SoundHound

Driving the User Experience into the Future

Who is SoundHound?

Empowering brands to create deeper connections through conversational intelligence that's *more human*™

Independent Platform

A customized voice assistant that delivers unique experiences and allows the company to own their customer relationships and data insights and analytics

Conversational Experiences

Understanding the complexity of human speech and delivering a higher-level of conversational intelligence that is more natural and intuitive

Breakthrough Technology

Users can ask multiple questions at one time, be understood and in up to 25 languages, custom commands and more

Customization to Meet Your Needs

We offer an end-to-end custom solution or best-in-class individual offering from ASR to advanced NLU, TTS, wake word, custom commands and more

The Road Ahead:
Better User Experiences

Always-on Capability

Edge+Cloud connectivity provides responsiveness and functionality even when the cloud is not available

Connecting Drivers to the Smart Ecosystem

Accessing navigation, local search, parking, charging, and fuel, and connecting the driver to the smart home and other smart devices

Beyond Command and Control

Leaving step-by-step voice menus behind and making voice more conversational, convenient, and faster

Destination:
Conversational Experiences That Drive Value

Conversational Technology Encourages Usage

Conversely, poor experiences lead to abandonment—maybe forever

Personalized Experiences Create Loyalty

Customized, helpful, and intuitive experiences will build deeper customer relationships

Engagement Leads to Brand Affinity

The kind of experiences that people get attached to and will remember when buying their next car

Great User Experiences Lead to Monetization

Growing consumer expectations to order food, make parking, charging, and restaurant reservations, and make purchases will drive partnerships with restaurants and others

The Jump Start:

Little Design Decisions that Stall User Experiences

No one has all the answers, but we do share **common challenges**

Voice AI is getting **better and smarter** everyday

The Jump Start:

Little Design Decisions that Stall User Experiences

Vehicles Present Unique Challenges

- Noise, mobile interfaces, and a wide range of vehicle uses create unexpected obstacles to a voice experience

Precision is a Challenge

- Locations of a charging stations may be hidden "You have arrived" can be frustrating for drivers

Pronunciations and Accents are Difficult

- Can the voice assistant find the location of Houston when pronounced "Huston" or "Houseston"?

Multiple Assistants: Schizophrenic Experiences

- Two faces of the VA deliver different experiences leading to inconsistency and user abandonment

The Starting Point:

A Vision of Conversational AI as a Key Differentiator

Create a conversational AI platform that **exceeds human capabilities**, delivers **value and delight** to end users, **creates an ecosystem** with billions of products, and enables **innovation and monetization** opportunities for product creators.

90%

of new vehicles globally are projected to have voice assistants by 2028

Source: Navigant Research

50%

of car buyers in the U.S. view voice as part of the buying criteria

Source: Voicebot.ai

$121B

connected car global markets by 2025

Source: Statista

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The Journey:
OEMs in the Driver's Seat

Own Your Experience

Maintain transparency, ownership of your customer experience, and access to data and analytics

Strengthen Customer Loyalty

Retain and elevate valuable customer connections with better voice experiences

Branded Voice Experience

In a voice-first world, the sound of your voice interface is as significant as the sight of your logo

Customizable Voice Solutions

Design with your users, your proprietary in-car controls, and future product and voice improvements in mind

Deepen Vehicle Integration

Unleashing the power of AI to combine vehicle information and driver usage data to provide better context, safety, and functionality

The Build:

A Great Experience Begins with an Independent Platform

Technology

An independent voice AI platform or voice AI components with the ability to process speech accurately in **real-time** to deliver the most natural and **conversational** user experiences

Partners

Content domain partners that are **subject matter experts** to provide accurate answers for any use case you'd like to design for your customers

Multimodality

The right mix of **voice**, **visual**, and other modes of interaction depending on user context: driving, parked, or on a mobile app

Proactivity

Providing greater usefulness to users with insights into **preferences and context** and then taking the initiative to **make helpful suggestions and take actions**

The Chassis:

Experiences Built on Advanced Technology

Speech-to-Meaning®

One-step natural language processing delivers faster response times

Deep Meaning Understanding®

Conversational AI with accurate responses to complex and compound queries

Edge+Cloud Technology

The power of cloud connectivity combined with the reliability of embedded voice technology to ensure the voice assistant is always-on and responsive

Custom Commands

Fine-tune voice experiences by adapting to your users' likely phrasing and the specifics of your vehicle

Branded Wake Words

Enhance your brand value when users say your name every time they interact with your vehicle or app

High Performance:
The Changing Perception of Value

In the **past**, highly-rated cars are those with the most **horsepower**, the best **engine performance**, and the sleekest body styles.

Today, the power of advanced software systems to create **easy, relaxing, and pleasant user experiences** is driving the demand for connected, voice-enabled cars

Real value is created when voice assistants are part of a **continual improvement cycle**

Wayfinding:

The Opportunity of Education

Discoverability Begins with Education

The more people know about the capabilities, the more useful they'll find it

Make Your App Educational

A tip should be actionable— something the user can try right away

App Usage Data Drives Discoverability

Use data to customize tips that challenge the user to discover new things and deepen engagement

The Race to the Finish:

Factors That Continue to Impact In-car Voice Experiences
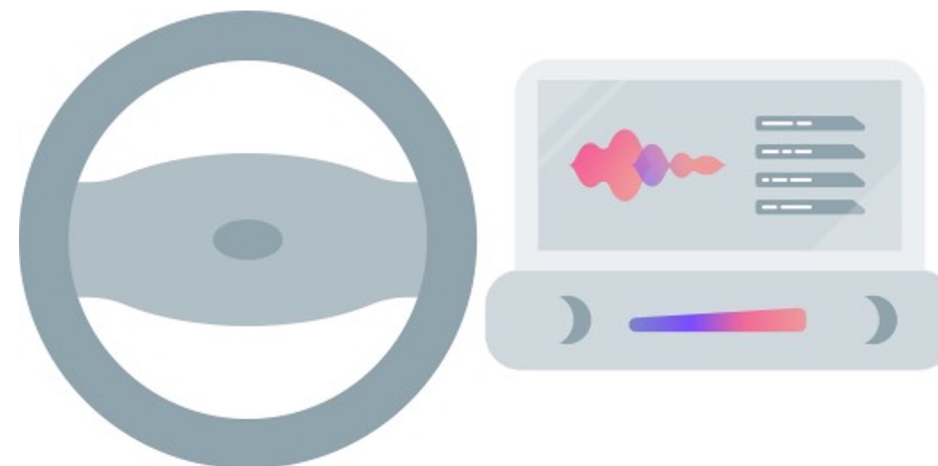
Data Privacy and Trust

- Consumer trust
- Data privacy in NA
- Conforming to GDPR/CCPA/CPRA

Vehicle Safety

- Better voice experiences are safer
- Hands-free safety
- Expanded safety features

Monetization

- Order and pay from the car

A New Model: Voice Commerce on Wheels

Watch Video Here

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