

Veveo to Demonstrate Speech and Natural Language Usability with Intelligent Search, Discovery and Personalization for Pay TV Operators and Broadcasters

London, UK – March 12, 2013 — [Veveo](#), a leading provider of semantic technologies to bridge the usability gap in connected devices and applications with intelligent search, discovery, recommendation and personalization solutions, today announced that the company will showcase its semantic Knowledge Graph-based solutions at the upcoming TV Connect 2013. The company will be demonstrating advanced new [conversational interface](#) technology for television and video, as well as personalized channel guides and recommendation solutions being rolled out by one of the leading cable providers in the US.

TV Connect will take place from March 19-21 in London, UK. Veveo will exhibit at TV Connect booth # 283. Additionally, Veveo CMO Sam Vasisht will present in the [Connected Innovation Theatre](#) during Devices Connect on Wednesday, March 20th at 12:00 pm.

Devices Connect seeks to inform attendees about how devices will converge in the future, and what demands users and connected entertainment developments will place on the user interface and user experience. The Veveo demonstration entitled “Advanced Conversational Interfaces for Television” will highlight the challenges for programmers and service providers as a result of the fragmentation happening in video sources and consumption devices for television and video. Vasisht will also discuss the role of emerging semantic technologies in providing next-generation usability with universal, natural and intuitive interfaces.

Among these, Veveo’s conversational interfaces allow users to converse with devices and applications using naturally spoken language. Veveo’s conversational interfaces establish a semantic interpretation for natural language queries, and can discern when a user is drilling down into a context or has switched topics, such as moving from talking about movies to sports. Additionally, the hyper-personalization capabilities enabled in Veveo’s conversational interface technology glean user intent and provide predictive answers based on learning user preferences and viewing habits, as well as applying other contextual relevance filters. As a result, usability and navigation of the television experience becomes natural, intelligent and intuitive.

“The TV viewing experience is getting increasingly complex, despite advances in touch-screen controllers and the remote control capabilities of tablets and smartphones. With thousands of VoD titles, hundreds of linear TV channels, and millions of online video titles, using menu-driven search and navigation methods can be difficult — and time-consuming,” said Murali Aravamudan, founder and CEO of Veveo. “Veevo’s cloud-based semantic technology transcends traditional search and navigation to create more intuitive ways for discovery and access to large amounts of video programming, across multiple sources and programming types, resulting in the advanced usability solutions required for next generation television and video applications.”

Veveo’s usability solutions are built on the company’s large portfolio of patented semantic technologies deployed on more than 45 million TVs supported by leading payTV operators in US and Canada and 100 million devices globally. In addition to video and television,

applications of Veveo's forthcoming conversational interfaces for search, discovery, recommendation and navigation of content will be in enterprise, mobile, e-commerce, and automotive applications.

Veveo conversational interfaces are currently being tested by leading operators in North America and Europe to provide the next generation of usability across all screens.

About Veveo

With more than 100 million deployments worldwide through leading device OEMs and Tier 1 service providers, and 45 million TVs supported by leading payTV operators in US and Canada, Veveo is redefining how users experience connected devices and applications in natural and intuitive ways. Based on the company's patented Knowledge Graph semantic platform, Veveo products enable advanced solutions for search, recommendation, discovery and navigation that offer intelligent, intuitive and efficient usability. These technologies further enable the implementation of intelligent conversational interfaces to bridge the gap in usability for connected devices and applications with natural language and speech based interfaces.

Veveo's semantic solutions are designed to deliver rich, hyper-personalized user experiences that anticipate user intent, driving higher engagement, content consumption, and monetization of products and services for device vendors, service providers and enterprises, across platforms of smartphones, tablets, TVs, and set-top boxes.

Founded in 2004, Veveo's customers include Comcast, Cablevision, Rogers, AT&T, DirecTV, and Nokia. The venture-backed company is based in Boston, MA and has a growing intellectual property portfolio of more than 67 patent applications, with 40 issued and allowed patents. For more information, visit <http://corporate.veveo.net> or find us on [Twitter](#), [LinkedIn](#) or [YouTube](#).

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