

# HI, I'M JP @JAMESPOULTER

CEO of Vixen Labs.

I have an unhealthy  
obsession with buying more  
books than I'll ever read.

I think Avocados are EVIL.



# ABOUT VIXEN

## LABS

Europe's leading Voice  
Consultancy & Design Studio.

We help brands and  
organisations embrace voice  
technology to solve problems,  
entertain and sell products.



# WHO WE WORK WITH



J.P.Morgan

# AND ARE PARTNERS TO





# AMBIENT

The next interface.

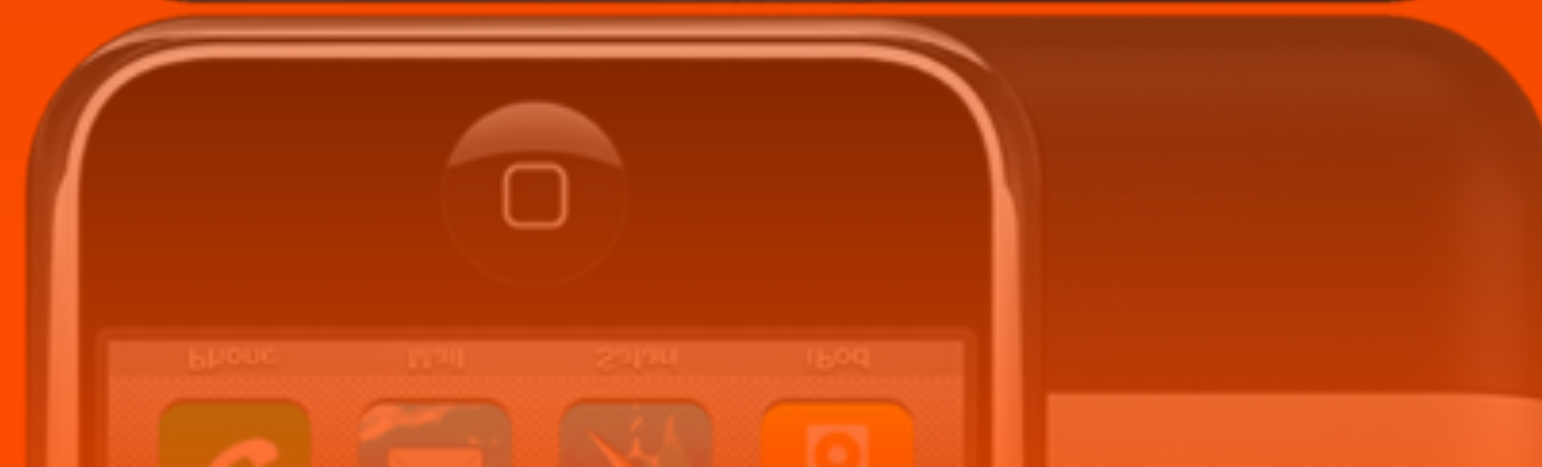






**Gestures Semaphone Shorthand ... - - - ... SMS**







“Simply put, humans are not wired to be constantly wired.”

[Digital Minimalism: Choosing a Focused Life in a Noisy World](#) by [Cal Newport](#)







# HUMANISED COMPUTING



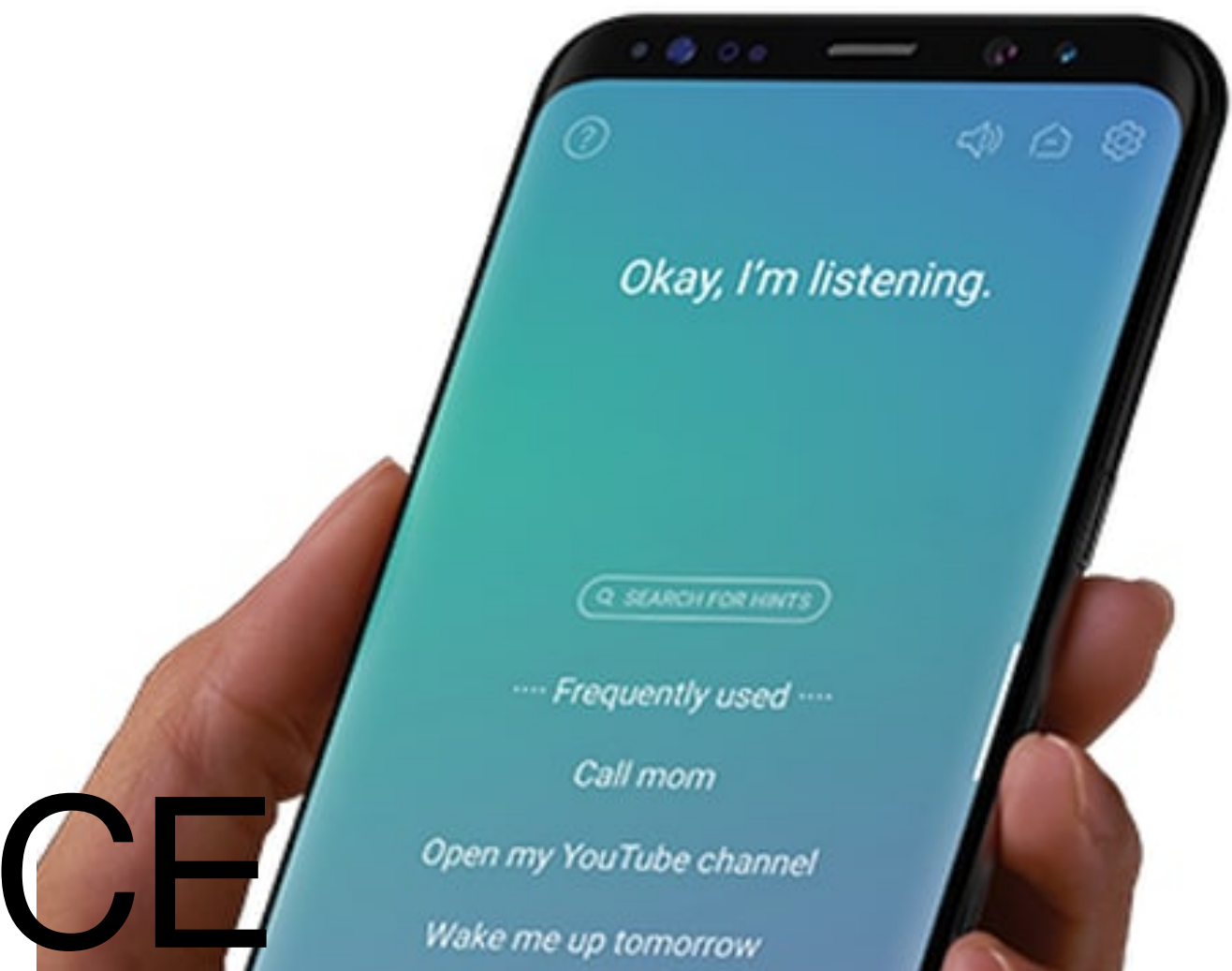




# VOICE IS AN ECO-SYSTEM



# NOT A DEVICE







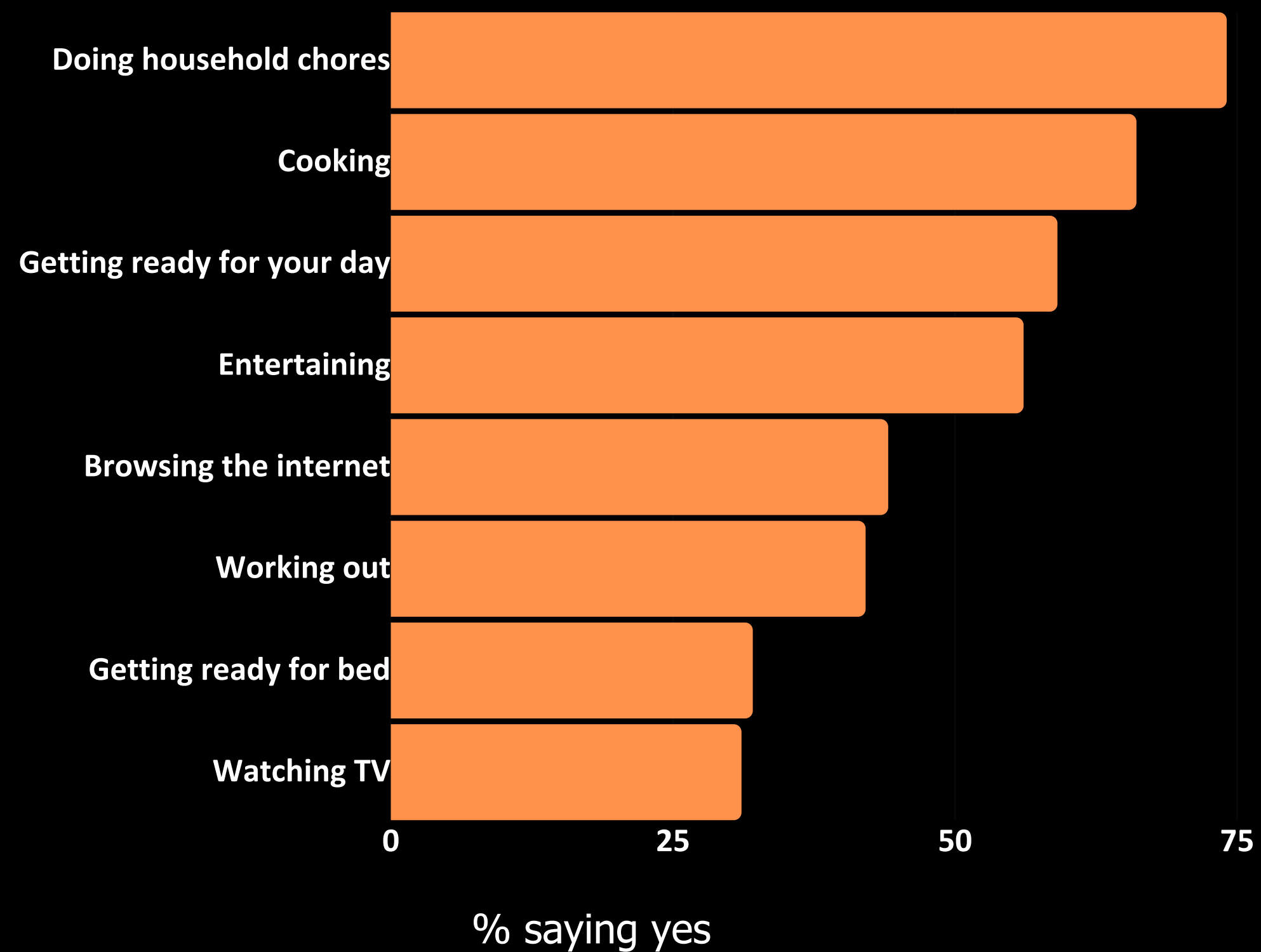


FOR CONSUMING THE INTERNET

VOICE IS THE NEW  
INTERFACE



In a typical week, do you ever use your smart speaker while...



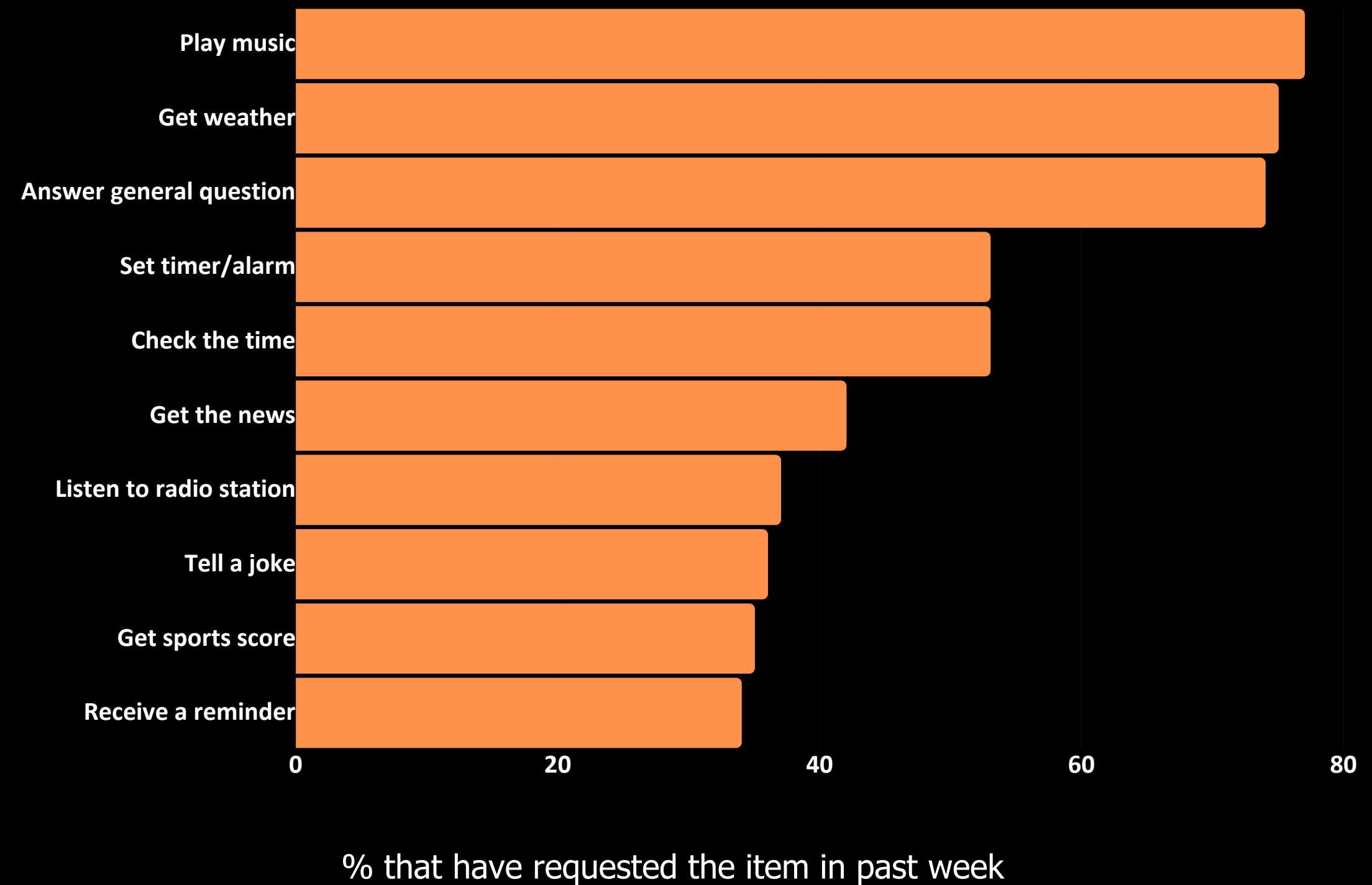
Source: The Smart Audio Report, Spring 2019, Edison Research x NPR - US Audience

TOP 3 USES OF  
SMART  
SPEAKERS  
LINKED TO  
DAILY  
ROUTINE

# CONSUMPTION VS CONVERSATION

Primary use cases of smart speakers still linked to consumption of content, information and simply utilities

## Top 10 Weekly Smart Speaker Requests



Source: The Smart Audio Report, Spring 2019, Edison Research x NPR - US Audience

**Amount of skills used weekly drops from 11.7 skills to 9.5 in the first year of ownership**

Average number of skills used on smart speakers in past week:



Source: The Smart Audio Report, Spring 2019, Edison Research x NPR - US Audience

**THE BATTLE IS TO BECOME ENTRENCHED IN DAILY HABITS BY BEING EARLY TO THE MARKET.**



# VOICE FIRST APPLICATIONS

## INTERACTIVE CONTENT

- Stories
- Games
  
- Podcasts
- News & Briefings
- Music
- Video

## STREAMING CONTENT



## VOICE ENABLED UTILITIES

- Account management
- Booking
- IOT
- B2B Voice Apps

- Information
- Immersion
- Purchase

## VOICE COMMERCE





31% of voice enabled device owners  
use them to make purchases

- "HOW WE WILL PAY 2019", [PYMNTS.COM](https://www.pymnts.com) AND VISA, OCT 2019



Be transported to the Isle of  
Skye with an immersive  
tasting experience at home

## THE TALISKER TASTING EXPERIENCE

Now available on Amazon Alexa



[drinkaware.co.uk](http://drinkaware.co.uk) for the facts

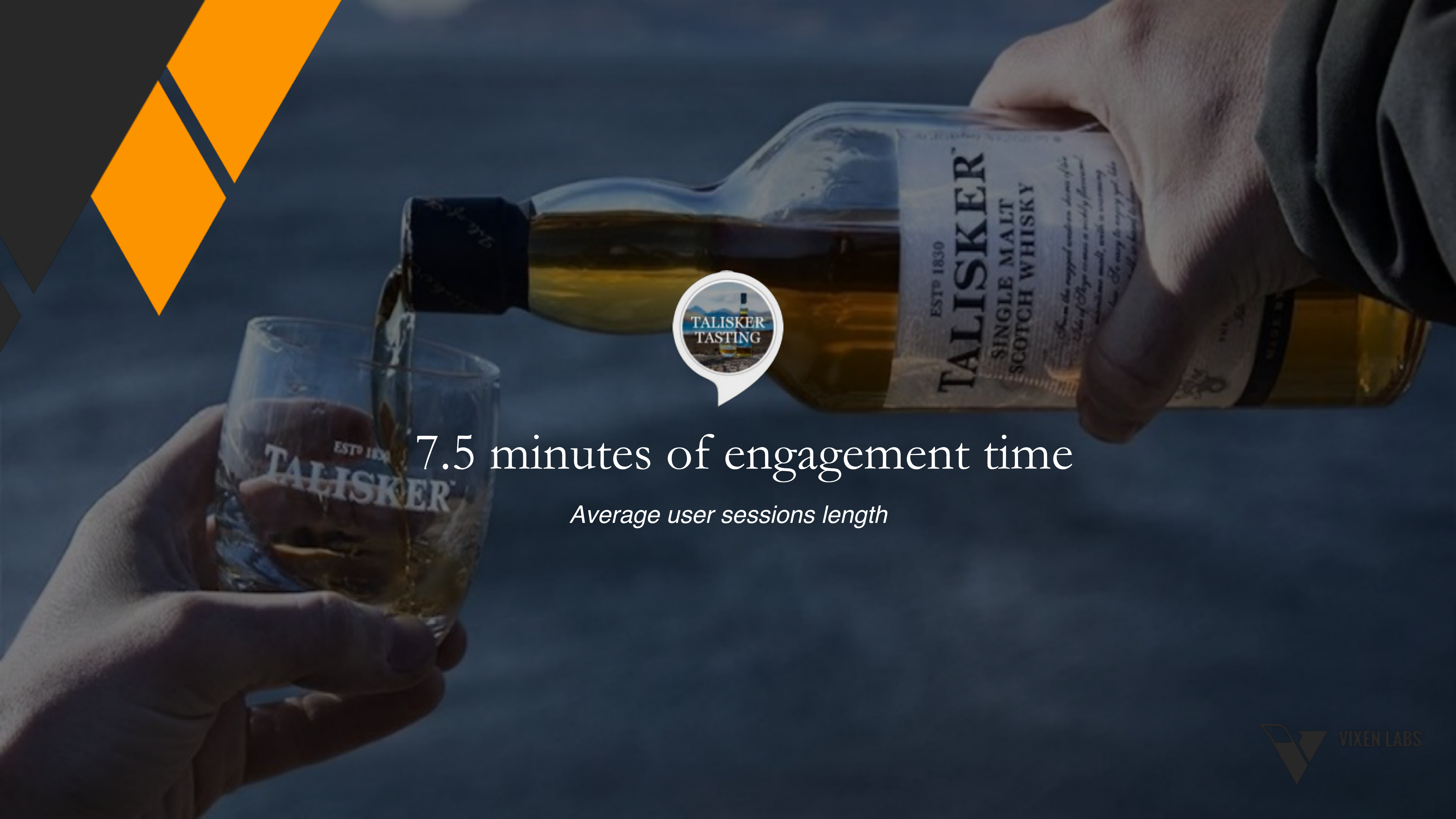
Amazon, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates.



“Alexa, open  
Talisker Tasting”







7.5 minutes of engagement time

*Average user sessions length*

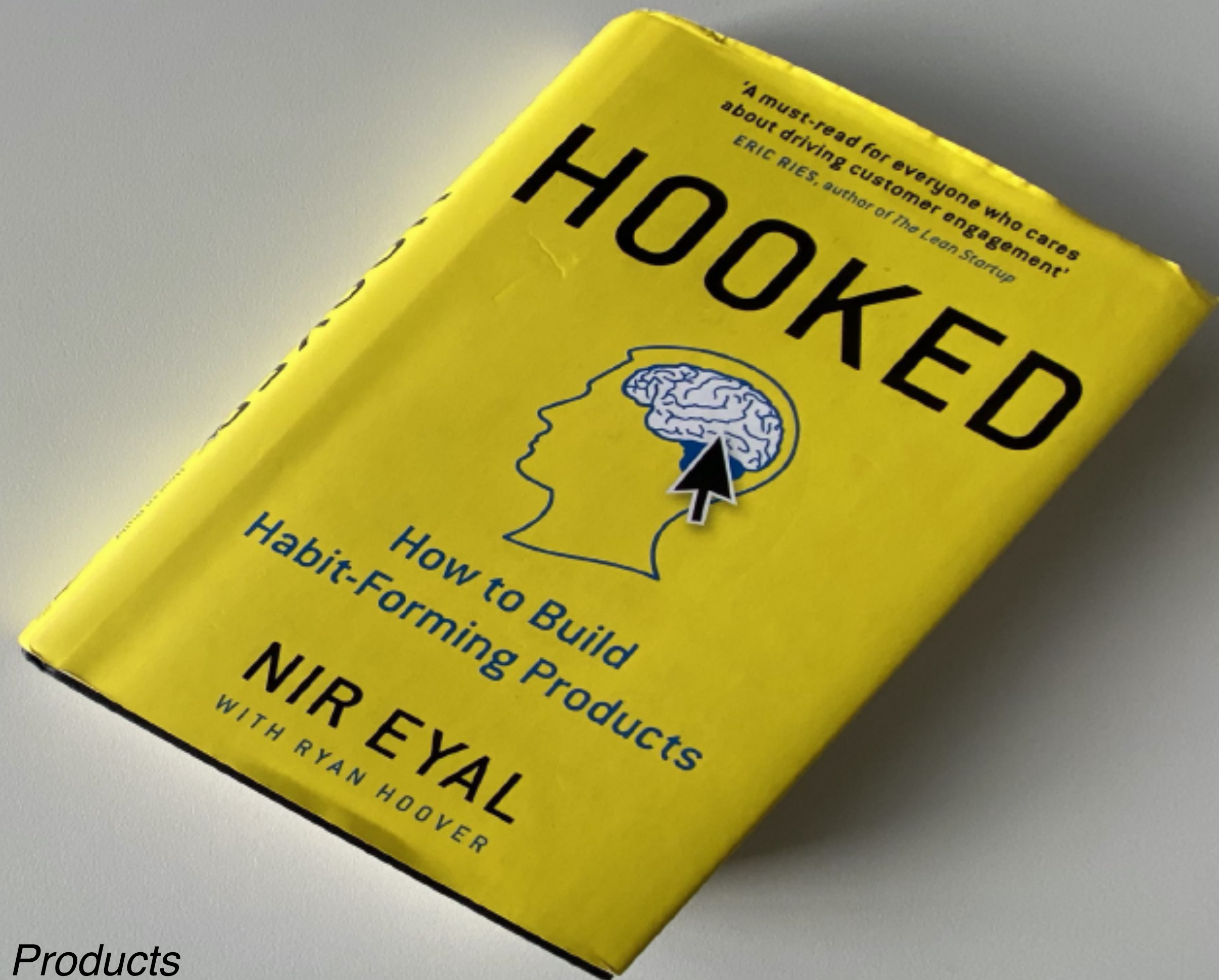




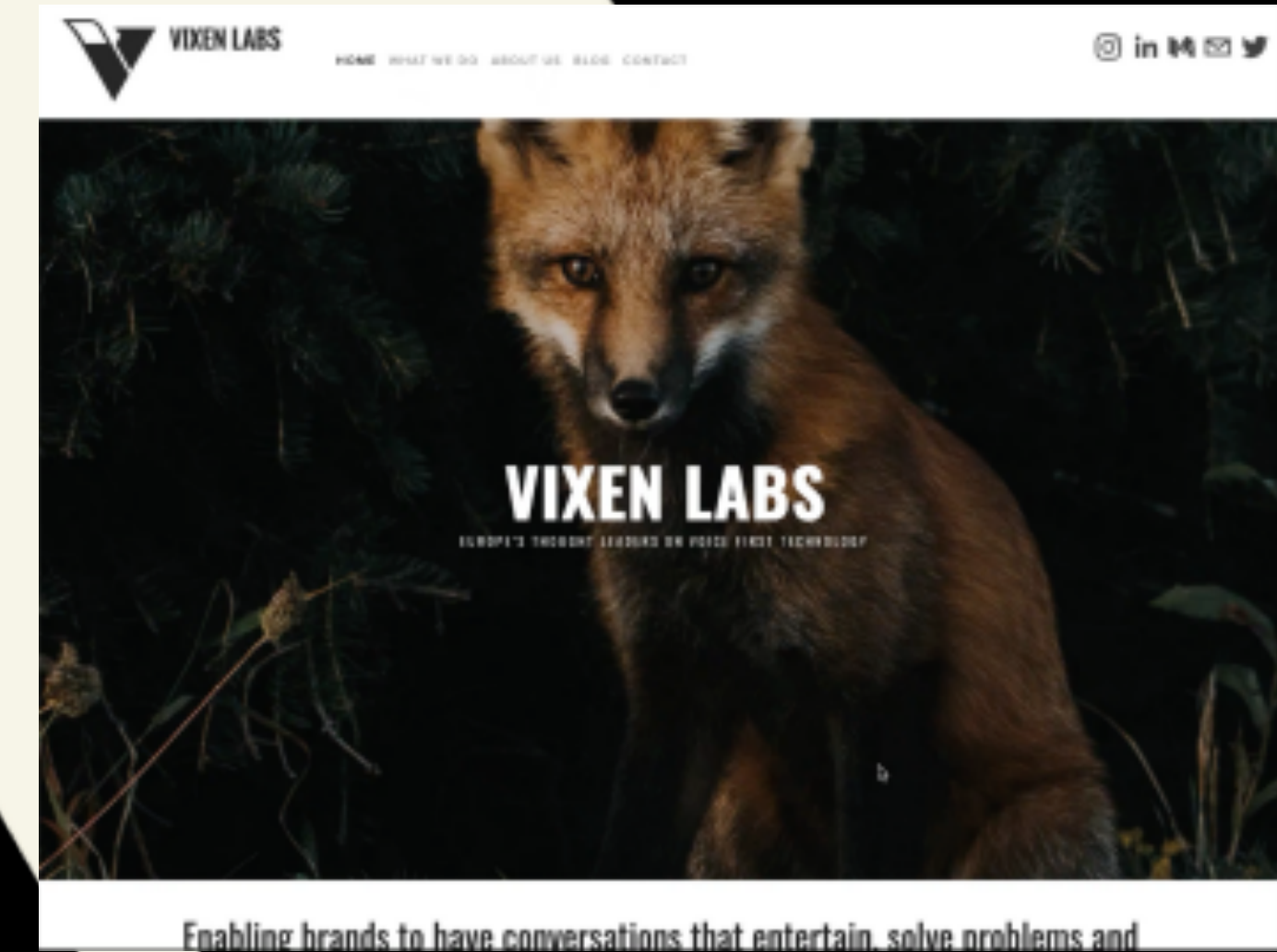


“We often think the Internet enables you to do new things ... But people just want to do the same things they’ve always done.”

- Nir Eyal, *Hooked - How to Build Habit Forming Products*







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