

Voice Assistants: Creating a revolutionary type of user experience

<https://marketpublishers.com/r/VA8B17B15F9BEN.html>

Date: July 2020

Pages: 31

Price: US\$ 1,650.00 (Single User License)

ID: VA8B17B15F9BEN

Abstracts

This study provides an overview of the state of voice assistants in the telecom and automotive industry. It embraces upcoming technologies, features, services and trends pertaining to voice assistant offerings by tech giants, telecom operators and car manufacturers.

The study includes concepts, case studies and companies that have been in the spotlight recently and are going to play a major role in shaping the market of voice in the years ahead.

The focus is on two voice assistant solutions: smart speakers and in-car voice assistants (both embedded software and stand-alone devices).

The study's research also identifies the growth potential of emerging applications of voice assistants, including voice commerce, voice biometrics and other advances in speech technologies regarding voice-to-text capabilities.

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