

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.

Contents

1. KEY FINDINGS

2. MARKET OVERVIEW

- 2.1. Voice assistants in a nutshell
- 2.2. Smart speakers
- 2.3. In-car voice assistants

3. BENCHMARK OF TELCO STRATEGIES

- 3.1. Overview of telco voice assistants
- 3.2. The offerings compared
- 3.3. Players' strategy
 - Hallo Magenta by DT
 - Djingo by Orange
 - Aura by Telef?nica

4. BENCHMARK OF OEMS AND TECH PLAYER STRATEGIES

- 4.1. How OEMs approach 'voice on the go'
- 4.2. Overview of automotive OEM voice assistants
- 4.3. OEM proprietary systems
- 4.4. Tech player platforms
- 4.5. Major acquisitions and alliances

5. PERSPECTIVES

- 5.1. The evolution of voice
- 5.2. Tech giants and their assistants
- 5.3. Telecoms smart speakers
- 5.4. In-car voice assistants

List Of Tables

LIST OF TABLES AND FIGURES

2. Market overview

The first decade of the voice assistant revolution

Adoption targets for voice assistant targeted devices adoption

Global smart speaker installed base

Smart speaker quarterly unit shipments worldwide from 2017 to 2019, by vendor

Smart speaker top usages

Average minutes spent per day with a smart speaker

Why consumers have not bought a smart speaker

Timeline of the voice-in-the-car

Voice assistant usage In car by US adults (2019)

3. Benchmark of telco strategies

Mainly serving telco OTT services

Telco intelligent voice assistants' offerings

4. Benchmark of OEMs and tech player strategies

Infotainment systems

Other in-car voice assistants

In-car voice assistant usage patterns

Overview of automotive OEM voice assistants

The Voice Interoperability Initiative

Acquisitions and integrations around vehicles

5. Perspectives

Voice assistants provided by tech giants

The evolution of telco smart speakers

The evolution of 'voice on the go'

I would like to order

Product name: Voice Assistants: Creating a revolutionary type of user experience

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

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/VA8B17B15F9BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970