VoiceObjects
simplifying voice technologies

Press release

VoiceObjects Launches VoiceObjects Factory 2.0

Voice Application Management System framework for the creation and operation of automated voice applications

NEW FEATURES

- Personalization of voice applications – similar to web portals
- Hot alterations and up-dates to running operations
- Improved properties for cluster-installations in the carrier environment
- Graphical dialog tracing for error detection and treatment
- Newly designed graphical development interface

Cologne, July XX, 2003: VoiceObjects AG, the global leader in Voice Application Management Systems (VAMS), today announced the availability of Version 2.0 of its *VoiceObjects Factory* software framework. The new release offers a variety of enhanced features for the design and creation of voice applications as well as their operation and administration. It provides powerful tools for economically designing user-friendly telephone-based self-service applications. Along with a newly designed graphical development interface, *VoiceObjects Factory 2.0* contains new tools for monitoring, analyzing and optimizing dialogs and features improved management services for large installations in the carrier environment.

"Customers who use *VoiceObjects Factory* will have a more comfortable and friendly experience," explained Karl-Heinz Land, Chief Executive Officer of VoiceObjects AG. "Our new version improves the quality and utility of voice applications for enterprise, telco, and government deployments. Maintenance, service, and lifecycle management functions are all greatly enhanced in VoiceObjects Factory 2.0," he added.

Improved usability

With the new version voice applications can, for the first time, be personalized in a manner similar to that for web portals. The voice user interface adapts to

suit the individual caller and, depending on the level of experience already gained, the user can be led and supported by the system at a level that is most appropriate to the user. A selection of differing personalities is also possible as virtual contact persons: An elderly caller would perhaps prefer to "speak" with someone serious whereas a younger caller might prefer to "chat" with a young, informal person. In addition, the use of what are known as "random prompts", which are spontaneous and variable dialog elements, f conveys the impression to the user that he/she is in touch with a "human and intelligent" dialog partner preventing monotony and boredom.

Design and development

Thanks to the newly designed graphical development interface in *VoiceObjects Factory 2.0,* applications can now be developed even faster without requiring special programming knowledge. A graphical tracing and debugging tool enables designers and developers to investigate and quickly eliminate problems with the voice application. In addition, VoiceObjects Factory 2.0 opens up new possibilities of analyzing dialogs and, where necessary, initiating optimization measures.

Administration and management

The carrier environment demands extremely low downtimes and high scalability for mass-market applications. To meet these requirements, the integrated graphical control center in *VoiceObjects Factory 2.0* now supports server clusters that dramatically simplify the administration of major installations. Applications and dialog processes can be centrally and continuously monitored allowing updates and servicing without incurring downtime.

Platforms and operating systems

Thanks to the support provided by a wide spectrum of VoiceXML-based speech platforms, VoiceObjects is pushing further ahead with entry into international markets. New to the speech platform portfolio of *VoiceObjects Factory 2.0* are systems from BeVocal, Genesys, Intervoice, Nortel, Pipebeach, Tellme, T-Systems and VoiceGenie. VoiceObjects continues to support its other partners including Comverse, IBM, Speechworks, Nuance, and VoxPilot.

Illustration:

Graphics are available for download at www.unicat-communications.de/2_4_1.html.

The product: VoiceObjects Factory

V*oiceObjects Factory* is the leading Voice Application Management System (VAMS) for the development and operation of personalized voice and DTMF applications. The concept is based on the dynamic generation of speech dialogs from objects – the *VoiceObjects*. Following the Lego principle, *VoiceObjects* can be assembled into interactive dialogs of any complexity using integrated tools and modular elements without complex programming. The software is independent of manufacturer and supports such standards as VoiceXML and SALT. *VoiceObjects Factory* consists of the scalable *VoiceObjects Server,* for dynamic dialog deployment, and the browser-based *VoiceObjects Deskto,p* for design, development, administration and management. *VoiceObjects Factory* integrates operational tools with functions for generation, administration, maintenance, and dialog analysis. The software is available for the Web Application Servers Apache Tomcat, BEA WebLogic, Caucho Resin, IBM WebSphere Application Server, JBoss, and Jetty.

The company: VoiceObjects AG

VoiceObjects AG, based in Bergisch-Gladbach, Germany, develops and markets *VoiceObjects Factory*, a management system for the fast and easy provision of voice-controlled services. The privately owned company was founded in 2001 and has 42 employees.

Further information is available at www.voiceobjects.com.

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