

WHOELSE?



Make AIs talk to each other!

x

hub:raum

whoelse.ai Use Cases for Telekom

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AI interoperability standards - a new kind of gatekeeper war

Industry consortia compete for interoperable NLP data and API specifications.

Example: Amazon

The image shows a screenshot of an Amazon press release on the left and a diagram on the right. The press release is titled 'Press release' and 'Amazon and Leading Technology Companies Announce the Voice Interoperability Initiative'. It lists various companies and mentions solutions providers like Intel, MediaTek, NXP, and Qualcomm. The diagram on the right features a blue head icon with 'Discoverability Problem' and 'Users recall only Ø 3.7 brands' (Deloitte). Below it is a robot icon with 'Namespace System' and 'Trigger words: Hey Alexa..'. A red dashed box highlights a question: 'Q.: How will Mercedes and BMW agree who owns the command "ride-sharing"?'. A vertical double-headed arrow connects the two concepts.

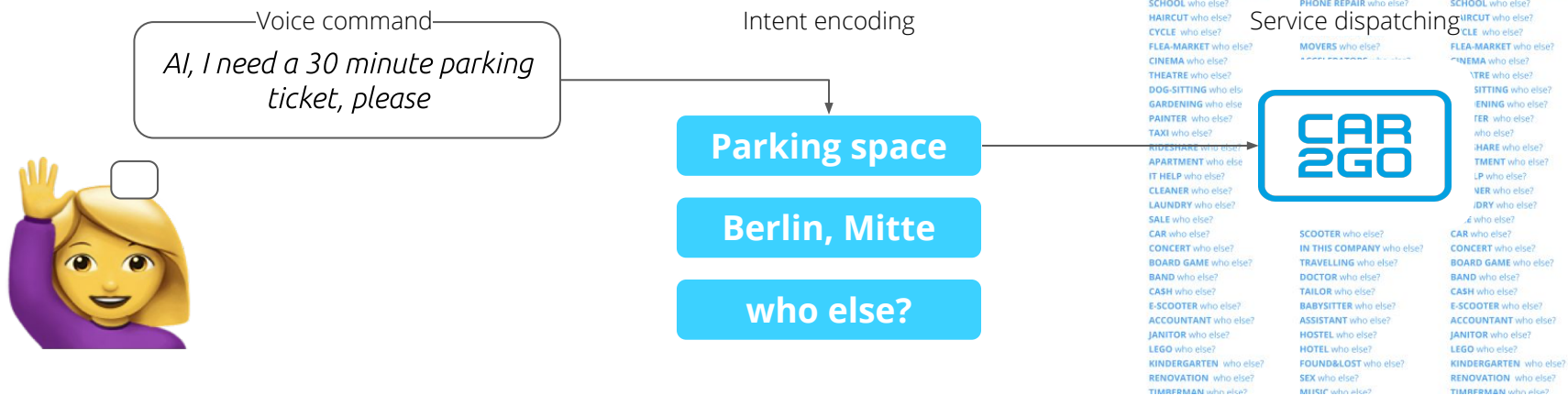
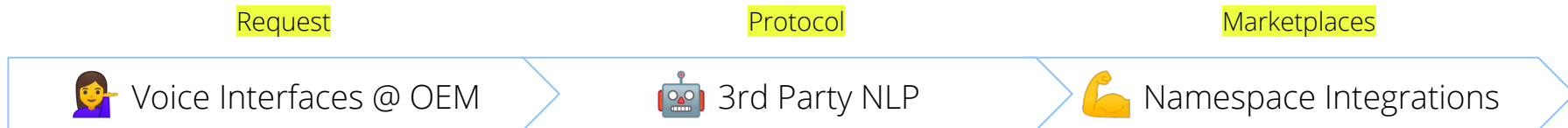
Assumptions / Implications

- Every first customer contact will be a bot: Future e-commerce search funnels depend on NLP leadership.
- AMZN competitors will launch own NLP API standards too: Ca. 25-40 industry standard consortia are worldwide active.
- Bias remains a problem: If multiple AIs in parallel try to talk with a single user, intent brokers are still inevitable needed.

OUR PRODUCT

whoelse.ai is a shared namespace for intents between AIs

We provide a simplified language as address system for voice technology providers and hardware OEMs to exchange conversational requests (intents).



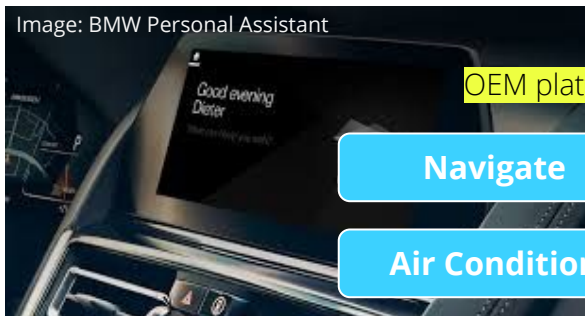
OEM ADVANTAGE

An interoperable service catalog for NLP-based apps

OEMs integrate services outside of their hardware platforms by using the namespace as marketplace to trade intents with e-commerce providers.



OEM Hardware



OEM platform-based services

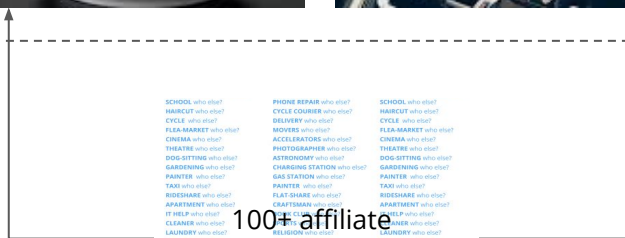
Navigate

to Location ABC

Air Condition

set to 21°

whoelse.ai Catalog



- SCHOOL who else?
- HANDBOUT who else?
- CYCLE who else?
- FLOR-MARKET who else?
- CINEMA who else?
- THEATRE who else?
- DOG-SETTING who else?
- GARDENING who else?
- PAINTER who else?
- TAXI who else?
- BIOSHAWE who else?
- APARTMENT who else?
- IT HELP who else?
- CLEANER who else?
- LAUNDRY who else?
- SALE who else?
- CAR who else?
- CONCERT who else?
- BOARD GAME who else?
- BAND who else?
- CASH who else?
- E-SCOOTER who else?
- ACCOUNTANT who else?
- JANITOR who else?
- LESD who else?
- HONDEGARTEN who else?
- RENOVATION who else?
- TRIMMER who else?
- PHONE REPAIR who else?
- CYCLE COURIER who else?
- DELIVERY who else?
- MOVIES who else?
- ACCELERATORS who else?
- PHOTOGAPHER who else?
- ASTRONOMY who else?
- CHARGING STATION who else?
- GAS STATION who else?
- PAINTER who else?
- FILE SHRE who else?
- RAFTSMAN who else?
- SOFT who else?
- RELIGION who else?
- DATE who else?
- TRAVELER who else?
- DOCTOR who else?
- TALKER who else?
- BARBYSITER who else?
- ASSISTANT who else?
- HOTEL who else?
- HOTEL who else?
- FOUNDALOST who else?
- SEX who else?
- WIFE who else?
- SCHOOL who else?
- HANDBOUT who else?
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whoelse.ai intent partners

Berlin, Mitte

Parking Space

Insurance

Comparison

Integrations of whoelse.ai in existing NLP use-cases

We look for pilot projects to adapt whoelse.ai in currently deployed NLP solutions (e.g. smartspeaker, hotlines, voice assistants, cars, home appliances).

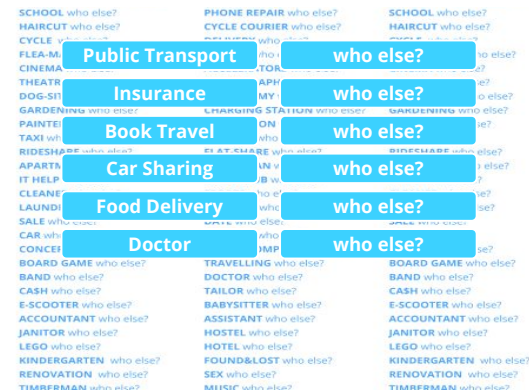
Request

Protocol

Marketplaces



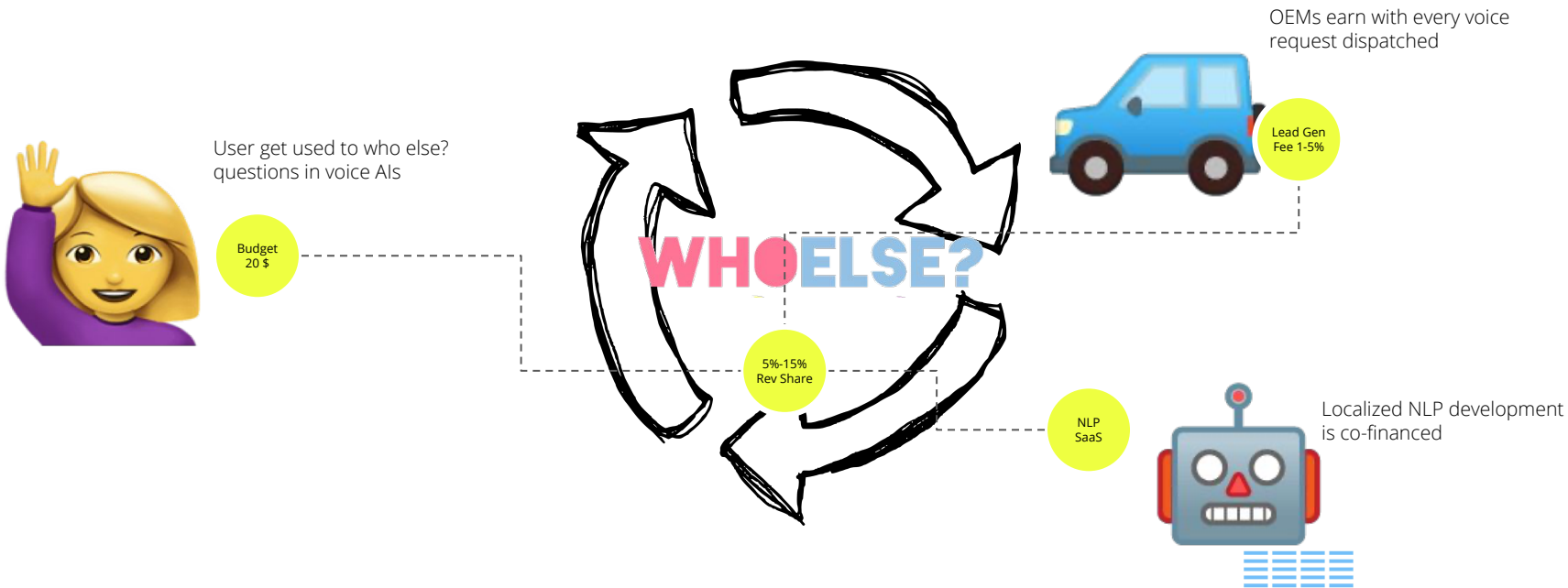
Magenta Speaker	Affiliate Models
Support Hotline	Public Sector Services (T-Systems)
Website Chatbots	Personal Assistance
SMS Services	Mobility & Transportation



whoelse.ai gives Voice Internet a business model

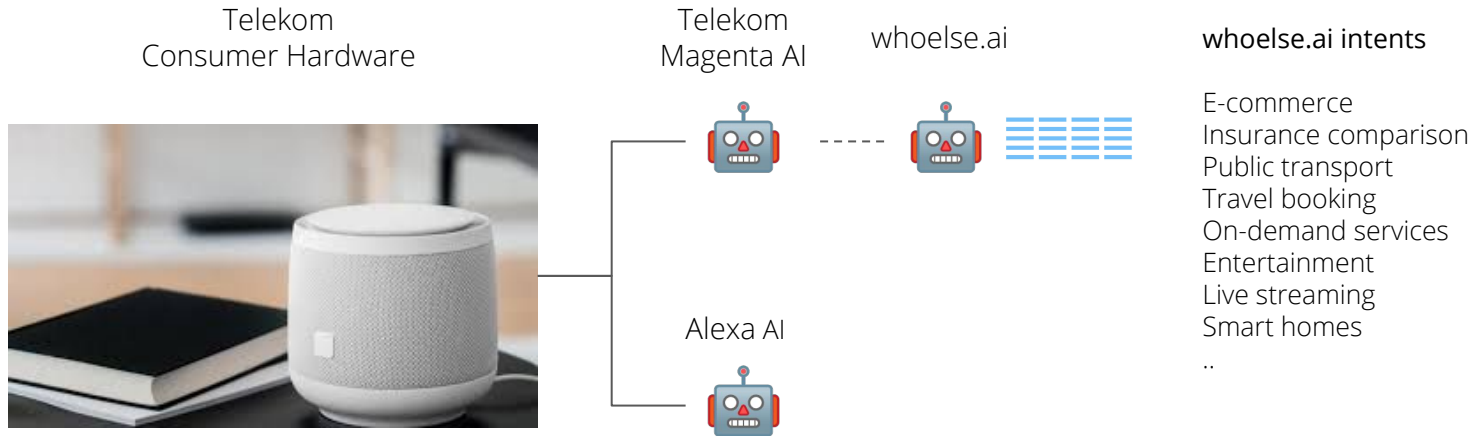
Our goal are interoperable ecosystems between NLPs and OEMs:

If more users talk to AIs, more users will ask "who else?" questions to AIs.



Telekom Smart Speaker & Smart Home Products

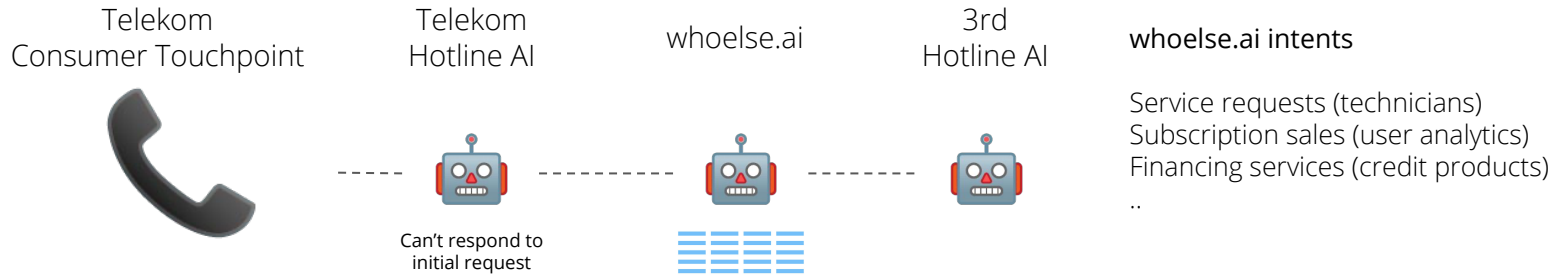
Magenta speaker currently understands 2 different wake words: "Hey Alexa" & "Hey Magenta"
 whoelse.ai enables DT to integrate additional services instead of using Amazon Alexa APIs.



Next Step	Business Unit	Contact Point	Status

Telekom Hotline & Conversational AI Sales Channels

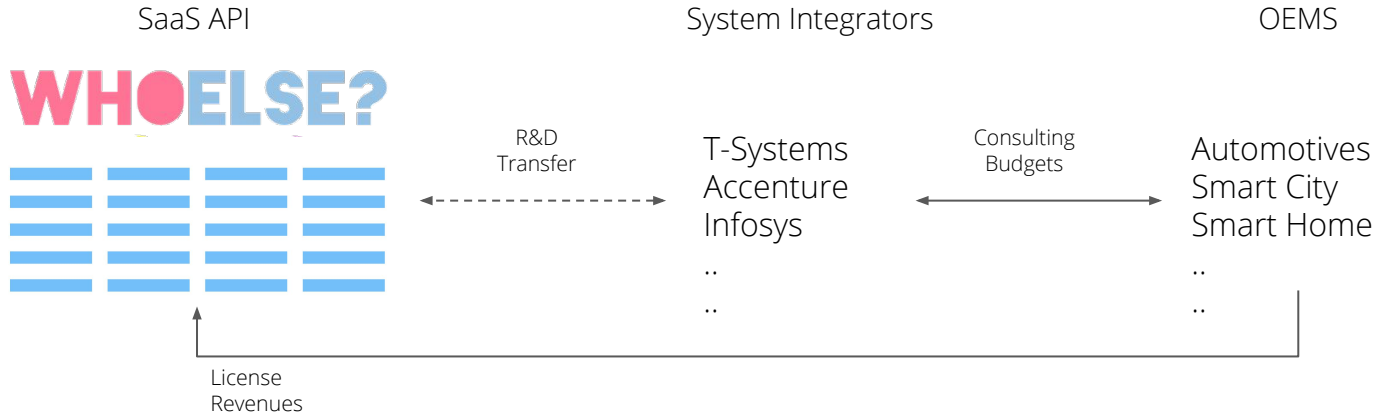
Telekom NLP-based sales/customer care channels (e.g. Eliza, Tinka) can expand its use cases:
whoelse.ai enables DT to more efficiently combine different AI services and language models.



Next Step	Business Unit	Contact Point	Status

Telekom AI/NLP Industry Services & Solutions

Telekom sells whoelse.ai implementations to industry clients as systems integrations, consulting, and infrastructure (e.g. TLD) projects.



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