

Your Voice is Key to transforming the TV Experience

Voice biometrics integrated as part of a holistic conversational user interface will create a more engaging and effortless engagement

The Smart Home is officially becoming 'smart.' We're entering an era where in-home hubs, systems and services can do more than just take a simple command – they can now engage in a thoughtful dialogue to accommodate our needs. By 2023, there will be almost 250 million smart TVs globally. Let's have a look on how the TV experience of the very near future will look like.

We spend an average of 37.1 hours at home each week. Service providers own the living room and any other space where you watch TV or consume content. Voice is already quite pervasive across the TV and content market, with popular voice-enabled cable services and remotes that make finding and accessing shows and music easier than ever. That experience coupled with greater personalization and interoperability will transform the smart home experience. The key is creating a system that knows you and your preferences, in an environment that is often shared with other people – who also will want a personalized experience, just like you.

This is where AI combined with voice biometrics is becoming a game changer for the smart TV experience.

Everyone has a unique voiceprint that can be used as an incredibly intuitive and simple way for today's intelligent systems to know exactly who's speaking to them. From the moment your voiceprint is recognized, a personalized experience begins. In fact, over 300 million consumers already experience the simplicity of voice biometrics for authentication with banking systems and other applications, where your voice is literally your password. In the smart home, this simplicity of engagement means from the moment you say "hello," your assistant is ready to, well, assist.

According to [Opus Research](#), there will be more than a half billion voiceprints authenticating consumers across multiple applications and scenarios by 2020. Voice biometrics provides a powerful interface for users to a whole range of services and industries and requires minimal hardware investment. The study "[Securing a Smart Home Network using Voice Biometric](#)" by Oinam Joymala and Neha Khare proposes voice as the best choice for authentication above all other biometric options for its hands-free and frictionless experience.

A sophisticated voice interface allows viewers to ask their TV, remote control or set-top box to search for programs, movie titles, actors and actresses, favorite genres, sports and virtually any other category of preferred content. It offers an intuitive, quick way for viewers to find what they want to watch, rather than navigating manually through program guides, menus or interactive content. The software supports basic commands like "switch to HBO" and more specified requests like, "Find comedies starring Ryan Reynolds."

This voice experience is now elevated with the integration of voice biometrics. Nuance is launching at IBC Dragon TV with Voice Biometrics for quick and easy access to content. Dragon TV now brings personalization to shows, movies, content, and much more with potential for offers and packages.

“Voice transforms the traditional TV interface and is making content fully accessible – creating new opportunities for the subscriber and for the operator with new revenue and engagement potential,” said Adam Thibault, General Manager of SmartHome, Nuance. “Working closely with CSPs, we are integrating our conversational AI as part of remote controls, set top boxes or apps to deliver an amazing experience for subscribers – fully optimized, secure and personalized to find and deliver content across thousands of titles, names and programs. Nuance has brought Voice Biometrics to the TV experience, so that different members of a household can be identified via their unique voiceprint, and instantly have access to individual custom home screens, recently-viewed and commonly-searched-for content, and personal web applications like social media feeds.”

It's clear that TV and voice are a natural fit, which is why we're seeing broader adoption across the industry. Before long, we won't be tapping remotes for our channel adjustments and content searches, preferring instead to have the TV act on a simple voice command to deliver exactly what it is that we are looking for.

More on Nuance Dragon TV

Dragon TV – already used in more than 60 million households today - is part of Nuance's Smart Home portfolio of solutions for service providers, designed to create an intuitive and conversational user interface that transforms the electronic program guide into an interactive experience. It leverages Nuance's advancements in deep learning, natural language understanding, text-to-speech and voice biometrics to create an interface that listens and responds, providing subscribers with a content experience that is remarkably easy to use and intuitive. Dragon TV recently won a [Technology & Engineering Emmy® Award](#) in the “Contextual Voice Navigation for Discovering and Interacting with TV Content” category. It supports both embedded and cloud-based voice technologies for integration within set top-boxes, remote controls and second screen mobile applications, giving service providers the ability to create customized experiences that best meet their needs. And because Dragon TV is optimized for TV and media content, the solution can recognize and speak thousands of show titles, programs, movies, genres and content and is fully customizable across more than 40 languages.

Please come and visit the Nuance booth at IBC and check out the Dragon TV demo: Hall 15 MS.37.

About Nuance Communications, Inc.

Nuance Communications (NASDAQ: NUAN) is the pioneer and leader in conversational AI innovations that bring intelligence to everyday work and life. The company delivers solutions that can understand, analyze and respond to human language to increase productivity and amplify human intelligence. With decades of domain and artificial intelligence expertise, Nuance works with thousands of organizations – in global industries that include healthcare, telecommunications, automotive, financial services, and retail – to create stronger relationships and better experiences for their customers and workforce. For more information, please visit www.nuance.com

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