavior Intelligence, enables organizations to see how their customers actually interact across a variety of systems, such as IVR, Web, CRM, agent desktops, Point of Sale, and interactive kiosks. ClickFox uncovers opportunities for extending automation, cost savings, and increasing revenue. For more information, visit our Web site.

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Booth 615

Diaphonics helps organizations enhance security, fight ID fraud, and save money through voice verification. Diaphonics provides solutions for two-factor authentication, password resets, and the corrections sector. Diaphonics offers two delivery platforms: Spike Server and SpikeCore Web Service. Spike Server is a complete hardware/software solution with advanced call control features, while SpikeCore is designed to integrate easily with automated speech and touch-tone IVRs.

envox

Envox Worldwide

2000 West Park Drive
Westborough, MA 01581
PH: 508-898-2600
FAX: 508-366-0009
www.evnox.com

Booth 617

Envox Worldwide is a leading global provider of voice solutions. The company's software products and related services, including Envox OnDemand, dramatically reduce the time, cost, and complexity of creating voice solutions and empower enterprises and service

providers to significantly reduce operating costs, improve customer satisfaction and retention, and generate new revenue streams.

First Data Voice Services

10910 Mill Valley Rd.
Omaha, NE 68154
PH: 800-428-2400
FAX: 402-222-7910
www.fdvs.com

Booth 223

First Data Voice Services develops and hosts automated voice applications. Our inbound self-service applications and multichannel outbound notification solutions will improve your customers' experience while you utilize the latest technology with minimal upfront costs. Leverage First Data's portfolio of services that focus on security, fraud protection, and customer verification.

Fluency Voice Technology

225 Franklin Street, 26th Floor
Boston, MA 02110-2804
PH: 617-217-2116
FAX: 617-217-2001
www.fluencyvoice.com

Booth 700

Fluency Voice Technology is a leading provider of packaged speech recognition applications for use in call centers. Our solutions enable enterprises to significantly reduce costs and enhance customer service by automating much of the high-volume call center activities. Key sectors for which Fluency has developed applications are financial services, travel and transport, healthcare, utilities, telecoms, and retail.

Genesys Telecommunications Laboratories

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Genesys, an Alcatel-Lucent company, is 100 percent focused on software for customer interactions. Genesys provides an integrated software suite for dynamic environments, automatically adjusting to balance corporate resources, marketing goals, and customer needs. With 3,300 enterprise customers in 80 countries, Genesys directs more than 100 million customer interactions every day. For more information, visit our Web site.

GM Voices, Inc.

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Alpharetta, GA 30004
PH: 770-752-4500
FAX: 770-752-4545
www.gmvoices.com

Booth 307

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Gold Systems, Inc.

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PH: 303-447-2774
FAX: 303-447-0814
www.goldsys.com

Booth 411

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.

GyrusLogic, Inc.

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PH: 602- 432-1995
www.gyruslogic.com

Booth 214

An application developed with GyrusLogic tools is intuitive, conversational, and understands what the user means regardless of how the question or request may be phrased. GyrusLogic helps transition smoothly from a directed dialog to a full natural language application at a fraction of your current application development and operational costs.

Holly Connects

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Booth 412

Holly Connects is a leader in innovative standards-based, hosted, and on-premise voice self-service solutions. Named Next Generation IVR platform leader by Frost & Sullivan in Australia, the Holly Voice Platform is the only independent

platform running large, complex customer deployments worldwide. Holly has deployed thousands of ports and hundreds of applications across five continents into major customer sites, including American Express, Telstra, USAir, and Vodafone. Our customers and partners leverage our innovative technology solutions to enhance customer care and caller satisfaction, deliver operating efficiencies, and drive new revenue opportunities. For more information, visit our Web site.

IBM & Partners

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IBM Enterprise Speech Solutions include a broad range of software and services and a strong ecosystem of partners. Offering IBM WebSphere speech middleware, IBM Business Consulting Services dedicated to transforming contact centers, and 40 years of research, including over 350 speech patents. For more information, visit www.ibm.com/Websphere. Websphere.org, Genesys, DemandVoice, VoiceTrust, and Nortel can also be found in the IBM booth.

iFLYTEK

iFLY Manson
Huangshan Road, No. 616
Hefei, Anhui 230088
China
PH: 011-88-551-6331845
FAX: 011-86-551-5331801
www.iflytek.com

Booth 522

Anhui USTC iFLYTEK Co., Ltd is the most dominant provider of Chinese speech technology, conquering 80% of related market in China. iFLYTEK's core business includes fundamental speech technology research, software design and development, and hardware design and pro-

duction. The company has four major production lines in network speech platform, embedded system, value added telecommunication services, and educational products. The company also provides full-time technical support in software application and system integration. Appointed by the Chinese government, iFLYTEK has been the chair party of the standardization committee for Chinese speech technology.

Interactions

14390 Clay Terrace Boulevard
Suite 205
Carmel, IN 46032
PH: 317-810-2800
FAX: 317-810-2801
www.interactions.net

Booth 523

The Interactions Service Factory fundamentally reorganizes call center tasks by seamlessly weaving together humans and automation to deliver completely consistent, customer-pleasing results while dramatically reducing costs. We've quietly invested 4 years and over $10M to build a revolution in customer service. In addition to visiting with us at our booth, we invite you to invest 4 minutes at our Web site and listen to the service in action to learn why Fortune 1000 companies are turning to Interactions to simultaneously save money and improve customer satisfaction.

Intervoice

17811 Waterview Parkway
Dallas, TX 75252
PH: 972-454-8000
FAX: 972-454-8282
www.intervoice.com

Booth 604

Intervoice is a world leader in unified communications, providing scalable, switch-independent software and professional services that power standards-based voice portals, multichannel IP contact centers, and next-generation mobile-enhanced services. Intervoice Voice Portal, IP contact center, IMS-enabled messaging, Media Exchange platform, and custom-built and packaged applications are available on-premise or hosted by Intervoice.

Exhibit Hall Hours

Monday, August 20. . . . . 5:00 p.m. – 7:00 p.m.
Tuesday, August 21 . . . . 10:00 a.m. – 5:30 p.m.
Wednesday, August 22 . . . . 10:00 a.m. – 2:00 p.m.

E-Mail Stations

E-mail stations will be open in the Exhibit Hall during regular exhibit hours for attendees to check their e-mail.

IQ Services

6601 Lyndale Ave. S, Suite 330
Minneapolis, MN 55423
PH: 612-243-6700
FAX: 612-869-6200
www.iq-services.com

Booth 408

IQ Services empowers companies to deliver the best possible experience to their customers through proactive managed testing services for contact center solutions. IQ Services delivers performance and load testing, availability monitoring, feature function testing, and more to help businesses achieve ROI and customer satisfaction objectives. Go live with confidence!

Kirusa

571 Central Avenue, Suite 106
New Providence, NJ 07974
PH: 908-464-5556
FAX: 908-464-5557
www.kirusa.com

Booth 315

Kirusa is an industry leader and globally recognized provider of mobile value-added services that leverage the freedom of multimodality. Kirusa's solutions include the hugely successful KV.SMS, the world's most advanced Voice SMS solution, which allows mobile users to send and reply to SMS messages with voice and works on all handsets and on all networks. KV.SMS is built on Kirusa's patented technology and its highly reliable and scalable multimodal platform. Headquartered in New Jersey and led by an experienced team of wireless telecom executives and technologists, Kirusa has sales offices in Paris, France; Delhi, India; and Hong Kong, China, with a research and development facility in Bangalore, India. For more information, please visit our Web site.

Loquendo

Via Valdellatorre 4
Torino I-10149
Italy
PH: 39 0112913423
www.loquendo.com

Booth 509

With over 30 years' speech technology experience, Loquendo is the leading innovator in speech recognition and speech synthesis—providing a complete range of technologies for server, embedded, or desktop. Currently available in 20 languages with 47 voices, Loquendo's best-in-breed solutions guarantee integrators enhanced customer satisfaction at greatly reduced costs.

LSSi

Raritan Plaza III
105 Fieldcrest Ave.
Edison, NJ 08837
PH: 800-210-9021
FAX: 732-512-2103
www.lssi.net

Booth 314

LSSi is the leading provider of telephony-sourced databases in the U.S., with over 135M telco-fresh listings derived daily from over 500 carrier and VoIP companies. LSSi's database has been acknowledged as the most accurate telephony-based database in the U.S. in each of the last 5 years. LSSi also provides telephony-sourced databases in Canada, Ireland, the U.K., and France.

LumenVox & Partners

3615 Kearny Villa Rd., Suite 202
San Diego, CA 92123
PH: 877-977-0707
FAX: 858-707-7072
www.LumenVox.com

Booth 303

LumenVox provides powerful, full-featured, and affordable speech recognition software together with a committed focus on excellent customer service. Our innovative speech technology empowers channel integrators, developers, and solution providers to design and deploy dynamic speech solutions. LumenVox has gained industry recognition by winning over 20 awards for innovation, technical excellence, and user's choice for our Speech Engine and Speech Tuner. Call us or visit our Web site. Cepstral, VClarity, CallistaCTI, and Acclaim Telecommunications can also be found in the LumenVox booth.

Message Technologies Inc.

1995 North Park Place
Meridian–5th Floor
Atlanta, GA 30339
PH: 770-240-8000
FAX: 770-240-7474
www.messagetech.com

Booth 510

Message Technologies, Inc. (MTI) provides customers with reliable and cost-effective speech application hosting and outsourcing solutions. With MTI, you get dual redundant NOCs, best-of-class performance and low-risk deployment, so you can focus on your business. How can we can help you? Learn more at our Web site or call 800-868-3684.

MicroAutomation

10550 Linden Lake Plaza, 2nd Floor
Manassas, VA 20109
PH: 800-817-2771
FAX: 703-366-3850
www.microautomation.com

Booth 210

MicroAutomation is a full-service integrator of call center solutions. Our solutions are based on enhancing the caller experience through speech-enabled Interactive Voice Response (IVR); improving live agent efficiency using Computer Telephony Integration (CTI); and providing analytics tools to manage and refine each solution element to maximize the performance of your call center.

Nexidia

3565 Piedmont Road, NE
Building 2, Suite 400
Atlanta, GA 30305
PH: 404-495-7220
FAX: 404-495-7221
www.nexidia.com

Booth 807/809

Nexidia is the developer and provider of the most effective phonetic-based technology for audio and video search. Nexidia's core phonetic search engine is the only solution that enables search by using phonemes—the smallest units of human speech, enabling fast, accurate search and analysis of large volumes of audio.

Nuance Communications, Inc.

1 Wayside Rd.
Burlington, MA 01803
PH: 781-565-5000
www.nuance.com

Booth 501

Nuance is a leading provider of speech and imaging solutions for businesses and consumers around the world. Its technologies, applications, and services make the user experience more compelling by transforming the way people interact with information and how they create, share, and use documents. Every day, millions of users and thousands of businesses experience Nuance's proven applications and professional services.

OpenMethods

4741 Central Street, Suite #285,
Kansas City, MO 64112
PH: 816-283-VXML
FAX: 816-817-0643
www.openmethods.com

Booth 801

OpenMethods is an innovation leader in the area of open source voice application development tools and maintains a consulting practice specializing in IVR/VoiceXML development, speech recognition, application tuning, and Genesys CTI implementation. OpenMethods is the author of OpenVXML and the primary contributor to the Eclipse Voice Tools Project

Pactolus

200 Nickerson Rd.
Marlborough, MA 01752
PH: 508-616-0900
FAX: 508-836-3394
www.pactolus.com

Booth 221

Pactolus Communications Software, makers of the telecom industry's most broadly deployed and comprehensive SIP/VoIP applications portfolio for service providers, is installed in 75 + major service providers worldwide, processing up to 3 billion MOU monthly. Our Rapid-FLEX Service Creation Environment allows for the creation and deployment of next-generation enhanced services for wireline, wireless, and converged networks. The Pactolus RapidFLEX Media Server has integrated the latest in speech technology through MRCP v2. Our commercially deployed services include audio conferencing, voice messaging, prepaid/post paid calling card, residential/business broadband telephony (VoIP), and service-integrated operator assistance. All of these applications are deployed on the IMS-compliant RapidFLEX Application Server.

Parwan Electronics Corporation

1230 Highway 34
Aberdeen, NJ 07747
PH: 732-290-1900
FAX: 732-566-8771
www.voicesaver.com

Booth 414

PEC, headquartered in Aberdeen, N.J., is the world's leading manufacturer of standards-based voice processing systems. PEC started in 1984 and its best - selling products are CardSaver—VoIP prepaid/postpaid billing; Insight—Interactive Voice Response (IVR);

Evening Receptions

SpeechTEK invites attendees with a Bronze Pass or above to a Welcome Reception held Monday evening in the Exhibit Hall from 5:00 p.m. – 7:00 p.m. as well as the Tuesday evening reception from 5:30 p.m. – 7:00 p.m. on the 9th floor. Mingle with exhibitors, speakers, and conference attendees while enjoying a glass of wine and light hors d'oeuvres.

DialSaver—out dial/reminder; and VoiceSaver—voice mail and unified communications platforms. PEC platforms are fully speech-enabled and work with domestic, international, and VoIP networks.

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FAX: 650-961-8839
www.neospeech.com

Booth 311

NeoSpeech is now Pentax/NeoSpeech. A provider of high-quality text-to-speech (TTS) for embedded, desktop, or server applications, we offer U.S. English, Mandarin Chinese, Japanese, and Korean. Additionally, Spanish is to be release by the end of 2007!

Persay Ltd.
14 Hatidhar St.
Ra'anana 43665
Israel
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FAX: (972) 3 767 8681
www.persay.com

Booth 321

PerSay is a leading provider of advanced biometric speaker verification products with a global network of partners and system integrators. Utilizing the biometric power of voice to verify a speaker's identity, PerSay's products are used by leading financial, telecommunications, enterprise, and law enforcement organizations. Call us at 866-239-8515 or visit sales@persay.com.

Premiere Global Services
3399 Peachtree Road, NE, Suite 700
Atlanta, GA 30326
PH: 404-262-8529
FAX: 866-589-9833
www.PGiConnect.com

Booth 313

Premiere Global Services, Inc. (NYSE: PGI) is a global provider of on-demand communication technologies that automate and improve business processes. PGi iRgent is an easy-to-use, online communications platform that revolutionizes the way businesses communicate by allowing customers to leverage a single source platform for voice messaging, e-mail reminders, desktop fax, and text messaging.

Product Support Solutions (PSS)
7172 Regional St., #431
Dublin, CA 94568
PH: 925-208-2450
FAX: 888-455-2285
www.productsupportsolutions.com

Booth 211

PSS is your go-to company for contact center solutions always exceeding your expectations. We are technology experts, averaging over 15 years experience in defining, building, deploying, and supporting (24 x 7 x 365) contact center infrastructure and applications. Our large customer base includes over 25 Fortune 500 companies that trust PSS to provide and support their contact center solutions.

Resolvity, Inc.
1333 Corporate Drive, Suite 200
Irving, TX 75038
PH: 972-518-0863
FAX: 972-518-0959
www.resolvity.com

Booth 805

Resolvity's innovative speech application platform helps enterprises automate the resolution of complex support calls. The platform is a comprehensive suite of a highly scaleable run-time, development and tuning tools, middleware, and other components. It features a state-of-the-art Dialog Server and a speech-enabled AI Engine that allows building of sophisticated voice self-service applications.

RSA, The Security Division of EMC
174 Middlesex Turnpike
Bedford, MA 01730
PH: 781-515-5000
FAX: 781-515-6210
www.rsa.com

Booth 304

RSA Adaptive Authentication for Phone is the industry's first risk-based authentication solution protecting a financial institution's telephone banking customers. This comprehensive, cross-channel authentication platform reduces fraud through increased security and audit trails, reduces costs through automation, and addresses regulator's recommendation for stronger authentication—all without burdening the end-user experience. Suitable for both retail and commercial telephone banking,

Adaptive Authentication for Phone is powered by the real-time capabilities of the RSA eFraudNetwork, a cross-institution fraud-fighting network of known fraudster data and the self-learning, proven RSA Risk Engine.

SER Solutions, Inc.
45925 Horseshoe Dr., Suite 150
Dulles, VA 20166
PH: 703-948-5500
FAX: 703-430-7738
www.ser.com

Booth 512

SER's speech analytics solution, SERTAINTY, extracts valuable information from recorded voice conversations to discover customer needs and market trends and to analyze calls for script adherence, achievement of KPIs, root cause, and fraud detection. Leveraging SERTAINTY with your recording solution helps to reduce call volumes, improve the customer experience, and increase revenue opportunities.

SimulScribe
110 East 59th St.
New York, NY 10022
PH: 800-788-0916
www.simulscribe.come

Booth 520

SimulScribe utilizes cutting-edge voice recognition technology to transcribe

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voicemail messages into text. The transcribed voicemail and the original audio is 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.

SpeechCycle

535 West 34th St.
New York, NY 10001
PH: 917-737-3452
FAX: 646-792-2722
www.speechcycle.com

Booth 514

SpeechCycle resolves complex customer care calls with exceptionally engaging speech dialogs and Web services integration. Callers are immersed in a partnership guided by natural language voice recognition, equipment diagnostics, and experience derived from millions of actual calls. Five of the top six cable MSOs rely on SpeechCycle for call automation.

Speech Technology Center

4 Krasutskogo str
Saint Petersburg 196084d
Russia
PH: +7 812 331-0665
FAX: +7 812 327-9297
www.speechpro.com

Booth 513

Speech Technology Center is a leading provider of innovative speech solutions for businesses and consumers around the globe. Headquartered in Saint-Petersburg, STC designs, develops, and sells advanced voice-controlled products for various markets. STC offers applications for voice biometric systems, speech recognition and interactive voice services, noise suppression, audio mining, etc.

Speech Technology Magazine

2628 Wilhite Court, Building Four
Suite 100
Lexington, KY 40403
PH: 877-993-9797
FAX: 859-278-7364
www.speechtechmag.com

Booth 217
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Speech Technology magazine is recognized worldwide as the leading source of news, information, and analysis relating to the speech technology industry. It also provides additional sources of news, information, and analysis through online communities at www.speechtechmag.com and www.speechtek.com as well as with opt-in electronic distribution networks, STM eWeekly and SpeechSource. Subscribe FREE today at www.speechtechmag.com/subscribe.

Syntellect

16610 N Black Canyon Hwy
Suite 100
Phoenix, AZ 85053
PH: 800-788-9733
FAX: 602-789-2768
www.syntellect.com

Booth 508

As a pioneer of voice technology, Syntellect is the premier provider of enterprise-class contact center solutions. We measure our success by the countless numbers of satisfied clients who we have helped to create, maintain, and continuously improve superior end-to-end service solutions, providing the ultimate service that allows their customers to reach their destination.

Talkhouse

125 Coolidge Avenue, #502
Watertown MA, 02472
PH: 617-393-0170
www.talkhouse.com

Booth #310

Talkhouse is a developer of speech recognition systems and related applications. Our proprietary recognizer is designed specifically for information retrieval and enables users to search large databases by voice.

TuVox

19050 Pruneridge Avenue, Suite 150
Cupertino, CA 95014
PH: 408-625-1700
FAX: 408-625-1770
www.tuvox.com

Booth 614

TuVox On Demand speech applications deliver a world-class customer experience and achieve the highest levels of caller adoption and automation. Available as a hosted and managed or on-premise & managed solution, TuVox applications are easily customized to your business and automate virtually any type of call: call-routing, self-service transactions, and interactive customer support.

Verint Witness Actionable Solutions

300 Colonial Center Pkwy.
Roswell, GA 30076
PH: 770-754-1900
FAX: 770-754-1873
www.verint.com

Booth 410

Verint Witness Actionable Solutions was formed as a result of the company's successful combination with workforce optimization provider, Witness Systems. We provide the industry's broadest portfolio of innovative solutions for customer service analytics, workforce optimization, quality monitoring/full-time recording, workforce management, e-learning, performance management, and customer surveys.

Verizon Business

Verizon Center
295 North Maple Avenue
Basking Ridge, NJ 07920
PH: 800-265-2316
www.verizonbusiness.com

Booth 616
Bronze Sponsor

Verizon Business, a unit of Verizon Communications (NYSE: VZ), is a leading provider of advanced communications and information technology solutions to large business and government customers worldwide. Combining global network reach with advanced technology and professional service capabilities, Verizon Business delivers innovative, seamless business solutions to customers around the world.

Vicorp

101 E. Park Blvd., Suite 600-15
Plano, TX 75074
PH: 972-596-2969
www.vicorp.com

Booth 312

Vicorp is the leading provider of service creation tools and related services for call centers and self-service applications. Maintain your voice applications independently from your voice platform. xMP works across multiple, mixed VXML platforms. Multiple divisions or tenants can be supported, securely, on a single platform.

Viecore

1111 Macarthur Blvd, Suite 100
Mahwah, NJ 07430
PH: 201-252-9100
FX: 201-529-1070
www.viecore.com

Booth 208

Viecore is the largest consulting and systems integration firm delivering end-to-end automated customer interaction solutions. We provide a broad range of open-standards-based contact center solutions, using the latest technologies and leading industry platforms to deliver IVR, speech, call routing, CTI, desktop, and reporting applications.

VocaLabs

8421 Wayzata Blvd, Suite 260
Golden Valley, MN 55426
PH: 952-941-6580
FAX: 952-941-0819
www.vocalabs.com

Booth 507

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

VoiceObjects, Inc.

1875 South Grant St., Suite 720
San Mateo, CA 94402
PH: 650-288-0299
www.voiceobjects.com

Booth 800

VoiceObjects is redefining over-the-phone customer service for global enterprises and carriers through adaptive, cost-effective self-service phone portals. VoiceObjects enables organizations to personalize each caller's experience, to integrate phone self-service into comprehensive customer experience strategies, and to manage the complexity of the world's most sophisticated phone applications. For more information visit our Web site.

VoiceVerified Inc.

110 Union Square Dr.
New Hope, PA 18938
PH: 215-862-7800
FAX: 215-402-1070
www.voiceverified.com

Booth 521

VoiceVerified is a pioneer in the voice biometric industry, providing verification services using existing telephony infrastructures. VoiceVerified's Point Service Provider on-demand hosted

Grand Opening Reception

All SpeechTEK attendees are invited to the Grand Opening Reception from 5:00 p.m. – 7:00 p.m. in the Exhibit Hall on Monday.

Network with exhibitors, speakers, and conference attendees while enjoying a glass of wine and light hors d'oeuvres.

voice verification service enables call centers and merchants to secure consumer not present (CNP) and other remote transactions, improve customer experience, promote brand loyalty,, and protect privacy.

VoiceXML Forum

445 Hoes Lane
Piscataway, NJ 08854
PH: 732-465-6464
FAX: 509-355-5073
www.voicexml.org

Booth 406

The VoiceXML Forum is an industry organization formed to create and promote the Voice Extensible Markup Language (VoiceXML). With the backing and contributions of its diverse membership, including key industry leaders, the VoiceXML Forum has successfully driven market acceptance of VoiceXML through a wide array of speech-enabled applications. For more information, please visit our Web site.

Voiyager

11610 N. Black Canyon Hwy.
Suite 100
Phoenix, AZ 85053
PH: 800-788-9733
FAX: 602-789-2768
www.voiyager.com

Booth 506

Voiyager is a software development company focused on creating new technologies that will drive new efficiencies as well as change the way VoiceXML and IVR applications are created. The flagship solution, Voiyager Dynamic Application Discovery, is a revolutionary patented technology that completely redefines how VoiceXML applications are developed, tested, and deployed. Voiyager is the first application that pro-

Breakfast & Coffee Breaks

A continental breakfast will be provided for conference attendees each morning from 8:00 a.m. to 9:00 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.

vides 100% application analysis. No other testing methodologies or products provide enterprises the validation that deployed applications are error-free.

Voxeo

189 S. Orange Ave., Suite 2050
Orlando, FL 32801
PH: 407-418-1800
FAX: 407-835-0072
www.voxeo.com

Booth 409

Voxeo makes telephony applications as easy to deploy as Web applications. Over 25,000 developers have chosen to build voice applications on Voxeo's VoiceXML, CCXML, and SIP platforms. We have hosted service with a 100% uptime guarantee, Premise Systems with ASR and TTS included, a free Web-based GUI application development tool, and free 24x7 support

Voxify

1151 Marina Village Parkway
Alamedas, CA 94501
PH: 510- 545- 5000
FAX: 510- 545- 5055
www.voxify.com

Booth 505

Voxify enables contact centers to offer self-service for customer phone calls. Automated Agents are speech applications that offer the lowest risk to deployment and a rapid return on investment. Built from industry-specific templates and patented conversational models, Automated Agents allow callers to speak naturally, resulting in the best customer service.

Voxpilot

8 Cog Hill Dr.
Simpsonville, SC 29681
PH: 864-627-1442
FAX: 864-627-1222
www.voxpilot.com

Booth 415

The IMS-Ready Voxpilot Open Media Platform combines advanced telephony features with Internet capabilities and Web technologies including VoiceXML and CCXML. It replaces classic IVR and enables speech-based self-service, conferencing, multimedia services, and Interactive Voice and Video Response (IVVR) solutions such as VideoMail and content delivery applications. New for 2007, the Open Media Platform supports speech recognition and text-to-speech for video calls.

Walsh Media IVC

2100 Clearwater Dr., #201
Oak Brook, IL 60523
PH: 630-574-8008
FAX: 630.574.8118
www.walshmedia.com

Booth 515

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

WebForPhone

2400 Chestnut St.
Philadelphia, PA 19103
PH: 215-854-0555
FAX: 215-854-0665
www.webforphone.com

Booth 204

WebForPhone develops and hosts state-of-the-art speech recognition, internet search, and telephony for IVR applications in retail, healthcare, and CRM. Let WebForPhone speak by phone with your clients or executives. Client Testimonials: WebForPhone is the A-Team; Absolutely Phenomenal; A HUGE success; Job Well Done; This is AWESOME!!!

West Interactive

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Omaha, NE 68154
PH: 800-841-9000
FAX: 402-963-1602
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West Interactive Corp. is a premier provider of automated customer contact solutions that deliver high-quality customer care. With our industry experience, consultative approach, and expertise across a range of disciplines, we develop solutions and products that help you to improve customer service, increase revenues, and reduce costs. For information on how West Interactive's products, solutions, and experienced industry professionals can help your business, contact 800-841-9000 or go to www.westinteractive.com.

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Company Workshops are open to all attendees unless otherwise noted.

IBM ◗ 10:00 a.m. – 12:00 p.m.
Times Square Room (7th Floor)

FreeForm Commands with Speech Recognition

Jeff Kobel, Technical Lead, FreeForm Commands, WebSphere Voice Server, IBM Software Group.

Join IBM's workshop to explore how free-form commands help improve the speech interface, in a car, on a phone and other areas where speech is becoming a prevalent interface. This workshop will look into the benefits of free-form commands in the user interface, how to make them work, including building statistical language models. Free-form commands will be applied to both the embedded world (think in car systems or on device) and in the conversational self-service.

Genesys ◗ 10:00 a.m. – 12:00 p.m.
Manhattan Ballroom (8th Floor)

Get on the FastTrack to the Next Generation IVR

Brian Bischoff, Vice President World Wide Voice Platform

Deciding on the best method to replace an aging IVR system can leave your head spinning. How do you start? What's best for your ROI? How do you ensure customer satisfaction? Join Genesys, plus TECO (Genesys customer) as they walk you through the steps to stopping customer frustration and driving contact center efficiency. Attend and you may win an AppleTV.

West Corporation ◗
1:00 p.m. - 3:00 p.m.
Times Square Room (7th Floor)

Improve your Customer Service, Strengthen Brand Loyalty and Drive Revenue with Automated Notifications & Customer Surveys

Rhonda Gibler, Vice President of Sales
Rebecca Bogler, Director of Product Development

In today's competitive world where customer retention is key to survival, companies need to proactively communicate meaningful information to their customers to drive revenue and strengthen brand loyalty. They also need a powerful solution to instantaneously capture their customers' impressions of their company. This session will demonstrate how to dynamically connect with your customers in a changing and competitive marketplace. We will review exciting advances with automated notifications and customer surveys, arming you with a competitive advantage that provides a superior, differentiated experience.

Convergys ◗ 3:30 p.m. - 5:30 p.m.
Times Square Room (7th Floor)

Understanding Why People Contact You—The Key to Effective Relationship Management

Tom Antunes, Convergys Global Solutions

What events in your company trigger a customer contact? This panel of industry experts will expand beyond speech technology and discuss best practices in aligning the overall customer care business process with the enterprise strategy. Topics will span from marketing campaign integration to human factors design to live agent synergies.

Avaya ◗ 3:30 p.m. - 5:30 p.m.
Manhattan Ballroom (8th Floor)

Avaya Customer Advisory Panel
◗ By Invitation Only

Verizon Business ◗
10:30 a.m. - 12:30 p.m.
Times Square Room (7th Floor)

Maintaining Control in a Hosted Environment

Mark Wilbur ,Product Marketing Manager, Verizon Business Contact Center Solutions
Tim McCurry,Product Development Manager, Verizon Business Contact Center Solutions

Learn how you can create and manage your own call plans and speech applications while enjoying the benefits of a hosted environment. View a live demonstration of Verizon Business Web-based tools that enhance the functionality of your speech applications. Experience how you can custom-develop and make near-real-time changes to toll-free and IVR call plans and link them to speech applications developed by you or Verizon Business.

Convergys ◗ 10:30 a.m. – 12:30 p.m.
Manhattan Ballroom (8th Floor)

Customer Care Transformation

Jay Naik, Senior Director,
Convergys Innovation Center

Customer care transformation turns the competing needs of cost containment, operational efficiency, customer satisfaction, and revenue growth into collaborative successes for the enterprise and its customers. This session examines how service innovation, coupled with technological innovation in speech self-service and related areas, can elevate customer care to the next level.

IBM ◗ 2:00 p.m. – 4:00 p.m.
Times Square Room (7th Floor)

IBM Speaker Verification: Your Name IS Your Password

Gary Elliott, Solution Architect and
Steven Cawn, Sales Leader, WebSphere Speech Solutions

In this session we will review the text independent speaker authentication engine from IBM and how that translates into additional security in the contact center. We'll review how SIV works and the elements that make a successful implementation.