

**Markets**

Custom voices are becoming increasingly popular in these key markets:

- Automotive
- Accessibility
- eBooks
- Games
- TVs
- Toys
- Mobile Phones
- Home apps
- Call Centers
- Telecom
- Finance

**Use Cases**

Typical use cases for custom voices include:

- Traffic
- Route guidance
- In-car speech
- SMS/E-mail reading
- News reading
- Public address systems
- eBook reading
- Directory assistance
- Assistive technologies
- Screen reading
- ATM access
- Language learning
- Voice UI feedback
- Social media updates
- Weather
- Talking toys
- Talking avatars
- Talking appliances
- Customer self service

**Custom Voice Solutions for Your Business...  
Exclusively Yours from Nuance Communications**

Your business is unique, and the voice that represents it should also be one-of-a kind. A custom text-to-speech voice reflects your businesses' key attributes and is one of the most powerful ways to build brand identity since it prompts an emotional response every time it is heard. So when you want your product to get noticed...and remembered, an exclusive custom voice from Nuance can give your brand the visibility that it deserves.

Custom voice creation is the ideal option for companies seeking to extend their brand identity beyond the written word. Your unique voice can be used in a wide range of communication touch points with prospects and customers. Some of the more popular applications include:

- cars and mobile devices
- inbound and outbound call centers, contact centers, voice-mail systems
- e-commerce and customer self-service portals
- information and audio-video services
- advertisements and other marketing tools

For example, if you are a device manufacturer or develop embedded applications and want users to associate a unique voice with your brand – then a custom voice is the answer!

Some of the questions to consider when developing a custom voice include:

- Should it be male or female?
- What are the desired voice qualities?
- What is the right persona to best define your brand?
- Should the voice be helpful? Informative? Casual?
- What kind of style best suits your voice – trustworthy, funny, subdued, professional, animated, sincere?

**Benefits of Custom Voices:**

- Enhance brand identity and reflect corporate values
- Highlight product uniqueness
- Provide instant “voice of your company” recognition
- Improve customer experience
- Differentiate your company from the competition
- Create emotional attachment and loyalty



# CUSTOM VOICES

## Voice Development

Custom voice creation at Nuance begins with Vocalizer Expressive – a powerful engine that represents the new generation of text-to speech solutions.

### Advantages of voices created with Vocalizer Expressive

- New enhancements deliver the best possible customer experience
- Rapid time to deployment
- Expressive voice has personality and understands meaning
- High-quality voice is tailored to your specific requirements

## Nuance Voice Capabilities

Backed by millions of hours of speech data and with a vast repository of voice utterances, Nuance has developed voice recognition in more than 50 languages and text-to-speech synthesis in more than 40 languages with 70 different voices. In addition to this robust portfolio of standard voices, Nuance has created over 30 custom voices for a wide range of customers including the following:

- Swisscom Automated Directory Assistance System – custom voice ensures consistent brand and engaging customer interface across three languages
- Deutsche Bahn (German Railway) – in train public announcement system
- British Telecom – voice of Dr. Who (Tom Baker) increased voice text service usage by 70%
- US Airways – Reservations self-service with natural language understanding

## Learn More

To find out how a custom voice can put your brand in the spotlight, visit [www.nuance.com/custom-voices](http://www.nuance.com/custom-voices)

## About Nuance Communications

Nuance is the leading provider of speech and imaging solutions for businesses and consumers around the world. Its technologies, applications and services make the user experience more compelling by transforming the way people interact with information and how they create, share and use documents. Every day, millions of users and thousands of businesses experience Nuance's proven applications and professional services. For more information, please visit [www.nuance.com](http://www.nuance.com).

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