

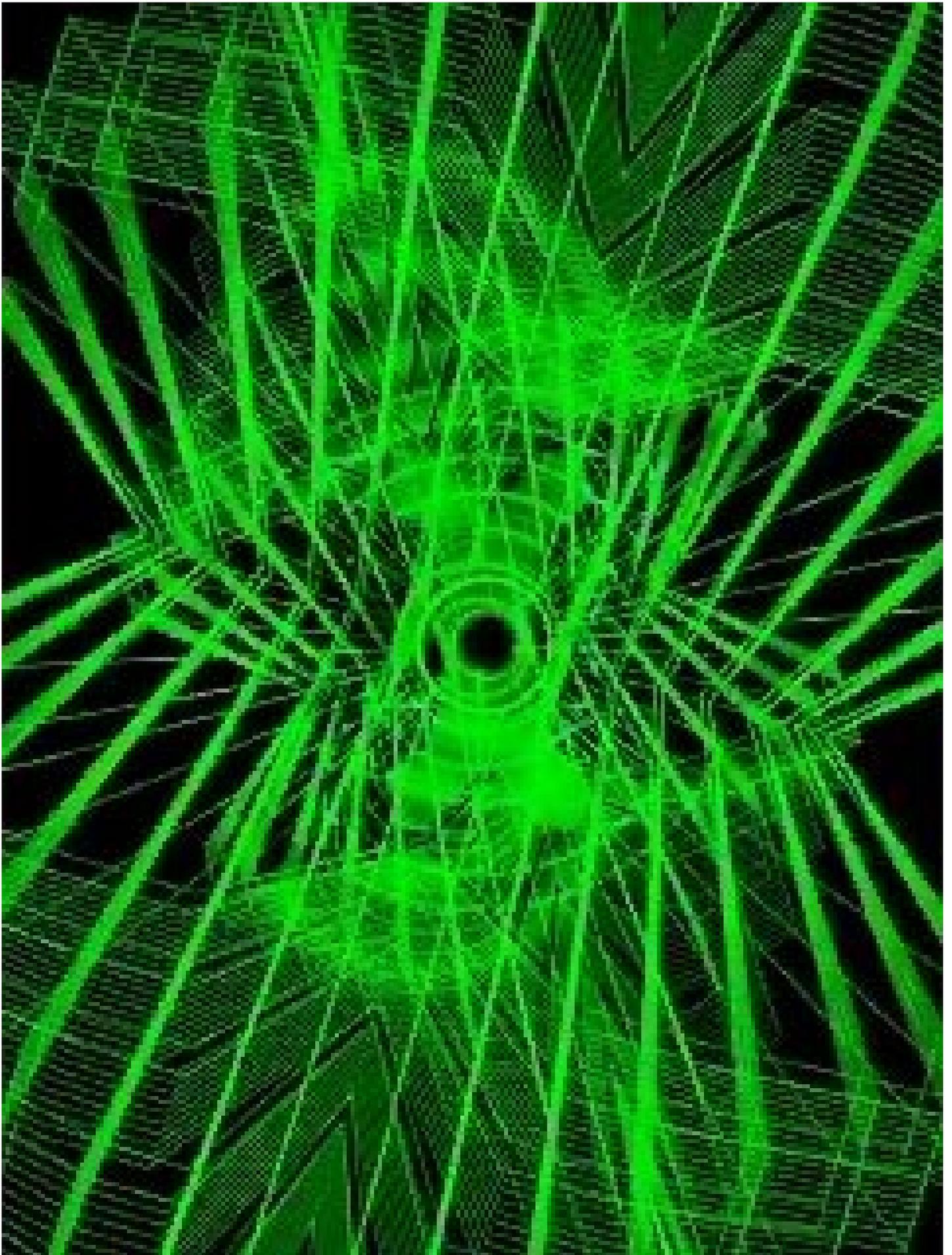


*Hey
Anita*TM

Engaging your world through voice

Voice Portal Technologies

VoiceXML Forum 2001



HeyAnita

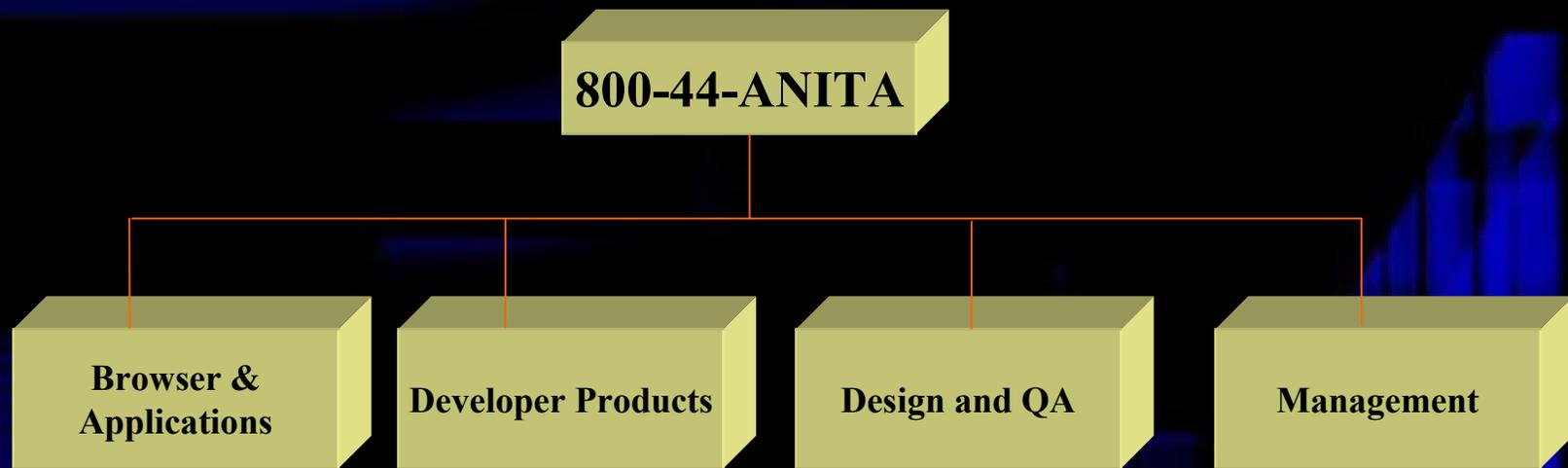
- Voice software technology and Applications
- Business-to-business focus
 - ASP
 - Platform licensing
 - Applications licensing
- Technology showcase : 1-800-44-ANITA
- Voice XML browser : 1-866-44-ANITA
- <http://freespeech.heyanita.com>



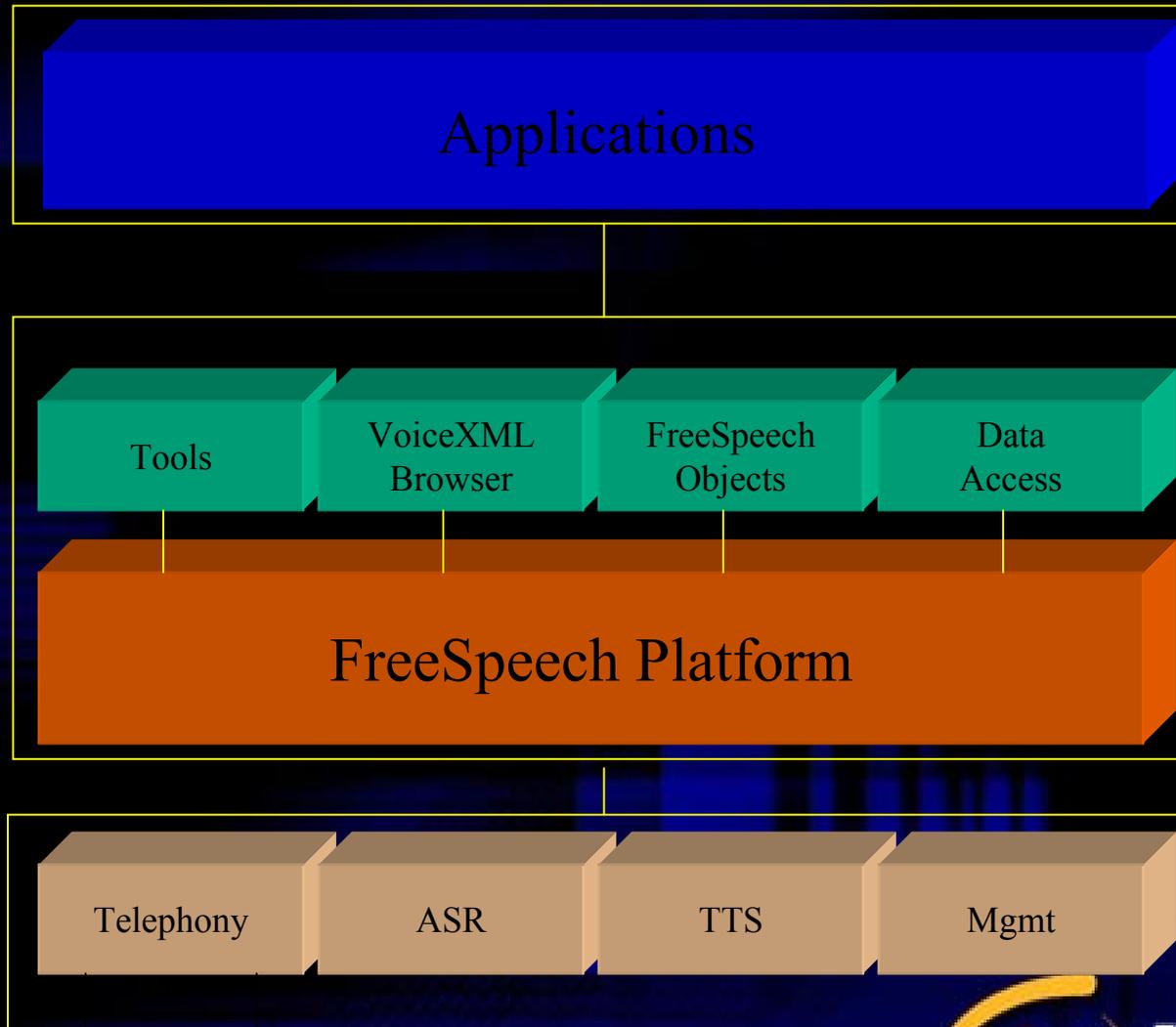
Voice Portal Design Criteria

- What apps
 - Cost reduction, revenue generation, broaden reach
- User Experience
 - Navigation
 - Sound and feel, recognition accuracy
- Content
 - Data management
 - Caching and Latency
- Media
 - Voices, Noise levels
 - Sheer magnitude
- Quality

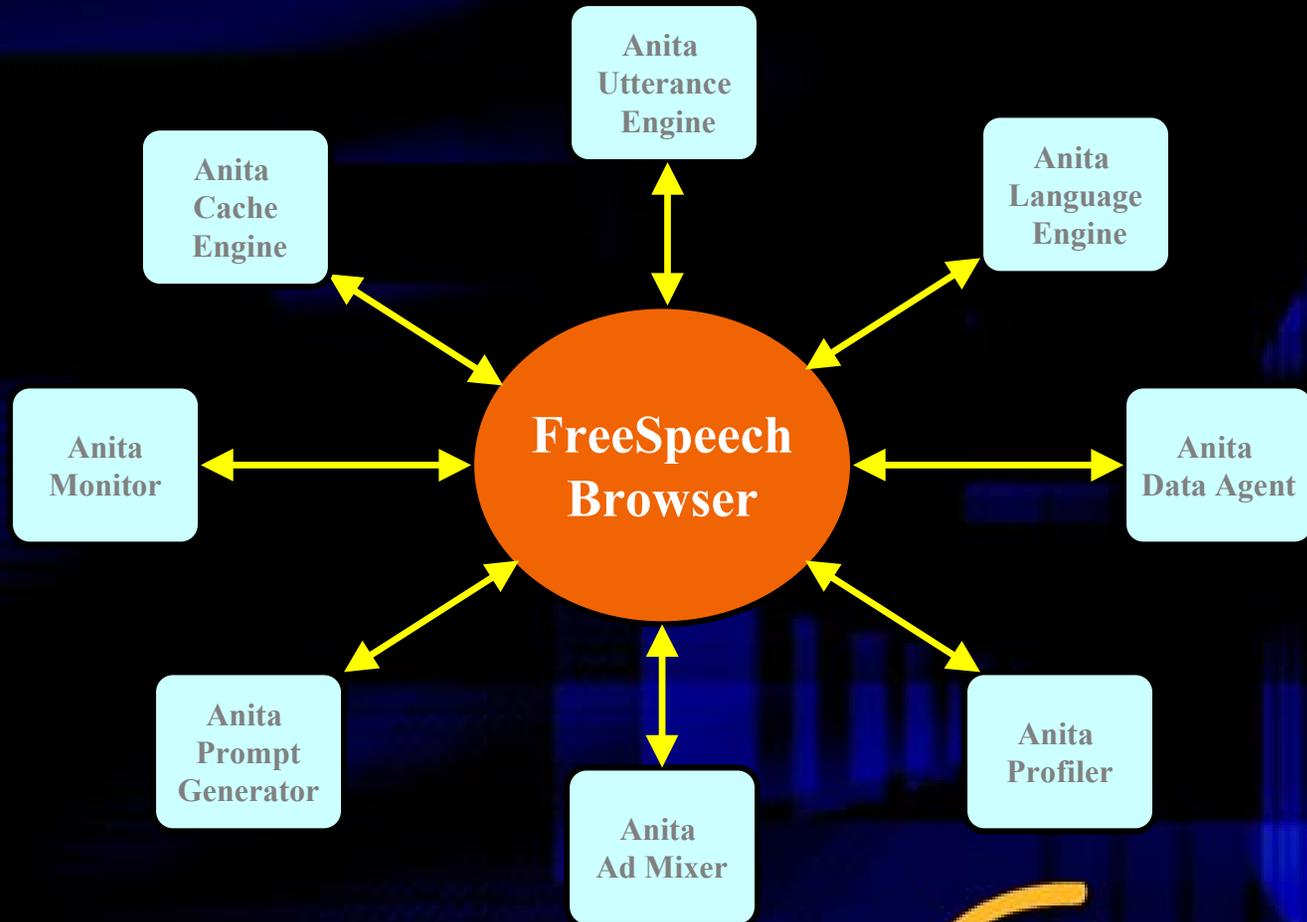
Voice Technology Offerings



HeyAnita Architecture



Component Breakdown



HeyAnita VoiceXML Services

- FreeSpeech VoiceXML browser
 - 866-44-ANITA
 - Supports multiple ASR, TTS and hardware platforms
 - Supports XML, JSGF and native grammars today!
 - SpeechWorks BNF, Nuance GSL, MSFT SAPI XML
 - Available Now
- VoiceXML templates and custom applications
 - Grammar modules
 - Application modules
- HeyAnita Application Server
 - Available now for trials with hosting partners

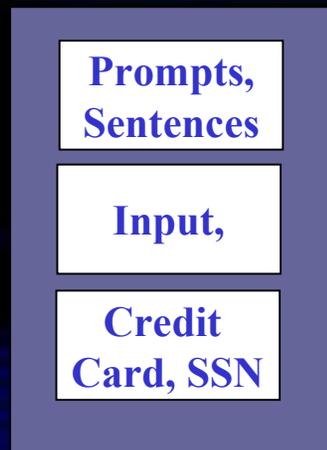


Voice Application Services

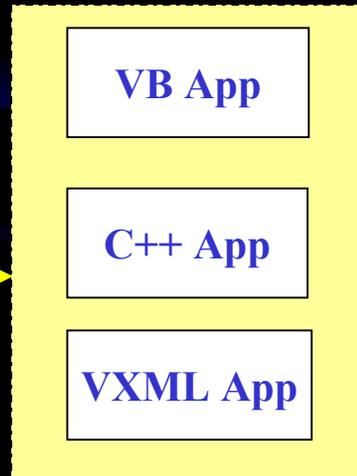
- Voice Applications
 - Call Flow and Application design
 - Templates and specifications
 - Grammars
 - Linguistics and tuning
- FreeSpeech Objects
 - Use server side for use in application server with any compliant browser
 - Use client side with HeyAnita VoiceXML browser (<OBJECT> tag)
- Prepackaged Applications
 - XML based metadata for Prompts and Grammars
 - Data drivers for different sources
 - Complete support for XML

HeyAnita Applications

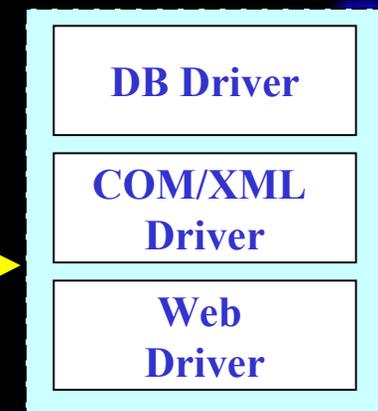
FSP Objects



Voice Applications



Anita Data Agent



COM+
XML

Data
XML

COM
RPC



HTTP
VXML

Any VoiceXML Browser

FreeSpeech Objects

- On client-side: Use as <OBJECT>
- On server-side: Generates VoiceXML
- Drag-and-drop support in developer tools
- Categories:
 - Basic Objects: Date, Time, SSN, Currency ...
 - Portal Objects: City, Stock Quotes, Traffic, Business Locator ...
 - Communication Objects: VAD, Email Reader, Address Book, Calendar ...
 - Commerce Objects: Credit Card, Order Status, Shopping Cart, Item Catalogs ...
 - Enterprise: Sales Force Automation, EIS ...

Voice Application Suites: *Pre-packaged Applications*

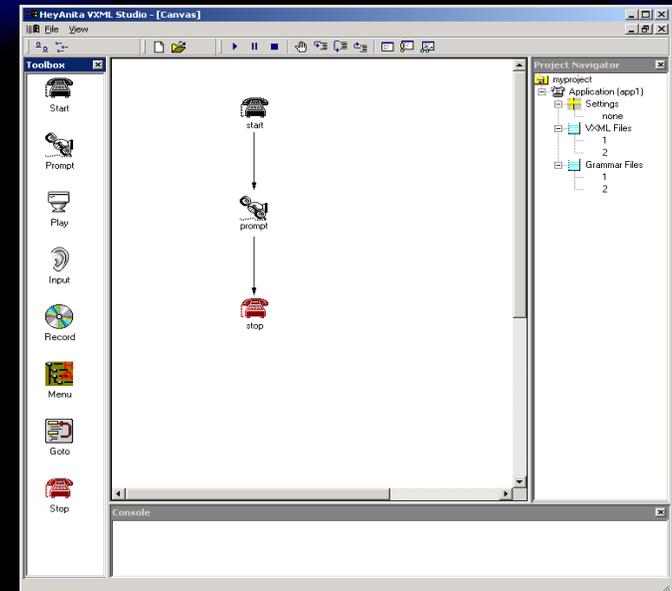
- Communication
 - Email reader, Address V-Book, Calendar, Alerts, etc.
- Content
 - News, Weather, Stocks, Flight Tracker, etc.
- Commerce
 - Shopping cart, Order Status, Account Summary, etc.
- Enterprise
 - CRM, Customer Service, Self Care, etc.

Lessons learned

- Validate design
 - Focus groups, Caller profiles and knowledge
- Internationalization
 - Language and cultural issues
- Grammars and Natural language
- Metrics
 - Completion rates

FreeSpeech Developer Products

- Visual tools for service creation
 - Graphical drag and drop support
 - Integrated debugger
 - Support for FreeSpeech Objects
 - Available Q2 2001
- HeyAnita Platform
 - Comprehensive API support
 - Graphical tools for rapid application creation
 - Available now
- Web based
 - FreeSpeech Developer Network
 - VoiceXML and grammar wizards and tools
 - Reference, Samples and documentation
 - Support
 - Available now



FreeSpeech Benefits

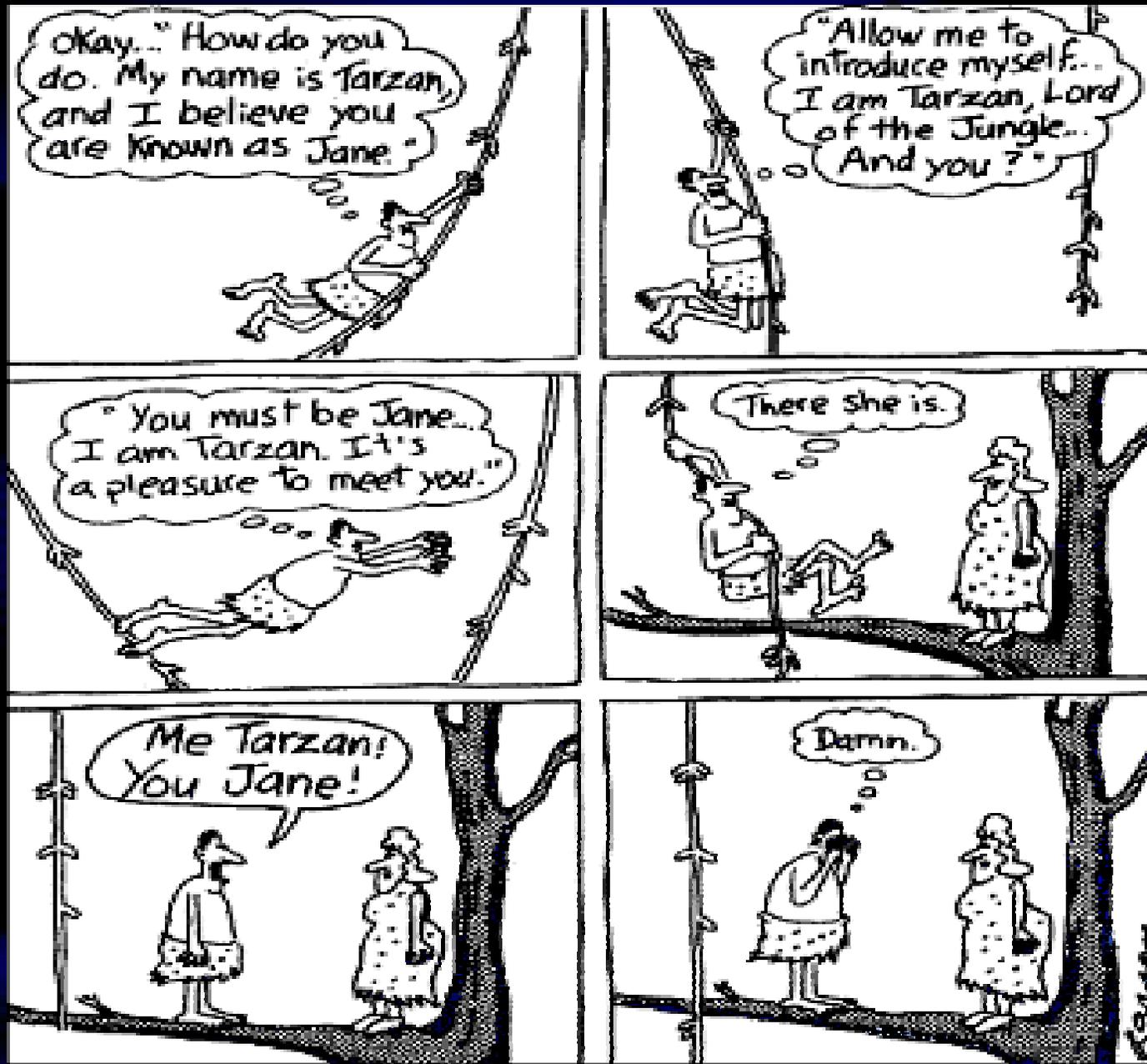
- FreeSpeech Platform
 - Write once, run everywhere flexibility
 - ASR and TTS Neutral
 - No special hardware required
 - Develop on PC, deploy at the Data Center
 - Programming language of choice
 - Develop on your PC or on the web
 - Debug and test on your PC or on the web
 - Rich graphical toolsets and API
 - Leverage existing data, code and component infrastructure
 - Support for objects
 - Support for multiple languages



Lessons learned

- Validate design
 - Focus groups, Caller profiles and knowledge
- Internationalization
 - Language and cultural issues
- Grammars and Natural language
- Metrics
 - Completion rates

Natural Language : Reality



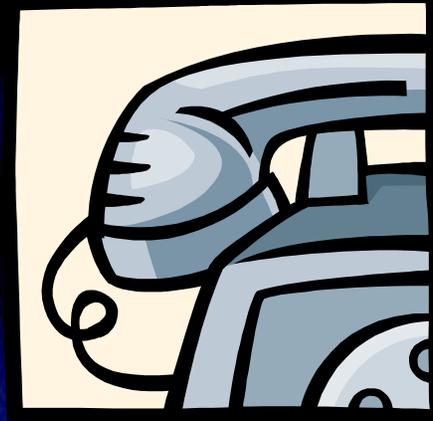
HeyAnita VoiceXML Showcase

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