Serving it all...

SpeechTEK 2005
The Voice Solutions Showcase

Show Directory
August 1-4, 2005 • New York Marriott Marquis
Speech Served Your Way

If you are looking for a company that offers a menu of choices for hot speech applications, have a seat at the Brooktrout table!

With Brooktrout, you have the flexibility to develop your own speech applications or use industry standards with a broad range of leading delivery platform providers such as Envox, Intervoice, Vocomo and VoiceGenie.

And if you are looking to leverage Microsoft Speech Server, we have an all-in-one telephony platform designed specially for Microsoft Speech Server that has been certified for Windows Server 2003 and WHQL.

It's a recipe for success when you can choose the way you want to work!

Stop by Booth 307 and Be Entered to Win a Dinner for Two!
Thinking of how to drive revenue and improve your bottom line?

Our speech solutions do it for companies every day.

Automated self-service solutions respond to the needs of your business and your customers. Partner with Convergys for exceptional speech-enabled hosted solutions. Convergys has a rich heritage in customer care, decades of experience and the scalability, reliability, and security with which to connect you with your customers. Your callers will enjoy engaging, secure, self-service capabilities that can be integrated with traditional agent functions to create unique solutions for your business.

1-800-344-3000 or visit convergys.com/speech
August 1, 2005

Dear Friends:

It is a pleasure to send greetings to everyone attending the 11th Annual SpeechTEK International Exposition and Educational Conference and to welcome you to New York City.

On behalf of our great City, I recognize the significant contributions of all those gathered to help revitalize our economy through bold, innovative speech solutions that have helped many organizations and individuals, including those in New York, conduct business more efficiently. This year’s conference provides a wonderful opportunity for you to meet with your peers and discuss the latest products, innovations and ideas in the industry, helping you to build upon your success.

SpeechTEK is the world’s premier event dedicated to speech products, applications and solutions, and New York is delighted to be the venue for this conference and trade show. I hope that while you are here, you will have the opportunity to take advantage of some of the City’s outstanding cultural and social offerings, including our many great restaurants, theater productions and historical landmarks.

Please accept my best wishes for an informative and enjoyable meeting.

Sincerely,

Michael R. Bloomberg
Mayor
# Table of Contents

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Sunday, July 31, 2005

Registration, 5th Floor .................................................. 4:00 p.m. - 7:00 p.m.
SpeechTEK Preview, Odets, 4th Floor ................................. 5:00 p.m. - 7:00 p.m.

Monday, August 1, 2005

Registration, 5th Floor .................................................. 7:00 a.m. - 6:00 p.m.
Continental Breakfast, SPONSORED BY VoiceObjects, Broadway Ballroom, 6th Floor .................. 7:00 a.m. - 8:00 a.m.
Welcome & Opening Keynote, Broadway Ballroom, 6th Floor .... 8:00 a.m. - 9:30 a.m.
Lunch, SPONSORED BY ScanSoft, 4th and 7th Floor Lobbies .... 11:45 a.m. - 1:30 p.m.
Break, SPONSORED BY Apptera, 4th and 7th Floor Lobbies .... 3:00 p.m. - 3:30 p.m.

Vertical Market Workshops - Speech in Health Care .................. Ziegfeld, 4th Floor
Speech Applications Used by Patients .................................. 10:00 a.m. - 11:45 a.m.
Speech Applications Used by Medical Personnel ...................... 1:30 p.m. - 3:00 p.m.
Panel Discussion: Opportunities and Challenges for Speech in Health Care .................. 3:30 p.m. - 5:00 p.m.

Vertical Market Workshops - Speech in Financial Services ............ O'Neill, 4th Floor
Speech for Banking Systems ........................................... 10:00 a.m. - 11:45 a.m.
Speech for Transactional Systems .................................... 1:30 p.m. - 3:00 p.m.
Panel Discussion: Opportunities and Challenges for Speech in Financial Services .................. 3:30 p.m. - 5:00 p.m.

Vertical Market Workshops - Speech in Retail .......................... Wilder, 4th Floor
Revenue Generating Speech Applications in Retail .................... 10:00 a.m. - 11:45 a.m.
Speech Applications in Retail That Reduce Costs ..................... 1:30 p.m. - 3:00 p.m.
Panel Discussion: Opportunities and Challenges for Speech in Retail .................. 3:30 p.m. - 5:00 p.m.

Vertical Market Workshops - Speech in Managing Goods and Services ... Hart, 4th Floor
Speech in Managing and Transporting Goods ........................ 10:00 a.m. - 11:45 a.m.
Speech in Managing and Scheduling Services ........................ 1:30 p.m. - 3:00 p.m.
Panel Discussion: Opportunities and Challenges for Speech in Managing Goods and Services ........ 3:30 p.m. - 5:00 p.m.

Advanced Speech Technologies Symposium Hosted by AVOIS & K.W. (Bill) Scholz .................. Odets, 4th Floor
Directory Assistance and Large Database Access ...................... 10:00 a.m. - 12:00 p.m.
Natural Language Processing and Dialog Design ....................... 1:00 p.m. - 3:00 p.m.
Emerging Technologies .................................................. 3:30 p.m. - 5:30 p.m.

SpeechTEK University .................................................. 4th Floor
Intro to Speech Technology, Brecht ................................. 10:00 a.m. - 12:00 p.m.
Speech Engine Technical Review, Gilbert ............................ 10:00 a.m. - 12:00 p.m.
Creating and Deploying the Next Generation of Speech Apps - Telephony Meets the Web, Brecht ........ 1:00 p.m. - 3:00 p.m.
Get People Talking: Marketing Speech Technology, Gilbert ........ 1:00 p.m. - 3:00 p.m.
Speech Engine Technical Review, Gilbert ............................ 3:30 p.m. - 5:30 p.m.

Welcome Reception, SPONSORED BY West Corporation, Westside Ballroom, 5th Floor ............ 5:00 p.m. - 7:00 p.m.

Tuesday, August 2, 2005

Registration, 5th Floor .................................................. 7:00 a.m. - 6:00 p.m.
Continental Breakfast, SPONSORED BY Speech Technology Magazine, Broadway Ballroom, 6th Floor .... 7:00 a.m. - 8:00 a.m.
Keynote, Broadway Ballroom, 6th Floor ................................ 9:30 a.m.
Exhibit Hall, Westside Ballroom, 5th Floor .......................... 9:30 a.m. - 5:30 p.m.
Demo Showcase, What’s “Hot, Cool, and Retooled” for Speech, 5th Floor Lobby .................. 9:30 a.m. - 5:30 p.m.
Lunch, SPONSORED BY ScanSoft, 4th and 7th Floor Lobbies ........ 11:45 a.m. - 1:30 p.m.
Bonus Session: What About the People? Speech, Science Fiction and the Future, O'Neill, 4th Floor .... 11:30 p.m. - 12:45 p.m.
Break, SPONSORED BY West Corporation, 4th Floor Lobby ........ 3:00 p.m. - 3:30 p.m.

CONFERENCE SESSIONS

Industry Insights ................................................. Astor Ballroom, 7th Floor
Industry Trends .................................................. 10:00 a.m. - 11:15 a.m.
Making It Easier to Deploy ......................................... 1:00 p.m. - 2:15 p.m.
Hosted vs. CPE - Which Is the Best Option for You? ............... 2:45 p.m. - 4:00 p.m.

Enterprise Strategies ........................................... Ziegfeld, 4th Floor
Understand What Your Customers Really Want From Automation .......... 10:00 a.m. - 11:45 a.m.
Increasing the Success of Your Speech Application .................. 1:30 p.m. - 3:00 p.m.
Using Speech to Increase Revenues .................................. 3:30 p.m. - 5:00 p.m.
**Conference At-A-Glance**

### Agenda

**Tuesday, August 2, 2005 Cont.**

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<td>Voice User Interface Design</td>
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<tr>
<td>Speech Technology Magazine’s Top Ten Guidelines for Designing a Successful Voice User Interface</td>
<td>10:00 a.m. - 11:45 a.m.</td>
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<tr>
<td>Leverage the Language Instinct</td>
<td>1:30 p.m. - 3:00 p.m.</td>
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<tr>
<td>Invest in Quality: Establish Success Criteria and Test Against Them</td>
<td>3:30 p.m. - 5:00 p.m.</td>
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<tr>
<td>Speech Application Implementation</td>
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<td>Wilder, 4th Floor</td>
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<tr>
<td>Tips &amp; Techniques</td>
<td>10:00 a.m. - 11:45 a.m.</td>
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<td>Call Center Automation With the Human Touch: Usability to the Rescue</td>
<td>1:30 p.m. - 3:00 p.m.</td>
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<td>New Initiatives Session</td>
<td>3:30 p.m. - 5:00 p.m.</td>
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<td>Speech in Consumer Electronics</td>
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<tr>
<td>MultiModal in Action</td>
<td>10:00 a.m. - 11:45 a.m.</td>
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<tr>
<td>How to Integrate Information From Multiple Modes</td>
<td>3:30 p.m. - 5:00 p.m.</td>
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<td>SpeechTEK University</td>
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<tr>
<td>Choosing Vendors for Call-Center Speech Deployments, Brecht</td>
<td>10:00 a.m. - 12:00 p.m.</td>
<td>Astor Ballroom, 7th Floor</td>
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<td>Accelerating Time-to-Market Parts I, II &amp; III, Gilber</td>
<td>10:00 a.m. - 12:00 p.m.</td>
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<td>Voice User Interface Part I: Usability on the Sly, Hart</td>
<td>1:00 p.m. - 3:00 p.m.</td>
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<tr>
<td>Voice User Interface Part II: Design Before You Buy, Hart</td>
<td>3:15 p.m. - 5:15 p.m.</td>
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<tr>
<td>Voice User Interface Tutorial Part III: Guidelines for Building Speech Recognition, Hart</td>
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<td>SpeechTEK Reception - Take Me Out to the Ballgame, Sponsored by: Intervoice, HP and Carrius Technologies</td>
<td>5:30 p.m. - 7:30 p.m.</td>
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<td><strong>Wednesday, August 3, 2005</strong></td>
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<td><strong>CONFERENCE SESSIONS</strong></td>
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<td>Industry Insights</td>
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<tr>
<td>Defining the Customer Experience</td>
<td>10:00 a.m. - 11:30 a.m.</td>
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<tr>
<td>Using New Technologies</td>
<td>2:00 p.m. - 3:30 p.m.</td>
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<tr>
<td>Enterprise Strategies</td>
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<td>Ziegfeld, 4th Floor</td>
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<tr>
<td>Considerations Before You Buy</td>
<td>10:00 a.m. - 11:30 a.m.</td>
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<td>Using Speech To Decrease Costs</td>
<td>1:00 p.m. - 2:15 p.m.</td>
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<tr>
<td>Using Speech With IP</td>
<td>2:30 p.m. - 4:00 p.m.</td>
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<td>Voice User Interface Design</td>
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<td>Practical Natural Language</td>
<td>10:00 a.m. - 11:30 a.m.</td>
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<td>Speech Analytics</td>
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<td>2:30 p.m. - 4:00 p.m.</td>
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<td>Speech Application Implementation</td>
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<td>Wilder, 4th Floor</td>
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<tr>
<td>Managing Speech Applications</td>
<td>1:00 p.m. - 2:15 p.m.</td>
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<tr>
<td>Using Reusable Applications</td>
<td>2:30 p.m. - 4:00 p.m.</td>
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<tr>
<td>Speech in Consumer Electronics</td>
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<td>O’Neill, 4th Floor</td>
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<tr>
<td>Issues Impacting Speech in Consumer Electronics</td>
<td>10:00 a.m. - 11:30 a.m.</td>
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<tr>
<td>Challenge of UI Design for Small Devices</td>
<td>1:00 p.m. - 2:15 p.m.</td>
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<tr>
<td>New Modes of Communication</td>
<td>2:30 p.m. - 4:00 p.m.</td>
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<tr>
<td>SpeechTEK University</td>
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<tr>
<td>Speech Applications, Languages and Techniques, Hart</td>
<td>10:00 a.m. - 12:00 p.m.</td>
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<tr>
<td>Deploying Secure Speech Applications, Astor Ballroom</td>
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<tr>
<td>Opening Plenary Session, Astor Ballroom, 7th Floor</td>
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<td><strong>Thursday, August 4, 2005</strong></td>
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<td><strong>Company Workshops</strong></td>
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<td>Vocalocity Workshop: Using OpenVXI®: Considering it? Don’t Miss the Open VXI Workshop</td>
<td>9:00 a.m. - 11:30 a.m.</td>
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<tr>
<td>IBM Workshop: Learn X+V Multimodal Web Development with IBM</td>
<td>9:00 a.m. - 4:00 p.m.</td>
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<tr>
<td>Ayava Workshop: Speech and Intelligent Communications Workshop</td>
<td>8:00 a.m. - 1:30 p.m.</td>
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<tr>
<td>Cisco Workshop: Cisco Customer Contact Solutions for Self-Service</td>
<td>9:00 a.m. - 11:00 a.m.</td>
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<tr>
<td>Intervoice and Microsoft Workshop: Delivering Business Value Through Microsoft Speech Solutions</td>
<td>9:00 a.m. - 11:00 a.m.</td>
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Welcome to the World’s Premiere Speech Technology Event

SpeechTEK 2005 has arrived in New York City!

From the industry’s top leaders to breaking-edge tools and techniques, SpeechTEK 2005 is the window to the future of speech technology, where you can experience education and innovation in action. Thanks to you, SpeechTEK 2005 has grown to include 93 exhibitors, 84 educational sessions, 240 conference presenters and more.

SpeechTEK 2005 has expanded to include:

- Sessions for target markets including telecommunications, financial services, health care, retail and more;
- VOX: Sourcing Speech Services presented by Opus Research;
- Advanced Speech Technologies Symposium presented by AVIOS & K.W. “Bill” Scholz;
- Five, all-inclusive conference tracks, including a new Industry Insights track;
- SpeechTEK University In-Depth Tutorials;
- And an unparalleled number of customer reviews.

Based on attendee feedback from previous SpeechTEK conferences, we’ve tailored this year’s conference to help you easily identify the sessions that will help you move forward with or enhance your speech strategy.

The SpeechTEK 2005 conference is an ‘all points of view’ look at how speech technology can impact your organization. It provides a fun and interactive atmosphere focused on learning, exploring and discovering the industry.

- Check out the interactive demos to see speech in action.
- Develop your own speech deployment during one of the developer toolkit sessions.
- Discover the fundamentals of speech technology during the tutorial and education sessions.

In addition to an outstanding conference agenda, SpeechTEK 2005 offers valuable networking opportunities and over 22,000 square feet of exhibition space packed with vendors and product demonstrations, so that you can meet with leaders in the speech industry and witness first-hand the power that speech can bring to your business.

Of course, SpeechTEK 2005 would not be possible without our sponsors. Special thanks to the following companies:

Gold Sponsors: ScanSoft, Brooktrout Technology, Convergys Corporation, Aculab, and Microsoft Speech Server
Silver Sponsors: Avaya, IBM, TivoVoX, Nuance, and VoiceObjects
Bronze Sponsors: West Corporation, Genesys Telecommunications Laboratories, and Cisco Systems

Finally, we would like to thank you for your participation at this week’s conference. All of us are devoted to making your life simpler this week, so please ask any SpeechTEK staff member for assistance.

Sincerely,

Dr. Jim Larson  
Conference Co-Chair  
SpeechTEK 2005  
jim@larson-tech.com

John Kelly  
CEO  
SpeechTEK 2005  
john@amcommexpos.com

P.S. Please take the time to complete the event survey and drop it off at the Speech Technology Magazine booth located in the Wi-Fi area outside the Exhibit Hall floor or to any SpeechTEK representative. Each day we will award prizes for completed surveys!
Catapult Your Career

Join Microsoft® Speech Technologies Group
The people here love their work because they get to
dream big – and to be part of making those dreams
a reality. If you’re talented in technology and have
a passion to take speech to the next level, we’re
looking for you.

Come be part of this exciting team!
You'll be working under the leadership of a speech industry luminary with
an inspiring vision of where speech can go.

We want to put your experience in technology and passion for
speech into action.
If you’ve got a strong background in the software industry – even in areas
you think aren’t "Microsoft” – come help us solve new, fascinating problems.

Stop By Microsoft Booth #502
It Could Be Your Next Great Career Move!

After 10+ years of R&D, Bill Gates is more thrilled about speech technology than ever. That means Microsoft
will continue to devote its considerable resources to the future of speech. Come be a part of the excitement!

Visit our booth #502 and ask our staffing team about our wide-ranging employment opportunities.
Or, e-mail us at nisdjobs@microsoft.com and we’ll get in touch with you to discuss how joining Microsoft
Speech Technologies Group may just catapult your career.

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SpeechTEK’s Industry Insights highlights leading speech solutions players. These sessions will provide you with the latest thinking on the direction of speech technologies from the leaders who are advancing the industry. Each session is designed to provide you with insights into one of five major topic areas impacting speech technologies. Relax with a beverage and get the answers you need from these industry leaders. All Industry Insight classes will be located in the Astor Ballroom and are open to all SpeechTEK attendees.

Industry Trends, Tuesday, August 2 ..........................10:30 a.m. - 11:45 a.m.

Chuck Berger, President and Chief Executive Officer, Nuance
Richard Bray, General Manager, Microsoft
Steve Chambers, President, ScanSoft

Making It Easier To Deploy, Tuesday, August 2 ............1:00 p.m. – 2:15 p.m.

Eric Giler, Chief Executive Officer, Brooktrout
Karl-Heinz Land, Chief Executive Officer, VoiceObjects
Jim Machi, Senior Director of Product Management, Modular Communications Platforms Division, Intel

Hosted vs. CPE - Which is Best Option for You? Tuesday, August 2 ..........................2:45 p.m. – 4:00 p.m.

Elliott Danzinger, CTO, Convergys
Jeff Haynie, CTO and co-founder, Vocalocity
Larry Miller, President and Chief Executive Officer, TuVox
Todd Strubbe, President, West International and West Direct

Defining the Customer Experience, Wednesday, August 3, 10:00 a.m. – 11:15 a.m.

Steve Dodenhoff, President, Syntellect
Ken Wahn, CTO, Edify
George Platt, Senior Vice President and General Manager, Enterprise Business Division, Intervoice
Roxann Swanson, Vice President and General Manager, Multimedia Applications, Notel

Using New Technologies, Wednesday, August 3, ............2:30 p.m. – 4:00 p.m.

Miek Bergleson, CEO, Audium
Gerald Karam, Research Director, AT&T
Marco Rotagnoli, CEO and Managing Director, Loquendo
When it comes to speech solutions, quality speaks louder than words.

One thing is for sure, not every speech solution is created equal. You can hear it in the voice talent. The way the call flows. And most of all, the way it interacts with the caller. Today’s leading companies know this and that’s why they choose West to deliver the highest quality speech solutions in the industry.

At West, quality begins with our dedicated professional services team who has the real-world experience necessary to create user-friendly and effective Voice User Interface designs to meet your specific needs. We then combine the industry’s leading IVR and speech technologies with West’s state-of-the-art infrastructure to deliver a solution that will increase caller satisfaction and produce better results.

Contact us today to learn how West’s Automated Solutions can help your company improve customer satisfaction and provide the results you need to succeed.

To learn more about West, call
800-841-9000
or visit us at west.com

Visit West at Booth #604 during SpeechTEK 2005
Special Keynote

Rudy Giuliani

Leadership in Difficult Times

Wednesday, August 3, 2005
8:00 a.m. - 9:30 a.m.
Broadway Ballroom, 6th Floor

As the 107th mayor of New York City, Rudy Giuliani returned accountability to city government and improved the quality of life for all New Yorkers. However, Mr. Giuliani will forever be known for his leadership during the September 11 terrorist attacks on New York City. For his efforts, he was named “Person of the Year” by *Time* Magazine, knighted by the Queen of England, dubbed “Rudy the Rock” by French President Jacques Chirac, and presented with the Ronald Reagan Presidential Freedom Award by former first lady Nancy Reagan.

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**Keynote**

**Monday, August 1**
8:00 a.m. - 9:30 a.m.
Broadway Ballroom, 6th Floor

Cliff Nass
Professor, Stanford University

Clifford Nass is a professor of communication and computer science (by courtesy) at Stanford University. He is author of “Wired for Speech: How Voice Activates and Advances the Human-Computer Relationship, The Media Equation”, and over 90 publications. He has designed voice interfaces for companies including BMW (in-car system for U.S., Germany, and Japan), Fidelity (stock trading), IBM (virtual secretary), Microsoft (talking Barney doll, AutoPC), Sony (call center), Toyota (driver feedback), and U.S. West (voicemail).

SpeechTEK 2005 will host a panel discussion on Voice User Interfaces directly following Cliff Nass’ keynote presentation on Monday, August 1.

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**Keynote**

**Tuesday, August 2**
8:00 a.m. - 9:30 a.m.
Broadway Ballroom, 6th Floor

Don Peterson
Chairman & CEO, Avaya

Avaya is a leading global provider of communications networks and services for businesses. When Avaya separated from Lucent, Don Peterson served as Avaya’s president and chief executive officer effective October 2000, then chairman and chief executive officer since January 2002. Peterson’s professional qualifications include being a Chartered life underwriter and a chartered financial analyst. He is a member of the board of trustees of Worcester Polytechnic Institute (WPI); a member of the board of overseers of the Amos Tuck School of Business Administration; a member of the board of trustees of Teachers Insurance & Annuity Association of America (TIAA); and a trustee for the Committee for Economic Development (CED).
Want to know if customers will like your speech application?

Let it ask them.

Launch Your Speech Application – Right On CUE.

The best way to find out how customers will react to your new speech application is to ask them, or better yet, let it ask them. At the state-of-the-art Intervoice Center for User Experience (CUE), we recognize the value of solutions built upon user centered design principles and we know how to ensure the success of your implementation.

The CUE employs a proven methodology using a prototype application with actual users, combined with a comprehensive suite of analysis tools to assist you in evaluating, refining and launching an efficient, effective application that delivers a superior customer experience.

Never again launch a speech application without first letting it talk to your customers. For more information about Intervoice and the Center for User Experience, visit www.intervoice.com.

And to learn more about the latest in voice and data automation technologies, join us at Interactions 2005 September 13-16 in Palm Desert, California. www.intervoice.com/interactions

Visit us at SpeechTEK Booth #303

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Dallas, TX 75252
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[International] +1 972 454 0000

EMEA Headquarters
Intervoice Limited
50 Park Road
Gatley, Cheshire
SK8 4HZ, UK
[Tel] +44 (0) 161 495 1000
[Fax] +44 (0) 161 495 1001

Offices worldwide including Germany, Brazil, The Netherlands, South Africa and Switzerland.
SpeechTEK attendees have the opportunity to put the power of speech technologies in the palm of their hand—quite literally. SpeechTEK’s first “Hot, Cool and Retooled” interactive demonstration area will highlight how speech technologies are retooling many of today’s popular consumer electronic devices to introduce some of the hottest, coolest advancements for PDAs, games, mobile phones and other handheld devices. The “Hot, Cool and Retooled” demo area is the only venue where consumers, device manufacturers and developers can learn about and interact with innovative, speech-enabled consumer devices.

The interactive demo area will showcase speech applications designed exclusively for consumer electronic devices. Attendees will be guided through a hands-on exploration of speech-enabled devices that are reshaping the consumer electronics market.

The “Hot, Cool and Retooled” demo lounge is open on Tuesday, August 2, from 9:30 a.m. to 5:30 p.m. outside the exhibit hall on the 5th Floor.

- Cepstral will demonstrate its small footprint text-to-speech (TTS) voices running on WinCE, Symbian, Palm OS, and Embedded Linux. Cepstral offers high-quality TTS voices in six languages and a range of sizes from two MB on handhelds to 100 MB on server configurations.
- IBM WebSphere® Multimodal Environment can help users escape from the jungle of remote controls. By combining the visual and voice Webs together, users can more easily utilize their consumer devices to simply ask for their urgent email and have them be displayed instantly, or perhaps ask for tunes by Shania Twain, or for foreign films being played this upcoming weekend to record.
- Loquendo will present assistive applications for the visually impaired that were developed using the company’s latest multilingual embedded technologies and expressive text-to-speech on mobile phones and PDAs.
- The SpeechWorks division of ScanSoft will demonstrate its market-leading screen reader application. The SpeechPAK TALKS Premium Edition converts the display text of a cellular handset into highly intelligible speech, providing extensive feature accessibility for blind and visually impaired individuals as well as greater convenience for all users.
- Converser for Healthcare, a revolutionary and ground-breaking interpreting system from Spoken Translation, Inc., is the world’s first two-way, cross-lingual, interpretation product for a PC tablet. Whether choosing to type, handwrite or speak, users can input English and instantly hear and see Spanish -- and vise-versa.
- Kirusa will showcase multimodal applications that enable mobile phone subscribers to send an SMS message with their voice or play an interactive word game using their voice as a “third hand” to find hidden words in a grid. A third application lets brokerage customers conduct transactions from their mobile phones by speaking into the phone and seeing the results on their screen.
- VoiceSignal is setting the standard for speaker-independent speech recognition solutions for mobile devices. VoiceSignal will showcase its products including VSuite which is the de facto standard for voice dialing/voice commands, and VoiceMode which is setting a new standard for voice-to-text input on mobile devices. VoiceSignal’s solutions for mobile devices are small footprint, easy-to-use, and have demonstrated the ability to increase operator revenues through increasing device usage by end users.
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Learn how Cisco is helping change business at cisco.com/poweredby.
Using OpenVXI? Considering It? Don’t Miss the Open VXI Workshop

If you are using or considering OpenVXI, join Vocalocity for an informative workshop. We’ll discuss recent enhancements to the open source VoiceXML interpreter, the product roadmap, licensing options, and the future of OpenVXI as current standards evolve and new standards emerge. We’ll also host an interactive panel discussion, Q&A, and more. Open to all attendees.

9:00 a.m. - 11:30 a.m.

Morning and Afternoon Events

Learn X+V Multimodal Web Development with IBM: Morning Introductory Session

This session provides an introduction to the XHTML + Voice (X+V) markup language used in next generation Web services that combine visual and voice interaction. You will learn the basic structure of a multimodal application and how the different modalities work together to provide a unified user interface to the end user. The basic tags and events used in X+V will be described along with a practical hands-on workshop to develop a simple multimodal application using IBM Rational tools. Participants should have some basic knowledge of HTML authoring. This workshop is limited to a maximum of 40 people. Visit the IBM booth (# 616) or the VoiceXML Forum booth (# 406) to learn more.

Learn X+V Multimodal Web Development with IBM: Afternoon Advanced Session

This session covers some of the more advanced features of X+V and related technologies to allow more sophisticated and natural user interfaces to be developed. In the hands-on workshop, attendees will build a "real-life" multimodal application of medium complexity. The workshop will look at the synergies between X+V and VoiceXML and demonstrate how common code may be shared between the two environments. Participants should have some basic knowledge in programming HTML, VoiceXML and JSP (Java Server Pages). This workshop is limited to a maximum of 40 people. Visit the IBM booth (# 616) or the VoiceXML Forum booth (# 406) to learn more.

9:00 a.m. - 12:00 p.m.

8:00 a.m. - 1:30 p.m.

Speech and Intelligent Communications Workshop

This invitation-only workshop will update attendees on the latest in Avaya speech enabled communications technologies, discuss how deployment improves business agility, effectiveness, and efficiency. If you are interested in participating, please contact Cory Glover at the Avaya booth (# 603).

8:00 a.m. - 1:30 p.m.

Cisco Customer Contact Solutions for Self-Service

Come to the Cisco workshop to learn how Cisco’s industry-leading speech self-service applications are helping to create sustainable competitive advantages for businesses of all sizes. You'll learn from best practice examples and have an opportunity to talk with Cisco experts who can answer your questions live and in real-time. Don’t miss out on this unique opportunity! Open to all attendees.

9:00 a.m. - 11:00 a.m.

Delivering Business Value through Microsoft Speech Solutions

Intervoice and Microsoft enable a new age of integration and collaboration between the consumer and the enterprise to “close the loop” between enterprises’ customer care strategies and the technology already in end users’ hands. Built upon the .NET architecture, Windows Server 2003, Microsoft SQL Server 2000, and Microsoft MapPoint.NET, experience how Intervoice enabling software, such as the Telephony Interface Manager (TIM), pre-configured hardware platforms, Omnia® Voice Express applications, professional services, and state-of-the-art Microsoft Speech Certified Training Centers optimize voice automation solutions through Microsoft Speech Server. This workshop is limited to 75 attendees. To learn more please visit the Intervoice booth (# 303) of the Microsoft booth (# 502).

9:00 a.m. - 11:50 a.m.
IBM

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Transform Your Contact Center

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VOX: Sourcing Speech Services

Astor Ballroom, 7th Floor

Presented by: opusresearch

It’s year three for “VOX: Service Provider Edition.” This year we carry on our commitment to provide clear, concise conversations among enterprise decision-makers, telecom carriers and hosted service providers. The core topic is to define the importance of hosted and managed services in helping companies extend their self-service infrastructure over the telephone.

The Revolution Will Be Virtualized!

10:00 a.m. – 11:00 a.m.

The VOX customer panel is back! Enterprise decision-makers discuss the factors that led them to embrace virtualized solutions as the next phase of self-service and assisted multichannel customer contact management. Service providers promise flexibility, control and high-quality customer service at a time when it is unclear how voice processing, IP-telephony and Web-based logic customer service roadmaps.

Moderator: Dan Miller, Senior Analyst, Opus Research, Inc.

Is Rich VoIP Gonna Make Me Rich?

11:00 a.m. – 12:00 p.m.

The VoIP Cloud threatens to absorb all in its path. Yet legacy systems and services still have some depreciation left in them. Here’s a panel of infrastructure experts to talk about ways to manage the migration from closed, proprietary systems to IP-based “virtual” solutions.

Moderator: Avery Glasser, Analyst, Opus Research, Inc.

Distributing the Services-oriented Architecture

2:15 p.m. – 3:00 p.m.

Hosted speech is not confined solely to contact centers. It is an enterprise-wide phenomenon fueled by adoption of well-accepted Web standards (like SIP, XML and Java) and well-understood middleware that make it possible to distribute applications, compute resources, business logic and customer data anywhere around the globe.

Moderators: Avery Glasser, Analyst, Opus Research, Inc. & Dan Miller, Senior Analyst, Opus Research, Inc.

Hosting Services for Small and Medium-Sized Enterprises

3:15 p.m. – 4:00 p.m.

SMEs comprise a unique opportunity for hosted services providers. They make up a very large business segment, but it is one characterized by extreme cost-consciousness and hunger for pragmatic results. Members of this panel will describe what it takes to participate in a revenue stream that could double the potential size of the hosted services market.

Moderators: Rachel L. MacAulay, Analyst, Opus Research, Inc. & Avery Glasser, Analyst, Opus Research, Inc.

Automation Platforms: Balancing Speed, Expense and Flexibility

4:00 p.m. – 4:45 p.m.

Similar to their cousins in the vended platform space, some voice hosting providers are working with a growing array of third-party tools vendors to increase customer choice, and remove concerns about proprietary apps-driven lock-in. Another approach to the same objective is working with third-party packaged applications vendors. Is a third-party IDE or app partner table stakes? Is this a proactive strategy or a reactive response to client demand? We’ll hear from all sides, tool vendors and ASPs, on this emerging hot topic.

Moderator: Avery Glasser, Analyst, Opus Research, Inc.

Town Meeting: How to Get Future-Ready

4:45 p.m. – 5:30 p.m.

VoIP, speech recognition and natural language understanding are in the service roadmaps of nearly half of the respondents to a recent survey by Opus Research, in conjunction with AmComm. Yet deployment rates of these technologies in “production” systems remains less than 20 percent for each and less than 5 percent if you’re looking for firms that deploy all three. In this panel, visionary service providers and their infrastructure suppliers will discuss why hosting and managed services play such an important role in the near-term popularization of otherwise risky technologies.

Moderators: Dan Miller, Senior Analyst, Opus Research, Inc. & Mark Plakias, Strategist, France Telecom

Lance Berks, Co-Founder & Director, Business Development, Holly, Inc.

Steve Chambers, President, ScanSoft

Mike Dickerson, CEO, Vocalocity

Neal Bernstein, Senior Director, Business Development & Alliances, Microsoft Corp.
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Sunday July 31, 2005

SpeechTEK Preview
Odets, 4th Floor ............ 5:00 p.m. – 7:00 p.m.

Take this opportunity to meet with the organizers of the SpeechTEK Conference and Speech Technology Magazine. Posters and road maps will summarize speech technologies, the speech technology ecosystem, and how to get the most out of SpeechTEK 2005. Created for first-time SpeechTEK attendees and speech neophytes, this preview will prepare you for what will come in the days ahead and, we hope, long after you deploy your first speech application.

Monday, August 1, 2005

Continental Breakfast, sponsored by:
VoiceObjects

Broadway Ballroom, 6th Floor............. 7:00 a.m. – 8:00 a.m.

Welcome and Opening Keynote
Broadway Ballroom, 6th Floor 8:00 a.m. – 9:30 a.m.

Wired for Speech: How Voice Activates and Advances the Human-Computer Relationship

Cliff Nass
Professor, Stanford University

Interfaces that talk and listen are populating computers, cars, call centers, and even home appliances and toys, but voice interfaces invariably frustrate rather than help. In Wired for Speech, Clifford Nass and Scott Brave reveal how interactive voice technologies can readily and effectively tap into the automatic responses all speech—whether from human or machine—evokes. Wired for Speech demonstrates that people are "voice-activated": we respond to voice technologies as we respond to actual people and behave as we would in any social situation. By leveraging this powerful finding, voice interfaces can truly emerge as the next frontier for efficient, user-friendly technology.

Following the keynote SpeechTEK 2005 will present a lively exchange between some of the foremost voice user interface experts in the field. Each panel participant is an author and has extensive experience with UI design.

Panel Discussion moderated by:
Melissa Dougherty, Partner, Voice Partners

Panelists:
Bruce Balentine, Chief Scientist, EIG
Debbie Dahl, Principal, Conversational Technologies
James Giangola, Industrial Linguist, Voice Partners
Blade Kotelly, Chief VUI Designer, Edify
Cliff Nass, Professor, Stanford University

Advanced Speech Technologies Symposium
Odets, 4th Floor

Presented by AVIOS, K. W. “Bill” Scholz

Designed for engineers and implementers, this symposium will explore recent technological advancements in conversational speech technologies. Listen to the world’s leading authorities on speech technology talk about their latest break-
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throughs in speech recognition, speech synthesis, and dialog management. These state-of-the-art technologies will soon be implemented in new and updated commercial speech application platforms. Evaluate where and how you can use these new technologies to improve your speech applications.

Directory Assistance and Large Database Access

10:00 a.m. – 12:00 p.m.

While it is no longer fashionable to talk about “voice portals,” the idea is being revived as speech technology makes it feasible to search large databases and lists. Whether one considers such search an extension of directory assistance, a form of business “yellow pages” directories, or simply “voice search,” the potential—considering the analogy with text-based search on the Web—is clear. The technology requirements are challenging, however, and this session discusses how those challenges are being met.

Speakers:
- Tobias Einsele, Project Manager, varetis
- Larry Heck, V.P., R & D, Nuance
- Yoon Kim, CEO, Novauris
- Mary Luvera, Product Manager for Directory Assistance Solutions, ScanSoft

Lunch . . . . . . . . . . . . . . . . 11:45 a.m. – 1:30 p.m.

Natural Language Processing and Dialog Design

1:00 p.m. - 3:00 p.m.

When Voice User Interface designers create a “natural” (minimally constrained) or “friendly” (human-like, conversational) interaction with a user, they face the risk of unexpected responses and errors in recognition or understanding. Such errors undermine the designer’s objective of an easy-to-use, pleasant application. This session presents practical work toward relaxing constraints on the Voice User Interface by improving the underlying technology and tools.

Speakers:
- Randy Ford, CTO, Sonum Technologies
- David Gurzick, Director of Software Engineering, Sonum Technologies
- Allen Gorin, Director, Human Language Technology Research, IEEE
- Rafah A Hosn, Senior Software Engineer, IBM Contact Center Solutions
- Mike Polcyn, CTO & S.V.P., R&D, Intervoice

Emerging Technologies . . . . 3:30 p.m. - 5:30 p.m.

This must-attend session gathers together some fascinating, insightful, and perhaps controversial ideas about aspects of how speech technology and its applications will evolve. How will the evolution of IP telephony impact speech recognition? Can we recognize the language being spoken quickly? Are several different recognizers working together smarter than one? Will distributed speech recognition—with part of the processing done in a client and part on a server—provide improved performance? Four experts provide their answers to these questions.

Speakers:
- Mark Clements, Professor and Director of the Interactive Media Technology Center, Ga. Inst. Tech.
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SpeechTEK University

SpeechTEK University provides an in-depth training curriculum for how to use current and future speech technologies and methodologies. You will learn the advantages and disadvantages of each technology, how the technology works and how to apply the technology to solve real-world problems as well as learn practical, relevant and up-to-the-minute skills and techniques that you can apply immediately following SpeechTEK. Industry experts who work full time with these technologies will share with you their skills, real-world experiences and practical solutions. Enhance your skills and knowledge by attending one or more of these courses.

Intro to Speech Technology

Brecht, 4th Floor .................10:00 a.m. – 12:00 p.m.

This is a rapid awareness tutorial to learn the essentials of speech technology. Immerse yourself in the power of what speech can provide to your organization. Get an overview of ROI analysis and common integration issues, understand deployment options, and learn industry terminology and much more. Learn the five “W’s” of speech technology as this tutorial delves into the fundamental knowledge that will help your company use speech technology to its fullest. A great way to start your conference education!

Tutorial Director: Rob Kassel, Senior Product Manager, ScanSoft

Speech Engine Technical Review

Gilbert, 4th Floor ..................10:00 a.m. – 12:00 p.m.

Learn the latest advances in speech recognition, speech synthesis, and speaker authentication engines. These technical presentations from vendors describe what makes their engines unique, flexible and ultimately, the best solution for your business needs.

Tutorial Director: Rob Auidi, Director of Business Development, Spoken Translation

Creating and Deploying the Next Generation of Speech Apps: Telephony Meets the Web

Brecht, 4th Floor ..................1:00 p.m. – 5:30 p.m.

With the rapid migration of the traditional telephony network to one that is based on IP and Web technology, the next generation of speech applications will be created for and deployed on platforms that converge the traditional and IP-based telecommunications infrastructures. This tutorial will provide the attendee with an introduction to the technologies involved in this paradigm shift, as well as the techniques to migrate existing applications to the new model. Topics covered will include the traditional phone network, IP-based phone systems, Web services as they relate to speech applications, the role of markup languages in application development and migration strategies based on real-world examples.

Tutorial Directors: Gene Eagle, Solution Architect, Intel
Ken Rehor, Chief Architect, Vocalocity
RJ Auburn, CTO, Voxeo

Get People Talking: Marketing Speech Technology

Gilbert, 4th Floor .................1:00 p.m. – 3:00 p.m.
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**Tutorial Directors:** Jim Gardner, Director of Corporate Marketing, Intervoice
Bryon Morrison, V.P. of Business Development, Javelin Direct

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**Vertical Markets Track**

No one knows the challenges and intricacies of your industry better than you and your peers. That's why we've created targeted, vertical market workshops featuring industry experts sharing their experiences with designing and deploying speech solutions. These seminars will demonstrate how speech has penetrated your market segment and successfully tackled some of the most critical roadblocks in customer satisfaction, revenue generation and cost reduction.

Learn the strategies that work and pitfalls to avoid from experts who have successfully deployed world-class speech applications in your industry. Using real-world speech applications, you will have a first-hand opportunity to experience how customers can quickly and easily conduct business over the phone.

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**Workshop: Speech in Financial Services**

O’Neill, 4th Floor

Around the world, speech applications are being used to authenticate callers, update account information and transfer billions of dollars. This workshop will highlight how financial service institutions are revolutionizing their operations by using some of the most powerful speech applications available today.

**Speech for Banking Systems**

10:00 a.m. – 11:45 a.m.

Learn how to use conversational speech technology to authenticate callers and enable them to access account information. Learn how to alert customers of changing stock prices, business opportunities, and potential account problems with automated outbound calls. Listen to successful speech applications in the banking industry and learn what makes them successful from the people that developed them.

**Moderator:** Greg Simsar, Vice President, Speech Services, Syntellect

**Speakers:**
Jeremy Bernard, Director of Marketing, Diaphonics
Noel Quaedvlieg, Head of Telebanking and Tele-sales, Postbank AG, **MIS WINNER**
Bernard McGouran, Manager, Wells Fargo Financial Retail Services
Dave Goganian, V.P. Participant Services, NY Life Investment Management
Yves Normandin, President, Nü Echo

**Speech for Transactional Systems**

1:30 p.m. – 3:00 p.m.

Learn how to better use conversational speech technology to submit claims. Determine what functions a conversational speech application can handle. Save money by enabling customers to serve themselves rather than interact with expensive call center personnel.

**Moderator:** Judith Markowitz, President, J. Markowitz Consultants

**Speakers:**
Voice portals, email reading, sms-to-voice, information services, unified messaging, directories and reverse directories, talking web, auto attendant, IVR, call centers, CRM, personal mobility solutions, Navigation aid, onboard alert, traffic information, diagnostics systems, traffic information, on-line reservation, screen readers, reading machines, communicators, edutainment, learning languages, e-learning, talking characters, proof reading, personal assistants, entertainment, productivity communicating with a corporate network, managing customer demands,

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Panel Discussion: Opportunities and Challenges for Speech in Financial Services ... 3:30 p.m. – 5:00 p.m.

What are the killer speech applications in financial services? How can you implement and deploy these applications? Learn how you can gain customer acceptance and widespread usage of speech applications. A panel of experts will answer these questions and yours during this interactive panel discussion.

Moderator: Bill Meisel, President, TMA Associates
Panelists:
Corey Coblentz, Network Operations Center Manager, SOFTEL Communications
Tony Mastromatteo, Vice President, Harborlight-Technologies
Holger Stolze, Director of Professional Services, VoiceObjects

Workshop: Speech in Health Care
Ziegfeld, 4th Floor

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

Speech Applications Used by Patients
.............................10:00 a.m. – 11:45 a.m.

Learn how speech technologies are being used to collect personal information directly from patients. These time-saving speech applications are successfully reducing time required to collect patient data and have dramatically improved the accuracy of data collection. Learn from speech application developers and listen to demonstrations of actual patients using conversational speech applications.

Moderator: Nancy Bergantzel, Director, Product Development, West Interactive
Speakers:
Elisa Elderbaum, Product Manager, Empire Medicare
Alex Levin, CEO and Founder, Spacegate
Michael McTear, Professor, University of Ulster
Remus Siclovan, Health Net

Speech Applications Used by Medical Personnel
..................................1:30 p.m. – 3:00 p.m.

Explore ways to control health care costs by enabling health care professionals to directly enter information by speaking. Avoid the pitfalls of turning health care professionals into data entry clerks by enabling them to speak rather than laboriously type or (worse) handwrite diagnoses, prescriptions, and orders. Listen to demonstrations of actual health care professionals using speech applications and leverage the experiences of developers of several speech applications for medical personnel.

Moderator: Christy Clark, Segment Marketing Manager, ScanSoft
Speakers:
Michael Cipriani, CTO, VoiceBrook
Kenneth R. Crane, Project Manager, University of Pittsburgh Medical Center, MIS WINNER
Martha Morris, IT Director l Borgess Medical, MIS WINNER
Paulo Matos, COO and co-founder, Silverlink

Panel Discussion: Opportunities and Challenges for Speech in Health Care ... 3:30 p.m. – 5:00 p.m.

Come prepared with your questions and comments as experts from the health care field identify and compare
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speech solutions that make the health care industry more efficient and effective. Learn how speech can save health care professionals time, increase accuracy, provide appropriate documentation and deliver improved health care services. Develop strategies to gain commitment from both patients and health care professionals to use speech applications. Avoid potential deployment pitfalls in this interactive panel discussion.

**Moderator:** Thomas Schalk, V.P., Voice Technology, ATX

**Panelists:**
- Suresh Gursahaney, President, CEO, MicroAutomation
- Kenneth R. Crane, Project Manager, University of Pittsburgh Medical Center
- Nick van Terheyden, Chief Medical Officer, Philips Speech Recognition Systems
- Carter Gentry, Contact Center Marketing, ScanSoft
- Aaron Fisher, IT Manager of Professional Services, West Corporation

**Workshop: Speech in Retail**

Wilder, 4th Floor

Retailers continue to seek out new means to increase revenues and provide better customer self-service. Speech applications can support retailers at both brick and mortar and Internet storefronts, helping to advertise products and strengthen brand awareness. This workshop will illustrate how to design, develop and deploy conversational speech applications.

**Revenue Generating Speech Applications in Retail**

10:00 a.m. – 11:45 a.m.

This session demonstrates how conversational speech applications generate revenue by selling goods and services. Listen to real examples of successful speech applications that improve the top and bottom lines. Experience successful and creative speech services in action. Learn strategies and techniques for encouraging customers to use a speech system for more immediate service.

**Moderator:** Susan Berkley, President, The Great Voice Company

**Speakers:**
- Guy Alon, Marketing Manager, NSC
- Gary Marchal, V.P. Sales, Autodemo
- Harry Printz, Vice President, Speech and Language Technology, Agile TV, **MIS WINNER**

**Speech Applications in Retail that Reduce Costs**

1:30 p.m. – 3:00 p.m.

This session demonstrates the cost savings associated with self-service speech applications in retail. Using speech, retail customers can locate stores, check if an item is in stock; verify order delivery and much more. Learn how to streamline your business practices by automating many of the routine and expensive manual customer support processes.

**Moderator:** Jason Hersh, Director of Business Development, NetByTel

**Speakers:**
- Monique Bozeman, Senior Marketing Manager, Genesys Telecommunications Laboratories
- Michael Cohen, Director of Customer Service, FACS Group, Inc. a subsidiary of Federated Department Stores
- Jenna McHugh, Director of Customer Service, FACS Group, Inc. a subsidiary of Federated Department Stores
- David Mussa, V.P., Reservations, Wyndham Hotels **MIS WINNER**

**Panel Discussion, Opportunities and Challenges for Speech in Retail**

3:30 p.m. – 5:00 p.m.

What are the killer speech applications in retail? How can you implement and deploy these applications? Learn how to gain customer acceptance and widespread usage of speech applications. Ask this panel of experts about their experiences, what are the do’s and don’ts, and how to deploy successful retail applications.

**Moderator:** Melissa Dougherty, Co-Founder, Voice Partners

**Panelists:**
- Jason Hersh, Director of Business Development, NetByTel
- Ami Moyal, President & CEO, NSC
- Adeeb Shanaa, CEO, Voxify
THIS IS THE WAY

THE AIRLINES EARN THEIR WINGS IN CUSTOMER SERVICE.

The world's largest airlines rely on Nortel™ for secure and reliable applications every day, such as our self-service speech applications—keeping customer satisfaction and employee productivity soaring. Visit Nortel at booth #408 to learn more about the Nortel Applications Center and enter for your chance to win a new iPod® shuffle.

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THE CLEVER PATH TO SELF-SERVICE SUCCESS

See a live demonstration in the following locations:

- Booth #603
- Booth #306
- Booth #614

www.clickfox.com
Workshop: Speech in Managing Goods and Services
Hart, 4th Floor

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

Speech in Managing and Transporting Goods
10:00 a.m. – 11:45 a.m.

Learn how speech technology can improve the management and transportation of goods. Listen to companies explain how speech applications help manage the transportation and storage of goods, minimize bottlenecks, route delivery vehicles, and deliver goods when and where they are needed. Observe demonstrations of how customers use speech to track goods and obtain delivery information. Learn how speech can inform delivery personnel of pick-up and drop-off schedules. Justify speech applications in terms of savings of both manpower and transportation costs.

Speech in Managing and Scheduling Services
1:30 p.m. – 3:00 p.m.

Dispatchers have long used telephones to coordinate employees in the field. Now employees can use speech technology to communicate directly with a computer to report their activities. Observe demonstrations of how employees obtain repair and installation schedules using just a telephone. Learn how speech dramatically improves customer services by enabling customers to schedule their repair and installation services without agent assistance.

Moderator: Doug Brown, Vice President, Product Management, Datria

Speakers:
Kent Barnes, Product Manager for Call Center IVR Systems, PG&E
Dave Groves, Operations Manager, Worldwide Service Center, Cardinal Health
Barbara Layton, Telecom Manager, County of Marin
Jeanette Vannoey, IT Manager, Superior Court of Napa County, MIS WINNER

Panel Discussion: Opportunities for Speech in Managing of Goods and Services 3:30 p.m. – 5:00 p.m.

Which speech technologies should you consider to solve your problems managing goods and services? How and when can these technologies generate revenue, reduce cost, and improve customer satisfaction? This panel will offer pragmatic advice form industry veterans who have deployed speech applications, including the benefits and pitfalls of deploying speech as well as do’s and don’ts.

Moderator: Debbie Dahl, Principal, Conversational Technologies

Panelists: Doug Brown, Vice President, Product Management, Datria
Scott Danziger, Senior Project Manager, Nortel
Cory Glover, Marketing Manager, Avaya

Welcome Reception sponsored by:

Westside Ballroom, 5th Floor . .5:00 p.m.– 7:00 p.m.

Begin your enjoyment of SpeechTEK 2005 and the city of New York with our special opening night reception. Network with your peers, make new friends and business contacts, and enjoy the ambience and excitement of the ‘Big Apple.’ This is a wonderful introduction to the conference and your fellow attendees, as well as an opportunity to familiarize yourself with the exhibitors for this can’t miss event. Be sure to attend so that you can prepare to take full advantage of SpeechTEK 2005!
I was just like you once: Sharp, young on my way to the top! But I made one fatal mistake and hubris brought me down.

Great job, Carruthers. This Voice Partners design has already saved us millions and customer satisfaction is through the roof. The promotion's all yours."

Buh, huh, but that's supposed to be MY promotion! How will I ever explain this to Mary...bye bye Lexus.

Our company had decided make the move to speech. I thought I knew everything I needed to but I hadn't counted on Carruthers sneaking around behind my back, recommending we get Voice Partners to do the VUI and persona design.

Voice Partners made Carruthers the star of Acme Telco. She got my promotion. I started drinking. My work was erratic. I finally lost my nerve, my hope AND my job. In the end, my wife took the kid and moved in with Ron the Lexus dealer.

Baby! Don't go. Things'll get better. I promise. I'll even put my pants on."

But it was waaay too late. So don't be a know-it-all and lose everything and end up puking yer guts out in a skid row toilet, penniless and alone like me.

If you're even THINKING about an over-the-phone experience, save time, save your job, save your marriage and maybe even your life... Call Voice Partners NOW!

the VUI people

[voice partners]

www.voicepartners.com
**Tuesday, August 2, 2005**

**Registration**  
5th Floor  . . . . . . . . . . . . . . . . .7:00 a.m. – 6:00 p.m.

**Continental Breakfast**  
Broadway Ballroom, 6th Floor 7:00 a.m. – 8:00 a.m.

**Keynote**  
Broadway Ballroom, 6th Floor  8:00 a.m. – 9:30 a.m.

*The Age of Intelligent, Mobile, and Right-Time Communications: Bringing Voice Applications and Speech Technology to the Heart of Business Processes*

**Don Peterson**  
*CEO, Avaya*

Voice communications confer a competitive edge. Within an open software development environment, companies can optimize the competitive power of networked applications by integrating voice communications with business applications and automated processes. In this keynote, Mr. Peterson will show how businesses can expect to use the power of speech technology within communications processes that extend right-time intelligence across the enterprise regardless of workers' locations or communication devices.

*Speech Technology Magazine’s Most Innovative Solutions Award Winners will be acknowledged during the keynote.*

**Exhibit Hall, 5th Floor**  
Westside Ballroom  . . . . . . . . . .9:30 a.m. – 5:30 p.m.

**Bonus Session - What About the People? Speech, Science Fiction, and the Future**  
O’Neill, 4th Floor  . . . . . . . . . .12:15 p.m. – 1:15 p.m.

A special session with experts on society and the future - science fiction authors. As speech technology continues to improve, how will people and society change? City of London police have cameras on every street corner - will they add speech recognition to monitor conversations? Is Huxley's "Brave New World" around the corner? Or will we see benevolent and kind computers, like Data from the Starship Enterprise? Join our special guests during lunch for a lively discussion, as SpeechTEK reaches beyond today’s limitations to look at the future.

**Moderator and organizer:** Moshe Yudkowsky, President, MidWest Speech Technology Association

**SpeechTEK 2005 Demo Showcases What’s “Hot, Cool, and Retooled” for Speech**  
5th Floor Lobby  . . . . . . . . . .9:30 a.m. – 5:30 a.m.

Gain hands-on experience using new electronic consumer devices that employ speech and multimodal applications to improve user interaction and better perform tasks and transactions. Don't miss this opportunity to test drive these applications and witness first-hand how these speech-enabled devices may change our lives. These hands-on demonstration areas are at SpeechTEK 2005 and only open on Tuesday.

**SpeechTEK Reception**  
*Take Me Out to the Ballgame!*  
Upper Terrace, 9th Floor  . . . . . . 5:30 p.m– 7:30 p.m.

Overlook Times Square and go out to the ballgame! This is the ultimate venue to visit with peers, talk with industry leaders, and make contacts, network with analysts, press and investors, and have a great time as you enjoy breathtaking views of Times Square. Always the event of the year!
**PROGRAMS**

**Industry Insights**, Astor Ballroom (7th Floor)
**Enterprise Strategies**, Ziegfeld (4th Floor)
**Voice User Interface Design**, Odets (4th Floor)
**Speech Application Implementation**, Wilder (4th Floor)
**Speech in Consumer Electronics**, O’Neill (4th Floor)
**SpeechTEK University**, Brecht/Gilbert/Hart (4th Floor)

**Industry Insights Track**
**Astor Ballroom, 7th Floor**
(open to all attendees)

SpeechTEK’s Industry Insights highlights leading speech solutions players. These sessions will provide you with the latest thinking on the direction of speech technologies from the leaders who are advancing the industry. Each session is designed to provide you with insights into one of five major topic areas impacting speech technologies. Relax with a cup of coffee and get the answers you need from these industry leaders.

**Industry Trends**  .......... 10:00 a.m. – 11:45 a.m.

**Moderator:** John Kelly, Editor-in-Chief, *Speech Technology Magazine*

**Speakers:**
Chuck Berger, President and CEO, Nuance
Richard Bray, GM, Microsoft
Steve Chambers, President, Speechworks Division, ScanSoft

**Making It Easier to Deploy**  .......... 1:00 p.m. – 2:15 p.m.

**Moderator:** Avery Glasser, Analyst, Opus Research

**Speaker:** Jim Machi, Senior Director of Product Management, Modular Communications Platforms Division, Intel
Eric Giler, CEO, Brooktrout Technology
Karl-Heinz Land, CEO, VoiceObjects

**Hosted vs. CPE – Which Is the Best Option for You?**  .......... 2:45 p.m. – 4:00 p.m.

**Enterprise Strategies Track**
**Ziegfeld, 4th Floor**

*Do you have a speech strategy? Well, you better get one.*

A well-formed speech strategy will outline the business case for speech, examine your existing IT infrastructure, engage the right people in the decision-making process and consider long-range speech solutions for your enterprise. With the right enterprise speech strategy, you can ensure that your speech implementation will achieve the desired results for your business today and in the future.

**Understand What Your Customers Really Want from Automation**  .......... 10:00 a.m. – 11:45 a.m.

While it is tempting to use the latest and greatest technology for solving business problems, customers may not want or need this technology. Learn how to determine what customers really want, and how to sift through all of the technology options to provide solutions that really benefit users. Managers and implementers should attend this session to learn the importance of implementing what customers want and need, not what vendors want to sell or implementers want to build.

**Moderator:** Ron Owens, V.P., Professional Services, Intervoice

**Speakers:**
Elaine Cascio, V.P., Vanguard Communications Corporation
Peter Mahoney, V.P., Worldwide Marketing, ScanSoft
Jenni McKienzie, VUI Designer, Intervoice
Joe Parish, Director of Sales, Microsoft Speech Server
Lynda Smith, V.P. & Chief Marketing Officer, Nuance

**Increasing the Success of your Speech Application**

1:30 p.m. – 3:00 p.m.

Gain insights on tracking your speech application to discover the true success that speech is having on your operations. By a case study presentation, understand why large call centers are adding MRCP-based speech services to provide superior customer care. This session provides an understanding of the best processes and technologies used to monitor customer and employee experiences with speech and then how to evaluate and improve upon the results.

**Moderator:** Chester Anderson, President, Wichita Group Inc

**Speakers:**
- Ted Bray, Director, Product Management, Avaya
- Steve McElderry, Manager of Product Marketing, Customer Contact Business Unit, Cisco Systems
- Michael Moore, Business Design Analyst, West Corporation
- Pichie Pethachi, Business Consulting Services, IBM Contact Center Solutions

**Using Speech to Increase Revenues**

3:30 p.m. – 5:00 p.m.

Speech technologies are sometimes thought of as an expense that decreases the bottom line—not any more! Speech is transforming the perception of the call center from a cost center to a revenue generator. Hear how adaptive interaction is improving the customer experience and how personalized options not only stimulate customer loyalty and satisfaction, but also generate revenue by selling goods and services. See new and creative standards-based speech solutions that go beyond traditional call center applications to ones that generate revenue by upselling add-ons to existing products, selling and activating new services, replenishing charge cards by transferring funds from bank accounts, and many more opportunities. Learn about opportunities, challenges, and strategies for converting call centers from cost centers to revenue centers.

**Moderator:** Ed Miller, President, LumenVox

**Speakers:**
- Matt Keowen, Director of Marketing, Nuance
- Lynn Olson, Microsoft
- George Platt, Senior V.P. & General Manager, Enterprise Business Division, Intervoice
- Matt Keowen, Director of Marketing, Nuance

**Voice User Interface Design**

Odets, 7th Floor

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

Speech Technology Magazine’s Top Ten Guidelines for Designing a Successful Voice User Interface

10:00 a.m. – 11:45 a.m.

At SpeechTEK 2004, 20 leading VUI designers pooled their knowledge to bring you their favorite suggestions for developing VUIs. Five of those experts will summarize the conclusions reached during that workshop. Every user interface designer should understand and apply these guidelines to create world-class speech applications. Every manager should understand the guidelines and insist their user interface designer follow each of them carefully. Managers can use these guidelines for evaluating potential VUI designers.

**Moderator:** Jim Larson, Manager of Advanced Human Input/Output, Intel
Speakers:
Rebecca Nowlin Green, VUI Consultant, Nuance
Tom Houwing, VUI Services Manager, VoiceObjects
Sunil Issar, Senior Consultant II, Convergys Corporation
David Leppik, V.P., Development, VocaLabs
Steve Pollock, V.P. of Marketing, TuVox

Leverage the Language Instinct

1:30 p.m. – 3:00 p.m.

A good voice user interface is more than just soliciting values for slots of a verbal form—users must feel comfortable using the VUI, and even enjoy using the dialog. A person’s natural “language instinct” is a mental faculty that took thousands of years to evolve. Learn how designers can leverage this faculty for language when designing voice user interfaces. Learn how to develop dialogs that are natural for users and require minimal effort from the user to respond to each prompt.

Moderator: William Byrne, Member, Technical Staff, Google
Speakers:
Jonathan Bloom, Design Leader, ScanSoft
James Giangola, Industrial Linguist, Voice Partners
Chris Lotspeich, Director of Marketing, LumenVox
Fran McTernan, Manager, Nortel
Tim Walsh, President and Founder, Walsh Media

Invest in Quality: Establish Success Criteria and Test Against Them

3:30 p.m. – 5:00 p.m.

Testing should not be an afterthought – performed only if there is excess budget from the coding. Only testing can identify the problems with an average VUI so designers make it into a world-class VUI. Learn how to focus on the right goals during the various stages of testing: prototype Wizard of Oz testing, pre-deployment usability testing, and post-deployment development testing/tuning. Turn established business goals into testable criteria. Specify success metrics determined during the requirements for testing by real customers. Learn why it is essential to test early and often against established success criteria.

Moderator: Eduardo Olvera, Senior Speech Analyst, Syntellect
Speakers:
Mark Abramson, CEO, Message Technologies, Inc.
Michael Chavez, V.P. of Client Services, ClickFox
Lizanne Kaiser, Senior Principal Consultant, Genesys Telecommunications Laboratories
Michael Waton, CEO, Sterling Audits

Speech Application Implementation Track
Wilder, 4th Floor

This track concentrates on strategies, guidelines, methodologies and proven techniques for implementing and deploying speech applications. Learn what reusable modules are available, how IP will affect speech applications and architectures, how to manage speech applications, and what industry consortiums will soon bring to the market place to facilitate speech application development.

Tips and Techniques
10:00 a.m. – 11:45 a.m.

Targeted for hard-core developers, learn tips and techniques for implementing speech applications on .NET and J2EE platforms. Learn how to leverage the features on each of these two widely used platforms to quickly implement efficient and robust speech applications.

Moderator: K.W. “Bill” Scholz, Architect Director, Unisys
Part 1: Tips and Techniques for Implementing Speech Applications for .NET
David Ollason, Program Manager, Microsoft
Dan Kershaw, Microsoft

Part 2: Tips and Techniques for Implementing Speech Applications on J2EE – Java Platforms
Mahmood Akhwand, Director Enterprise System Development, West Corporation
Jeff Macomber, Director Of Architecture, NetByTel

Call Center Automation with the Human Touch: Usability to the Rescue . . . . . . 1:30 p.m. – 3:00 p.m.

A big challenge facing customer service executives is the fine balance between automation and the human touch. Learn how to look for usability trouble spots in your call routing and IVR systems, tips for establishing usability metrics, and ideas for how to add the human touch to your automated transactions.

Moderator: Greg Simsar, V.P. Speech Services, Syntellect
Speakers:
Brian Bischoff, Global V.P., Voice Platform Sales and Solutions, Genesys Telecommunications Laboratories
Jim Milroy, PS Manager, West Corporation
Stephen Potter, Program Manager, Microsoft
Charlie Rabie, S.V.P. R&D, Aspect Communications

New Initiatives Session . . . . . . 3:30 p.m. – 5:00 p.m.

While languages like VoiceXML and SALT have come a long way to enable rapid speech application development, portability, and robustness; much more can be done to facilitate the creation of speech applications. Learn what industry consortiums and forums are working on and how these activities will impact how applications will be implemented. Develop plans for using these new tools and methodologies as they become available.

Moderator: Jim Larson, Manager, Advanced Human Input/Output, Intel
Speakers: Brent Metz, Voice Tools, Natural Language Understanding Development Team, IBM Contact Center Solutions
John Hibel, V.P. of Marketing & Product Management, Vocalocity
Bruce Pollock, Director of Strategic Technology Solutions, West Corporation
Ken Rehor, Chief Architect, Vocalocity
Nirhbay Vashi, ScanSoft

Speech in Consumer Electronics Track
O’Neill, 4th Floor

New consumer electronic devices promise to be a major area of growth for speech and multimodal technology. This track concentrates on the new multimodal applications and solutions being implemented and how they will change how we interact with all types of devices in the future. Determine what the roadblocks are to successful deployment of these speech-enabled devices, and determine how those roadblocks can be bypassed. Determine what skills you must acquire to participate in this exciting development. How will you position your company to take advantage of these new technologies and emerging opportunities?
Multimodal In Action  . . . . .10:00 a.m. – 11:45 a.m.

The cliché “a picture is worth a thousand words” certainly applies to multimodal applications. No longer restricted to just speaking and listening, multimodal applications integrate the advantages (and some of the disadvantages) of GUIs into VUIs. See demonstrations of state-of-the-art multimodal applications. Learn how multimodal applications on portable devices will change how we will interact with devices in the future. See what is possible NOW.

Moderator: John Oberteuffer, Chairman, Advisory Board, Fonix Corporation

Demos from:
Ewald Anderli, CTO & V.P., Kirusa
Jordan Cohen, CTO, VoiceSignal
Sunil Kumar, V-Enable
Kuansan Wang, Microsoft
Scott McGlashan, CTO, HP
Dave Raggett, W3C & Cannon

Speech in Consumer Products

Speech technology is moving beyond traditional call center applications. In the near future speech will impact all aspects of our lives — at work, at home and at play. Soon, conversing with consumer products like cars, games and cell phones will be as commonplace as conversing with friends and family. Listen as this panel of industry experts explains how to break through the techno-babble to learn what are the opportunities, the roadblocks, and the strategies that will bring speech into all aspects of our lives.

Moderator: Thomas Schalk, V.P., Voice Technology, ATX
Speakers:
Jorden Cohen, CTO, VoiceSignal
Jeff Foley, Marketing Manager, ScanSoft
John Oberteuffer, Chairman, Advisory Board, Fonix Corporation

How to Integrate Information from Multiple Modes

3:30 p.m. – 5:00 p.m.

Designed for developers, this session explores the technical framework for integrating information from multiple input devices—keyboards, mice, microphones, and stylus—into a single comprehensive structure for processing by the application. Listen as W3C experts explain how the W3C multimodal architecture will integrate new types of input technology, and how to interpret and act upon this integrated information. These languages and architectures promise to be the backbone of future multimodal applications.

Moderator: Debbie Dahl, Principal, Conversational Technologies
Speakers:
Jim Barnett, Chief Architect, Aspect
Dave Burke, CTO, Voxpilot
Wu Chou, Technical Manager, Avaya & Michael Johnston, Senior Technical Specialist, AT&T
Piergiorgio Vittori, Area Manager, Americas, Loquendo
SpeechTEK University:
In-Depth Tutorials

Choosing Vendors for Call-Center Speech Deployments
Brecht, 4th Floor .......... 10:00 a.m. – 12:00 p.m.

Call-center and IT managers considering or expanding a speech application face so many variables that “analysis paralysis” is a real risk. Telephony itself is evolving, and speech is being recognized as a core enabler of a long-term strategy for satisfying customers while controlling costs. This tutorial will help companies break down the elements of vendor selection so they can best take advantage of this opportunity.

Tutorial Director: Bill Meisel, President, TMA Associates

Accelerating Time–to-Market: Review of Tools and Methodologies, Part I
Gilbert, 4th Floor .......... 10:00 a.m. – 12:00 p.m.

The speech technology industry has made great strides in lowering barriers to speech deployment by providing tools and methodologies that simplify speech application design and development. Which tool is right for you? See the important tool vendors discuss the advantages of each of their development tools. Observe demos of the tools in action. Ask questions about the features and use of each tool.

Tutorial Director: Daniel Hong, Analyst, Datamonitor

Voice User Interface Part I: Usability on the Sly
Hart, 4th Floor .......... 10:00 a.m. – 12:00 p.m.

You know usability testing is important, but there’s no time in the project and even less money. Fear not! You can sneak usability methods into the tightest schedule and get many of the benefits of a full test. Learn tricks, tips, and techniques for gathering vital user input under hostile conditions.

In-Depth Review of Platforms/Servers Tutorial Part I
Brecht, 4th Floor .......... 1:00 p.m. – 3:00 p.m.

Take a comprehensive look into the world of premise-based speech platforms/servers. Learn what the difference is between a platform and a server. Hear how both are being used in today’s businesses. Better understand the dynamics of using servers/platforms as well as the different types that can be found in the market today. With this in-depth tutorial determine the positive attributes that speech servers and platforms will bring to your company.

Tutorial Director: Judith Markowitz, President, J. Markowitz Consultants

Introduction Moderator: Phil Manfredi, Product Manager, Syntellect
James Barnett, Chief Architect/Customer Self Service, Aspect Communications
Kyle Danielson, Lead Software Engineer, LumenVox
James Riseman, Senior Product Manager, Nuance

Features Session Moderator: Joe Lynch, Business Program Manager, Hewlett Packard
Ken Holl, Product Line Management, Nortel
Ilan Kor, Product Manager/Marketing, NICE Systems
Kipton Heuertz, V.P. Product Marketing, Eicon Networks

Voice User Interface Part II: Design Before You Buy
Hart, 4th Floor .......... 1:00 p.m. – 3:00 p.m.

Ensure that you get the technology you need to fulfill your customer service vision and business goals. This session will explore the steps necessary to define your end-
to-end user experience roadmap (across various input methods, modes and internal silos); determine your technology needs and convey both to potential vendors.

**Tutorial Directors:** Melissa Dougherty & Wally Brill Co-Founders, Voice Partners

**Accelerating Time–to-Market: Review of Tools and Methodologies, Part II & III**

**Gilbert, 4th Floor . . . . . . . . . . .1:00 p.m. – 5:15 p.m.**

The speech technology industry has made great strides in lowering barriers to speech deployment by providing tools and methodologies that simplify speech application design and development. Which tool is right for you? See the important tool vendors discuss the advantages of each of their development tools. Observe demos of the tools in action. Ask questions about the features and use of each tool.

**Tutorial Director:** Peter Gavalakis, Communications, Platform Division, Intel

**Presenters:**
Dan Burnett, Product Manager, Vocalocity
John Fuentes, Intervoice
Randy Halderman, V.P. of Marketing, Apptera
Keith Herold, Lead Speech Recognition Engineer, LumenVox
John Joseph, Director of Corporate Marketing, Envox
Brent Metz, Engineer, IBM Contact Center Solutions
David Ollason, Program Manager, Microsoft Speech Server
Andrew Wahbe, Technical Manager, VoiceGenie Technologies
Cory Wright, COO, Audium
Michael Zirngibl, CEO, Angel.com

**In-Depth Review of Platform/Server Tutorial Part II**

**Brecht, 4th Floor . . . . . . . . . . .3:15 p.m. – 5:15 p.m.**

Take a comprehensive look into the world of premises-based speech platforms/servers. Learn what the difference is between a platform and a server. Hear how both are being used in today’s businesses. Better understand the dynamics of using servers/platforms as well as the different types that can be found in the market today. With this in-depth tutorial determine the positive attributes that Speech Servers and Platforms will bring to your company.

**Tutorial Director:** Judith Markowitz, President, J. Markowitz Consultants

**Standards Moderator:** Paolo Baggia, Director of International Standards, Loquendo
Tom Hanson, Senior Manager, Avaya Inc.
Sanjeev Sawai, V.P. of Research & Development, Envox Worldwide
Scott Wieder, Director of Market Development, Brooktrout Technology

**Q&A Moderator:** Steve Chirolkas, Senior Director, Customer Management Group Products and Channels, Convergys Corporation
Brian Eberman, Senior Director of Product Marketing Management, ScanSoft
Brian Garr, Program Director of IBM Contact Center, IBM, Contact Center Solutions
Larry Ockene, Product Manager, Microsoft Speech Server
Frank Tersigni, V.P. of Marketing and Business Development, VoiceGenie Technologies

**Voice User Interface Tutorial Part III: Guidelines for Building Speech Recognition Applications**

**Hart, 4th Floor . . . . . . . . . . . .3:15 p.m. – 5:15 p.m.**

Many touchtone and speech systems worldwide suffer from poor user interface design, resulting in a negative customer experience. Learn how to achieve the promised objectives of IVR and speech recognition—improving customer satisfaction while reducing costs. Discover new material based on the latest research on the best design practices, including: personas that work (and those that don’t), optimizing for Spanish and other languages, best practices for mixing touchtone and speech, how to get the highest ROI from your IVR or speech investment, and much more.

**Tutorial Director:** Bruce Balentine, Chief Scientist, EIG

Rex Stringham, President and CEO, EIG
Wednesday, August 3, 2005

Registration
5th Floor .....................7:00 a.m. – 1:00 p.m.

Continental Breakfast
sponsored by

Cisco Systems

Broadway Ballroom, 6th Floor 7:00 a.m. – 8:00 a.m.

Special Keynote Presentation
Broadway Ballroom, 6th Floor  8:00 a.m. – 9:30 a.m.

Rudy Giuliani

Perhaps there’s no greater test of a leader or leadership skills than to lead during difficult times. It’s during trying or complicated circumstances that people turn to leaders for direction, motivation and understanding and study their actions for guidance. Perhaps no one understands that better than Rudy Giuliani, who helped lead New York - and the U.S. - out of the devastation that followed the attacks on 9-11. Join us as Giuliani shares his strategies about leading during trying circumstances, providing audiences with unparalleled insights and compelling anecdotes to help them overcome unforeseen or unprecedented challenges and put them back on the path towards success.

Speech Solutions Award Winners will be acknowledged during the keynote.

Exhibit Hall
Westside Ballroom, 5th Floor  7:00 a.m. – 1:00 p.m.

Industry Insights Track
Astor Ballroom, 7th Floor

SpeechTEK’s Industry Insights highlights leading speech solutions players. These sessions will provide you with the latest thinking on the direction of speech technologies from the leaders who are advancing the industry. Each session is designed to provide you with insights into one of five major topic areas impacting speech technologies. Relax with a cup of coffee and get the answers you need from these industry leaders.

Defining the Customer Experience
..........................10:00 a.m. – 11:30 a.m.

Elliot Danzinger, CTO, Genesys Telecommunications Laboratories
Steve Dodenhoff, President, Syntellect
Ken Waln, CTO, Edify
George Platt, Senior V.P. & General Manager, Enterprise Business Division, Intervoice
Roxann Swanson, V.P. and General Manager, Multimedia Applications, Nortel

Using New Technologies
.............................2:00 p.m. – 3:30 p.m.

Gerald Karam, Research Director, IP Services, AT&T
Marco Romagnoli, CEO & Managing Director, Loquendo
Michael Bergelson, President and CEO, Audium

Enterprise Strategies Track
Ziegfeld, 4th Floor

Do you have a speech strategy? Well, you better get one. A well-formed speech strategy will outline the business case for speech, examine your existing IT infrastructure, engage the right people in the decision-making process and consider long-range speech solutions for your enterprise. With the right enterprise speech strategy, you can ensure that your speech implementation will achieve the desired results for your business today and in the future.
Considerations Before You Buy .......................... 10:00 a.m. – 11:30 a.m.

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

**Moderator:** John Kelly, Editor-in-Chief, *Speech Technology Magazine*

**Speakers:**
- Daniel Hong, Analyst, Datamonitor
- Judith Markowitz, President, J. Markowitz Consultants
- Bill Meisel, President, TMA Associates
- Dan Miller, Researcher, Opus Research
- Elka Popova, IP Communications and Enterprise Solutions, Frost & Sullivan

Making Speaker Verification Work for the Enterprise ......................... 1:00 p.m. – 2:15 p.m.

Security is a major concern in many speech applications, especially those dealing with money or personal information. It is vital that users identify themselves before allowing them access to certain data. Can we afford security, and can we afford not to have security? Learn which security techniques are best suited for certain situations? This session is designed to help managers and decision makers answer these and many more questions.

**Moderator:** Judith Markowitz, President, J. Markowitz Consultants

**Speakers:**
- Ariel Freidenberg, V.P. Sales & Business Development, Persay
- David Lipin, V.P. Engineering, Vocent
- Andy Osborn, President & Co-Founder, Diaphonics
- Jennifer Wilmer, VUI Designer Engineer, Intervoice

Using Speech to Decrease Costs .......................... 2:30 p.m. – 4:00 p.m.

Designed for managers and decision makers, this session concentrates on the bottom line. Here, you'll understand the factors that drive the cost of your speech deployment and how to best manage them. Discover how to deploy speech more cost effectively to have a positive impact on your bottom line. Ensuring a compelling customer experience for your callers while effectively marrying speech technologies with your current IT infrastructure.

**Moderator:** Stephanie Owens, Associate Editor, *Speech Technology Magazine*

**Speakers:**
- Collin Schiller, Director of Business Development, Audium
- Kevin Kammer, V.P. of Sales, West Corporation
- Terry Gold, CEO, Gold Systems
- John Kirst, V.P. Business Development, TuVox
- Paul Welham, Director of Sales & Marketing, Telephonetics
- Aaron Fisher, IT Manager, Professional Services, West Corporation

Voice User Interface Design Track

**Odets, 4th Floor**

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

Use the Right Technology, and Use the Technology Right .......................... 10:00 a.m. – 11:30 a.m.

Learn how to choose the technology appropriate for the task to be completed and to correctly configure the technologies you are using. Understand when it's best to use synthesized speech vs. prerecorded prompts or when it's more appropriate to use structured responses vs. open-
ended responses such as “how may I help you.” Analyze the strengths and weaknesses between user-directed and mixed initiative dialogs. This session is designed to help you configure a speech application that is easily understood by your callers.

**Moderator:** Eduardo Olvera, Senior Speech Analyst, Syntellect  
**Speakers:**  
Gerd Graumann, Director of Business Development, LumenVox  
Barbara Hawkins-Scott, Manager, MediaVoice Services, Syntellect  
Blade Kotelly, Chief VUI Designer, Edify  
David Ollason, Program Manager, Microsoft Speech Server

**Practical Natural Language . . .1:00 p.m. – 2:15 p.m.**

Conversational speech systems are effectively servicing customers looking for fast, immediate access to information beyond simple directed dialogs. Learn how to deploy large-scale natural language applications that marry customer experience with business strategy. Explore the true nature of natural language understanding and how new tools and techniques are solving today's business issues. Learn about how VUI design is done in natural language applications. You’ll also discover the best practices developed through real world deployments using proven methodologies and techniques.

**Moderator:** Debbie Dahl, Principal, Conversational Technologies  
**Speakers:**  
Debbie Dahl, Principal, Conversational Technologies  
Dan Faulkner, Manager, Product Marketing, ScanSoft  
Marie Meteer, V.P. Commercial Speech Solutions, BBN Technologies

**Speech Analytics . . . . . . . . . .2:30 p.m. – 4:00 p.m.**

Contact centers record calls for a variety of purposes, including quality control, evaluating CSR’s performances, and to improve overall ROI. Learn how speech analyt-ics can help you better understand market dynamics and customer intent. Find out how Continental Airlines deployed speech analytics technology to automate call segmentation and aid in the allocation of reservation center resources. Discover how companies can use word spotting to analyze thousands of recordings and target conversations where a relevant word or phrase has been mentioned. Recent developments in speech analytics are proving to be a cost-effective intelligence tool that provides valuable insight into a company's core business objectives and performance against those objectives.

**Moderator:** Nancy Jamison, Principal Analyst, Jamison Consulting  
**Speakers:**  
Anna Convery, SVP Marketing & Product Management, Nexida  
Randy Ford, CTO, Sonum Technologies  
Ilan Kor, Product Manager, Marketing, NICE Systems  
Cliff LaCoursiere, SVP Sales & Marketing, CallMiner

**Speech Application Implementation Track**  
Wilder, 4th Floor

This track concentrates on strategies, guidelines, methodologies and proven techniques for implementing and deploying speech applications. Learn what reusable modules are available, how IP will affect speech applications and architectures, how to manage speech applications, and what industry consortiums will soon bring to the market place to facilitate speech application development.

**Speech with IP and SOA . . .10:00 a.m. – 11:30 a.m.**

Internet Protocols are becoming widely used for communications among devices and platforms, in many cases replacing the traditional telephony communication protocols. Learn how to take advantage of this shift in technology. Develop strategies and plans for migrating to or integrating with IP and SOA.

**Moderator:** Jeff Haynie, CTO and Co-founder, Vocalocity
Managing Speech Applications .......................... 1:00 p.m. – 2:15 p.m.

Writing code is only a small part of developing and deploying speech applications. You must understand how to specify product requirements as well as test, tune, and obtain customer buy-in. This session teaches methodologies and tips for managing speech applications as well as what mistakes to avoid. Understand best practices in allocating resources for ALL of the phases of speech application development.

Moderator: Stephanie Owens, Associate Editor, Speech Technology Magazine
Speakers:
Ian Colville, Product Manager, Aculab
Kipton Heurtz, V.P. of Product Marketing, Americas, Eicon Networks
Steve Tran, V.P. of Client Services, BeVocal
Tiemo Winterkamp, V.P. of Product Strategy & Research, VoiceObjects

Using Reusable Applications .......................... 2:30 p.m. – 4:00 p.m.

Reusable applications promise to reduce the cost of application development by amortizing development costs among several business enterprises, but are the “one size fits all” applications really as inexpensive as claimed? Learn which circumstances warrant the use of reusable components, and when it’s best to “do it from scratch”. Learn what tailorable and extensible reusable applications are, and the limits of their flexibility.

Moderator: Richard Rosinski, V.P., Professional Services, VoiceGenie Technologies

Speech in Consumer Electronics Track
O’Neill, 4th Floor

New consumer electronic devices promise to be a major area of growth for speech and multimodal technology. This track concentrates on the new multimodal applications and solutions being implemented and how they will change how we interact with all types of devices in the future. Determine what the roadblocks are to successful deployment of these speech-enabled devices, and determine how those roadblocks can be bypassed. Determine what skills you must acquire to participate in this exciting development. How will you position your company to take advantage of these new technologies and emerging opportunities?

Issues Impacting Speech in Consumer Electronics .......................... 10:00 a.m. – 11:30 a.m.

It is similar to the classic ‘chicken and the egg’ question. In this case, it’s which came first, the multimodal device or the network? When will networks be able to support portable multimodal devices and when will these types of devices be available to leverage those networks. And, what types of functionality will these portable devices have? Will manufacturers offer specialized devices for every individual function or will they take on a more multifaceted approach like the T-Mobile Sidekick? Experts in this session will explore the answers to all of these questions and whether there is market demand for these devices.

Moderator: Mark Randolph, Fellow of Technical Staff and Director of Technology Planning, Motorola
Speakers:
Steve Chang, Program Manager, Microsoft Speech Server
Jordan Cohen, CTO, VoiceSignal
Igor Jablakov, Program Director, Multimodal & Voice Portals, IBM Contact Center Solutions
Challenge of UI Design for Small Devices

1:00 p.m. – 2:15 p.m.

Small displays, fewer keys, limited battery supply, and noisy environments all make designing user interfaces for small devices challenging. Listen to different approaches for solving these problems, including speech replacing keypad buttons, microphones and grammars for difficult environmental conditions, and alternative modes of input when speech by itself is not appropriate.

Moderator: Marcus Graham, CEO, GM Voices
Speakers:
Solenn Botrell, User Interface and Multimodal Expert, France Telecom
Jeff Foley, Marketing Manager, ScanSoft
Tom Houy, General Manager, ClarityLabs & V.P. of Marketing, Clarity Technologies
Thomas Scheerbarth, Dipl. – Ing., T-systems

New Modes of Communication

2:30 p.m. – 4:00 p.m.

Communication is constantly evolving. And each day new modes of communication find their way into everyday lives and business functions. See how video enhances speech applications and how SMS can augment telephone conversations. Experience visual displays that make shopping on the telephone easier and learn about the new industry standards for representing data, semantics, and presentation. Determine when to integrate these new technologies into your current business models and what new network infrastructures will look like.

Moderator: Jim Larson, Manager, Advanced Human I/O, Intel
Speakers:
Adam Hocek, President & CTO, Broadstrokes, Inc.
Dominic Massaro, Professor, University of California, Santa Cruz
Valentine Matula, Director of Multimedia Research,
Damon Miller, Director of Business Development, Kirusa

SpeechTEK University: In-Depth Tutorials

SpeechTEK University provides an in-depth training curriculum for how to use current and future speech technologies and methodologies. You will learn the advantages and disadvantages of each technology, how the technology works and how to apply the technology to solve real-world problems as well as learn practical, relevant and up-to-the-minute skills and techniques that you can apply immediately following SpeechTEK. Industry experts who work full time with these technologies will share with you their skills, real-world experiences and practical solutions. Enhance your skills and knowledge by attending one or more of these courses.

Speech Applications, Languages and Techniques
Hart, 4th Floor 10:00 a.m. - 12:00 p.m.

Get up to speed fast with this introductory tutorial on speech application development languages. After attending this tutorial, you will be able to write simple VoiceXML applications. There will be short paper and pencil exercises during this tutorial. Great for developers new to VoiceXML and CCXML and for managers needing to know enough about these languages to supervise developers.

Tutorial Director: Jim Larson, Manager, Advanced Human I/O, Intel
Speakers: RJ Auburn, CTO, Voxeo
Jim Larson, Manager, Advanced Human I/O, Intel
Rob Marchand, Senior Director of Product Management, VoiceGenie Technologies
Deploying Secure Speech Applications
Astor Ballroom, 7th Floor . . .11:45 a.m. - 1:00 p.m.

Worried about hackers compromising your data? This session addresses how to protect your data from the evils lurking on the Internet. Learn tips for encrypting data, verification techniques for accessing data, and back-up/recovery protocols if your data is vandalized.

**Tutorial Director:** Moshe Yudkowsky, President, Midwest Speech Technology Association

**Speakers:**
Steve Chirokas, Sr. Director Products & Channel, Convergys Corporation
Dan Holzman, Jefferson Wells

**Latest Languages for Developing Speech Application**
Hart, 4th Floor . . . . . . . . . . . .1:00 p.m. – 3:00 p.m.

A “how to” session for developers. Learn about the latest languages for developing speech applications, when and where to use them. This session will review VoiceXML 2.1, State Machine XML (SMXML) and the Media Resource Control Protocol (MRCP).

**Moderator:** Jerry Carter, Sr. Technical Consultant, Vocalocity
Paolo Baggia, Director of International Standards, Loquendo
James Barnett, Chief Architect, Aspect
RJ Auburn, CTO, Voxeo

**Closing Plenary Session**
Astor Ballroom, 7th Floor . . .4:00 p.m. – 5:00 p.m.

In this closing session for the SpeechTEK 2005 you’ll learn the results of the SpeechTEK workshops, discussions, and deliberations by the world’s experts on critical issues facing the speech technology community. We’ll end SpeechTEK 2005 with awards. Awards will include: People’s Choice Award, Innovator’s Award, Most Conversational, Most Likely to Make the Sale, Best Persona/Personality, Usability, Performance, and Customer’s Choice.

**Thursday, August 4, 2005**

**Vocalocity: Using OpenVXI? Considering it? Don’t miss the Open VXI Workshop**
Gilbert, 4th Floor . . . . . . . . . . . .9:00 a.m. - 11:30 a.m.

**Learn X+V Multimodal Web Development with IBM**
Marquis Ballroom C, 9th Floor 9:00 a.m. - 4:00 p.m.

**Speech and Intelligent Communications Workshop**
Wilder, 4th Floor . . . . . . . . . . . .8:00 a.m. - 1:30 p.m.

**Cisco Customer Contact Solutions for Self-Service**
Cantor/Jolson, 9th Floor . . . . . .9:00 a.m. - 11:00 a.m.

**Delivering Business Value through Microsoft Speech Solutions**
Ziegfeld, 4th Floor 9:00 a.m. - 11:00 a.m.
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Aspect Communications is a leading provider of contact center solutions for managing and optimizing customer communications. Our IVR solutions use advanced technology, including speech-recognition, text to speech, and VoiceXML, to make customer service more inviting, efficient, and cost-effective. Our IVR solutions are tightly embedded into your call center environment, ensuring that your self-service solutions complement the support your agents provide, ensuring the best possible customer experience.

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Audium is the worldwide leader in packaged VoiceXML application software, enabling intelligent, personalized voice applications using open standards and reducing costs. Audium’s core products give customers a powerful way to build, run, manage and improve IVR systems that work seamlessly with enterprise applications and data, and have been recognized as the industry’s leading VoiceXML development software.

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Baytalkitec (BTT) is a leading solution provider of speech applications. BTT has an integrated solution that supports Land line, GSM, and CDMA networks. BTT also has variety of applications like IVR, Call center, Unified messaging, SMS, Speech recognition, TTS, and SS7 based solutions. In addition, BTT provides a comprehensive portfolio of development tools under Windows and Linux. BTT has wide experience in developing custom made telecom software. Company provides professional services like software development either on site or off site and also provides skilled engineers at the customer site to meet the customer product requirements.

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BBN Technologies is a leading provider of advanced speech technologies with over 30 years of creating innovative solutions. With the AVOKE suite of products and services, BBN works with call centers to improve the caller experience while reducing costs and improving revenues. For more information visit us at www.bbn.com/avoke.

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Brooktrout Technology is a leading supplier of media processing and call control technologies for communications applications. Our TR1000™ telephony platform offers a broad range of configurations...
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Carrius Technologies is an innovator in carrier-grade intelligent VoIP switching and gateway solutions. As a voice automation services foundation, Compleat-200 allows solution developers to focus on differentiated services while the Compleat-200 manages telephony functions such as signaling, media termination, call control, and redundancy. Service providers may also leverage this same combination of capabilities to deploy the Compleat-200 as an intelligent stand-alone gateway to deliver new IP-based services.

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IBM Contact Center Solutions assists clients in developing, deploying and managing customer contact center self-service solutions that improve customer service, reduce operating costs and provide the opportunity for up-selling/cross-selling new goods and services. This is accomplished through key IBM capabilities including a broad range of software and services, as well as through our ability to leverage a strong ecosystem of partners. We offer clients IBM WebSphere speech middleware, over 1000 IBM Business Consulting Services consultants dedicated to transforming contact centers, and our 40 years of voice research and breakthrough technologies that include over 250 speech technology patents. Only IBM can deliver the end-to-end breadth and deliver deep industry expertise across 23 industries. For more information about IBM solutions, visit: www.ibm.com/websphere.

ICT Group, Inc.
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Leading global provider of outsourced customer management solutions providing high-volume IVR support and advanced speech recognition solutions including: touch-tone (DTMF), speech recognition, transcription services, text-to-speech, multilingual support, interactive personality creation, scripting and voice recording as well as outbound messaging and alert notification. 24/7 web-based reporting. Hosted IVR solutions available. Expansive, live agent resources also available, with 40+ contact centers and over 12,500 representatives worldwide.

Inference Communications
Booth #706

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Inference Communications delivers the next generation of speech recognition technology. Based on Artificial Intelligence, this technology allows the untrained user to develop superior natural language speech recognition solutions from the desktop. With Inference, grammar generation is no longer a problem; we automatically generate natural language grammars quickly and efficiently.

INFONXX, Inc.
Booth #310

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INFONXX is the world’s leading independent provider of voice content solutions. INFONXX delivers customer-focused solutions through technological innovation, flexible service transport options and industry-leading product offerings. INFONXX employs intelligent use of technology and support personnel who manage over 210 million listings at six locations around the globe.

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Intel, the world’s largest chipmaker, is also a leading manufacturer of modular telecom and compute building blocks, which are designed to meet the performance and reliability requirements of the communications network. Intel® products offer service providers and enterprises the building blocks they need to succeed in the world of converged voice, data, and video communications. Intel also delivers comprehensive support services and sponsors the Intel® Communications Alliance, a global network of solution providers committed to developing modular, standards-based solutions based on Intel® processors, products, and technologies.

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

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Darryl Shepherd, president
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Test your systems with IQ Services, not with your customers. IQ Services is an industry leader in supporting communication systems using complex technology integration. Our load testing and availability monitoring help you make sure your systems work before implementation and throughout the life of the system.

iVoice, Inc.
Booth #105

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www.ivoice.com

iVoice Inc. designs, manufactures and markets innovative award-winning voice and computer telephony communications systems for businesses and corporate departments. iVoice products, Speech Enabled Auto Attendant, Unified Messaging and IVR provide a single, integrated solution, capable of processing thousands of interactions per hour, including telephone calls, e-mails, faxes and voice mail messages all through the use of a spoken voice.

Latigent
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Latigent is a leading solution provider for call center intelligence, reporting, analytics, and employee performance management, and business process management (BPM) software designed specifically for the contact center. Latigent’s analytics solutions provide interactive reporting for any data source with turnkey modules for your ACD, WFM, IVR, CRM and QA technologies. View all of call centers’ information in one easy to use portal and eliminate the need for multiple stand-alone reporting tools.

Loquendo
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With over 30 years R&D expertise, Loquendo is at the forefront of the global speech market. It is the only speech technology vendor to offer a complete speech technologies product range (from server to embedded) powered by a single, high-quality core engine. Its best-in-breed multilingual technologies (Loquendo TTS, Loquendo ASR, Loquendo Speaker Verification) and platforms guarantee systems integrators the best solutions in 16 languages and 36 voices - with more coming soon.
LumenVox
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Fax: 858-707-7072
www.lumenvox.com
Contact:
info@lumenvox.com

LumenVox is a speech recognition company with over a decade of telephony experience. They develop a suite of speech recognition software that includes the Speech Recognition Engine, Speech Platform, Speech Tuner, and Speech Driven Assistant. With this suite of software and worldwide technology partners, they can design, develop, deploy and maintain any speech application. LumenVox’s revolutionary speech recognition software products have gained industry recognition by winning over 17 awards for innovation, technical excellence and user’s choice. Visit us at www.lumenvox.com or call us at (877) 977-0707.

MCI
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www.mci.com

MCI, Inc. is a leading global communications provider, delivering innovative, cost-effective, advanced communications connectivity to businesses, governments and consumers. With one of the most expansive global IP backbones and wholly-owned data networks, MCI develops the converged communications products and services that are the foundation for commerce and communications in today’s market. For more information, go to www.mci.com.

Message Technologies, Inc.
Booth #103
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www.messagetech.com
Contact:
Darrell Knight
darrell.knight@messagetech.com

Message Technologies, Inc., an industry leader for over 23 years with dedicated expertise in Interactive Voice Response (IVR) and speech, provides customized and cost-effective application hosting and outsourcing. As part of its Microsoft Speech Server initiative, MTI now offers Pronexus’ VBSALT, the first Rapid Application Development tool for the MSS platform.

Metaphor Solutions
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Fax: 516-941-0222
www.metaphorsol.com
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Metaphor Solutions provides the most packaged speech IVR solutions in the industry with the fastest development tools. The company’s offerings deliver the following benefits: lowest cost of deployment at the highest level of user experience, tools to manage the entire application life-cycle, interoperability across voice gateways and the choice of either hosted or on-premise solutions.

Microsoft Speech Server – Gold Sponsor
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Redmond, WA 98052
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Teresa Fagan, lead product manager, Speech Technologies Group
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Microsoft’s vision is that speech will become a mainstream, pervasive technology accessible by a broad range of devices. Microsoft Speech Server 2004, part of the Windows Server System family of products, is the most integrated, flexible and cost-effective speech platform available for large-scale enterprises and midsize companies interested in reaping the significant business value of speech technology.

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

**NetByTel**
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www.netbytel.com

NetByTel delivers the best telephone self-service experience for callers. We help our clients save money, improve their customer’s experience, and enhance their brand image. Our speech recognition solutions provide our clients increased revenue opportunities, reduced operating expense, 24x7 service availability, and increased gross margins. NetByTel solutions are available as a managed service, or a software licensing model for on-premise implementations. All solutions can fully integrate into a client’s web services or back-end infrastructure, and are CTI capable.

**Newfound Communications**
**Booth #617**

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Fax: 978-794-1791
www.newfoundcomm.net
Contact:
Kris Hopkins, CEO
khopkins@newfoundcomm.net

Newfound Communications, Inc. offers technology, tools, and professional services to fuel the speech recognition revolution. By working with Newfound, companies and developers bypass the largest impediment to creating speech-driven applications—the proper utilization of large complex grammars. For Newfound’s customers, the combination of available software, technology and expertise provides unparalleled value; speeding voice application development, cutting development costs, improving applications and increasing customer satisfaction.

**Nexidia**
**Booth #717**

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www.nexidia.com
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Heather Reinhart, marketing manager
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Nexidia is the leading provider of scalable audio mining and speech analytics software. By transforming audio data into actionable intelligence, Nexidia’s technology offers a consistent and efficient means for extracting information previously locked away in audio files. The Nexidia solution is engineered to meet the demanding needs of government and commercial organizations that require mission-critical performance, such as contact centers, financial services, and other regulated industries.

**NICE Systems**
**Booth #413**

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NICE Systems is the leading provider of “Insights from Interactions”, based on advanced content analytics - of telephony, web, radio and video communications. NICE’s solutions improve business and operational performance, as well as security. NICE has over 15,000 customers in 100 countries, including the world’s top 10 banks and 65% of the Fortune 100. More information is available at www.nice.com.

**NMS Communications**
**Booth #700**

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Beth-Ann Landrum, marketing communications specialist
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NMS Communications is a leading provider of superior speech recognition solutions and professional services to the enterprise, transportation, financial services, and various other industries. With over 15 years of experience, NMS offers a wide range of scalable speech recognition technologies, from off-the-shelf products to custom-engineered solutions for specific applications. NMS Communications is committed to providing the highest quality technology and services to meet the needs of its clients.
NMS Communications is a leading provider of technologies and solutions that enable new voice and video services in wireless and wireline networks. NMS develops building blocks for enhanced services and media servers platforms for IVR and self service applications supporting industry standards including VoiceXML and MRCP.

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www.nortel.com/solutions/ccvp

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

NSC - Natural Speech Communication Ltd.
Booth #722

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www.nscspeech.com
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Shay Granov, director of sales - North America
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NSC develops hardware based ASR server - the NSCBoard™, deployed on PCI boards in several sizes. The NSCBoard™ is a high-density, cost-effective ASR server that enables support of hundreds of ASR channels on one machine. NSC’s hardware-based solution performs speech recognition without any need for CPU resources, with minimal footprints and maximum control for the users.

Nuance – Silver Sponsor
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In an era where focus on the customer is essential, Nuance provides companies with voice solutions that enable an outstanding customer experience and corporate cost efficiency. Nuance is a leader in the voice automation market, providing solutions to more than 1,000 companies worldwide. For more information, visit www.nuance.com or call 1-888-NUANCE-8.

Nü Echo
Booth #315

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Nü Echo develops the highest performance speech enabled applications in the industry. Building upon over a decade of experience in speech applications development and a full suite of application development, tuning, and testing tools, Nü Echo is uniquely equipped to deliver applications that simply work better. The company provides a full range of professional services, including turnkey custom development, application tuning and testing, strategic and technical consulting, and training. Nü Echo also provides packaged VoiceXML applications that can be tailored to each customer’s requirements.

Paraxip Technologies
Booth #317

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Paraxip Technologies offers software products enabling a seamless transition from traditional telephony to IP telephony. Paraxip's products are designed from the ground up using a unique open-systems architecture allowing all the flexibility of traditional computer telephony products but through standard, IP-based protocols. Working with world-class industry partners, Paraxip brings to market innovative connectivity solutions in a flexible, building block approach. Paraxip's products are optimized for speech, IVR and Call Center applications. For more information, please visit www.paraxip.com.
Persay Ltd.
Booth #321

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Persay Ltd. is a leading provider of advanced biometric speaker verification technology used to reliably verify that speakers are who they claim to be. Persay’s products, FreeSpeech™ and VocalPassword™, successfully harness the power of voice via any media providing improved security, user convenience and increased efficiency. Visit us at: www.persay.com.

Premiere Global Services
Booth #102

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Fax: 732-542-9436
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Premiere Global Services, Inc. provides business communications services that enable enterprise customers to automate and simplify their critical business processes and communicate more effectively with constituents. Our speech-enabled outbound communication solutions help businesses increase response rates via automated payment capture, interactive reminders and alerts, and data collection and feedback.

pulse
Booth #116

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With installations in over 35 countries around the world, pulse maintains its global presence as a leading provider of innovative telephony solutions. By employing the latest in speech recognition technology, pulse solutions enhance the customer communication experience. This suite of products and solutions is developed on open standards for interactive voice response systems, dialers, conferencing platforms, call center solutions and many other customized or turnkey applications.

Qwest
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Qwest® is a leading provider of voice, video and data services and offers a full portfolio of scalable and reliable contact center services. www.qwest.com  Qwest Spirit of Service®.

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ScanSoft is the world’s premier supplier of speech and imaging solutions that help facilitate information exchange within and between the world’s leading companies and their customers. Our solutions capture vital information and transform it into meaningful and actionable form—helping eliminate barriers to productivity, enhance the work experience, provide universal access, and simplify the interaction with hardware and software systems. For more information, please visit www.scansoft.com.

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Speech Village is presenting SpeechDraw - an innovative rule based graphical tool generating pure VoiceXML. SpeechDraw enables to develop complex mixed-initiative speech applications 10+ times faster and with zero-programming effort. The VXML code generated (no server side logic, just static VoiceXML pages) runs on the main platforms (Loquendo, Bevocal, Nuance, etc).

Spoken Translation
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Our mission is teaching clients how-to reduce service automation costs on their own by providing essential guidance tools in making incremental improvements and optimizing all automated customer service touch-points. Sterling Audits core competency is improving customer service automation usability and efficiencies through video-based usability testing and revolutionary auditing methodologies.

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Syntellect’s Continuum offers a comprehensive array of self-service and live-assistance solutions - from packaged, off-the-shelf products to modular tools and custom capabilities - focused on increasing customer satisfaction and decreasing customer service costs for inbound and outbound voice, web, and e-mail communications. Our open-standard, next-generation technologies provide total flexibility to meet the diverse needs of today’s enterprise - and tomorrow’s.

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TARGUSinfo® has pioneered the development of Real Time Intelligence to help companies more productively process customer and prospect transactions. SpeechCapture Express™ enables call centers to capture exact name and address or change of address—without going to live agent.

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TuVox is the leading provider of enterprise software for speech applications. TuVox’s award-winning software creates a superior caller experience through sophisticated speech applications that are fast to develop and easy to deploy and maintain. Built on open standards, TuVox’s enterprise software automates virtually any type of call - natural language call routing, self-service transactions, information requests and customer support. TuVox pioneered industry-leading SmartGen™ technology, allowing enterprises to create highly sophisticated, conversational speech applications from existing content. TuVox’s mission is to create high quality voice applications that are cost-effective and deliver a superior and differentiated caller experience.

**Vail Systems**
**Booth #725**

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Phone: 800-360-8245
Fax: 847-405-9915
www.vailsys.com
Contact:
Joe Carey, vice president, marketing
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Delivering enhanced telephony application services for over 10 years, Vail Systems is the reliable choice in speech application development and hosting. The Vail SIP Platform is a carrier-grade distributed computer network that processes a wide range of interactive voice services. These services include on-demand audio conferencing, high-volume outbound notifications, and open standards speech application hosting. Vail also offers packaged speech applications and the Vail SIP Telephony Interface Manager (TIM) for Microsoft Speech Server 2004. For more information, please contact (800) 360-8245 or visit www.vailsys.com.

**varetis AG**
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www.varetis.com

With over 20 years of experience, varetis AG is the world’s premier provider of fully-automated and call-center directory solutions for carriers and information service providers. More than 240 telephone service centers and nearly 18,000 agent positions worldwide have been equipped with products and services from varetis AG.

**Versay Solutions**
**Booth #725**

570 Lake Cook Road
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www.versay.com
Contact:
Michael Coyne, manager of partnerships and alliances
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Versay leverages pre-built application components, industry standards, and flexible deployment options to help enterprises quickly and cost-effectively deploy self-service solutions that deliver a compelling caller experience and a tremendous return on investment.

**Viecore, Inc.**
**Booth #615**

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Viecore is a leading systems integration firm specializing in enterprise level self-service solutions for contact centers. Viecore provides the worlds largest corporations with comprehensive solutions, integrating advanced technologies with the power of speech, transforming traditional call centers into efficient self-service contact centers.

VocaLabs
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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.

Vocalocity
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Vocalocity software enables platform and solution providers to rapidly adopt the standards that fuel today’s open telephony platforms. Vocalocity components, application-ready component packages, and tools free internal resources from developing and maintaining support for VoiceXML, CCXML, SALT and other evolving standards. Designed for OEM™, Vocalocity empowers partners with extreme extensibility and control.

Vocent
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Vocent is an authentication software company helping enterprises combat identity theft/fraud and reduce the hidden costs of stronger authentication. Vocent's packaged, speech-driven automation solutions leverage voice biometrics, can be fully deployed in under 90 days, and work with industry-leading identity management solutions, speech technologies, voice platforms, and enterprise applications. Vocent customers include Cox Communications, Hartford Insurance, Marriott, US Bank and Visa.

Voice2Form
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Voice2Form has exclusive patent rights for a voice recognition system to help people fill out forms for a variety of commercial and governmental agencies. Voice2Form’s patented application system collects applicants’ voice entries from any phone, converts the answers to text and enters the information into any form and/or company database, such as a web server.

VOICE.TRUST
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VOICE.TRUST is a global leader in highly secure voice authentication. Simple, safe and highly secure, VOICE.TRUST brings easy-to-use solutions leading to dramatic reductions in authentication costs for PIN and Password Reset, Remote Access, Single Sign-On, PKI-Support, Caller-Identification and Two-Factor Authentication to the network security, voice-portal, call center and helpdesk markets.
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VoiceGenie Technologies Inc. is the proven performance leader in standards-based software platforms powering customer contact solutions and next generation networks. Headquartered in Toronto, Canada, VoiceGenie offers high-performance, scalable platforms that provide enterprises and service providers with a flexible, open standards infrastructure for supporting next-generation networks and speech-enabled contact centers.

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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 the website at www.voicexml.org.

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