SpeechTEK 2007
The Voice Solutions Showcase

August 20–23, 2007
New York Marriott Marquis
New York, NY

SPEECH TECHNOLOGY
at the TIPPING POINT

KEYNOTE SPEAKER

MALCOLM GLADWELL
Author
The Tipping Point and Blink

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

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Information Today, Inc.
Welcome to SpeechTEK 2007

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

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

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

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

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

Hear these topics and more:
- Meeting business goals with speech
- VUI for VUI designers
- Speech to grow your business
- Tools and environments
- Designing the speech customer experience
- Tips and techniques for implementing or fixing your speech applications
- Planning and managing successful speech deployments
- Hot topics in VUI design
- Solving speech application problems

PLUS SPECIAL TRACKS:
Advanced Speech Technology Symposium
- A 2-day track organized by AVIOS

The Year of Living Virtually:
Hosted and Managed Services
- A 1-day track organized by Opus Research

Conference Chairs

James A. Larson
Vice President
Larson Technical Services

Susan L. Hura
Principal
SpeechUsability

SpeechTEK New York 2007
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Director of Network Speech Architecture & Standards, Nuance Communications, Inc.

Deborah Dahl
Principal, Conversational Technologies

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

Walter Rolandi
Founder, The Voice User Interface Company, LLC

K. W. “Bill” Scholz
President & Founder, NewSpeech, LLC

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

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

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

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

Continental Breakfast & Coffee Breaks
A continental breakfast will be provided for conference attendees each morning from 8:00 a.m. to 9:00 a.m. before the keynote session. Additional coffee breaks will take place each morning and afternoon. Please check the schedule for exact times and locations.

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

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

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

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

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Don’t forget to visit the destinationCRM 2007 Exhibit Showcase
This year’s SpeechTEK 2007 conference is co-located with destinationCRM 2007, featuring the latest in customer relationship management, sales management, and call center management tools and solutions.
Find out how the latest tools and solutions are transforming the way we do business.
All SpeechTEK 2007 attendees are invited to visit the destinationCRM Showcase at no additional charge.

Showcase hours are as follows:
Tuesday, August 21
8:00 a.m. – 6:00 p.m.

Registration Desk Hours
Sunday, August 19 ............... 4:00 p.m. – 7:00 p.m.
Monday, August 20 ............. 7:00 a.m. – 7:00 p.m.
Tuesday, August 21 ............ 7:30 a.m. – 5:30 p.m.
Wednesday, August 22 ........ 8:00 a.m. – 2:00 p.m.
Thursday, August 23 .......... 8:00 a.m. – 1:30 p.m.
**KEYNOTE**

**Speech Technology at the Tipping Point**

9:00 a.m. – 10:00 a.m.

**MALCOLM GLADWELL**  
Author, *The Tipping Point & Blink*

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

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**WELCOME & OPENING KEYNOTE**

**Speech Technology at Google**

9:00 a.m. – 10:00 a.m.

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

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

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

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**CUSTOMER CONVERSATIONS**

9:00 a.m. – 10:00 a.m.

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

Continue conversations with these customers and learn more about their speech technology implementations in a breakout session following this keynote, from 10:30 a.m. – 11:30 a.m. in the Broadway Ballroom.
Welcome & Opening Keynote  Speech Technology at Google  Mike Cohen  Broadway Ballroom

10:15 a.m. – 11:15 a.m.

Track A  Soho  [7th Floor]

MEETING BUSINESS GOALS WITH SPEECH

- Speech and Self-Service Strategy  Tony Lorenzen, Nancy Gaimster, Lizzanne Kaiser
- Beyond Usability: How Good Is Your Speech Application?  Silke Witt-Ehsani, Melanie Polkosky

11:30 a.m. – 12:30 p.m.

Track B  Empire  [7th Floor]

VUI FOR VUI DESIGNERS

- Whose VUI Is It, Anyway? User Versus Business Requirements  Erin Smith, Eduardo Olveira
- Usability Surveys: Practical Techniques  Peter Leppik

12:30 p.m. – 1:30 p.m.

ATTENDEE LUNCH  [Broadway Ballroom]

Success Criteria for the Speech Customer Experience  Carrie Nelson, Scott Taylor
New Business Models for Speech  John Amien, John Roswech
Simulating the Personal Touch  Debbie Harris, Brad Schor, Albert Kooiman

1:45 p.m. – 2:45 p.m.

Track C  Shubert  [6th Floor]

ADVANCED SPEECH TECHNOLOGY SYMPOSIUM

[Organized by AVIOS]

- Advances in Speech Recognition Processing  Veneer Tamatskyny, Illi Aleva
- Advances in Text-to-Speech Processing  Daniel Burnett, Patrizio Bergallo

3:00 p.m. – 4:00 p.m.

Track A  Soho  [7th Floor]

THE YEAR OF LIVING VIRTUALLY: HOSTED & MANAGED SERVICES

[Organized by Opus Research]

- The Outsourcer’s Perspective  Lynn Jobe, Henry McCready

3:15 p.m. – 4:15 p.m.

Track B  Empire  [7th Floor]

DESIGNING THE SPEECH CUSTOMER EXPERIENCE

- Getting the VUI Right When Recognition Goes Wrong  Kristie Goss, Daniel Padgett, Jessica Hicks
- Making It Personal  Barb Makiaczek, Cory Wright

4:15 p.m. – 5:15 p.m.

ATTENDEE RECEPTION  [Broadway Ballroom]

- View of the Global Future  Juan Ratanayake, Terry Gold, Andrew Hunt
- Watch Your Grammar  Judi Halpern, David Thomison

9:00 a.m. – 10:00 a.m.

Welcome Reception in Exhibit Hall

Keynote  At the Tipping Point  Malcolm Gladwell  Broadway Ballroom

10:00 a.m. – 10:45 a.m.

BREAK IN THE EXHIBIT HALL

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- Advances in Natural Language Processing  Roberto Pieraccioli, Jonathan Bloom, Krishna Govindaran
- Speech-to-Speech Translation  Jan Kleindienst, Hannah Grap

10:45 a.m. – 12:00 p.m.

KEYNOTE LUNCHEON  [Broadway Ballroom]

Contrasting Service Provider Approaches  John Hibbel, Mark Wilbur, Ron Owens, Mike Moors
Meeting Business Challenges  Tim Myronah, Steven Pollock, Michael Zirngibl, Mark Abramson

1:30 p.m. – 2:30 p.m.

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2:00 p.m. – 3:00 p.m.

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9:00 a.m. – 10:00 a.m.

Welcome Reception in Exhibit Hall

Keynote  Customer Conversations  Broadway Ballroom

10:00 a.m. – 10:30 a.m.

BREAK IN THE EXHIBIT HALL

Track A  Soho  [7th Floor]

PLANNING & MANAGING SUCCESSFUL SPEECH DEPLOYMENTS

- Mainstream Speech?  Mike Bergelson, Tom Houwing, Ron Owens, Silke Witt-Ehsani
- Positioning Speech Applications for Success  Nava Shaked, Caroline Leathem

Track B  Empire  [7th Floor]

THE V-FILES: HOT TOPICS IN VUI DESIGN

- Retire the Horse & Buggy  Phillip Hunter, Bill Byrne
- Special Cases in VUI Design  David Martin, Vasudeva Akula

Track C  Shubert  [6th Floor]

NOW READY FOR PRIME TIME!

- Natural Language Processing  Aaron Fisher, Marco Petroni
- Who’s Really Calling: Speaker Authentication  Brian Rowland, Melinda Charlesworth

10:30 a.m. – 11:30 a.m.

SPEECH TECHNOLOGY MAGAZINE AWARDS LUNCHEON  [Broadway Ballroom]

- The Future of the Future of Speech  Scott McGlashan, Moshe Yudkowsky, Mark Rayburn
- Top 25 Speech Project “Gotchas”  Phillip Hunter, Darla Tucker

11:45 a.m. – 12:45 p.m.

- Whither VUI Standards?  Phil Shinn, Mark McTernan
- The Ultimate VUI Showdown  Lizzanne Kaiser, Walter Rolandi, Bill Byrne, Peter Krogh

12:30 p.m. – 1:30 p.m.

BROADCAB Streamcast Keynote


1:30 p.m. – 2:30 p.m.

- New Business Models for Speech  You Be the Expert! Speech & the Mainstream Speech?  Mike Bergelson, Peter Krogh
- Recognition Goes Wrong  John Amien, John Roswech
- The New Business Models for Speech  You Be the Expert! Speech & the Mainstream Speech?  Mike Bergelson, Peter Krogh
- Recognition Goes Wrong  John Amien, John Roswech
- User Versus Business Requirements  Erin Smith, Eduardo Olveira

2:45 p.m. – 3:45 p.m.

- What’s Really Wrong with Speech Recognition Processing  Veneer Tamatskyny, Illi Aleva
- Advances in Text-to-Speech Processing  Daniel Burnett, Patrizio Bergallo

3:45 p.m. – 4:15 p.m.

- Improving Voice Fraud & Threats  Michael Zirngibl, Mark Abramson
- Tuning Speech Applications, Part 1  Lizzanne Kaiser, Maria Aretoulaki

4:15 p.m. – 5:15 p.m.

- Improving Voice Fraud & Threats  Michael Zirngibl, Mark Abramson
- Tuning Speech Applications, Part 1  Lizzanne Kaiser, Maria Aretoulaki

5:30 p.m. – 6:30 p.m.

- Improving Voice Fraud & Threats  Michael Zirngibl, Mark Abramson
- Tuning Speech Applications, Part 1  Lizzanne Kaiser, Maria Aretoulaki
SpeechTEK University

If you are considering deploying a speech application or looking to increase your knowledgebase, be sure to attend a SpeechTEK University course. SpeechTEK University courses are in-depth, focused, 3-hour seminars on topics of special interest to speech technology and information technology professionals. Taught by experienced instructors, STK University courses offer a structured learning experience. These are separately priced or may be purchased as part of your conference registration. See page 24 for detailed course information.

Monday, August 20

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

- Speech in the Mainstream
  - Bill Mesitel, Daniel Hong
- Using Analytics to Understand Your Customer
  - Scott Witter, Tom Harker
- Speech to Generate Revenue & Decrease Costs
  - Michael Uhlenkamp, Dorothy Verkade
- Speech Enables Self-Service
  - Richard Grant, Chester Anderson, Alexandros Papanikolau
- Speech Drives CRM
  - Jangwoo Shin, Brian Gebert, Seong-Joo Lee, Christian Pereira

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

- Open Source Development Environments
  - Phil Shinn, Ken Cisowski
- Windows Vista Development Environment
  - Michael Dunn, Fabrizio Giacomelli
- New Language Specifications
  - James Barnett, David Thomson
- Which Tools Are Right for You?
  - John Fuentes, Moshe Yudkowsky, Matt Whipple
- Techniques for Reusability
  - Tim Barnes, Jerry Carter, Rob Marchand

Tuesday, August 21

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

- Speech Applications for Emergencies
  - Klaus Schaefer, Rainer Koch, Tom Hanson
- Synthetic Agents that Speak & Listen
  - Matt Nickerson, Antonio Gentile
- Speech in Banking
  - Marc Seltzer, Jeff Weiner, Jan Smith
- Touch to Voice
  - Ava J. Baker, R. J. Fox

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

- Tips & Techniques for Using Grammars
  - Sunil Issar, Padma Ramesh, Krishnan Srinivasan
- Speech Synthesizers on Steroids
  - Davide Bonardo, Qiang Bai
- Web Services & Speech
  - Michael Codrini, Chris Passaretti
- Deploying Speech Applications
  - Bob Cooper, R. J. Auburn

Wednesday, August 22

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

- Managing Voice Fraud & Threats
  - Jens Henriksson, Valene Skerpac
- Legal issues with Speech
  - Clegg Ivey, Janette Nelson, Mark Randolph
- Is Paul English Right?
  - Walter Rolandi, Kirsty McCarthy, Michael Zirngibl
- Worst Practices
  - Mike Bergelson, Michael Perry

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

- Tuning Speech Applications, Part 1
  - Joe Alvan
- Tuning Speech Applications, Part 2
  - Dave Pelland, Emmett Coin
- Collecting, Managing, & Analyzing User Feedback
  - Elisa Eisterbaum, Jenni McKenzie
- The Lighter Side of Speech Deployments
  - Michael Pichery, Richard Feinberg

Thursday, August 23

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

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

**STKU-2**
Hands-On CCXML Application Workshop
Moshe Yudkowsky

**STKU-3**
Natural Language Processing
Deborah Dahl

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

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

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

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

**STKU-7**
Let’s Write Some Prompts!
Jenni McKenzie

**STKU-8**
Assessing & Improving Caller Experience
Greg Simsar & Eduardo Olvera
Beyond Usability: How Good Is Your Speech Application?  
11:30 a.m.–12:30 p.m.  
MODERATOR: Phillip Hunter, Vice President, Voice Interaction Design Group, SpeechCycle, Inc.

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

Beyond Usability: It Ain't the Only Outcome that Matters!  
Melanie Polkosky, Human Factors Psychologist, IBM/Center for Multimedia Arts (University of Memphis)

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

Beyond Usability: How Good Is Your Speech Application?  
Silke Witt-Ehsani, Vice President, VUI Design Center, TuVox, Inc

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

Success Criteria for the Speech Customer Experience  
1:45 p.m. – 2:45 p.m.  
MODERATOR: Lizanne Kaiser, Customer Experience Designer, Genesys Telecommunications Laboratories

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

Success Criteria for the Speech Customer Experience  
Carrie Nelson, Speech Solutions Team Technical Lead, Nortel

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

Measuring Speech Applications from a Caller Perspective and a Business Perspective: Four Dimensions of Success  
Scott Taylor, General Manager, Business Consulting, Nuance Communications, Inc.

In this session we’ll examine key dimensions of success for speech applications: effectiveness, efficiency, utility, and attractiveness. We’ll examine some of the...
successful methods employed by customers for measuring these dimensions, including both database measurement, as well as experiential measurement, through direct customer feedback. We’ll also review strategies for migrating from “the old metrics” to the new metrics.

**New Business Models for Speech**

3:00 p.m. – 4:00 p.m.

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

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

**Innovate or Saturate:**

**Applying the Web Model of Innovation to Speech**

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

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

**Role of Speech Recognition in Free Directory Assistance**

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

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

**Simulating the Personal Touch**

4:15 p.m. – 5:00 p.m.

MODERATOR: Tim Moyihan, Vice President, Global Marketing & Sales Support, Environ Worldwide

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

**Panelists:**

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

**Exhibit Hall Grand Opening & Welcome Reception**

5:00 p.m. – 7:00 p.m.

**Whose VUI Is It, Anyway?**

**User Versus Business Requirements**

10:15 a.m. – 11:15 a.m.

MODERATOR: Jenni McKienzie, VUI Designer, Travelocity

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

**Customers Request the Darndest Things:**

**10 Challenges for VUI Designers**

Eduardo Olvera, Senior Speech Analyst, Syntellect, Inc.

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

**Successfully Combining User & Business Goals**

Erin Smith, Senior VUI Designer, Convergys Corporation

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

**Usability Surveys: Practical Techniques**

11:30 a.m. – 12:30 p.m.

MODERATOR: Susan Hura, Principal, SpeechUsability

SPEAKER: Peter Leppik, CEO, Vocal Laboratories Inc.

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

**ATTENDEE LUNCH**

Sponsored by Voice Objects

The New Mobile Generation

12:30 p.m. – 1:45 p.m.

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

**Controlling Prompts for Maximum Usability**

1:45 p.m. – 2:45 p.m.

MODERATOR: Erin Smith, Senior VUI Designer, Convergys Corporation

SPEAKER: Tom Houwings, Director, voiceandvision

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

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

3:00 p.m. – 4:00 p.m.

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

SPEAKER: Lizanne Kaiser, Customer Experience Designer, Genesys

Telecommunications Laboratories

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

**E-Mail Stations**

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

4:15 p.m. – 5:00 p.m.
MODERATOR: Judi Halperin, Speech Engineer, Contact Center Practice, Self-Service Solutions, Avaya, Inc.

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

Does Your Customer Know What You Are Doing?

Maria Aretoulaki, Head of Speech Design, Vicorp Ltd.

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

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

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

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

Exhibit Hall Grand Opening & Welcome Reception

5:00 p.m. – 7:00 p.m.

Advances in Speech Recognition Processing

10:15 a.m. – 11:15 a.m.
MODERATOR: Tom Schalk, Vice President, Voice Technology, ATX Group

Advances and improvement in core speech recognition technology are difficult to demonstrate, since accuracy is strongly dependent on application, particular speakers, background noise, and other variables. Beyond accuracy, speech recognition technology can be improved by better handling of complex or “natural” dialogs. Audio channels and speech platforms are important components of today's speech applications. In this session, speakers explore the advances in core speech technology, audio channel processing, and speech platform integration and go behind the scenes of Vista to expose interesting aspects of the integration of speech technology.

Speech Technology in Vista

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

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

Speech Processing for DRS Versus NSR

Veeru Ramaswamy, Chief Technology Officer, Vianix

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

Advances in Text-to-Speech Processing

11:30 a.m. – 12:30 p.m.
MODERATOR: Tom Schalk, Vice President, Voice Technology, ATX Group

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

Applying the Pronunciation Lexicon Specification to ASR & TTS

Patrizio Bergallo, Senior System Architect, Loquendo

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

The Internationalization of the W3C Speech Synthesis Markup Language

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

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

ATTENDEE LUNCH

12:30 p.m. – 1:45 p.m.
Beatrix V. Infante, President & Chief Executive Officer, VoiceObjects Inc.

Advances in Natural Language Processing

1:45 p.m. – 2:45 p.m.
MODERATOR: Tom Schalk, Vice President, Voice Technology, ATX Group

The demand for natural language has reached an all-time high as directed dialog applications continue to be criticized for being inefficient and not flexible enough. There is little dispute that out-of-grammar handling is generally poor when an active grammar is large. In-grammar accuracy for extensive vocabularies has been achieved by using large amounts of speech data to
extract statistical information to represent acoustical units. Likewise, statistical approaches have been applied to advance natural language understanding. Most recently, statistical approaches are being applied to voice interface design with the goal of improving user experience. This session reveals some exciting advances in natural language that will affect the future of the user experience.

Creating More Natural Language Interfaces Using Robust Parsing
Krishna Govindarajan, Speech Science Global Discipline Leader, Professional Services, Nuance Communications, Inc.

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

No Data Like More Data: Experimental Voice Use Interface in Action
Roberto Pieraccini, Chief Technology Officer, and Jonathan Bloom, Senior VUI Designer, SpeechCycle, Inc.

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

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

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

Integrating Language Translation Software with Speech Recognition
Hannah Grap, Marketing Communications Manager, Language Weaver
As automated language translation technology moves to statistically based computational methods, the timing is right to integrate language translation and speech recognition technologies. Case study examples and demos of existing integrated solutions will give the audience an overview of how to leverage speech applications across languages.

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

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

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

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

D101
Speech in the Mainstream: Top Trends
10:15 a.m. – 11:15 a.m.
MODERATOR: Tim Moynihan, Vice President, Global Marketing & Sales Support, Envox Worldwide

SPeakers:
Daniel Hong, Lead Analyst, Datamonitor
William Meisel, President, TMA Associates

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

Using Analytics to Understand Your Customer
11:30 a.m. – 12:30 p.m.
MODERATOR: Judith Markowitz, Principal, J. Markowitz, Consultants

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

Utilizing Speech Analytics to Improve Quality Assurance Processes
Tom Harker, Chief Technology Officer, Calibur
In a call center environment where quality assurance is a must, there are many challenges. Usually there is a trade-off between efficiency, productivity, and cost. This case study shows how utilizing speech analytics for quality assurance has lowered costs while increasing efficiency and productivity.

Improving your Bottom Line by Understanding Customer Behavior
Scott Witter, Vice President, U.S. Wealth Management & Business Technology, Hartford Life
This presentation shows how the Hartford Insurance Property and Casualty used speech analytics to identify customer behavior, understand what data defines that condition, and what the information means to the bottom line. The case study illustrates that when you closely examine customer experience across multiple touch points you begin to understand the true benefits of that channel and whether your customers, as well as your business, are achieving the expected success.

ATTENDEE LUNCH | Sponsored by Voice Objects
The New Mobile Generation
12:30 p.m. – 1:45 p.m.
Beatriz V. Infante, President & Chief Executive Officer, VoiceObjects Inc.
Speech to Increase Revenue & Decrease Costs
1:45 p.m. – 2:45 p.m.
MODERATOR: Rob Marchand, Senior Director, Product Management, Genesys Telecommunications Laboratories
Speech applications are being used to increase revenue and decrease costs by revolutionizing business processes and customer interactions. In this session, hear lessons learned from customers and industry leaders who have pioneered the implementation and deployment of successful speech applications. Learn how you can increase customer service and save money at the same time from developers who have successfully improved the bottom line within their organizations.

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

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

Speech Enables Self-Service
3:00 p.m. – 4:00 p.m.
MODERATOR: Nava Shaked, CRM and Call Center Manager, IBM Israel Ltd.
SPEAKERS:
Richard Grant, Chief Technology Officer, and Chester Anderson, Vice President, Business Development, Ordercatcher Inc.
Alexandros Papanikolau, Sales Manager, Village Road Show Greece
Hear how to improve customer service by enabling customers to use phones and cell phones to place orders with automated speech systems instead of waiting in lines to purchase tickets or place orders. A fast-food company and a cinema chain explain how automated speech systems that save money and improve customer satisfaction were successfully implemented and deployed. Hear how such problems as menu navigation, recognition of non-English words, real-time menu updates, and peak call processing were overcome.

Speech Drives CRM
4:15 p.m. – 5:00 p.m.
MODERATOR: James Barnett, Senior Technical Director, Aspect Software
SPEAKERS:
Christian J. Pereira, Managing Director, D+S Solutions GmbH
Brian Gebert, Director of Corporate Sales, Shunra Software Ltd.
Jangwoo Shin, Technical Director, NetXentry LLC
Seung-Joo Lee, Senior Member, Technology Staff, WebForPhone
By speaking on a telephone, users can retrieve and update data on accounts, contacts, opportunities, and calendar applications. Learn how to overcome the difficult problems of CRM applications, including recognition of custom vocabulary and database searches. These industry experts will present demonstrations and share key learnings.

Exhibit Hall Grand Opening & Welcome Reception
5:00 p.m. – 7:00 p.m.
Experience the Genesys/IBM Speaker Verification Demo in booths 201 & 205.
COMMUNICATIONS SOFTWARE  

**Specifying Speech Workflow Applications Using SCXML**

James Barnett, Senior Technical Director, Aspect Software

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

**A Uniform Data-Logging Specification**

David Thomson, Chief Technology Officer, SpeechPhone

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

**Which Tools Are Right for You?**

3:00 p.m. – 4:00 p.m.

MODERATOR: David Thomson, Chief Technology Officer, SpeechPhone

**Panelists:**

- John Fuentes, Principal Solutions Architect, Intervoice, Inc.
- Matt Whipple, Self-Service Solutions Architect, Avaya Inc.
- Moshe Yudkowsky, President, Disaggregate

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

**Techniques for Reusability**

4:15 p.m. – 5:00 p.m.

MODERATOR: Moshe Yudkowsky, President, Disaggregate

**Panelists:**

- Tim Barnes, Managing Partner, OpenMethods
- Jerry Carter, Director, Network Speech Architecture & Standards, Nuance Communications, Inc.
- Rob Marchand, Senior Director, Product Management, Genesys Telecommunications Laboratories

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

**Exhibit Hall Grand Opening & Welcome Reception**

5:00 p.m. – 7:00 p.m.

**CUSTOMER CASE STUDIES**

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

- Problem(s) to be solved
- Technology used to solve the problem
- Problems encountered and how they were solved
- Benefits derived from the solution
- Key learnings
- Short demonstration
Tuesday, August 21

Meeting Business Challenges
2:45 p.m. – 3:45 p.m.
MODERATOR: Dan Miller, Senior Analyst, Opus Research, Inc.

PANELISTS:
Mark Abramson, CEO, Message Technologies, Inc.
Tim Moynihan, Vice President, Global Marketing & Sales Support, Envox Worldwide
Steven Pollock, Executive Vice President & Co-Founder, TuVox, Inc.
Michael X. Zirngibl, President & CEO, Angel.com
This has been the year of the end user. With so much emphasis on the customer experience, being able to identify snags in self-service applications at a highly granular level and to make corrections dynamically is crucial. In this session, application framework providers describe how they support application development that meets customer service objectives.

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

View of the Global Future
4:15 p.m. – 5:15 p.m.
MODERATOR: Dan Miller, Senior Analyst, Opus Research, Inc.

PANELISTS:
Juan Ceballos, Chief Technology Officer, Ydiglo
Terry Gold, President & CEO, Gold Systems
Andrew Hunt, President & CEO, Gold Systems
Susan Wilson, Dir. Business Development, DA Services, Nuance Communications

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

Evening Attendee Reception
5:30 p.m. – 7:00 p.m.

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KEYNOTE ❯ Speech Technology at the Tipping Point
9:00 a.m. – 10:00 a.m. ❯ Broadway Ballroom
Malcolm Gladwell, Author, The Tipping Point & Blink

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

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

TRACK A ❯ Soho (7th Floor)
THE YEAR OF LIVING VIRTUALLY:
HOSTED AND MANAGED SERVICES
(organized by by Opus Research)
10:45 a.m. – 12:00 p.m.
MODERATOR: Dan Miller, Senior Analyst, Opus Research, Inc.

SPEAKERS:
Lynn Jobe, Sales Director, Strategic Products, Intervoice, Inc.
Henry McCreary, Chief IT Architect, CSX Transportation, Inc.

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

KEYNOTE LUNCHEON - sponsored by UCN
12:00 p.m. – 1:30 p.m.

Contrasting Service Provider Approaches
1:30 p.m. – 2:30 p.m.
MODERATOR: Clegg Ivey, VP, M&A, General Counsel, Voxeo Corp.

PANELISTS:
John Hibbel, Vice President of Marketing, Voxeo
Ron Owens, Vice President, Product Strategy, First Data Voice Services
Tom Smith, Senior Manager, Verizon Business
Mike Moores, Director, Sales, Genesys Telecommunications Laboratories

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

Para Continuar en Espanol ...
10:45 a.m. – 12:00 p.m.
MODERATOR: Eduardo Olvera, Senior Speech Analyst, Syntellect, Inc.

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

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

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

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

There are many challenges to adding a second language to your speech application. Hear useful advice in this presentation to help you ensure a smooth design and development process, including real-life, concrete examples drawn from practical experience working on various Spanish voice applications.
Insights to Multilingual Applications
Prabha Sundaram, Speech Specialist, Nortel
There is a growing need to design and develop speech-enabled, self-care applications that are bi- or multilingual (e.g., Spanglish, Hinglish etc.). In these design projects, it is important to understand cultural differences, analyze speaking styles, sentence constructs, etc. Learn about challenges and solutions for tailoring and designing these applications.

KEYNOTE LUNCHEON - sponsored by UCN
12:00 p.m. – 1:30 p.m.

Getting the VUI Right When Recognition Goes Wrong
1:30 p.m. – 2:30 p.m.
MODERATOR: David Martin, Solution Architect - Avaya Inc.
Recognition errors are a fact of life for speech systems. The job of a good voice user interface is to make the errors as inconsequential as possible to the end user. Learn how to handle confirmations to build user confidence without becoming a burden, and hear about new approaches to error-handling for natural language applications.

To Confirm, or Not to Confirm ... That Is the Question
Kristie Goss, VUI Designer, Convergys Corporation
Confirmations are a critical piece to the VUI puzzle. This presentation investigates various confirmation strategies and illustrates successful phrasing techniques, including a natural-sounding way to confirm dynamic data. Attendees will expand their confirmation toolkit and learn how to improve caller satisfaction and decrease call duration in their own IVR applications.

Fault Tolerance at the VUI Level
Daniel Padgett, Senior Speech Consultant, and Jessica Hicks, Speech Consultant, Versay Solutions
Hear about proven strategies for building fault-tolerant VUIs for smarter speech applications. The speakers discuss the use of statistical language models, error strategies tailored to specific call paths, and the careful use of confirmations to minimize errors, improve performance, and increase overall customer satisfaction.

Making It Personal
2:45 p.m. – 3:45 p.m.
MODERATOR: Tom Houwing, Director, voiceandvision
Speech applications used to be conceived of as one-size-fits-all interactions in which every user had the same experience. Increasingly, organizations are capitalizing on data they already know about customers to tailor the experience specifically for them. Whatever you know about the customer can be used to predict the likely reason for the call and present relevant information and services proactively. Learn techniques for creating personalized interactions that make calls seem efficient, productive, and surprisingly satisfying.

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

Developing Dynamic Personalized Contact Center Applications with Cisco
Cory Wright, Senior Marketing Manager, Customer Contact Business Unit, Cisco
This session shows how to create a personalized contact center application using Cisco Call Studio, speech recognition, VoiceXML, and Web or enterprise applications. Learn how the Cisco Customer Voice Portal and interactive voice response technology built into Cisco IOS work together to allow you to build and deliver self-service applications.

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

Watch Your Grammar
4:15 p.m. – 5:15 p.m.
MODERATOR: Juan Gilbert, Associate Professor, Auburn University
Judi Halperin, Speech Engineer, Contact Center Practice, Self-Service Solutions, Avaya, Inc.
David Thomson, Chief Technology Officer, SpeechPhone
Speech applications are only as effective as the grammars they reference. As such, grammars should be constrained as tightly as possible, and grammar over-generation should be avoided at all costs. This session’s speakers discuss various methods available to help constrain grammars, as well as some grammar development pitfalls and the testing methodologies that will help avoid them.

Evening Attendee Reception
5:30 p.m. – 7:00 p.m.

New Approaches to Dialog Design
10:45 a.m. – 12:00 p.m.
MODERATOR: Bill Scholz, President, NewSpeech LLC
As designers are urged to create ever-more sophisticated self-service applications, the pressure for evolving new techniques grows in importance. New Eclipse-based graphical tools oriented around the identification, definition, and reuse of hierarchical dialog patterns and novel nonlinear call flows assisted by agents are described in this dialog design session.

A Graphical Tool for Pattern-Based Dialog Design
Dominique Boucher, Lead Software Developer, Nu Echo Inc.
This presentation shows an Eclipse-based, graphical environment for developing speech applications that specifically addresses the problem of capturing and expressing recurring dialog patterns. This tool transforms the process of designing and implementing dialogs by specifically orienting the design process around the identification, definition, and reuse of hierarchical dialog patterns.

Non-Linear Call Flow Design
Clifford Harlow, Vice President, Client Services, Spoken Communications
Most speech IVR applications are unable to skip utterances that they don’t understand. In contrast, live agents can gather information out of sequence

Idea Markets
Tuesday and Wednesday 8:00 a.m. – 8:45 a.m.
Plan your schedule to join a group of colleagues for breakfast at 8:00 a.m. on Tuesday and Wednesday mornings for an “Idea Market” session. Idea Markets are highly interactive, casual, collaborative conversations about burning questions in speech technology or VUI design, or gatherings of people working in market segments with common questions and interests.

Tuesday
User Interface Design
Speech Application Development Tool
Speech Application
Voice & Search
Finance & Banking Applications
Medical Market Applications

Wednesday
Speaker Identification & Verification
Multimodal Applications
Retail Market Applications
Travel Market Applications
or discern intent. By uniquely combining speech technology with humans, callers can have a more natural, free-flowing self-service experience because they are not locked into a rigid call flow.

**Adaptive Voice Dialogs Based on Automatic Speaker Classification**

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

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

**KEYNOTE LUNCHEON** - sponsored by UCN

12:00 p.m. – 1:30 p.m.

**Artificial Intelligence & VUI Design**

1:30 p.m. – 2:30 p.m.

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

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

**Artificial Intelligence in Voice Self-Service Applications**

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

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

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

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

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

**Advances in Video & Multimedia Application Design**

2:45 p.m. – 3:45 p.m.

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

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

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

Valentine Matula, Director, Multimedia Research, Avaya Inc.

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

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**TRANSFORM YOUR BUSINESS WITH AVAYA INTELLIGENT COMMUNICATIONS.**

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Visit Avaya in the Exhibit Hall and don’t miss your opportunity to see the latest in:

- Intelligent Business Communications Applications
- Intelligent Customer Service and Contact Centers
- Adaptable Business Architectures using SIP and SOA
Architecture for Web Multimodal Applications

Jan Sedivy, Manager, VTS, IBM Czech Republic

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

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

Speech-to-Text Transcription

4:15 p.m. – 5:15 p.m.
MODERATOR: Bill Scholz, President, NewSpeech LLC
Recognition technology has matured to the point that recorded telephone-quality audio from unknown speakers can be accurately transcribed. Applications such as speech-enabled e-mail have become highly needed in the mobile environment because typing is not always practical when using handheld devices. Recent applications of speech-to-text for searching and transcribing voice data will be illustrated for other applications, including medical data transcription and the near-real-time conversion of voice mail to text.

Technology & Applications Associated with Broadcast Transcription

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

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

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

Evening Attendee Reception
5:30 p.m. – 7:00 p.m.

Program Information
**Touch to Voice:**

*Learning from Older Consumers*

4:15 p.m. – 5:15 p.m.

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

**SPEAKERS:**
- R.J. Fox, Director of Quality Assurance, AARP
- Ava J. Baker, CEO & President, AJ Waters, LLC

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

**Evening Attendee Reception**

5:30 p.m. – 7:00 p.m.

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**Keynote Luncheon**

- sponsored by UCN

12:00 p.m. – 1:30 p.m.

**Web Services & Speech**

2:45 p.m. – 3:45 p.m.

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

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

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**Build Robust Grammars to Handle Unexpected Responses**

Sunil Issar, Director, Convergys Corporation

Speech applications misrecognize many common events such as background talk, side conversations, nonspeech events, restarts, and corrections? Can some of these techniques be automated?

**Building and Tuning Automated Directory Assistance Systems**

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

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

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**Speech Synthesizers on Steroids**

1:30 p.m. – 2:30 p.m.

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

Text-to-speech synthesis is used to render dynamic data, such as newsfeeds and e-mail, and to avoid costly, time-consuming prerecording. The use of speech synthesis will increase as functionality, including pronunciation accuracy, natural timbre, intonation, and expressive voices that supply so much of an application’s persona, improves. Special attention will be given in this session to the challenging requirements of non-English-languages and new extensions to the Speech Synthesis Markup Language (SSML).
Wednesday, August 22

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

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

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

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

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**Coffee Break**  
Visit the Exhibit Hall  
10:00 a.m. – 10:30 a.m.

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

**Mainstream Speech? Stakeholder Views from 360 Degrees**  
10:30 a.m. – 11:30 a.m.  

MODERATORS: 
Tim Pearce, Global Solution Manager, Self-Service, Dimension Data  
Mike Bergelson, Director of Business Development, Cisco

PANELISTS:  
Tom Houwing, Director, voiceAndVision  
Ron Owens, Vice President, Product Strategy, First Data Voice Services  
Silke Witt-Ehsani, Vice President, VUI Design Center, TelVox, Inc

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

**Positioning Speech Applications for Success**  
11:45 a.m. – 12:45 p.m.  

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

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

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**Using Focus Groups to Guide VUI Design**  
Oren Hertz, IT Manager for Systems, Call Center, Ha Poalim Bank, and Nava Shaked, CRM & Call Center Manager, IBM Israel Ltd.

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

**Best Practices to Ensure a Quality Speech Self-Service Solution**  
Caroline Leathem, Speech Solutions Consultant, Cayton Consulting

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

**Speech Technology Magazine Awards Luncheon**  
12:45 p.m. – 2:00 p.m.

**The 2007 Speech Industry Awards Presentation**  
David Myron, Editorial Director, Speech Technology Magazine

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

**The Future of Speech**  
2:00 p.m. – 3:00 p.m.

MODERATOR:  
Matt Whipple, Self-Service Solutions Architect, Avaya, Inc.

SPEAKERS:  
Scott McGlashan, Distinguished Technologist, Hewlett Packard  
Mark Rayburn, President & CEO, DemandVoice, LLC  
Moshe Yudkowsky, President, Disaggregate

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

**Top 25 Speech Project “Gotchas”**  
3:15 p.m. – 4:15 p.m.

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

PANELISTS:  
Phillip Hunter, Vice President, Voice Interaction Design Group, SpeechCycle, Inc.  
Darla Tucker, Principal User Experience Consultant, First Data Voice Services

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

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**Breakfast & Coffee Breaks**

A continental breakfast will be provided for conference attendees each morning from 8:00 a.m. to 9:00 a.m. before the keynote session. Additional coffee breaks will take place each morning and afternoon. Please check the schedule for exact times and locations.
Retire the Horse and Buggy, It’s Time To Move Voice Interaction Design Forward  

10:30 a.m. – 11:30 a.m.  
MODERATOR: Susan Hura, Principal, SpeechUsability  
SPEAKERS:  
Bill Byrne, Senior Voice Interface Engineer, Google, Inc.  
Phillip Hunter, Vice President, Voice Interaction Design Group, SpeechCycle, Inc.  

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

Special Cases in VUI Design  

11:45 a.m. – 12:45 p.m.  
MODERATOR: Tom Houwing, Director, voiceandvision  
The focus in VUI design is often to discover and apply universal principles to guide all our designs. As voice user interfaces are used in more varied contexts and with different user populations, we increasingly discover that there are exceptions to the rules. Best practices that clearly work in some domains may not be effective in others. Learn how to break the rules of design properly and when to do so to create the most effective VUI designs.

Designing Successful Self Service Applications for High Repeat Callers  

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

When VUI Design Best Practices Aren’t Best for You  

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

Speech Technology Magazine Awards Luncheon  

12:45 p.m. – 2:00 p.m.  

Whither VUI Standards?  

2:00 p.m. – 3:00 p.m.  
MODERATOR: Juan Gilbert, Associate Professor, Auburn University  
Can we create VUI standards? Should we? What would VUI standards look like, and what would be their impact? Should we have global commands such as “help” or “back up”) that are part of a global grammar for all applications? These topics and more will be the subject of this thought-provoking session.

The Quest for VUI Standards  

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

Help & Naming  

Phil Shinn, Consultant, Voice Application Services  
This presentation reviews some discussions in the VUIDs group about VUI standards, including global grammars, help, and naming your persona.

The Ultimate VUI Showdown  

3:15 p.m. – 4:15 p.m.  
MODERATOR: Gregory Simsar, Vice President, Speech Services, Syntellect, Inc.  

PANELISTS:  
Bill Byrne, Senior Voice Interface Engineer, Google, Inc.  
Lizanne Kaiser, Customer Experience Designer, Genesys Telecommunications Laboratories  
Peter Krogh, Director of Business Analysis, SpeechCycle, Inc.  
Walter Rolandi, Founder, The Voice User Interface Company, LLC  
Back for an encore from SpeechTEK 2006 is Greg Simsar’s provocative, interactive, and fun debate on hot topics in VUI design. Noted industry experts will offer their often opposing viewpoints on the state of VUI 2007, and the audience is highly encouraged to enter the fray. Come for lively discussion, friendly feuding, and strong opinions, and leave with many new perspectives on VUI design.

Natural Language Processing  

10:30 a.m. – 11:30 a.m.  
MODERATOR: Deborah Dahl, Principal, Conversational Technologies  
Natural language (NL) is used (and misused) to mean many different things, ranging from continuous speech recognition to complete understanding of conversational English. Aaron Fisher will overview various types of NL and discuss how it works. Marco Petroni describes best practices for implementing a popular type of natural language call steering, which automatically routes callers to one of several destinations.

Natural Language  

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

Tagging: Best Practices for Natural Language Call Steering Solutions  

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

Who’s Really Calling?  

Speaker Authentication  

11:45 a.m. – 12:45 p.m.  
MODERATOR: Judith Markowitz, Principal, J. Markowitz, Consultants  
Speaker authentication is a form of biometric-based security that uses features of a person’s voice to validate that they are who they claim to be. It secures sensitive transactions made over the telephone and ensures that only authorized individuals have access to sensitive information and mission-critical resources. This session addresses the major authentication issues of premise-based or managed service, registration procedures, challenge dialogs, and accuracy.

www.SpeechTEK.com
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Protecting Customer Privacy
Melinda Charlesworth, Operations Manager, Australian Health Management (AHM)

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

Improving Aeroplan’s Member Experience with Voice Recognition
Brian Roundway, Director, Contact Centre Technology & Member Experience, Aeroplan

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

Speech Technology Magazine Awards Luncheon
12:45 p.m. – 2:00 p.m.

Using Multimodal Technology to Improve Language Skills
2:00 p.m. – 3:00 p.m.

MODERATOR: Nava Shaked, CRM & Call Center Manager, IBM Israel Ltd. New and exciting types of user interfaces are required to take full advantage of multiple modes of input, such as speech and keypads/mouse pads. Two case studies in this session describe how multimodal applications were developed, one for those learning how to speak English, and one for individuals with aphasia, a loss of language ability resulting from brain injury. Debbie Dahl describes the requirements analysis, prototyping, and user testing phases of the project as well as user feedback.

Speech Recognition for Language Learning
David Topolewski, Chairman, Wen He Education Xchange Technology Co. Ltd.

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

Video & Speech
3:15 p.m. – 4:15 p.m.

MODERATOR: Deborah Dahl, Principal, Conversational Technologies

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

VoiceXML: Providing a Video Interface to Speech Services
Andrew Fuller, Chief Technology Officer, Voxpilot

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

Video in the Next-Generation Networks and Contact Centers
Rob Marchand, Senior Director, Product Management, Genesys Telecommunications Laboratories

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

Avoiding Voice Fraud & Threats
10:30 a.m. – 11:30 a.m.

MODERATOR: Bill Meisel, President, TMA Associates

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

The Fraudster Underworld: Phone Fraud as the Next Frontier
Jens Henningen, Product Marketing Manager, RSA, The Security Division of EMC

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

Are You Really Who You Say You Are?
Valene Skerpacz, President, CISSP iBiometrics, Inc.

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

Legal Issues with Speech
11:45 a.m. – 12:45 p.m.

MODERATOR: Bill Meisel, President, TMA Associates

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

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

Speech Technology Magazine Awards Luncheon
12:45 p.m. – 2:00 p.m.

Is Paul English Right?
2:00 p.m. – 3:00 p.m.

MODERATOR: James Larson, Vice President, Larson Technical Services

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

Paul English presented the getHuman.com guidelines for improving IVR systems in a keynote address at last year’s SpeechTEK conference. The
guidelines attempt to eliminate IVR features that most anger customers, but sometimes run counter to business goals and cost issues. How should the speech industry react to these guidelines? Will consumers revolt against IVRs that fail to implement the guidelines? Members of this lively panel represent all viewpoints in this controversial discussion.

Worst Practices
3:15 p.m. – 4:15 p.m.
MODERATOR: Len Klie, Senior Editor, Speech Technology Magazine, Information Today, Inc.
For a successful speech application, do not follow these practices! Learn about the pitfalls and stumbling blocks of speech application deployments and how to avoid them from two of the industry’s leading experts.

When Not to Use Speech
Mike Bergelson, Director of Business Development, Cisco
While there have been many successful and ROI-generating deployments of speech recognition technology, other efforts have fallen flat. Indeed, some critics compare speech recognition to Flash animation for a Web site: it helps embellish some interactions but can be downright annoying in others. Explore where speech makes sense and, more importantly, where it doesn’t.

Avoiding Worst Practices in Speech Applications
Michael Perry, Director, Voice Self-Service/IVR, Avaya Inc.
Tired of guidelines that only tell you what to do? This presentation takes the opposite approach and tells you what not to do. Hear when not to use speech recognition, when not to use speech synthesis, and what not to do when deploying a self-service solution into your integrated contract center.

Maximum Performance, Part 1
10:30 a.m. – 11:30 a.m.
MODERATOR: Jerry Carter, Director, Network Speech Architecture & Standards, Nuance Communications, Inc.
SPEAKER: Joe Alwan, Vice President & General Manager, AVOKE Call Experience Analytics Division, BBN Technologies
Methods for tuning speech applications have grown and evolved with the industry. Learn how to manage a successful tuning project to get maximum value from your speech application. Topics include setting tuning objectives, understanding caller behavior and intent, measuring dissatisfiers and inefficiencies, and identifying the highest-impact tuning opportunities. Learn how to capture whole calls and how to use them to improve caller success rates by another 30-40% after traditional speech tuning.

Maximum Performance, Part 2
11:45 a.m. – 12:45 p.m.
MODERATOR: Jerry Carter, Director, Network Speech Architecture & Standards, Nuance Communications, Inc.
Learn how to improve speech recognition using computationally lightweight post-ASR information, and hear how an n-best list and other information from the ASR can be used to improve speech recognition accuracy. Experts will present several examples and techniques for developing dialogs that can improve the perceived recognition accuracy. These techniques can improve out-of-vocabulary rejection and improve the correct recognition of user utterances.

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

Smoke and Mirrors: Improving Recognition Accuracy Through Design
Dave Pelland, Director, Design Collaborative, Intervoice, Inc.
Speech recognition technology has come a long way but it’s still not perfect. Sometimes a recognition can be salvaged by looking at all the information returned by the recognizer. This presentation explores the information from speech recognizers and shows several examples and techniques for developing dialogs that can improve perceived recognition accuracy.
Effective Application Design Patterns Using VoiceXML & CCXML/SCXML
9:00 a.m. – 12:00 p.m.
Scott McGlashan, Distinguished Technologist, Hewlett Packard
Ian Sutherland, Consulting Member of Technical Staff, Oracle
This course is for attendees with experience with VoiceXML (and related languages such as CCXML or SCXML) who want to learn the latest best practices for efficient and effective application design. Central to these techniques is the separation between presentation, flow, and data within an application. Since high-density deployments require efficient application design for maximum performance, you will learn how techniques such as HTTP resource caching and data submission without page transitions contribute to efficiency and see their power with deployed applications using VoiceXML and CCXML. The course also covers how SCXML can be used to implement the flow of complex applications, invoking VoiceXML interaction only when required.

CCXML Application Workshop
9:00 a.m. – 12:00 p.m.
Moshe Yudkowsky, President, Disaggregate
Learn how to use CCXML by developing a useful program in just 3 hours in this applications workshop. CCXML, also known as Call Control XML, is a standard language from the W3C that runs on a wide variety of platforms from different vendors. By building a simple application, this course will teach fundamental concepts and basic capabilities of the CCXML programming language. The course will include information about how CCXML controls telephone calls, best practices to use when writing CCXML programs, and how to incorporate information from databases and the Internet to build “smart” telephony applications. Participants should bring a laptop and should have a headset. Participants will receive advance instructions on how to download and install a CCXML software package on their computers.

Natural Language Processing
9:00 a.m. – 12:00 p.m.
Deborah Dahl, Principal, Conversational Technologies
Natural language processing is being used in more and more applications to support increasingly sophisticated speech dialogs. This tutorial will introduce natural language processing and its role in speech applications. Attendees will learn what natural language is; techniques for processing natural language; how to use Statistical Language Models (SLMs) and speech grammars with semantic tags for processing natural language; and about emerging standards and research and their roles in future applications. Attendees will have the opportunity to develop tagged grammars illustrating the techniques discussed in the tutorial.

User-Focused VUI Design
9:00 a.m. – 12:00 p.m.
Susan L. Hura, Principal, SpeechUsability
What are the rules for designing effective, intuitive, comfortable interactions with automated systems? Voice user interface (VUI) design is a rapidly evolving field with few standards to rely upon. This practical tutorial details how end users of speech systems can provide the information that you need to create intelligent VUI designs that work for both users and businesses. It presents a philosophy of user-centered design applied throughout the speech project lifecycle and shows how your users can teach you what you need to know to design quality VUIs.

Hands-On Voice Applications with SCXML
1:30 p.m. – 4:30 p.m.
R. J. Auburn, Chief Technology Officer, Voxeo
Learn the basics of using the next-generation W3C language SCXML to create speech applications. Developers will get a hands-on overview of the language and will work together to build several sample applications using free, publicly available tools and the Prophecy SCXML browser. Expect to learn how and when to use SCXML; the basics of Harel state charts; and ways that SCXML, CCXML, and VoiceXML can work together seamlessly. (Attendees will receive hardware specs and resources to download in advance.)

Developing Applications Using System.Speech and SAPI on Windows Vista
1:30 p.m. – 4:30 p.m.
Rob Chambers, Principal Development Lead & Architect, Microsoft
Speech recognition and speech synthesis have come a long way at Microsoft in the past 10 years. The evolution of the developer APIs, the included TTS and SR engines, and the integrated user experiences in Windows Vista will have a profound impact on the availability of Windows applications in the future. In this course, you will learn about both SAPI and System.Speech in a hands-on lab setting (bring your own laptop). Attendees with either COM and C++ experience or managed code developers with C# experience will experience Microsoft speech offerings for the desktop firsthand. (Attendees will receive hardware specs and resources to download in advance.)

Enough with the Theory! Let’s Write Some Prompts!
1:30 p.m. – 4:30 p.m.
Jenni McKenzie, VUI Designer, Travelocity
There are lots of books, courses, and presentations on the principles of VUI design. But when it comes time to put pen to paper, translation from theory into practice can be a little tough to translate. You need to translate theory into practice. This interactive tutorial will tackle the writing, pulling examples from actual deployments, designs, and some made-up scenarios. We’ll start by looking at some before and after prompt pairs. What makes the original bad? What makes the rewrite good? Are there other possible good rewrites? We’ll share our thoughts and critique each other. We’ll also look at sample conversations to make sure we add the meaning back in. Each attendee will have a headset. You’ll really be able to see what the recording contributes to the success or failure of the prompt.

Assessing & Improving Caller Experience
1:30 p.m. – 4:30 p.m.
Greg Simser, Vice President, Speech Services, Syntellect
Eduardo Olivera, Senior Speech Analyst, Syntellect
Have you called your own company recently? How would you rate that experience? How would you identify and prioritize trouble spots? How would you go about improving them? If you’re looking for an intense, hands-on session about how to assess and improve your company’s caller experience, this tutorial is for you. Join us and your peers as we dial up a live 800-number and do a real-time assessment of the caller experience. Together we’ll benchmark the experience to see where the lucky company stacks up with current best practices as well as the getHuman standard. Then you’ll witness a “live” evaluative usability session to identify and pinpoint trouble spots, and together we’ll map out how to go about improving them. The caller experience will include self-service, live-service, and the transition from one to the other.
Exhibit Hours

**MONDAY**
August 20
5:00 p.m. – 7:00 p.m.
Grand Opening Reception

**TUESDAY**
August 21
10:00 a.m. – 5:30 p.m.

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

Don’t forget to have your “Passport for Prizes” stamped at participating exhibitors.

Questions? See any SpeechTEK representative at the Registration Desk.
The New York Marriott Marquis, New York

magazine incorporates vital information for hardware, software, or human interaction. With an innovative Internet-based solution, Angel.com’s patented Voice Site technology to power customer service and marketing, and training localization services directly from the world’s largest markets.

Angel.com
1881 International Drive
McLean, VA 22102
PH: 888-692-6435
FAX: 703-770-1321
www.angel.com

Booth 804
Angel.com is a leading provider of on-demand Interactive Voice Response (IVR) solutions, which enable organizations of all sizes to quickly deploy powerful telephony applications. More than 1,600 customers, including Kellogg’s, Borland Software, and KB Toys, turn to Angel.com’s patented Voice Site technology to power customer service and marketing phone numbers using intelligent speech recognition that can automate most phone-based interactions. With an innovative Internet-based solution that requires no investment in hardware, software, or human resources, Angel.com balances the need for high-quality communications with affordable pay-as-you-go pricing.

Apptera
1150 Bayhill Drive, Suite 300
San Bruno, CA 94066
PH: 650-635-0600
FAX: 650-872-8409
www.apptera.com

Booth 306
Apptera provides technology for mobile advertising, search, and commerce. Our services are provided in-call while a consumer is interacting with a business over the phone. These solutions are sold to companies looking to monetize their call traffic and automate many of the routine tasks of managing customer requests for information and order processing.

Aspect Software
300 Apollo Drive
Chelmsford, MA 01824
PH: 978-250-7900
FAX: 978-248-7420
www.aspect.com

Booth 413
Aspect Software, Inc., founder of the contact center industry, is the world’s largest company solely focused on providing proven, innovative solutions to enable customer service, collections, and sales and telemarketing processes for in-house and outsourced contact centers. For more information, our Web site.

Avaya
211 Mt. Airy Rd.
Basking Ridge, NJ 07920
PH: 866-GO-AVAYA
www.avaya.com

Booth 603
Bronze Sponsor
Avaya is a global leader in communications systems, applications, and services.

ClickFox
3445 Peachtree Rd.
Atlanta, GA 30326
PH: 404-351-8020
FAX: 404-351-2080
www.clickfox.com

Booth 609
ClickFox, a pioneer in Customer Behavior Intelligence, enables organizations to see how their customers actually interact across a variety of systems, such as IVR, Web, CRM, agent desktops, Point of Sale, and interactive kiosks. ClickFox uncovers opportunities for extending automation, cost savings, and increasing revenue. For more information, visit our Web site.

Cisco
170 West Tasman Drive
San Jose, CA 95134
PH: 408-526-4000
www.cisco.com

Booth 610
Cisco Systems is the world leader in IP-based contact center solutions for businesses of all sizes. The Cisco Unified Customer Contact Solutions portfolio includes both time-division multiplexing (TDM)- and IP-based voice self- and assisted-service solutions for large and midsize contact centers. Cisco’s voice self-service solutions, including Cisco Unified Customer Voice Portal (CVP), offer a comprehensive set of natural language voice self-service capabilities to automate incoming customer inquiries and deliver intelligent, personalized self-service over the phone, enabling customers to efficiently and enjoyably retrieve the information they need from the contact center.

Diaphonics
205-1310 Hollis St.
Halifax B3S 3P3
Canada
PH: 902-446-3671
FAX: 902-446-3662
www.diaphonics.com

Booth 615
Diaphonics helps organizations enhance security, fight ID fraud, and save money through voice verification. Diaphonics provides solutions for two-factor authentication, password resets, and the corrections sector. Diaphonics offers two delivery platforms: Spike Server and SpikeCore Web Service. Spike Server is a complete hardware/ software solution with advanced call control features, while SpikeCore is designed to integrate easily with automated speech and touch-tone IVRs.

Convergys Corp.
201 East Fourth Street
Cincinnati, OH 45202
PH: 800-344-3000
FAX: 513-458-1315
www.convergys.com

Booth 511
Silver Sponsor
Convergys Corp. (NYSE: CVG) is a global leader in providing customer care, human resources, and billing services. Convergys combines specialized knowledge and expertise with solid execution to deliver outstanding solutions, consulting services, and software support. In more than 70 countries, Convergys serves the world’s leading companies in many industries, including communications, financial services, technology, and consumer products.

SpeechTKI 2007
Exhibitor Directory

SpeechTEK 2007
Passport for Prizes

Don’t forget to have your “passport” stamped at participating exhibitors for a chance to win prizes!

Questions?
See any SpeechTEK representative at the Registration Desk, 4th Floor.

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

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

Booth 223
First Data Voice Services develops and hosts automated voice applications. Our inbound self-service applications and multichannel outbound notification solutions will improve your customers’ experience while you utilize the latest technology with minimal upfront costs. Leverage First Data’s portfolio of services that focus on security, fraud protection, and customer verification.

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

Booth 700
Fluency Voice Technology is a leading provider of packaged speech recognition applications for use in call centers. Our solutions enable enterprises to significantly reduce costs and enhance customer service by automating much of the high-volume call center activities. Key sectors for which Fluency has developed applications are financial services, travel and transport, healthcare, utilities, telecoms, and retail.

GM Voices, Inc.
2001 Westside Parkway, Suite 240
Alpharetta, GA 30004
PH: 770-752-4500
Toll Free: 770-752-4545
www.gmvvoices.com

Booth 307
Our voice actors, recording engineers, and management systems bring speech applications to life! With dozens of regularly available actors and our proprietary production techniques, we give technology a meaningful personality that connects with users. Translations and recordings are available in 60+ languages. Voice Branding means a consistent voice across any mix of technology.

Gold Systems, Inc.
4840 Pearl East Circle, Suite 106
Boulder, CO 80301
PH: 303-447-2774
FAX: 303-447-0814
www.goldsys.com

Booth 411
Gold Systems develops and deploys voice-driven communications solutions utilizing IVR, text-to-speech, and speech recognition. Our offerings include implementing UM telephony interfaces, packaged applications, customized contact center solutions, and password management for telephone-based self-service. Gold Systems is a top-tier partner to leading speech and messaging vendors, including Microsoft, Avaya, and Nuance.

GyrusLogic, Inc.
4802 E. Ray Road # 23-158
Phoenix, AZ 85048
PH: 602-432-1995
www.gyruslogic.com

Booth 214
An application developed with GyrusLogic tool is intuitive, conversational, and understands what the user means regardless of how the question or request may be phrased. GyrusLogic helps transition smoothly from a directed dialogue to a full natural language application at a fraction of your current application development and operational costs.

Holly Connects
Level 11, Thakral House
301 George St.
Sydney NSW, Australia
PH: (61 2) 8207 8207
FAX: (61 2) 9291 9177
www.holly-connects.com

Booth 412
Holly Connects is a leader in innovative standards-based, hosted, and on-premise voice self-service solutions. Named Next Generation IVR platform leader by Frost & Sullivan in Australia, the Holly Voice Platform is the only independent platform running large, complex customer deployments worldwide. Holly has deployed thousands of ports and hundreds of applications across five continents into major customer sites, including American Express, Telstra, USAir, and Vodafone. Our customers and partners leverage our innovative technology solutions to enhance customer care and caller satisfaction, deliver operating efficiencies, and drive new revenue opportunities. For more information, visit our Web site.

IBM & Partners
New Orchard Road
Armonk, NY 10504
PH: 914-499-1900
FAX: 845-491-2453
www.ibm.com/speech

Booth 201
Silver Sponsor
IBM Enterprise Speech Solutions include a broad range of software and services and a strong ecosystem of partners. Offering IBM WebSphere speech middleware, IBM Business Consulting Services dedicated to transforming contact centers, and 40 years of research, including over 350 speech patents. For more information, visit www.ibm.com/Websphere. Websphere.org, Genesys, DemandVoice, VoiceTrust, and Nortel can also be found in the IBM booth.

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

Booth 522
Anhui USTC IFLYTEK Co., Ltd is the most dominant provider of Chinese speech technology, conquering 80% of related market in China. iFLYTEK core business includes fundamental speech technology research, software design and development, and hardware design and production. The company has four major production lines in network speech platform, embedded system, value added telecommunication services, and educational products. The company also provides full-time technical support in software application and system integration. Appointed by the Chinese government, iFLYTEK has been the chair party of the standardization committee for Chinese speech technology.

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

Booth 523
The Interactions Service Factory fundamentally reorganizes call center tasks by seamlessly weaving together humans and automation to deliver completely consistent, customer-pleasing results while dramatically reducing costs. We’ve quietly invested 4 years and over $10M to build a revolution in customer service. In addition to visiting us at our booth, we invite you to invest 4 minutes at our Web site and listen to the service in action to learn why Fortune 1000 companies are turning to Interactions to simultaneously save money and improve customer satisfaction.

www.SpeechTEK.com
antitegrants enhanced customer satisfaction at greatly reduced costs.

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

Booth 314
LSSI is the leading provider of telephony-sourced databases in the U.S., with over 135M telco-fresh listings derived daily from over 500 carrier and VoIP companies. LSSI's database has been acknowledged as the most accurate telephony-based database in the U.S. in each of the last 5 years. LSSI also provides telephony-sourced databases in Canada, Ireland, the U.K., and France.

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

Booth 210
MicroAutomation is a full-service integrator of call center solutions. Our solutions are based on enhancing the caller experience through speech-enabled Interactive Voice Response (IVR); improving live agent efficiency using Computer Telephony Integration (CTI); and providing analytics tools to manage and refine each solution element to maximize the performance of your call center.

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

Booth 315
Kirusa is an industry leader and globally recognized provider of mobile value-added services that leverage the freedom of multimodality. Kirusa's solutions include the hugely successful KV.SMS, the world's most advanced Voice SMS solution, which allows mobile users to send and reply to SMS messages with voice and works on all handsets and on all networks. KV.SMS is built on Kirusa's patented technology and its highly reliable and scalable multimodal platform. Headquartered in New Jersey and led by an experienced team of wireless telecom executives and technologists, Kirusa has sales offices in Paris, France; Delhi, India; and Hong Kong, China, with a research and development facility in Bangalore, India. For more information, please visit our Web site.

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

Booth 509
With over 30 years' speech technology experience, Loquendo is the leading innovator in speech recognition and speech synthesis—providing a complete range of technologies for server, embedded, or desktop. Currently available in 20 languages with 47 voices, Loquendo’s best-in-breed solutions guar-
DialSaver—out dial/reminder; and VoiceSaver—voice mail and unified communications platforms. PEC platforms are fully speech-enabled and work with domestic, international, and VoIP networks.

Pentax/NeoSpeech
2051 Landings Dr.
Mountain View, CA 94043
PH: 650-961-8838
FAX: 650-961-8839
www.neospeech.com

Booth 313
Pentax/NeoSpeech is now Pentax/NeoSpeech. A provider of high-quality text-to-speech (TTS) for embedded, desktop, or server applications, we offer U.S. English, Mandarin Chinese, Japanese, and Korean. Additionally, Spanish is to be release by the end of 2007!

Persay Ltd.
14 Hatidhar St.
Ra’anana 43665
Israel
PH: (972) 3 767 8690
FAX: (972) 3 767 8681
www.persay.com

Booth 321
Persay is a leading provider of advanced biometric speaker verification products with a global network of partners and system integrators. Utilizing the biometric power of voice to verify a speaker’s identity, Persay’s products are used by leading financial, telecommunication, enterprise, and law enforcement organizations. Call us at 866-239-8515 or visit sales@persay.com.

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

Booth 313
Premiere Global Services, Inc. (NYSE: PGi) is a global provider of on-demand communication technologies that automate and improve business processes. PGi iRgent is an easy-to-use, online communications platform that revolutionizes the way businesses communicate by allowing customers to leverage a single source platform for voice messaging, e-mail reminders, desktop fax, and text messaging.

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

Booth 211
PSS is your go-to company for contact center solutions always exceeding your expectations. We are technology experts, averaging over 15 years experience in defining, building, deploying, and supporting [24 x 7 x 365] contact center infrastructure and applications. Our large customer base includes over 25 Fortune 500 companies that trust PSS to provide and support their contact center solutions.

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

Booth 304
RSA Adaptive Authentication for Phone is the industry’s first risk-based authentication solution protecting a financial institution’s telephone banking customers. This comprehensive, cross-channel authentication platform reduces fraud through increased security and audit trails, reduces costs through automation, and addresses regulator’s recommendation for stronger authentication—all without burdening the end-user experience. Suitable for both retail and commercial telephone banking, Adaptive Authentication for Phone is powered by the real-time capabilities of the RSA eFraudNetwork, a cross-institution fraud-fighting network of known fraudster data and the self-learning, proven RSA Risk Engine.

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

Booth 512
SER’s speech analytics solution, SER-TAINTY, extracts valuable information from recorded voice conversations to discover customer needs and market trends and to analyze calls for script adherence, achievement of KPIs, root cause, and fraud detection. Leveraging SER-TAINTY with your recording solution helps to reduce call volumes, improve the customer experience, and increase revenue opportunities.

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

Booth 520
SimulScribe utilizes cutting-edge voice recognition technology to transcribe...
vocemail messages into text. The transcribed voicemail and the original audio is then sent to an e-mail-enabled mobile phone or device and any additional e-mail accounts. SimulScribe's online voicemail management streamlines the communication process, saving time and money.

SpeechCycle

SpeechCycle 535 West 34th St. New York, NY 10001 Ph: 917-373-3452 FAX: 646-792-2722 www.speechcycle.com

Booth 514
SpeechCycle resolves complex customer care calls with exceptionally engaging speech dialogs and Web services integration. Callers are immersed in a partnership guided by natural language voice recognition, equipment diagnostics, and experience derived from millions of actual calls. Five of the top six cable MSOs rely on SpeechCycle for call automation.

Syntellect
Syntellect 16610 N Black Canyon Hwy Suite 100 Phoenix, AZ 85053 Ph: 602-789-2768 www.syntellect.com

Booth 508
As a pioneer of voice technology, Syntellect is the premier provider of enterprise-class contact center solutions. We measure our success by the countless numbers of satisfied clients who have helped to create, maintain, and continuously improve superior or end-to-end service solutions, providing the ultimate service that allows their customers to reach their destination.

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

Booth #310
Talkhouse is a developer of speech recognition systems and related applications. Our proprietary recognizer is designed specifically for information retrieval and enables users to search large databases by voice.

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

Booth 614
TuVox On Demand speech applications deliver a world-class customer experience and achieve the highest levels of caller adoption and automation. Available as a hosted and managed or on-premise & managed solution, TuVox applications are easily customized to your business and automate virtually any type of call: call-routing, self-service transactions, and interactive customer support.

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

Verizon Business

Booth 616
Bronze Sponsor
Verizon Business, a unit of Verizon Communications (NYSE: VZ), is a lead provider of advanced communications and information technology solutions to large business and government customers worldwide. Combining global network reach with advanced technology and professional service capabilities, Verizon Business delivers innovative, seamless business solutions to customers around the world.

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

Booth 312
Vicorp is the leading provider of service creation tools and related services for call centers and self-service applications. Maintain your voice applications independently from your voice platform. xMP works across multiple, mixed XML platforms. Multiple divisions or tenants can be supported, securely, on a single platform.

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

Booth 800
VoiceObjects is redefining over-the-phone customer service for global enterprises and carriers through adaptive, cost-effective self-service phone portals. VoiceObjects enables organizations to personalize each caller’s experience, to integrate phone self-service into comprehensive customer experience strategies, and to manage the complexity of the world’s most sophisticated phone applications. For more information visit our Web site.

VoiceVerified Inc.

Booth 521
VoiceVerified is a pioneer in the voice biometric industry, providing verification services using existing telephony infrastructures. VoiceVerified’s Point Service Provider on-demand hosted

www.SpeechTEK.com
Voyager is the first application that provides 100% application analysis. No other testing methodologies or products provide enterprises the validation that deployed applications are error-free.

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

Booth 409
Voxeo makes telephony applications as easy to deploy as Web applications. Over 25,000 developers have chosen to build voice applications on Voxeo’s VoiceXML, CCXML, and SIP platforms. We have hosted service with a 100% uptime guarantee, Premise Systems with ASR and TTS included, a free Web-based GUI application development tool, and free 24x7 support.

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

Booth 505
Voxify enables contact centers to offer self-service for customer phone calls. Automated Agents are speech applications that offer the lowest risk to deployment and a rapid return on investment. Built from industry-specific templates and patented conversational models, Automated Agents allow callers to speak naturally, resulting in the best customer service.

Walsh Media IVC
2100 Clearwater Dr., #201
Oak Brook, IL 60523
PH: 630-574-8008
FAX: 630-574-8188
www.walshmedia.com

Booth 515
Walsh Media, Inc. provides professional voice solutions for contact center applications. IVR, speech recognition, PBX, ACD, message-on-hold, and Web sites are all systems Walsh Media can assist in enhancing the customer experience. Since 1986, we have supported the Fortune 1000 and companies across the continent to improve the way they communicate with their callers.

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

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**IBM**

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

**FreeForm Commands with Speech Recognition**


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

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**Genesys**

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

Get on the FastTrack to the Next Generation IVR

Brian Bischoff, Vice President World Wide Voice Platform

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

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**West Corporation**

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

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

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

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

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**Verizon Business**

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

Maintaining Control in a Hosted Environment

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

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

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**Convergys**

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

Customer Care Transformation

Jay Naik, Senior Director, Convergys Innovation Center

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

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**IBM**

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

IBM Speaker Verification: Your Name IS Your Password

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

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