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*August 1-4, 2005 • New York Marriott Marquis*



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THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, N.Y. 10007

August 1, 2005

Dear Friends:

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

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

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

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

Sincerely,

  
Michael R. Bloomberg  
Mayor

*Serving it all...*

**SpeechTEK 2005**  
The Voice Solutions Showcase

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# Conference At-A-Glance

Agenda

## Sunday, July 31, 2005

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

## Monday, August 1, 2005

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

### VOX: Sourcing Speech Services PRESENTED BY Opus Research ..... Astor Ballroom, 7th Floor



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The Revolution Will Be Virtualized! .....	10:00 a.m.	-	11:00 a.m.
Is Rich VoIP Gonna Make Me Rich? .....	11:00 a.m.	-	12:00 p.m.
Automated DA's Day in the Sun .....	1:30 p.m.	-	2:15 p.m.
Distributing the Services-oriented Architecture .....	2:15 p.m.	-	3:00 p.m.
Hosting Services for Small and Medium-sized Enterprises .....	3:15 p.m.	-	4:00 p.m.
Automation Platforms: Balancing Speed, Expense and Flexibility .....	4:00 p.m.	-	4:45 p.m.
Town Meeting: How to Get Future-ready .....	4:45 p.m.	-	5:30 p.m.

### Vertical Market Workshops - Speech in Health Care ..... Ziegfeld, 4th Floor

Speech Applications Used by Patients .....	10:00 a.m.	-	11:45 a.m.
Speech Applications Used by Medical Personnel .....	1:30 p.m.	-	3:00 p.m.
Panel Discussion: Opportunities and Challenges for Speech in Health Care .....	3:30 p.m.	-	5:00 p.m.

### Vertical Market Workshops - Speech in Financial Services ..... O'Neill, 4th Floor

Speech for Banking Systems .....	10:00 a.m.	-	11:45 a.m.
Speech for Transactional Systems .....	1:30 p.m.	-	3:00 p.m.
Panel Discussion: Opportunities and Challenges for Speech in Financial Services .....	3:30 p.m.	-	5:00 p.m.

### Vertical Market Workshops - Speech in Retail ..... Wilder, 4th Floor

Revenue Generating Speech Applications in Retail .....	10:00 a.m.	-	11:45 a.m.
Speech Applications in Retail That Reduce Costs .....	1:30 p.m.	-	3:00 p.m.
Panel Discussion: Opportunities and Challenges for Speech in Retail .....	3:30 p.m.	-	5:00 p.m.

### Vertical Market Workshops - Speech in Managing Goods and Services ..... Hart, 4th Floor

Speech in Managing and Transporting Goods .....	10:00 a.m.	-	11:45 a.m.
Speech in Managing and Scheduling Services .....	1:30 p.m.	-	3:00 p.m.
Panel Discussion: Opportunities and Challenges for Speech in Managing Goods and Services .....	3:30 p.m.	-	5:00 p.m.

### Advanced Speech Technologies Symposium Hosted by AVOIS & K.W. (Bill) Scholz ..... Odets, 4th Floor

Directory Assistance and Large Database Access .....	10:00 a.m.	-	12:00 p.m.
Natural Language Processing and Dialog Design .....	1:00 p.m.	-	3:00 p.m.
Emerging Technologies .....	3:30 p.m.	-	5:30 p.m.

### SpeechTEK University ..... 4th Floor

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

Welcome Reception, <b>SPONSORED BY West Corporation, Westside Ballroom, 5th Floor</b> .....	5:00 p.m.	-	7:00 p.m.
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## Tuesday, August 2, 2005

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

### CONFERENCE SESSIONS

#### Industry Insights ..... Astor Ballroom, 7th Floor

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

#### Enterprise Strategies ..... Ziegfeld, 4th Floor

Understand What Your Customers Really Want From Automation .....	10:00 a.m.	-	11:45 a.m.
Increasing the Success of Your Speech Application .....	1:30 p.m.	-	3:00 p.m.
Using Speech to Increase Revenues .....	3:30 p.m.	-	5:00 p.m.



# Conference At-A-Glance

Agenda

## Tuesday, August 2, 2005 Cont.

<b>Voice User Interface Design</b> .....	<b>Odets, 4th Floor</b>	
Speech Technology Magazine's Top Ten Guidelines for Designing a Successful Voice User Interface .....	10:00 a.m.	- 11:45 a.m.
Leverage the Language Instinct .....	1:30 p.m.	- 3:00 p.m.
Invest in Quality: Establish Success Criteria and Test Against Them.....	3:30 p.m.	- 5:00 p.m.
<b>Speech Application Implementation</b> .....	<b>Wilder, 4th Floor</b>	
Tips & Techniques .....	10:00 a.m.	- 11:45 a.m.
Call Center Automation With the Human Touch: Usability to the Rescue .....	1:30 p.m.	- 3:00 p.m.
New Initiatives Session .....	3:30 p.m.	- 5:00 p.m.
<b>Speech in Consumer Electronics</b> .....	<b>O'Neill, 4th Floor</b>	
MultiModal in Action .....	10:00 a.m.	- 11:45 a.m.
Speech in Consumer Products .....	1:30 p.m.	- 3:00 p.m.
How to Integrate Information From Multiple Modes .....	3:00 p.m.	- 5:00 p.m.
<b>SpeechTEK University</b> .....	<b>4th Floor</b>	
Choosing Vendors for Call-Center Speech Deployments, <b>Brecht</b> .....	10:00 a.m.	- 12:00 p.m.
In-Depth Review of Platforms/Servers Tutorial Parts I & II, <b>Brecht</b> .....	1:00 p.m.	- 5:15 p.m.
Accelerating Time-to-Market Parts I, II & III, <b>Gilbert</b> .....	10:00 a.m.	- 5:15 p.m.
Voice User Interface Part I: Usability on the Sly, <b>Hart</b> .....	10:00 a.m.	- 12:00 p.m.
Voice User Interface Part II: Design Before You Buy, <b>Hart</b> .....	1:00 p.m.	- 3:00 p.m.
Voice User Interface Tutorial Part III: Guidelines for Building Speech Recognition, <b>Hart</b> .....	3:15 p.m.	- 5:15 p.m.
<b>SpeechTEK Reception - Take Me Out to the Ballgame, Sponsored by: Intervoice, HP and Carrius Technologies</b> <b>Upper Terrace, 9th Floor</b> .....	<b>5:30 p.m.</b>	<b>- 7:30 p.m.</b>

## Wednesday, August 3, 2005

Registration, <b>5th Floor</b> .....	7:00 a.m.	- 1:00 p.m.
Continental Breakfast - <b>SPONSORED BY Cisco Systems, Broadway Ballroom, 6th Floor</b> .....	7:00 a.m.	- 8:00 a.m.
Special Keynote Presentation, <b>Broadway Ballroom, 6th Floor, Speech Solutions Award Winners Acknowledgment</b> .....	8:00 a.m.	- 9:30 p.m.
Exhibit Hall, Westside Ballroom, 5th Floor .....	9:30 a.m.	- 2:00 p.m.
Lunch, <b>SPONSORED BY ScanSoft, 4th and 7th Floor Lobbies</b> .....	11:45 a.m.	- 1:30 p.m.
Break, , <b>SPONSORED BY West Corporation, 4th Floor Lobby</b> .....	2:15 p.m.	- 2:30 p.m.

### CONFERENCE SESSIONS

<b>Industry Insights</b> .....	<b>Astor Ballroom, 7th Floor</b>	
Defining the Customer Experience .....	10:00 a.m.	- 11:30 a.m.
Using New Technologies .....	2:00 p.m.	- 3:30 p.m.
<b>Enterprise Strategies</b> .....	<b>Ziegfeld, 4th Floor</b>	
Considerations Before You Buy .....	10:00 a.m.	- 11:30 a.m.
Making Speaker Verification Work for the Enterprise .....	1:00 p.m.	- 2:15 p.m.
Using Speech To Decrease Costs .....	2:30 p.m.	- 4:00 p.m.
<b>Voice User Interface Design</b> .....	<b>Odets, 4th Floor</b>	
Use the Right Technology and Use the Technology Right.....	10:00 a.m.	- 11:30 a.m.
Practical Natural Language .....	1:00 p.m.	- 2:15 p.m.
Speech Analytics.....	2:30 p.m.	- 4:00 p.m.
<b>Speech Application Implementation</b> .....	<b>Wilder, 4th Floor</b>	
Speech with IP .....	10:00 a.m.	- 11:30 a.m.
Managing Speech Applications .....	1:00 p.m.	- 2:15 p.m.
Using Reusable Applications .....	2:30 p.m.	- 4:00 p.m.
<b>Speech in Consumer Electronics</b> .....	<b>O'Neill, 4th Floor</b>	
Issues Impacting Speech in Consumer Electronics .....	10:00 a.m.	- 11:30 a.m.
Challenge of UI Design for Small Devices .....	1:00 p.m.	- 2:15 p.m.
New Modes of Communication .....	2:30 p.m.	- 4:00 p.m.
<b>SpeechTEK University</b> .....	<b>4th Floor</b>	
Speech Applications, Languages and Techniques, <b>Hart</b> .....	10:00 a.m.	- 12:00 p.m.
Deploying Secure Speech Applications, <b>Astor Ballroom</b> .....	11:45 a.m.	- 1:00 p.m.
Latest Languages for Developing Speech Applications, <b>Hart</b> .....	1:00 p.m.	- 3:00 p.m.
Closing Plenary Session, <b>Astor Ballroom, 7th Floor</b> .....	4:00 p.m.	- 5:00 p.m.

## Thursday, August 4, 2005

### Company Workshops

<b>Vocalcity Workshop:</b> Using OpenVXI? Considering it? Don't Miss the Open VXi Workshop, <b>Gilbert, 4th Floor</b> .....	9:00 a.m.	- 11:30 a.m.
<b>IBM Workshop:</b> Learn X+V Multimodal Web Development with IBM, <b>Marquis Ballroom C, 9th Floor</b> .....	9:00 a.m.	- 4:00 p.m.
<b>Avaya Workshop:</b> Speech and Intelligent Communications Workshop, <b>Wilder, 4th Floor</b> .....	8:00 a.m.	- 1:30 p.m.
<b>Cisco Workshop:</b> Cisco Customer Contact Solutions for Self-Service, <b>Cantor/Jolson, 9th Floor</b> .....	9:00 a.m.	- 11:00 a.m.
<b>Intervoice and Microsoft Workshop:</b> Delivering Business Value Through Microsoft Speech Solutions <b>Ziegfeld, 4th Floor</b> .....	9:00 a.m.	- 11:00 a.m.



## *Welcome*

### *Welcome to the World's Premiere Speech Technology Event*

SpeechTEK 2005 has arrived in New York City!

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

SpeechTEK 2005 has expanded to include:

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

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

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

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

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

Of course, SpeechTEK 2005 would not be possible without our sponsors. Special thanks to the following companies:  
Gold Sponsors: ScanSoft, Brooktrout Technology, Convergys Corporation, Aculab, and Microsoft Speech Server  
Silver Sponsors: Avaya, IBM, TuVox, Nuance, and VoiceObjects  
Bronze Sponsors: West Corporation, Genesys Telecommunications Laboratories, and Cisco Systems

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

Sincerely,



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



John Kelly  
CEO  
SpeechTEK 2005  
john@amcommexplos.com

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



# Catapult Your Career

## Join Microsoft® Speech Technologies Group

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

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

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

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



# Industry Insights

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

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

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

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

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

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

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

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

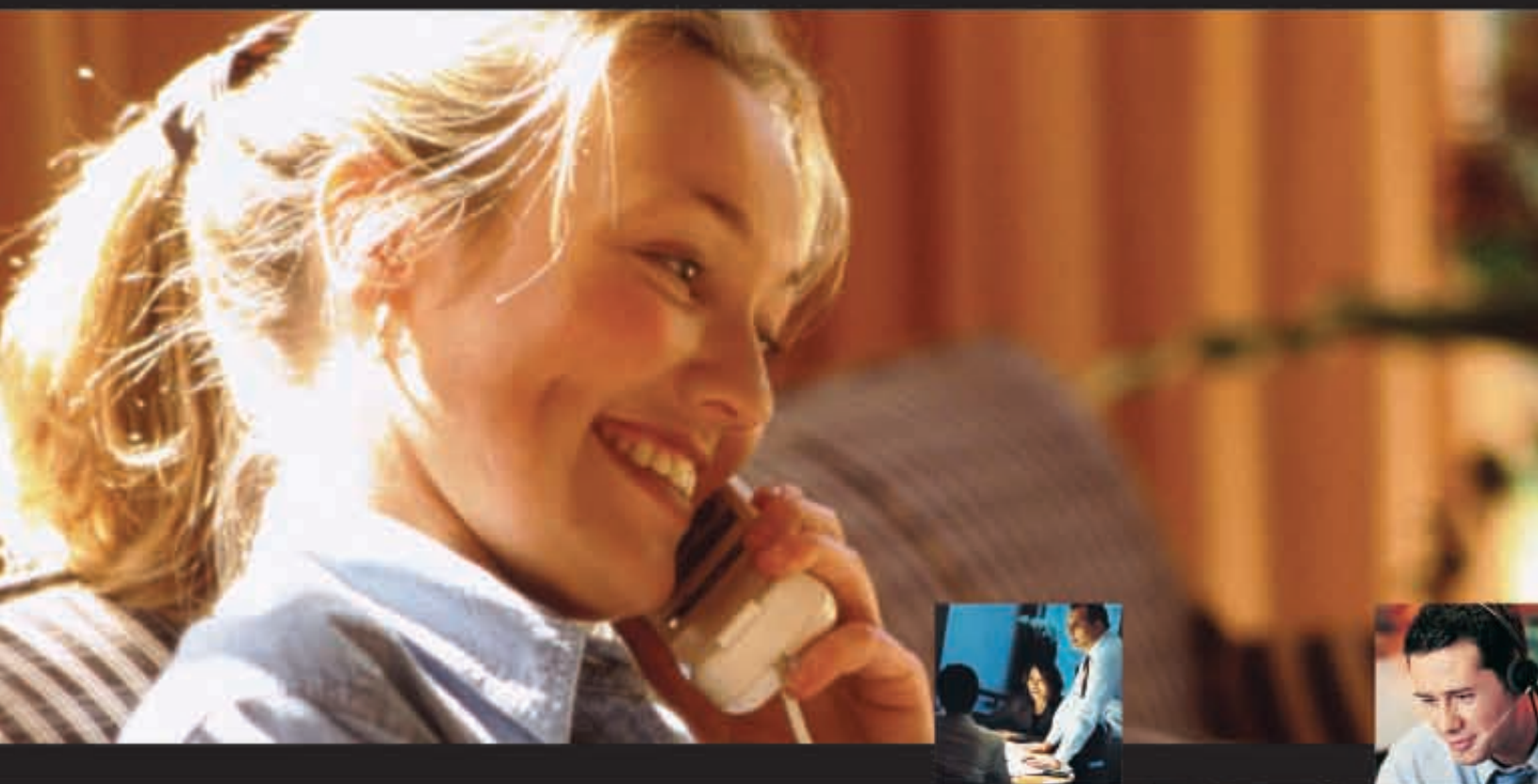
**Steve Dodenhoff,** President, Syntellect  
**Ken Waln,** CTO, Edify  
**George Platt,** Senior Vice President and General Manager, Enterprise Business Division, Intervoice  
**Roxann Swanson,** Vice President and General Manager, Multimedia Applications, Notel

## **Using New Technologies, Wednesday, August 3,** . . . . . 2:30 p.m. - 4:00 p.m.

**Miek Bergleson,** CEO, Audium  
**Gerald Karam,** Research Director, AT&T  
**Marco Rotagnoli,** CEO and Managing Director, Loquendo



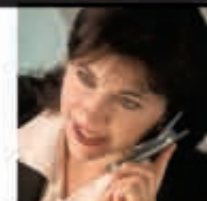
# When it comes to speech solutions, quality speaks louder than words.



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

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# Special Keynote

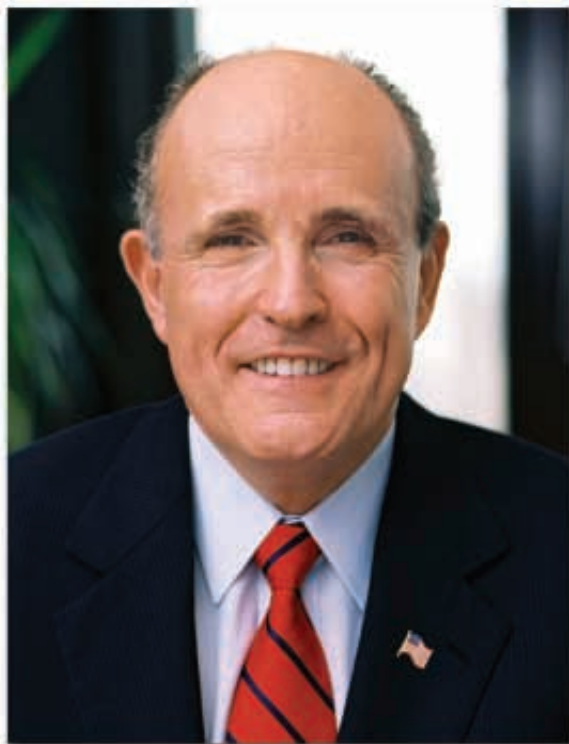
*Rudy Giuliani*

Leadership in Difficult Times

**Wednesday, August 3, 2005**

**8:00 a.m. - 9:30 a.m.**

**Broadway Ballroom, 6th Floor**



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

## Keynote

**Monday, August 1**

**8:00 a.m. - 9:30 a.m.**

**Broadway Ballroom, 6th Floor**

**Cliff Nass**

Professor, Stanford University



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

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

## Keynote

**Tuesday, August 2**

**8:00 a.m. - 9:30 a.m.**

**Broadway Ballroom, 6th Floor**

**Don Peterson**

Chairman & CEO, Avaya



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

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*if customers will like your*  
speech  
application?

interviewoice



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Never again launch a speech application without first letting it talk to your customers. For more information about Interviewoice and the Center for User Experience, visit [www.interviewoice.com](http://www.interviewoice.com).

And to learn more about the latest in voice and data automation technologies, join us at Interactions 2005 September 13-16 in Palm Desert, California. [www.interviewoice.com/interactions](http://www.interviewoice.com/interactions)

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## What's "Hot, Cool, and Retooled" for Speech

### Speech Will Put Power in Consumer Electronics

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

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

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

- Cepstral will demonstrate its small footprint text-to-speech (TTS) voices running on WinCE, Symbian, Palm OS, and Embedded Linux. Cepstral offers high-quality TTS voices in six languages and a range of sizes from two MB on handhelds to 100 MB on server configurations.
- IBM WebSphere® Multimodal Environment can help users escape from the jungle of remote controls. By combining the visual and voice Webs together, users can more easily utilize their consumer devices to simply ask for their urgent email and have them be displayed instantly, or perhaps ask for tunes by Shania Twain, or for foreign films being played this upcoming weekend to record.
- Loquendo will present assistive applications for the visually impaired that were developed using the company's latest multilingual embedded technologies and expressive text-to-speech on mobile phones and PDAs.
- The SpeechWorks division of ScanSoft will demonstrate its market-leading screen reader application. The SpeechPAK TALKS Premium Edition converts the display text of a cellular handset into highly intelligible speech, providing extensive feature accessibility for blind and visually impaired individuals as well as greater convenience for all users.
- Converter for Healthcare, a revolutionary and ground-breaking interpreting system from Spoken Translation, Inc., is the world's first two-way, cross-lingual, interpretation product for a PC tablet. Whether choosing to type, handwrite or speak, users can input English and instantly hear and see Spanish -- and vice-versa.
- Kirusa will showcase multimodal applications that enable mobile phone subscribers to send an SMS message with their voice or play an interactive word game using their voice as a "third hand" to find hidden words in a grid. A third application lets brokerage customers conduct transactions from their mobile phones by speaking into the phone and seeing the results on their screen.
- VoiceSignal is setting the standard for speaker-independent speech recognition solutions for mobile devices. VoiceSignal will showcase its products including VSuite which is the de facto standard for voice dialing/voice commands, and VoiceMode which is setting a new standard for voice-to-text input on mobile devices. VoiceSignal's solutions for mobile devices are small footprint, easy-to-use, and have demonstrated the ability to increase operator revenues through increasing device usage by end users.



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## Thursday, August 4th - Company Workshops



### Using OpenVXI? Considering It? Don't Miss the Open VXI Workshop

**Gilbert, 4th Floor**

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

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



### Morning and Afternoon Events

**Marquis Ballroom, 9th Floor**

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

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

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

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

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

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



### Speech and Intelligent Communications Workshop

**Wilder, 4th Floor**

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

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



### Cisco Customer Contact Solutions for Self-Service

**Cantor/Jolson, 9th Floor**

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

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



### Delivering Business Value through Microsoft Speech Solutions

**Ziegfeld, 4th Floor**

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

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





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# VOX: Sourcing Speech Services

Astor Ballroom, 7th Floor

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

## The Revolution Will Be Virtualized!

.....10:00 a.m. – 11:00 a.m.

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

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

Don Meij, CEO, Australia/New Zealand, . . . . Domino's Pizza

Margi Schmidt, V.P., Business Development, MIR3, Inc.

Ron Minor, Procter & Gamble

## Is Rich VoIP Gonna Make Me Rich?

.....11:00 a.m. – 12:00 p.m.

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

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

Ken Osowski, VP of Marketing & Product Management, Pactolus

Mark Spencer, CEO, Digium

Mark Coleman, Product Marketing, Cisco Systems, Inc.

Kip Heurtz, VP Product Marketing, Americas, Eicon

Tim Moynihan, Director of Product Marketing, Intel Corporation

## Automated Directory Assistance's Day in the Sun

.....1:30 p.m. – 2:15 p.m.

In the past year, virtually every major carrier has deployed an automated DA strategy. For some, it is a pure cost savings play. However, it is automation's role as a catalyst for introducing a broader array of services that more closely resemble a Web-based local search. Hear from carrier and solutions implementers how billions of calls are being handled with a combination of advanced speech, identity management, location-based services and packet technology.

**Moderator:** Rachel L. MacAulay, Analyst, Opus Research, Inc. & Dan Miller, Senior Analyst, Opus Research, Inc.

Chris Matson, Director, Global DA Systems, ScanSoft

Susan Wilson, Sr. Director, Marketing and Product Management, INFONXX

Gerson Brisola, VP Development and Marketing, ISx

Jonathan Katzman, Sr. Mgr/Service Provider Product Management, Tellme

## Distributing the Services-oriented Architecture

.....2:15 p.m. – 3:00 p.m.

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

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

Gene Cox, Director, Contact Center Solutions Product Management, IBM

Scott McGlashan, CTO, Hewlett Packard

Ted Bray, Product Management Team Lead, Avaya

Ahand Ramakrishna, Microsoft

Mike Bergelson, President & CEO, Audium

## Hosting Services for Small and Medium-Sized Enterprises

.....3:15 p.m. – 4:00 p.m.

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

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

Mark Rayburn, Director, Advanced Technology, CPT International

Raul Martynek, CEO, Eureka Networks

RJ Auburn, CTO, Voxeo Corporation

Darrell Knight, President, Message Technologies, Inc.

## Automation Platforms: Balancing Speed, Expense and Flexibility

4:00 p.m. – 4:45 p.m.

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

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

Jeff Haynie, CTO and Co-founder, Vocalocity

Brendan Treacy, CEO, Vicorp

Steve Pollock, Exec. V.P. & Co-founder, TuVox

Andrew Hunt, Director of Engineering, Holly, Inc.

Karl-Heinz Land, CEO, VoiceObjects

## Town Meeting: How to Get Future-Ready

.....4:45 p.m. – 5:30 p.m.

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

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

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

Steve Chambers, President, ScanSoft

Steve McElderry, IVR Product Management, Cisco Systems, Inc.

Mike Dickerson, CEO, Vocalocity

Neal Bernstein, Senior Director, Business

Development & Alliances, Microsoft Corp.

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## *Sunday July 31, 2005*

### **SpeechTEK Preview**

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

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

## *Monday, August 1, 2005*

**Continental Breakfast, sponsored by:**



**VoiceObjects**

**Broadway Ballroom, 6th Floor**

**..... 7:00 a.m. – 8:00 a.m.**

**Welcome and Opening Keynote**

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

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

***Cliff Nass***

*Professor, Stanford University*



Interfaces that talk and listen are populating computers, cars, call centers, and even home appliances and toys,

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

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

### **Panel Discussion moderated by:**

Melissa Dougherty, Partner, Voice Partners

### **Panelists:**

Bruce Balentine, Chief Scientist, EIG

Debbie Dahl, Principal, Conversational Technologies

James Giangola, Industrial Linguist, Voice Partners

Blade Kotelly, Chief VUI Designer, Edify

Cliff Nass, Professor, Stanford University



## **Advanced Speech Technologies Symposium**

**Odets, 4th Floor**

*Presented by AVIOS, K. W. "Bill" Scholz*

*Designed for engineers and implementers, this symposium will explore recent technological advancements in conversational speech technologies. Listen to the world's leading authorities on speech technology talk about their latest break-*



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*throughs in speech recognition, speech synthesis, and dialog management. These state-of-the-art technologies will soon be implemented in new and updated commercial speech application platforms. Evaluate where and how you can use these new technologies to improve your speech applications.*

### Directory Assistance and Large Database Access

.....10:00 a.m. – 12:00 p.m.

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

### Speakers:

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

**Lunch** .....11:45 a.m. – 1:30 p.m.

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### Natural Language Processing and Dialog Design

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

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

### Speakers:

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

**Break** .....3:00 p.m. – 3:30 p.m.

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

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

### Speakers:

Mark Clements, Professor and Director of the Interactive Media Technology Center, Ga. Inst. Tech.



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Juan Gilbert, Associate Professor, Auburn University  
David Pearce, Team Leader, Speech and Multimodal  
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## SpeechTEK University

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

### Intro to Speech Technology

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

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

nology to its fullest. A great way to start your conference education!

**Tutorial Director:** Rob Kassel, Senior Product Manager, ScanSoft

### Speech Engine Technical Review

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

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

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

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

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

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

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

### Get People Talking: Marketing Speech Technology

**Gilbert, 4th Floor .....1:00 p.m. – 3:00 p.m.**

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Explore new ways to maximize the positive impact of speech technology in your business. In this tutorial, you'll receive an overview of processes, best practices and case studies about how to develop a successful go-to-market strategy with a speech-enabled solution. Achieve your goals for customer acceptance, call completion, and positive brand perception by developing a comprehensive marketing communications plan supported by new insights on persona development, market segmentation, proper analysis of usability testing, and an understanding of both yours, and your customer's, objectives.

**Tutorial Directors:** Jim Gardner, Director of Corporate Marketing, Intervoice  
Bryon Morrison, V.P. of Business Development, Javelin Direct



## Vertical Markets Track

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

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

## Workshop: Speech in Financial Services

O'Neill, 4th Floor

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

## Speech for Banking Systems

.....10:00 a.m. – 11:45 a.m.

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

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

### Speakers:

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

## Speech for Transactional Systems

.....1:30 p.m. – 3:00 p.m.

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

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

### Speakers:



*Voice portals,  
email reading,  
sms-to-voice,  
information services,  
unified messaging,  
directories and  
reverse  
directories,  
talking web,  
auto attendant,  
IVR, call centers, CRM,  
personal mobility solutions,  
Navigation aid,  
onboard alert,  
traffic information,  
diagnostics systems,  
traffic information,  
on-line reservation,  
screen readers,  
reading machines,  
communicators,  
edutainment,  
learning languages,  
e-learning,  
talking characters,  
proof reading,  
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David Jarmillio, Multimodal Voice Solutions Architect,  
IBM Contact Center Solutions  
Dorothy Verkade, Aetna Navigator & Aetna Voice . . .  
Advantage Head, Aetna, **MIS WINNER**  
Matthias Jaehnke, User Mangement, VW Bank

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

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

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

**Panelists:**

Corey Coblentz, Network Operations Center Manager,  
SOFTTEL Communications  
Tony Mastromatteo, Vice President,  
Harborlight-Technologies  
Holger Stoltze, Director of Professional Services,  
VoiceObjects

**Workshop: Speech in Health Care  
Ziegfeld, 4th Floor**

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

**Speech Applications Used by Patients**

.....10:00 a.m. – 11:45 a.m.

Learn how speech technologies are being used to collect personal information directly from patients. These

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

**Moderator:** Nancy Bergantzel, Director, Product Development, West Interactive

**Speakers:**

Elisa Elderbaum, Product Manager, Empire Medicare  
**MIS WINNER**  
Alex Levin, CEO and Founder, Spacegate  
Michael McTear, Professor, University of Ulster  
Remus Siclovan, Health Net

**Speech Applications Used by Medical Personnel**

.....1:30 p.m. – 3:00 p.m.

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

**Moderator:** Christy Clark, Segment Marketing Manager, ScanSoft

**Speakers:**

Michael Cipriani, CTO, VoiceBrook  
Kenneth R. Crane, Project Manager, University of Pittsburgh Medical Center, **MIS WINNER**  
Martha Morris, IT Director I Borgess Medical,  
**MIS WINNER**  
Paulo Matos, COO and co-founder, Silverlink

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

Come prepared with your questions and comments as experts from the health care field identify and compare

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At Syntellect, we specialize in helping our clients balance the need for productivity and consumer satisfaction during the entire customer service experience. Our comprehensive live and self-service solution, Continuum™, was developed to help you achieve the proper mix of automated and live-assistance with the flexibility to adapt rapidly to changing needs and conditions.

A fully unified and integrated open-standards, speech-enabled and touchtone IVR and advanced voice, email and web contact center platform, Continuum delivers a seamless transition from self-service to live-assistance in a modular format - so you only purchase what you need today to ensure maximum ROI and upgradeability, future-proofing your investment.

For more information on how Continuum can help you sustain balance in your call center: call us in North America at 800.788.9733 or in the UK at +44 (0)1256 685100, visit us on the web at [www.syntellect.com/balance](http://www.syntellect.com/balance) or email us at [infopak2@syntellect.com](mailto:infopak2@syntellect.com).

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

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

**Panelists:**

Suresh Gursahaney, President, CEO, MicroAutomation  
Kenneth R. Crane, Project Manager, University of  
Pittsburgh Medical Center

Nick van Terheyden, Chief Medical Officer, Philips  
Speech Recognition Systems

Carter Gentry, Contact Center Marketing, ScanSoft

Aaron Fisher, IT Manager of Professional Services, West  
Corporation

**Workshop: Speech in Retail**  
**Wilder, 4th Floor**

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

**Revenue Generating Speech Applications in Retail**  
.....10:00 a.m. – 11:45 a.m.

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

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

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

**Speech Applications in Retail that Reduce Costs**  
.....1:30 p.m. – 3:00 p.m.

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

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

**Speakers:**

Monique Bozeman, Senior Marketing Manager,  
Genesys Telecommunications Laboratories

Michael Cohen, Director of Customer Service,  
FACS Group, Inc. a subsidiary of Federated  
Department Stores

Jenna McHugh, Director of Customer Service,  
FACS Group, Inc. a subsidiary of Federated  
Department Stores

David Mussa, V.P., Reservations, Wyndham Hotels  
**MIS WINNER**

**Panel Discussion, Opportunities and Challenges for  
Speech in Retail** .....3:30 p.m. – 5:00 p.m.

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

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

**Panelists:**

Jason Hersh, Director of Business Development,  
NetByTel

Ami Moyal, President & CEO, NSC

Adeeb Shanaa, CEO, Voxify



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

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**Workshop: Speech in Managing  
Goods and Services**  
**Hart, 4th Floor**

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

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

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

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

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

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

**Speakers:**

Kent Barnes, Product Manager for Call Center IVR Systems, PG&E

Dave Groves, Operations Manager, Worldwide Service Center, Cardinal Health

Barbara Layton, Telecom Manager, County of Marin

Jeanette Vannoey, IT Manager, Superior Court of Napa County, **MIS WINNER**

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

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

**Moderator:** Debbie Dahl, Principal, Conversational Technologies

**Panelists:** Doug Brown, Vice President, Product Management, Datria

Scott Danziger, Senior Project Manager, Nortel

Cory Glover, Marketing Manager, Avaya

**Welcome Reception sponsored by:**



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

Begin your enjoyment of SpeechTEK 2005 and the city of New York with our special opening night reception. Network with your peers, make new friends and business contacts, and enjoy the ambience and excitement of the 'Big Apple.' This is a wonderful introduction to the conference and your fellow attendees, as well as an opportunity to familiarize yourself with the exhibitors for this can't miss event. Be sure to attend so that you can prepare to take full advantage of SpeechTEK 2005!

I was just like you once: Sharp, young on my way to the top! But I made one fatal mistake and hubris brought me down.



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

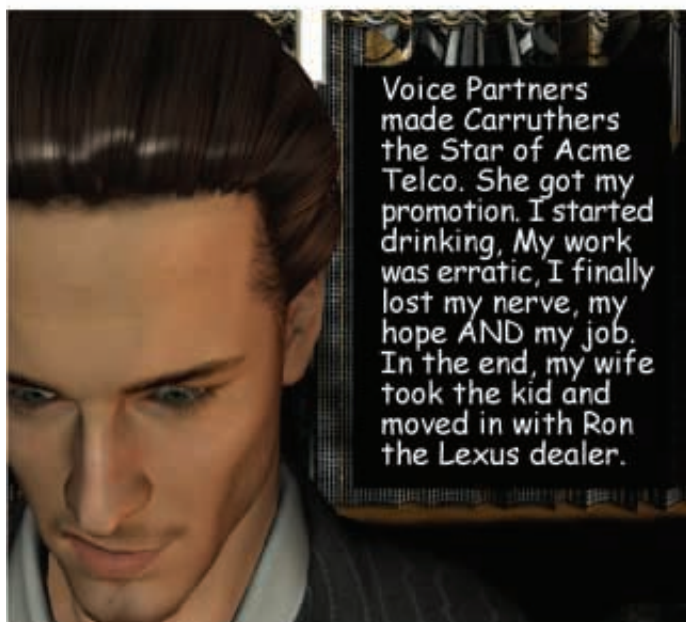


Our company had decided make the move to speech. I thought I knew everything I needed to but I hadn't counted on Carruthers sneaking around behind my back, recommending we get Voice Partners to do the VUI and persona design.



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

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



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

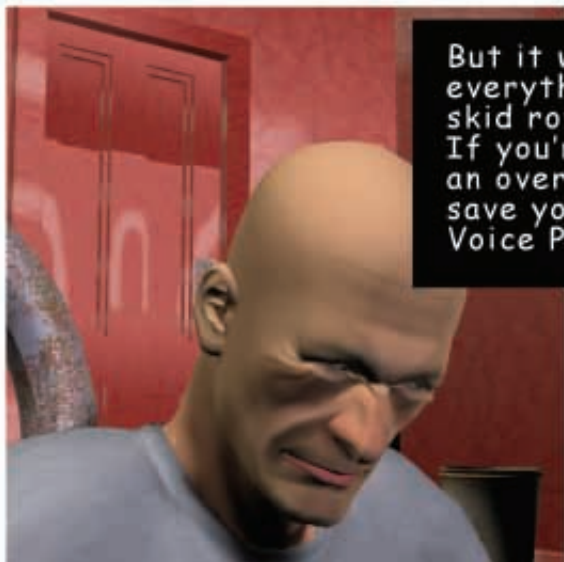


But it was waaay too late. So don't be a know-it-all and lose everything and end up puking yer guts out in a skid row toilet, penniless and alone like me. If you're even THINKING about an over-the-phone experience, Save time, save your job, save your marriage and maybe even your life... Call Voice Partners NOW!

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## *Tuesday, August 2, 2005*

### Registration

5th Floor .....7:00 a.m. – 6:00 p.m.

### Continental Breakfast

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

### Keynote

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

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

## *Don Peterson*

*CEO, Avaya*



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

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

### Exhibit Hall, 5th Floor

Westside Ballroom .....9:30 a.m. – 5:30 p.m.

### Bonus Session - What About the People? Speech, Science Fiction, and the Future

O'Neill, 4th Floor .....12:15 p.m. – 1:15 p.m.

A special session with experts on society and the future - science fiction authors. As speech technology continues to improve, how will people and society

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

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

### SpeechTEK 2005 Demo Showcases What's "Hot, Cool, and Retooled" for Speech

5th Floor Lobby .....9:30 a.m. – 5:30 a.m.

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

### SpeechTEK Reception

*Take Me Out to the Ballgame!*

Upper Terrace, 9th Floor .....5:30 p.m. – 7:30 p.m.

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## PROGRAMS

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

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

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

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

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

**Speakers:**

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

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

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

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

**Modeator:** Elka Popova, Analyst, Frost and Sullivan  
**Speaker:** Jeff Haynie, CTO & Co-founder, Vocalocity  
Larry Miller, CEO/President, TuVox  
Todd Strubbe, President, West Interactive and West  
Direct

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

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



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

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

**Moderator:** Ron Owens, V.P., Professional Services,  
Intervoice  
**Speakers:** Elaine Cascio, V.P., Vanguard  
Communications Corporation  
Peter Mahoney, V.P., Worldwide Marketing, ScanSoft  
Jenni McKienzie, VUI Designer, Intervoice





Joe Parish, Director of Sales, Microsoft Speech Server  
Lynda Smith, V.P. & Chief Marketing Officer, Nuance

### Increasing the Success of your Speech Application

.....1:30 p.m. – 3:00 p.m.

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

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

**Speakers:** Ted Bray, Director, Product Management,  
Avaya

Steve McElderry, Manager of Product Marketing,  
Customer Contact Business Unit, Cisco Systems  
Michael Moore, Business Design Analyst, West  
Corporation

Pichie Pethachi, Business Consulting Services, IBM  
Contact Center Solutions

### Using Speech to Increase Revenues

.....3:30 p.m. – 5:00 p.m.

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

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

**Speakers:** Matt Keowen, Director of Marketing, Nuance  
Lynn Olson, Microsoft

George Platt, Senior V.P. & General Manager,  
Enterprise Business Division, Intervoice  
Matt Keowen, Director of Marketing, Nuance



### Voice User Interface Design

Odets, 7th Floor

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

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

.....10:00 a.m. – 11:45 a.m.

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

**Moderator:** Jim Larson, Manager of Advanced Human  
Input/Output, Intel



### Speakers:

Rebecca Nowlin Green, VUI Consultant, Nuance  
Tom Houwing, VUI Services Manager, VoiceObjects  
Sunil Issar, Senior Consultant II, Convergys Corporation  
David Leppik, V.P., Development, VocaLabs  
Steve Pollock, V.P. of Marketing, TuVox

### Leverage the Language Instinct

.....1:30 p.m. – 3:00 p.m.

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

**Moderator:** William Byrne, Member, Technical Staff, Google

### Speakers:

Jonathan Bloom, Design Leader, ScanSoft  
James Giangola, Industrial Linguist, Voice Partners  
Chris Lotspeich, Director of Marketing, LumenVox  
Fran McTernan, Manager, Nortel  
Tim Walsh, President and Founder, Walsh Media

### Invest in Quality: Establish Success Criteria and Test Against Them .....3:30 p.m. – 5:00 p.m.

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

**Moderator:** Eduardo Olvera, Senior Speech Analyst, Syntellect

### Speakers:

Mark Abramson, CEO, Message Technologies, Inc.  
Michael Chavez, V.P. of Client Services, ClickFox  
Lizanne Kaiser, Senior Principal Consultant, Genesys Telecommunications Laboratories  
Michael Waton, CEO, Sterling Audits



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

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

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

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

**Moderator:** K.W. "Bill" Scholz, Architect Director, Unisys



**Part 1: Tips and Techniques for Implementing Speech Applications for .NET**

David Ollason, Program Manager, Microsoft

Dan Kershaw, Microsoft

**Part 2: Tips and Techniques for Implementing Speech Applications on J2EE – Java Platforms**

Mahmood Akhwand, Director Enterprise System

Development, West Corporation

Jeff Macomber, Director Of Architecture, NetByTel

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

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

**Moderator:** Greg Simsar, V.P. Speech Services, Syntellect

**Speakers:**

Brian Bischoff, Global V.P., Voice Platform Sales and Solutions, Genesys Telecommunications Laboratories

Jim Milroy, PS Manager, West Corporation

Stephen Potter, Program Manager, Microsoft

Charlie Rabie, S.V.P. R&D, Aspect Communications

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

While languages like VoiceXML and SALT have come a long way to enable rapid speech application devel-

opment, portability, and robustness; much more can be done to facilitate the creation of speech applications. Learn what industry consortiums and forums are working on and how these activities will impact how applications will be implemented. Develop plans for using these new tools and methodologies as they become available.

**Moderator:** Jim Larson, Manager, Advanced Human Input/Output, Intel

**Speakers:** Brent Metz, Voice Tools, Natural Language Understanding Development Team, IBM Contact Center Solutions

John Hibel, V.P. of Marketing & Product Management, Vocalocity

Bruce Pollock, Director of Strategic Technology Solutions, West Corporation

Ken Rehor, Chief Architect, Vocalocity

Nirhbay Vashi, ScanSoft

**Speech in Consumer Electronics Track  
O'Neill, 4th Floor**

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





### Multimodal In Action .....10:00 a.m. – 11:45 a.m.

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

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

**Demos from:**

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

### Speech in Consumer Products

.....1:30 p.m. – 3:00 p.m.

Speech technology is moving beyond traditional call center applications. In the near future speech will impact all aspects of our lives — at work, at home and at play. Soon, conversing with consumer products like cars, games and cell phones will be as commonplace as conversing with friends and family. Listen as this panel of industry

experts explains how to break through the techno-babble to learn what are the opportunities, the roadblocks, and the strategies that will bring speech into all aspects of our lives.

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

Jorden Cohen, CTO, VoiceSignal  
Jeff Foley, Marketing Manager, ScanSoft  
John Oberteuffer, Chairman, Advisory Board, Fonix Corporation

### How to Integrate Information from Multiple Modes .....3:30 p.m. – 5:00 p.m.

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

**Moderator:** Debbie Dahl, Principal, Conversational Technologies

**Speakers:**

Jim Barnett, Chief Architect, Aspect  
Dave Burke, CTO, Voxpilot  
Wu Chou, Technical Manager, Avaya & Michael Johnston, Senior Technical Specialist, AT&T  
Piergiorgio Vittori, Area Manager, Americas, Loquendo







## SpeechTEK University: In-Depth Tutorials

### Choosing Vendors for Call-Center Speech Deployments

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

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

**Tutorial Director:** Bill Meisel, President, TMA Associates

### Accelerating Time-to-Market: Review of Tools and Methodologies, Part I

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

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

**Tutorial Director:** Daniel Hong, Analyst, Datamonitor

### Voice User Interface Part I: Usability on the Sly

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

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

**Tutorial Director:** Susan Hura, Head of User Experience, Intervoice



### In-Depth Review of Platforms/Servers Tutorial Part I

**Brecht, 4th Floor . . . . .1:00 p.m. – 3:00 p.m.**

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

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

**Introduction Moderator:** Phil Manfredi, Product Manager, Syntellect

James Barnett, Chief Architect/Customer Self Service, Aspect Communications

Kyle Danielson, Lead Software Engineer, LumenVox

James Riseman, Senior Product Manager, Nuance

**Features Session Moderator:** Joe Lynch, Business Program Manager, Hewlett Packard

Ken Holl, Product Line Management, Nortel

Ilan Kor, Product Manager/Marketing, NICE Systems

Kipton Heuertz, V.P. Product Marketing, Eicon Networks

### Voice User Interface Part II: Design Before You Buy

**Hart, 4th Floor . . . . .1:00 p.m. – 3:00 p.m.**

Ensure that you get the technology you need to fulfill your customer service vision and business goals. This session will explore the steps necessary to define your end-



to-end user experience roadmap (across various input methods, modes and internal silos); determine your technology needs and convey both to potential vendors.

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

**Accelerating Time-to-Market: Review of Tools and Methodologies, Part II & III**  
**Gilbert, 4th Floor .....1:00 p.m. – 5:15 p.m.**

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

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

**Presenters:**

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

**In-Depth Review of Platform/Server Tutorial Part II**  
**Brecht, 4th Floor .....3:15 p.m. – 5:15 p.m.**

Take a comprehensive look into the world of premises-based speech platforms/servers. Learn what the difference is between a platform and a server. Hear how both are being used in today's businesses. Better understand the dynamics of using servers/platforms as well as the dif-

ferent types that can be found in the market today. With this in-depth tutorial determine the positive attributes that Speech Servers and Platforms will bring to your company.

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

**Standards Moderator:** Paolo Baggia, Director of International Standards, Loquendo  
Tom Hanson, Senior Manager, Avaya Inc.  
Sanjeev Sawai, V.P. of Research & Development, Envoy Worldwide

Scott Wieder, Director of Market Development, Brooktrout Technology

**Q&A Moderator:** Steve Chirokas, Senior Director, Customer Management Group Products and Channels, Convergys Corporation

Brian Eberman, Senior Director of Product Marketing Management, ScanSoft

Brian Garr, Program Director of IBM Contact Center, IBM, Contact Center Solutions

Larry Ockene, Product Manager, Microsoft Speech Server

Frank Tersigni, V.P. of Marketing and Business Development, VoiceGenie Technologies

**Voice User Interface Tutorial Part III: Guidelines for Building Speech Recognition Applications**  
**Hart, 4th Floor .....3:15 p.m. – 5:15 p.m.**

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

**Tutorial Director:** Bruce Balentine, Chief Scientist, EIG  
Rex Stringham, President and CEO, EIG





*Wednesday, August 3, 2005*

**Registration**

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

**Continental Breakfast**  
sponsored by



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

**Special Keynote Presentation**

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

***Rudy Giuliani***



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

**Speech Solutions Award Winners will be acknowledged during the keynote.**

**Exhibit Hall**

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

**Industry Insights Track**

**Astor Ballroom, 7th Floor**

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

**Defining the Customer Experience**

**.....10:00 a.m. – 11:30 a.m.**

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

**Using New Technologies**

**.....2:00 p.m. – 3:30 p.m.**

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

**Enterprise Strategies Track**

**Ziegfeld, 4th Floor**

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



### Considerations Before You Buy

.....10:00 a.m. – 11:30 a.m.

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

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

#### Speakers:

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

### Making Speaker Verification Work for the Enterprise

.....1:00 p.m. – 2:15 p.m.

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

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

#### Speakers:

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

### Using Speech to Decrease Costs

.....2:30 p.m. – 4:00 p.m.

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

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

#### Speakers:

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

### Voice User Interface Design Track

Odets, 4th Floor

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

### Use the Right Technology, and Use the Technology Right

.....10:00 a.m. – 11:30 a.m.

Learn how to choose the technology appropriate for the task to be completed and to correctly configure the technologies you are using. Understand when it's best to use synthesized speech vs. prerecorded prompts or when it's more appropriate to use structured responses vs. open-





ended responses such as “how may I help you.” Analyze the strengths and weaknesses between user-directed and mixed initiative dialogs. This session is designed to help you configure a speech application that is easily understood by your callers.

**Moderator:** Eduardo Olvera, Senior Speech Analyst, Syntellect

**Speakers:**

Gerd Graumann, Director of Business Development, LumenVox

Barbara Hawkins-Scott, Manager, MediaVoice Services, Syntellect

Blade Kotelly, Chief VUI Designer, Edify

David Ollason, Program Manager, Microsoft Speech Server

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

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

**Moderator:** Debbie Dahl, Principal, Conversational Technologies

**Speakers:**

Debbie Dahl, Principal, Conversational Technologies

Dan Faulkner, Manager, Product Marketing, ScanSoft

Marie Meteet, V.P. Commercial Speech Solutions, BBN Technologies

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

Contact centers record calls for a variety of purposes, including quality control, evaluating CSR's performances, and to improve overall ROI. Learn how speech analyt-

ics can help you better understand market dynamics and customer intent. Find out how Continental Airlines deployed speech analytics technology to automate call segmentation and aid in the allocation of reservation center resources. Discover how companies can use word spotting to analyze thousands of recordings and target conversations where a relevant word or phrase has been mentioned. Recent developments in speech analytics are proving to be a cost-effective intelligence tool that provides valuable insight into a company's core business objectives and performance against those objectives.

**Moderator:** Nancy Jamison, Principal Analyst, Jamison Consulting

**Speakers:**

Anna Convery, SVP Marketing & Product Management, Nexida

Randy Ford, CTO, Sonum Technologies

Ilan Kor, Product Manager, Marketing, NICE Systems

Cliff LaCoursiere, SVP Sales & Marketing, CallMiner

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

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

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

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

**Moderator:** Jeff Haynie, CTO and Co-founder, Vocalocity



**Speakers:**

Serge Forest, President & CEO, Paraxip Technologies  
Albert Kooiman, Business Development Manager,  
Microsoft Speech Server  
John Joseph, Director of Corporate Marketing, Envoy  
Worldwide  
Mark Scott, CTO, VoiceGenie Technologies

**Managing Speech Applications**

.....1:00 p.m. – 2:15 p.m.

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

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

**Speakers:**

Ian Colville, Product Manager, Aculab  
Kipton Heurtz, V.P. of Product Marketing, Americas,  
Eicon Networks  
Steve Tran, V.P. of Client Services, BeVocal  
Tiemo Winterkamp, V.P. of Product Strategy &  
Research, VoiceObjects

**Using Reusable Applications**

.....2:30 p.m. – 4:00 p.m.

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

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

**Speakers:** Michael Kuperstein, CEO, Metaphor Solutions  
Don Steul, V.P. of Products & Services, Apptera

Steve Pennypacker, Senior Product Manager, ScanSoft  
Joel Riciputi, Senior Product Marketing Manager, Nuance

**Speech in Consumer Electronics Track**

O'Neill, 4th Floor

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

**Issues Impacting Speech in Consumer Electronics**

.....10:00 a.m. – 11:30 a.m.

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

**Moderator:** Mark Randolph, Fellow of Technical Staff and Director of Technology Planning, Motorola

**Speakers:**

Steve Chang, Program Manager, Microsoft Speech Server  
Jordan Cohen, CTO, VoiceSignal  
Igor Jablokov, Program Director, Multimodal & Voice Portals, IBM Contact Center Solutions





Tim Moynihan, Director of Marketing, Modular Communications, Platform Division, Intel  
 Alan Schwartz, Manager, Speech Technologies Business Unit, ScanSoft

### Challenge of UI Design for Small Devices

.....1:00 p.m. – 2:15 p.m.

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

**Moderator:** Marcus Graham, CEO, GM Voices

#### Speakers:

Solenn Botrell, User Interface and Multimodal Expert, France Telecom

Jeff Foley, Marketing Manager, ScanSoft

Tom Houy, General Manager, ClarityLabs & V.P. of Marketing, Clarity Technologies

Thomas Scheerbarth, Dipl. – Ing., T-systems

### New Modes of Communication

.....2:30 p.m. – 4:00 p.m.

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

**Moderator:** Jim Larson, Manager, Advanced Human I/O, Intel

#### Speakers:

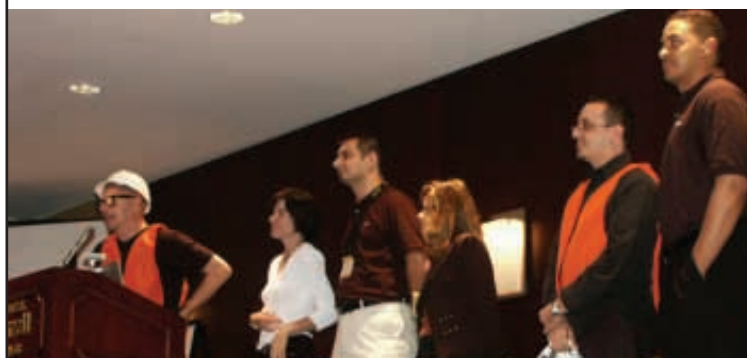
Adam Hock, President & CTO, Broadstrokes, Inc.

Dominic Massaro, Professor, University of California, Santa Cruz

Valentine Matula, Director of Multimedia Research,

Avaya

Damon Miller, Director of Business Development, Kirusa



## SpeechTEK University: In-Depth Tutorials

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

### Speech Applications, Languages and Techniques

Hart, 4th Floor .....10:00 a.m. - 12:00 p.m.

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

**Tutorial Director:** Jim Larson, Manager, Advanced Human I/O, Intel

**Speakers:** RJ Auburn, CTO, Voxeo

Jim Larson, Manager, Advanced Human I/O, Intel

Rob Marchand, Senior Director of Product Management, VoiceGenie Technologies



### Deploying Secure Speech Applications

Astor Ballroom, 7th Floor . . . 11:45 a.m. - 1:00 p.m.

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

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

#### Speakers:

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

### Latest Languages for Developing Speech Application

Hart, 4th Floor . . . . . 1:00 p.m. – 3:00 p.m.

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

**Moderator:** Jerry Carter, Sr. Technical Consultant

Vocalocity

Paolo Baggia, Director of International Standards,

Loquendo

James Barnett, Chief Architect, Aspect

RJ Auburn, CTO, Voxeo

### Closing Plenary Session

Astor Ballroom, 7th Floor . . . 4:00 p.m. – 5:00 p.m.

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

*Thursday, August 4, 2005*



**Vocalocity: Using OpenVXI? Considering it? Don't miss the Open VXI Workshop**

**Gilbert, 4th Floor . . . . . 9:00 a.m. - 11:30 a.m.**



**Learn X+V Multimodal Web Development with IBM**

**Marquis Ballroom C, 9th Floor 9:00 a.m. - 4:00 p.m.**



**Speech and Intelligent Communications Workshop**

**Wilder, 4th Floor . . . . . 8:00 a.m. - 1:30 p.m.**



**Cisco Customer Contact Solutions for Self-Service**

**Cantor/Jolson, 9th Floor . . . 9:00 a.m. - 11:00 a.m.**



**Delivering Business Value through Microsoft Speech**

**Solutions, Ziegfeld, 4th Floor 9:00 a.m. - 11:00 a.m.**





### **Acapela Group** **Booth #211**

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Entirely dedicated to developing and deploying natural language interfaces, Acapela Group is the European leader in speech solutions. Our multilingual speech solutions (TTS and ASR) are available in 23 languages with a wide choice of voices and addressing all markets: Telecom, Accessibility, Automotive, Mobile Devices, Multimedia, Industry and Consumer Electronics.

### **Aculab – Gold Sponsor** **Booth #409**

197 First Avenue, Suite 130  
Needham, MA 02494  
Phone: 781-433-6000  
Fax: 781-433-6099  
[www.aculab.com](http://www.aculab.com)  
Contact:  
[info@aculab.com](mailto:info@aculab.com)



Aculab offers solution providers a range of computer telephony hardware and software for integration into high performance communications solutions - from contact centers and IVRs to prepaid services. Products for telco or enterprise solutions include media processing resources in PSTN and IP environments, and digital network access including VoIP and SS7.

### **Ai-Logix** **Booth #708**

27 Worlds Fair Drive  
Somerset, NJ 08873  
Phone: 732-469-0880  
Fax: 732-469-2298  
[www.ai-logix.com](http://www.ai-logix.com)  
Contact:  
[sales@ai-logix.com](mailto:sales@ai-logix.com)

Ai-Logix, Inc., a division of AudioCodes Ltd. (Nasdaq: AUDC), designs and manufactures components for voice/data integration and enabling technologies. With local and international

branches located around the globe, Ai-Logix has become a trusted source for advanced technology solutions for CT developers and OEMs of communication systems. Ai-Logix maintains the ability to customize its technology to provide its customers with a distinct competitive advantage in the open market. To learn more about Ai-Logix, please visit <http://www.ai-logix.com>, or call 732-469-0880.

### **Angel.com** **Booth #309**

1861 International Drive  
McLean, VA 22043  
Phone: 703-394-5061  
Fax: 703-770-1321  
[www.angel.com](http://www.angel.com)  
Contact:  
Melissa Rice  
[info@angel.com](mailto:info@angel.com)

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 1,400 customers 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** **Booth #523**

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

Apptera helps businesses intelligently automate and personalize each customer interaction, generating a dynamic and unique experience for callers and ensuring the optimal balance of service excellence, higher revenues and cost savings. Apptera works with enterprises of all sizes to affordably maximize their inbound phone channel to fully extract and understand the needs and interests of their customers, leveraging their profiles to create lasting loyalty and increased profitability. For additional information, Apptera can be reached at (650) 635-0600 or [www.apptera.com](http://www.apptera.com).



## Aspect Communications Booth #313

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

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

## Audium Booth #614

150 Lafayette Street, 9th Floor  
New York, NY 10013  
[www.audiumcorp.com](http://www.audiumcorp.com)  
Contact:  
[Amy Lambole, marketing analyst](mailto:Amy.Lambole@audiumcorp.com)  
[www.audiumcorp.com/contact](http://www.audiumcorp.com/contact)

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

## Avaya, Inc. – Silver Sponsor Booth #603

211 Mt. Airy Road  
Basking Ridge, NJ 07920  
Phone: 866-GO-AVAYA  
[www.avaya.com](http://www.avaya.com)  
Contact:  
[Cory Glover, marketing manager](mailto:Cory.Glover@avaya.com)  
[cwglover@avaya.com](mailto:cwglover@avaya.com)



Avaya is a global leader in communication systems, applications and services. Customers range from small businesses up to more than 90 percent of FORTUNE 500® companies, and U.S. government. They rely on Avaya for reliable solutions that strengthen customer relationships, enhance productivity and maximize profitability.

## Baytalkitec Ltd Booth #108

290 River Road  
Suite #H-2  
Piscataway, NJ 08854  
Phone: 732-302-0217  
Fax: 732-302-0218  
[www.baytalkitec.com](http://www.baytalkitec.com)

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

## BBN Technologies Booth #107

10 Moulton Street  
Cambridge, MA 02138  
Phone: 617-873-3175  
Fax: 617-83-4034  
[www.bbn.com/avoke](http://www.bbn.com/avoke)  
Contact:  
[avoke@bbn.com](mailto:avoke@bbn.com)

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

## Brooktrout Technology – Gold Sponsor Booth #307

250 First Avenue  
Needham, MA 02494  
Phone: 781-449-4100  
[www.brooktrout.com](http://www.brooktrout.com)  
Contact:  
[sales@brooktrout.com](mailto:sales@brooktrout.com)



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Brooktrout Technology is a leading supplier of media processing and call control technologies for communications applications. Our TR1000™ telephony platform offers a broad range of configurations





including analog, BRI and T1/E1/PRI, with software that's been optimized for speech. Together, with our partners Envoy, Intervoice, Microsoft, Vocomo and VoiceGenie, we provide the solutions that support rapid speech development, served your way, on industry standard platforms using VoiceXML and SALT.

### **Carrius Technologies, Inc.** **Booth #214**

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

Carrius Technologies is an innovator in carrier-grade intelligent VoIP switching and gateway solutions. As a voice automation services foundation, Compleat-200 allows solution developers to focus on differentiated services while the Compleat-200 manages telephony functions such as signaling, media termination, call control, and redundancy. Service providers may also leverage this same combination of capabilities to deploy the Compleat-200 as an intelligent stand-alone gateway to deliver new IP-based services.

### **Cisco Systems – Bronze Sponsor** **Booth #514**

170 West Tasman Drive  
San Jose, CA 95134  
Phone: 408-526-4000  
Fax: 978-936-2213  
[www.cisco.com](http://www.cisco.com)  
Contact:  
Sean O'Connell, product marketing  
[Soconnel@cisco.com](mailto:Soconnel@cisco.com)



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

### **Comverse** **Booth #112**

100 Quannapowitt Parkway  
New York, NY 10022  
Phone: 781-256-9000  
Fax: 781-224-8143

[www.comverse.com](http://www.comverse.com)  
Contact:  
[info@comverse.com](mailto:info@comverse.com)

Comverse is the leading provider of software and systems enabling network-based multimedia enhanced communication services. Comverse's Total Communication portfolio addresses four primary categories: call completion and call management, advanced messaging, data and content-based services, and real-time billing and account management solutions. Comverse is a unit of Comverse Technology, Inc.

### **Convergys Corporation – Gold Sponsor** **Booth #511**

11800 Sunrise Valley Drive  
Suite 800  
Reston, VA 20191  
Phone: 703-885-5838  
Fax: 703-758-7108  
[www.convergys.com](http://www.convergys.com)  
Contact:  
Bob VanStry  
[bob.vanstry@convergys.com](mailto:bob.vanstry@convergys.com)



Convergys Corporation creates exceptional value for its clients in customer care, human resources, and billing. Convergys combines specialized knowledge and expertise with superior execution to deliver outsourced solutions, consulting services, and software support. Headquartered in Cincinnati, Ohio, Convergys operates customer contact centers, data centers, and other facilities in North America, Latin America, Europe, the Middle East, and Asia. For more information visit [www.convergys.com](http://www.convergys.com)

### **CPT International** **Booth #304**

1165 Northchase Parkway, Suite 250  
Marietta, GA 30067  
Phone: 866-388-8358  
Fax: 770-952-5499

Contact: Sales  
[www.cptii.com](http://www.cptii.com)

CPT International Inc. is a telecom service provider located in Marietta, Ga. Our flagship offering, Voice Harbor, provides hosting services for VoiceXML, speech, multi-modal and traditional telephony applications. Voice Harbor brings flexible call capacity, predictable costs and rapid deployment to customers and partners seeking to outsource voice application infrastructure. With more than a decade of experience delivering robust telephony performance and



proactive support to carrier-grade customers, CPT is the partner of choice for standards-based voice application hosting. For more information, visit us at [www.cptii.com](http://www.cptii.com).

### **CYGCOM Booth #317**

3780 14th Avenue, Suite 109  
Markham, Ontario L3R 945  
Canada  
[www.cygcom.com](http://www.cygcom.com)

CYGCOM distributes speech and telephony integration products from the industry's most reputable manufacturers. CYGCOM offers solutions that are complete, powerful, fully programmable, scalable, and capable of running mission-critical enterprise communications applications. CYGCOM lowers the total cost of ownership of speech applications by automating support and promoting the deployment of applications on managed voice server platforms. Visit CYGCOM's booth to view the power of SpeechWatch™ and its ability to provide unified telephony systems monitoring, alarming and workflow in an easy to use, configurable, web-based solution.

### **Diaphonics Booth #312**

5595 Fenwick Street, Suite 313  
Halifax, Nova Scotia B3H 4M2  
Canada  
Phone: 902-446-3680  
Fax: 902-446-3662  
[www.diaphonics.com](http://www.diaphonics.com)  
Contact:  
[info@diaphonics.com](mailto:info@diaphonics.com)

Diaphonics' Spike Server helps organizations fight ID fraud and save costs, while enhancing compliance procedures. Spike Server is a complete hardware and software platform that confirms the identity of callers with biometric voice verification and creates an audit trail of all interactions. Today, companies rely on Spike Server for secure wire transfers, PIN/password resets, e-signatures and other important transactions.

### **Edify Corporation Booth #204**

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

[info@edify.com](mailto:info@edify.com)

With fourteen years of industry leadership and innovation in voice and speech applications, Edify® has changed the way more than 2,000 global companies enhance customer service. Edify's open, standards-based platform successfully manages millions of customer interactions every day across a broad range of industries. You speak, we deliver™.

### **Eicon Networks Booth #609**

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

Eicon Networks is a leading developer and manufacturer of high quality communication products for networked business applications. Our Diva Server® telephony adapters are key building blocks for enabling a new breed of voice applications. Eicon also offers the Shiva® family of VPN Gateway products.

### **Empirix Booth #306**

20 Crosby Drive  
Bedford, MA 01730  
Phone: 781-993-8708  
Fax: 781-993-8600  
[www.empirix.com](http://www.empirix.com)  
Contact:  
Jason Lawton

Empirix award-winning testing and management solutions for speech and IVR applications maximize customer satisfaction and maintain low costs by improving the quality and performance of voice self-service. Empirix empowers you to ensure superior Quality of Experience to customers by automatically identifying how and when infrastructure problems impact contact center services.

### **Envox Worldwide Booth #716**

2000 West Park Drive  
Westborough, MA 01581  
Phone: 508-898-2600  
[www.envox.com](http://www.envox.com)  
Contact:



Catherine Van Evans, marketing communications  
[catherine.vanevans@envox.com](mailto:catherine.vanevans@envox.com)

Envox Worldwide is a leading global provider of voice solutions. The company's software and related services dramatically reduce the time, cost, and complexity of creating voice solutions. These products and services enable enterprises and service providers to significantly reduce operating costs, improve customer satisfaction and retention, and generate new revenue streams. Headquartered in Boston, Envov's products and services are available through a network of global channel partners. For more information, please visit [www.envox.com](http://www.envox.com)

## **Excel Switching Corporation** **Booth #115**

75 Perseverance Way  
Hyannis, MA 02601  
Phone: 508-862-3113  
Fax: 508-862-3005  
[www.excelswitching.com](http://www.excelswitching.com)  
Contact:  
Bill Kelly, director of marketing  
[bkelly@excelswitching.com](mailto:bkelly@excelswitching.com)

Excel is a leading provider of VoIP gateways, media servers, and open services platforms. By integrating standards-based signaling with advanced media capabilities, Excel products enable fixed and mobile service providers to rapidly deploy new profitable speech-enabled services across converged IP/TDM networks. These services include IVR, messaging, conferencing, personal ring back tone and prepaid services.

## **Fluency Voice Technology** **Booth #100**

U.S. Headquarters  
275 Madison Avenue  
Suite 426  
New York, NY 10016  
Phone: 212-878-8870  
Fax: 212-878-8871  
[www.fluencyvoice.com](http://www.fluencyvoice.com)  
Contact  
[info@fluencyvoice.com](mailto:info@fluencyvoice.com)

Fluency Voice Technology is a leading global provider of packaged speech recognition applications for use in call centers. Our solutions enable large enterprises to significantly reduce costs and enhance customer service.

## **Genesys Telecommunications Laboratories** **Bronze Sponsor** **Booth #213**

2001 Junipero Serra Blvd.  
Daly City, CA 94014  
Phone: 650-466-1100  
[www.genesyslab.com](http://www.genesyslab.com)  
Contact:  
Michael McBrien  
[mmbrien@genesyslab.com](mailto:mmbrien@genesyslab.com)



# GENESYS®

Genesys Telecommunications Laboratories, Inc., a subsidiary of Alcatel, is the leading provider of open software applications designed to optimize customer contact – in the contact center and across the enterprise. Genesys enables personalized cost-effective customer service that generates long-term, profitable customer relationships. Visit [www.genesyslab.com](http://www.genesyslab.com) for more information.

## **GM Voices** **Booth #510**

2001 Westside Parkway, Suite 290  
Alpharetta, GA 30004  
Phone: 800-376-4136  
Fax: 770-752-4500  
[www.gmvoices.com](http://www.gmvoices.com)  
Contact:  
Marcus Graham, president  
[mgraham@gmvoices.com](mailto:mgraham@gmvoices.com)

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## **Gold Systems** **Booth #101**

1780 Conestoga Street  
Boulder, CO 80301  
Phone: 303-447-2837  
[www.goldsys.com](http://www.goldsys.com)  
Contact:  
Trevor Renquist, vice president, sales  
[renquist@goldsys.com](mailto:renquist@goldsys.com)

Gold Systems' voice automation solutions utilize the latest in IVR, speech recognition and text-to-speech technologies to improve profitability, customer satisfaction and productivity for our call cen-





ter and enterprise clients. Our packaged and custom call center self-service, enterprise self-service and enterprise productivity solutions serve financial services, healthcare/insurance, retail, utilities/telecom and government companies.

### **The Great Voice Company Booth #520**

110 Charlotte Place  
Englewood Cliffs, NJ 07632  
Phone: 201-541-8595  
[www.greatvoiceco.com](http://www.greatvoiceco.com)  
Contact:  
Jim Murphy, operations director

Since 1987, The Great Voice Company has provided voice talent in any language for all types of applications, including - but not limited to - phone systems, corporate narrations and web audio. Our capabilities include recording, digitizing and translation. We offer a quality product with a fast turnaround.

### **GyrusLogic, Inc. Booth #111**

4802 E. Ray Road, #23-158  
Phoenix, AZ 85048  
Phone: 602-432-1995  
Fax: 602-569-4449  
[www.gyruslogic.com](http://www.gyruslogic.com)  
Contact:  
Peter Trompetter, vice president, global development  
[contact@gyruslogic.com](mailto:contact@gyruslogic.com)

"Just say it." Applications developed with GyrusLogic Platica tools are fully conversational. First contact resolution will be achieved, maximizing customer satisfaction, including an additional benefit of reduced call times and lower cost of ownership. GyrusLogic helps transition smoothly from a directed dialog to a full automated conversational natural language application with industry standard technology.

### **Hewlett-Packard Company Booth #414**

300 Hanover Street  
Palo Alto, CA 94304  
Phone: 650-857-1501  
Fax: 650-857-5518

[www.hp.com](http://www.hp.com)  
Contact:

Frances Sterling, marketing manager  
[frances.sterling@hp.com](mailto:frances.sterling@hp.com)

HP is a technology solutions provider to consumers, businesses and institutions globally. HP is a company unlike any other. It's a fact underscored by its reach, its presence and leadership in key regions around the world; and by its uniquely rich technology portfolio. HP is the largest consumer IT company, the world's largest SMB IT company and a leading enterprise IT company. Millions of people around the world use HP technology everyday. The company's offerings span IT infrastructure, personal computing and access devices, global services and imaging and printing.

### **IBM – Silver Sponsor Booth #616**

Route 100  
Somers, NY 10589  
Phone: 800-426-4968  
[www.ibm.com/websphere](http://www.ibm.com/websphere)  
Contact:  
Tim Tsao, worldwide marketing manager  
[timitsao@us.ibm.com](mailto:timitsao@us.ibm.com)



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

### **ICT Group, Inc. Booth #505**

100 Brandywine Boulevard  
Newtown, PA 18940  
Phone: 800-201-1085

[www.ictgroup.com](http://www.ictgroup.com)  
Contact:  
Mike Lubben  
[mlubben@ictgroup.com](mailto:mlubben@ictgroup.com)



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

### **Inference Communications** **Booth #706**

PO Box 2210, Wattletree Road  
Malvern East, Victoria 3145  
Australia  
Phone: +61 03 9571 6904  
[www.inferencecommunications.com](http://www.inferencecommunications.com)

Contact:

Kirsty McCarthy, director sales and marketing  
[kirsty.mccarthy@inference.com.au](mailto:kirsty.mccarthy@inference.com.au)

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

### **INFONXX, Inc.** **Booth #310**

3864 Courtney Street, Suite 411  
Bethlehem, PA 18017  
Phone: 610-997-1000  
Toll Free: 888-INFONXX  
Fax: 610-997-1050  
[www.infonxx.com](http://www.infonxx.com)

Contact:

Paul Ciotta, corporate communications  
[paul.ciotta@infonxx.com](mailto:paul.ciotta@infonxx.com)



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

### **Intel** **Booth #610**

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Parsippany, NJ 07054  
Phone: 973-993-3000 or 800-355-3333  
[www.intel.com/design/network/products/telecom/index.htm](http://www.intel.com/design/network/products/telecom/index.htm)

Contact:

Lucy Bassert, exhibit manager  
[lucy.bassert@intel.com](mailto:lucy.bassert@intel.com)

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

### **Interactive Intelligence** **Booth #210**

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Indianapolis, IN 46278  
Phone: 317-872-3000 ext. 3  
Fax: 317-872-3000  
[www.inin.com](http://www.inin.com)  
Contact:  
[info@inin.com](mailto:info@inin.com)

Imagine. Speech-enabled applications for auto attendant, voice mail retrieval, database access and other uses. The customizable speech building blocks from Interactive Intelligence® offer scalability, reliability, RTP streaming for VoIP, adherence to industry standards and more. All you do is you choose your speech engine, then put your imagination to work.

### **Intervoice** **Booth #303**

17811 Waterview Parkway  
Dallas, TX 75252  
Phone: 800-700-0122  
Fax: 972-454-8282  
[www.intervoice.com](http://www.intervoice.com)

Contact:

Lori Metersky, marketing  
[lori.metersky@intervoice.com](mailto:lori.metersky@intervoice.com)





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

### **iPing Booth #109**

15 Springfield Avenue  
Merchantville, NJ 08109  
Phone: 866-225-1515  
Fax: 856-755-1686  
[www.iping.com/speech](http://www.iping.com/speech)  
Contact:  
Darryl Shepherd, president  
[ds@iping.com](mailto:ds@iping.com)

Test Drive iPing's Speech Services by taking advantage of a 60-day free trial - no hardware necessary. Founded in 1998, iPing provides a wide array of hosted and licensed communications products and services to Developers, Enterprises, ASPs, Telcos and consumers.

### **IQ Services Booth #104**

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Minneapolis, MN 55423  
Phone: 612-243-6700  
Fax: 612-869-6200  
[www.iq-services.com](http://www.iq-services.com)  
Contact:  
Gregg Williams, vice president, direct sales  
[gwilliams@iq-services.com](mailto:gwilliams@iq-services.com)

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

### **iVoice, Inc. Booth #105**

750 Highway 34  
Matawan, NJ 07747  
Phone: 732-441-7700  
Fax: 732-441-9895  
[www.ivoice.com](http://www.ivoice.com)

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

### **Latigent Booth #106**

4879 N Lincoln Ave  
Suite #2  
Chicago, IL 60625  
Phone: 866-LATIGENT  
Fax:  
[www.latigent.com](http://www.latigent.com)  
Contact:  
Chris Crosby, CEO  
[ccrosby@latigent.com](mailto:ccrosby@latigent.com)

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

### **Loquendo Booth #509**

Via Valdellatorre 4  
Turin I-10149  
Italy  
Phone: +39-011-291 3111  
[www.loquendo.com](http://www.loquendo.com)  
Contact:  
Gaea Vilage, marketing  
[gaea.vilage@loquendo.com](mailto:gaea.vilage@loquendo.com)

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





### **LumenVox Booth #804**

3615 Kearny Villa Road, Suite 202  
San Diego, CA 92123  
Phone: 877-977-0707  
Fax: 858-707-7072  
[www.lumenvox.com](http://www.lumenvox.com)

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

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

### **MCI Booth #205**

22001 Loudoun County Parkway  
Ashburn, VA 20147  
Phone: 877-227-9624  
[www.mci.com](http://www.mci.com)

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

### **Message Technologies, Inc. Booth #103**

1995 North Park Place  
Meridian, 5th Floor  
Atlanta, GA 30339  
Phone: 800-868-3684  
[www.messagestech.com](http://www.messagestech.com)  
Contact:  
Darrell Knight  
[darrell.knight@messagestech.com](mailto:darrell.knight@messagestech.com)

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

### **Metaphor Solutions Booth #721**

106 Crest Road  
Wellesley, MA 02482  
Phone: 781-239-0137  
Fax: 516-941-0222  
[www.metaphorsol.com](http://www.metaphorsol.com)  
Contact:  
Mobeen Khan, COO  
[mkahn@metaphorsol.com](mailto:mkahn@metaphorsol.com)

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

### **Microsoft Speech Server – Gold Sponsor Booth #502**

One Microsoft Way  
Redmond, WA 98052  
Phone: 425-882-8080  
[www.microsoft.com/speech](http://www.microsoft.com/speech)  
Contact:  
Teresa Fagan, lead product manager, Speech Technologies Group  
[tfagan@microsoft.com](mailto:tfagan@microsoft.com)

Microsoft's vision is that speech will become a mainstream, pervasive technology accessible by a broad range of devices. Microsoft Speech Server 2004, part of the Windows Server System family of products, is the most integrated, flexible and costs-effective speech platform available for large-scale enterprises and midsize companies interested in reaping the significant business value of speech technology.

### **NeoSpeech Booth #719**

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



Contact:

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

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

### **NetByTel Booth #208**

1141 South Rogers Circle, Suite 9  
Boca Raton, FL 33487  
Phone: 877-NETBYTEL  
Fax: 561-988-5092  
[www.netbytel.com](http://www.netbytel.com)

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

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

15 Union Street, Suite 409  
Lawrence, MA 01840  
Phone: 978-794-3878  
Fax: 978-794-1791  
[www.newfoundcomm.net](http://www.newfoundcomm.net)  
Contact:  
Kris Hopkins, CEO  
[khopkins@newfoundcomm.net](mailto:khopkins@newfoundcomm.net)

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

### **Nexidia Booth #717**

3565 Piedmont Road  
Building Two, Suite 400  
Atlanta, GA 30305  
Phone: 404-495-7220  
Fax: 404-495-7222  
[www.nexidia.com](http://www.nexidia.com)  
Contact:  
Heather Reinhart, marketing manager  
[info@nexidia.com](mailto:info@nexidia.com)

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

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

8 Hapnina Street POB 690  
Ra'anana 43107  
Israel  
Phone: +972 9 775 3141  
Fax: +972 9 775 3070  
[www.nice.com](http://www.nice.com)  
Contact:  
Abi Solomon, marketing communications  
[abi.solomon@nice.com](mailto:abi.solomon@nice.com)

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

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

100 Crossings Blvd.  
Framingham, MA 01702-5406  
Phone: 508-271-1000  
Fax: 508-271-1300  
[www.nmss.com](http://www.nmss.com)  
Contact:  
Beth-Ann Landrum, marketing communications specialist  
[beth-ann\\_landrum@nmss.com](mailto:beth-ann_landrum@nmss.com)



NMS Communications is a leading provider of technologies and solutions that enable new voice and video services in wireless and wireline networks. NMS develops building blocks for enhanced services and media servers platforms for IVR and self service applications supporting industry standards including VoiceXML and MRCP.

### **Nortel Booth #408**

4000 Veterans Memorial Highway  
Bohemia, NY 11716  
Phone: 800-4NORTEL  
[www.nortel.com/solutions/ccvp](http://www.nortel.com/solutions/ccvp)

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

### **NSC - Natural Speech Communication Ltd. Booth #722**

30 West 21st Street  
New York, NY 10010  
Phone: 800-238-6768  
Fax: 212-798-1461  
[www.nscspeech.com](http://www.nscspeech.com)  
Contact:  
Shay Granov, director of sales - North America  
[info@nscspeech.com](mailto:info@nscspeech.com)

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

### **Nuance – Silver Sponsor Booth #201**

1380 Willow Road  
Menlo Park, CA 94025  
Phone: 650-847-0000  
Fax: 650-847-7979  
[www.nuance.com](http://www.nuance.com)  
Contact:  
[sales@nuance.com](mailto:sales@nuance.com)



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

### **Nü Echo Booth #315**

460 Ste Catherine West, Suite 424  
Montreal, Quebec H3B 1A7  
Canada  
Phone: 514-861-3246  
Fax: 514-861-1676  
[www.nuecho.com](http://www.nuecho.com)  
Contact:  
[sales@nuecho.com](mailto:sales@nuecho.com)

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

### **Paraxip Technologies Booth #317**

2055 Peel Street, Suite 310  
Montreal, QC, H3A 1V4  
Canada  
Tel: 514-288-7111  
Fax: 514-288-9866  
[www.paraxip.com](http://www.paraxip.com)  
Contact:  
[info@paraxip.com](mailto:info@paraxip.com)

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





### **Persay Ltd.** **Booth #321**

14 Hatidhar St. POB 4080  
Ra'anana 43655  
Israel  
Phone: +972 376 78690  
Fax: +972 376 78661  
[www.persay.com](http://www.persay.com)

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

### **Premiere Global Services** **Booth #102**

100 Tormee Falls  
Tinton Falls, NJ 07712  
Phone: 800-333-0568  
Fax: 732-542-9436  
[www.premiereglobal.com](http://www.premiereglobal.com)

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

### **pulse** **Booth #116**

28 Fulton Way  
Unit 9  
Richmond Hill, Ontario  
L4B 1J5  
Canada  
Phone: 905-695-3500  
Fax: 905-886-0569  
[www.pulsevoice.com](http://www.pulsevoice.com)  
Contact:  
[Sales, sales@pulsevoice.com](mailto:Sales,sales@pulsevoice.com)

With installations in over 35 countries around the world, pulse maintains its global presence as a leading provider of innovative telephony solutions. By employing the latest in speech recognition technology, pulse solutions enhance the customer communication

experience. This suite of products and solutions is developed on open standards for interactive voice response systems, dialers, conferencing platforms, call center solutions and many other customized or turnkey applications.

### **Qwest** **Booth #223**

1801 California Street  
Denver, CO 80202  
[www.qwest.com](http://www.qwest.com)  
Contact:  
[Bob Luckner, Senior Product Manager](mailto:bob.luckner@qwest.com)  
[bob.luckner@qwest.com](mailto:bob.luckner@qwest.com)

Qwest® is a leading provider of voice, video and data services and offers a full portfolio of scalable and reliable contact center services. [www.qwest.com](http://www.qwest.com) Qwest Spirit of Service®.

### **ScanSoft – Gold Sponsor** **Booth #501**

One Wayside Drive  
Burlington, MA 01803  
Phone: 781-565-5000  
Fax: 781-565-5001  
[www.scansoft.com](http://www.scansoft.com)  
Contact:  
[Erin Keleher, marketing manager](mailto:erin.keleher@scansoft.com)  
[erin.keleher@scansoft.com](mailto:erin.keleher@scansoft.com)

# **ScanSoft®**

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

### **Sonum Technologies** **Booth #314**

1807 E Joppa Rd.  
Baltimore, MD 21234  
Phone: 410-872-4778  
Fax: 410-872-4779  
[www.sonumtech.com](http://www.sonumtech.com)  
Contact:  
[Andy Meister, COO](mailto:andy.meister@sonumtech.com)  
[meister@sonumtech.com](mailto:meister@sonumtech.com)



Sonum Technologies' revolutionary Natural Language Processor comprehends human language, allowing businesses and government to automate the way they identify, retrieve and analyze important information from their data with unprecedented speed and accuracy, while reducing the dependence on costly human resources.

### **Speech Village Booth #720**

Via A. Sangiorgio  
Milano 20145  
Italy  
[www.speechvillage.com](http://www.speechvillage.com)  
Contact:  
[info@speechvillage.com](mailto:info@speechvillage.com)

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

### **Spoken Translation Booth #723**

1100 West View Drive  
Berkeley, CA 94705  
Phone: 510-843-9900  
[www.spokentranslation.com](http://www.spokentranslation.com)

Spoken Translation, Inc. creates ground-breaking commercial and custom solutions for automatic, cross-lingual communication. Its mission is to enable wide-ranging conversations across language barriers by building intuitive software solutions that combine automatic translation, speech recognition, speech synthesis and its own proprietary technology. STI's flagship product, Converser for Healthcare, is the world's first, commercially available, two-way, cross-lingual interpretation system. [www.spokentranslation.com](http://www.spokentranslation.com)

### **Sterling Audits Booth #221**

9811 W. Charleston Blvd., Suite 2260  
Las Vegas, NV 89117  
Phone: 702-228-8556  
[www.sterlingaudits.com](http://www.sterlingaudits.com)  
Contact:  
Gail Margulies, chief of operations  
[gail@sterlingaudits.com](mailto:gail@sterlingaudits.com)

Our mission is teaching clients how-to reduce service automation costs on their own by providing essential guidance tools in mak-

ing incremental improvements and optimizing all automated customer service touch-points. Sterling Audits core competency is improving customer service automation usability and efficiencies through video-based usability testing and revolutionary auditing methodologies.

### **Syntellect Booth #209**

16610 N. Black Canyon Highway  
Suite 100  
Phoenix, AZ 85053  
Phone: 800-788-9733  
Fax: 602-789-2899  
[www.syntellect.com](http://www.syntellect.com)  
Contact:  
Keith Gyssler, vice president, sales  
[info@syntellect.com](mailto:info@syntellect.com)

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

### **TARGUSinfo® Booth #521**

8010 Towers Crescent Drive, 5th Floor  
Vienna, VA 22182  
Phone: 800-6-TARGUS  
Fax: 703-272-6201  
[www.targusinfo.com](http://www.targusinfo.com)  
Contact:  
Jason Dichter  
[jasondichter@targusinfo.com](mailto:jasondichter@targusinfo.com)

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

### **TransPerfect Translations Booth #311**

3 Park Avenue, 39th Floor  
New York, NY 10016



Phone: 212-689-5555  
Fax: 404-525-2808  
[www.transperfect.com](http://www.transperfect.com)  
Contact:  
[info@transperfect.com](mailto:info@transperfect.com)

TransPerfect Translations is the leading provider of a full array of international communication services to multinational companies in every industry. TransPerfect provides translation, voice talent, studio services and validation of IVR systems in over 100 languages, with professional native speakers who have the expertise and experience to convey your message both locally and globally.

### **TuVox – Silver Sponsor** **Booth #217**

19050 Pruneridge Avenue  
Cupertino, CA 95014  
Phone: 408-625-1700  
Fax: 408-625-1770  
[www.tuvox.com](http://www.tuvox.com)  
Contact:  
Laura Bramschreiber, marketing manager  
[lbramschreiber@tuvox.com](mailto:lbramschreiber@tuvox.com)



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

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

570 Lake Cook Road  
Deerfield, IL 60015  
Phone: 800-360-8245  
Fax: 847-405-9915  
[www.vailsys.com](http://www.vailsys.com)  
Contact:  
Joe Carey, vice president, marketing  
[jcarey@vailsys.com](mailto:jcarey@vailsys.com)

Delivering enhanced telephony application services for over 10 years, Vail Systems is the reliable choice in speech application development and hosting. The Vail SIP Platform is a carrier-grade distrib-

uted computer network that processes a wide range of interactive voice services. These services include on-demand audio conferencing, high-volume outbound notifications, and open standards speech application hosting. Vail also offers packaged speech applications and the Vail SIP Telephony Interface Manager (TIM) for Microsoft Speech Server 2004. For more information, please contact (800) 360-8245 or visit [www.vailsys.com](http://www.vailsys.com).

### **varetis AG** **Booth #411**

Landsberger Str. 110  
Munchen-Munich 80339  
Germany  
Phone: +49 (0) 89 45566 0  
Fax: +49 (0) 89 45566 113  
[www.varetis.com](http://www.varetis.com)

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

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

570 Lake Cook Road  
Deerfield, IL 60015  
Phone: 888-210-0646  
Fax: 847-556-6435  
[www.versay.com](http://www.versay.com)  
Contact:  
Michael Coyne, manager of partnerships and alliances  
[mcoyne@versay.com](mailto:mcoyne@versay.com)

Versay leverages pre-built application components, industry standards, and flexible deployment options to help enterprises quickly and cost-effectively deploy self-service solutions that deliver a compelling caller experience and a tremendous return on investment.

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

600 East Crescent Avenue  
Upper Saddle River, NJ 07458  
Phone: 201-818-6600  
Fax: 201-818-6161  
[www.viecore.com](http://www.viecore.com)  
Contact:  
Keri Chisholm  
[solutions@viecore.com](mailto:solutions@viecore.com)





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

### **VocaLabs Booth #507**

10925 Valley View Road, Suite 202

Eden Prairie, MN 55344

Phone: 952-941-6580

Fax: 952-941-0819

[www.vocalabs.com](http://www.vocalabs.com)

Contact:

[Rick Rappe, vice president of business development](#)

[rrappe@vocalabs.com](mailto:rrappe@vocalabs.com)

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

### **Vocalocity Booth #701**

730 Peachtree St.

Atlanta, GA 30308

Phone: 404-487-1200

[www.vocalocity.com](http://www.vocalocity.com)

Contact:

[John Hibel, vice president of marketing](#)

[jhibel@vocalocity.com](mailto:jhibel@vocalocity.com)

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

### **Vocent Booth #522**

2023 Stierlin Court, 2nd Floor

Mountain View, CA 94043

Phone: 650-316-3000

Fax: 650-316-3033

[www.vocent.com](http://www.vocent.com)

Contact:

[George Devitt, vice president sales and marketing](#)

[gdevitt@vocent.com](mailto:gdevitt@vocent.com)

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

### **Voice2Form Booth # 110**

6261 NW 6th Way

Suite 202

Ft. Lauderdale, FL 33309

Phone: 561-329-5255

Fax: 954-563-4757

[www.voice2form.com](http://www.voice2form.com)

Contact:

[Philip Sencer, president](#)

[psencer@voice2form.com](mailto:psencer@voice2form.com)

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

### **VOICE.TRUST Booth #322**

Geisenhausener Str. 15

D-81379 Munich

Phone: +49 (0)89 127 16-140

Fax: +49 (0)89 127 16-100

[www.voicetrust.de](http://www.voicetrust.de)

Contact:

[Dirk Maass](#)

[dirk.maass@voicetrust.de](mailto:dirk.maass@voicetrust.de)

VOICE.TRUST is a global leader in highly secure voice authentication. Simple, safe and highly secure, VOICE.TRUST brings easy-to-use solutions leading to dramatic reductions in authentication costs for PIN and Password Reset, Remote Access, Single Sign-On, PKI-Support, Caller-Identification and Two-Factor Authentication to the network security, voice-portal, call center and helpdesk markets.



### VoiceGenie Technologies Booth #508

1120 Finch Avenue West  
Toronto, Ontario M3J 3H7  
Canada

Phone: 416-736-0905  
Fax: 416-736-1551

[www.voicegenie.com](http://www.voicegenie.com)

Contact:

Rosalind Brookman, events manager  
[rbrookman@voicegenie.com](mailto:rbrookman@voicegenie.com)

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

### VoiceObjects – Silver Sponsor Booth #800

35 Corporate Drive, Suite 190  
Burlington, MA 01803  
Phone: 781-761-1515  
Fax: 781-761-1501

[www.voiceobjects.com](http://www.voiceobjects.com)

Contact:

Sabine Winterkamp  
[swinterkamp@voiceobjects.com](mailto:swinterkamp@voiceobjects.com)



## VoiceObjects

VoiceObjects is the global leader in Voice Application Management Systems (VAMS). The VoiceObjects software platform covers the complete life cycle of voice applications and enables businesses to operate voice-driven telephony services at minimal risk, maximum flexibility, and the highest level of efficiency.

### VoiceXML Forum Booth #406

445 Hoes Lane  
Piscataway, NJ 08854  
Phone: 732-465-6464  
Fax: 732-981-9473

[www.voicexml.org](http://www.voicexml.org)

Contact:

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

The VoiceXML Forum is an industry organization formed to create and promote the Voice Extensible Markup Language

(VoiceXML). With the backing and contributions of its diverse membership, including key industry leaders, the VoiceXML Forum has successfully driven market acceptance of VoiceXML through a wide array of speech-enabled applications. For more information, please visit the website at [www.voicexml.org](http://www.voicexml.org).

### Voxeo Booth #711

100 East Pine Street, Suite 600  
Orlando, FL 32801

Phone: 407-835-0088

Fax: 407-650-3007

[www.voxeo.com](http://www.voxeo.com)

Contact:

Clegg Ivey, vice president operations and strategy  
[clegg@voxeo.com](mailto:clegg@voxeo.com)

Voxeo Corporation is the leading provider of standards based, hosted and customer premise IVR solutions. These solutions extend versatile IP and XML technologies to make it easy to create, deploy, and maintain the widest variety of telephony applications. Voxeo customers, VARs, resellers, and channel partners leverage these solutions to enhance customer care, reduce costs, and generate new sources of revenue.

### Voxify Booth #714

1320 Harbor Bay Parkway  
Alameda, CA 94502

Phone: 510-545-5000

Fax: 510-545-5055

[www.voxify.com](http://www.voxify.com)

Contact:

Hollis Chin, director of marketing  
[hchin@voxify.com](mailto:hchin@voxify.com)

Voxify delivers speech technology that allows global corporations to dramatically improve customer service levels and costs. Voxify Automated Agents™, powered by the patented Voxify Conversation Engine™, accommodate the many turns that occur in human conversation but are problematic to other speech applications. Voxify delivers speech solution with breakthrough customer service quality.

*Want to read about new speech technologies and deployments? Try the one publication dedicated only to speech - Speech Technology Magazine. Qualifying subscriptions are FREE! 1-877-993-9767*



### **Voxpilot Booth #410**

8 Cog Hill Drive  
Simpsonville, SC 29681  
Phone: 864-627-1442  
Fax: 864-627-1222  
[www.voxpilot.com](http://www.voxpilot.com)  
Contact:  
Peter Olyarchuk  
[pro@voxpilot.com](mailto:pro@voxpilot.com)

Voxpilot brings the next generation of interactive telecommunication services to enterprises, integrators, carriers and service providers. Our flagship product, Voxpilot Open Media Platform, combines VoiceXML and advanced call control to replace classic IVR and enables speech-based self-service, conferencing, pre-paid services, and video-based solutions such as VideoMail.

### **Walsh Media Booth #515**

2100 Clearwater  
Oak Brook, IL 60523  
Phone: 630-574-8008  
Fax: 630-574-8118  
[www.walshmedia.com](http://www.walshmedia.com)  
Contact:  
Tim Walsh, president  
[tim@walshmedia.com](mailto:tim@walshmedia.com)

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

### **West Corporation – Bronze Sponsor Booth #604**

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



West Corporation is a premier provider of speech recognition, IVR and call center solutions that deliver high-quality customer care. With our consultative approach, voice user interface expertise and industry experience we develop customized solutions that help you to improve customer service, increase revenues and reduce costs. From fully-managed speech solutions to blended solutions of automation and live agents, West can help you achieve your customer care goals quickly and affordably.

### **Wizzard Software Booth #417**

5001 Baum Blvd., Suite 770  
Pittsburgh, PA 15213  
Phone: 412-621-0902  
Fax: 412-621-2825  
[www.wizzardsoftware.com](http://www.wizzardsoftware.com)  
Contact:  
Danielle Lewis  
[danielle@wizzardsoftware.com](mailto:danielle@wizzardsoftware.com)

Wizzard Software offers desktop speech technology programming tools, custom programming services, technical and developer support and quality assurance testing. Call today to discuss your project.

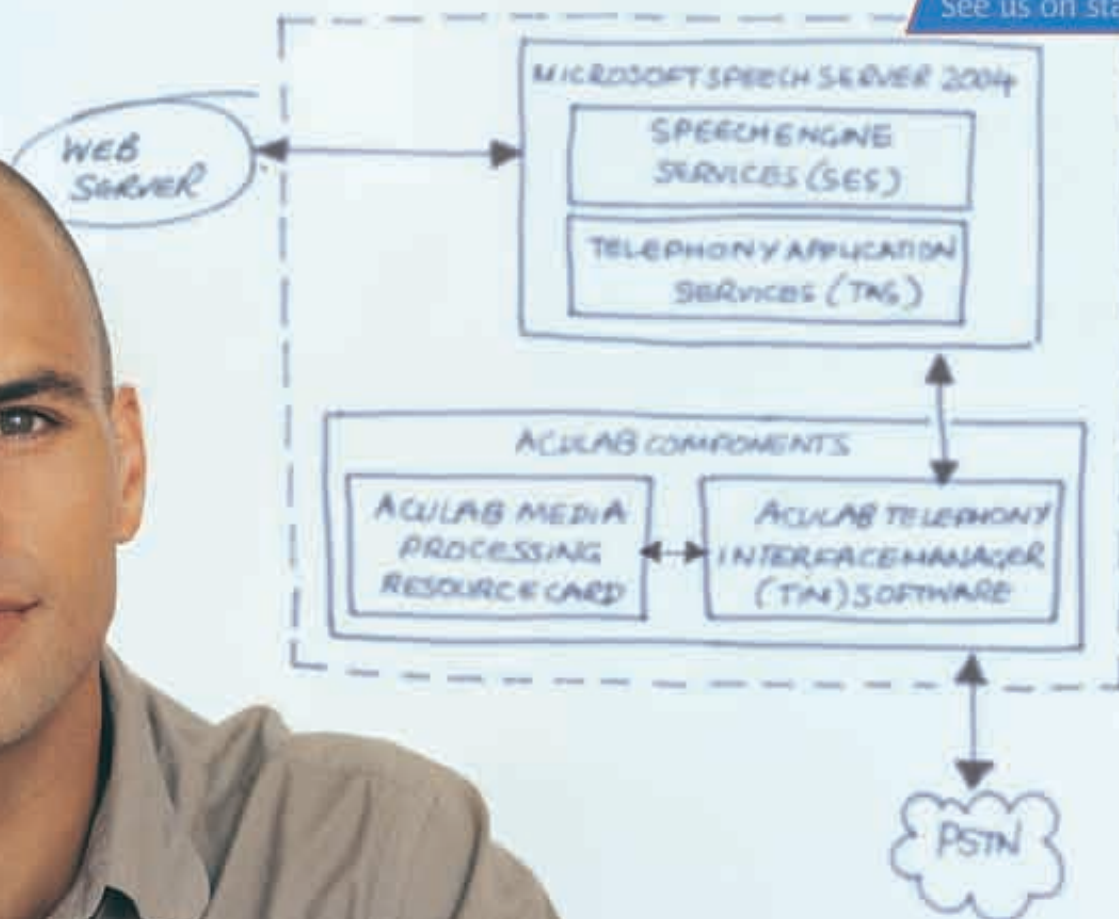
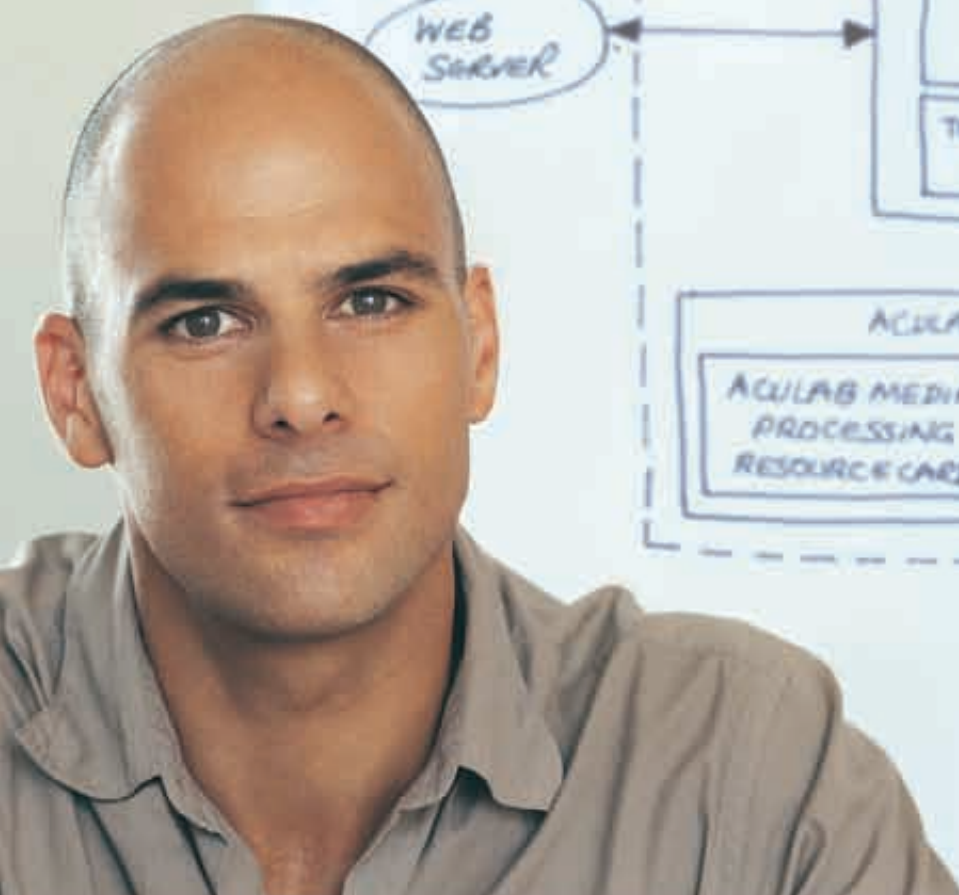
### **XO Interactive Booth #705**

9000 SW Nimbus Avenue  
Beaverton, OR 97008  
Phone: 503-972-6863  
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## Microsoft Speech Server 2004 R2

The speech revolution

Powered by Aculab

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Solution providers who are developing applications on Microsoft Speech Server 2004 can now take advantage of the reliability and low cost of Aculab's media processing resource card, Prosody. This follows the development of a telephony interface manager (TIM). Microsoft Speech Server 2004 needs to connect to the PSTN and have access to low-level media processing resources.

The tight integration of Aculab's TIM with the Microsoft Speech Server 2004 platform allows developers to take advantage of Aculab's broad portfolio of worldwide digital network access protocols and media processing resources. Furthermore, developers don't have to worry about low-level call control and resource provisioning, they simply focus on creating applications using the Microsoft Speech Server 2004 application interface.

To find out more on Aculab's TIM and why an Aculab-based Microsoft Speech Server 2004 is the most cost effective solution, visit us on stand 409.

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okay **ja** yup oui okee-dokee  
uh-huh **si** yeah hai

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