

WHOELSE?

Always speak to the best AI available!

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Why now?

Our Future is Voice

\$55 BN

Voice AI E-Commerce (2025)

65%

of Search is Voice

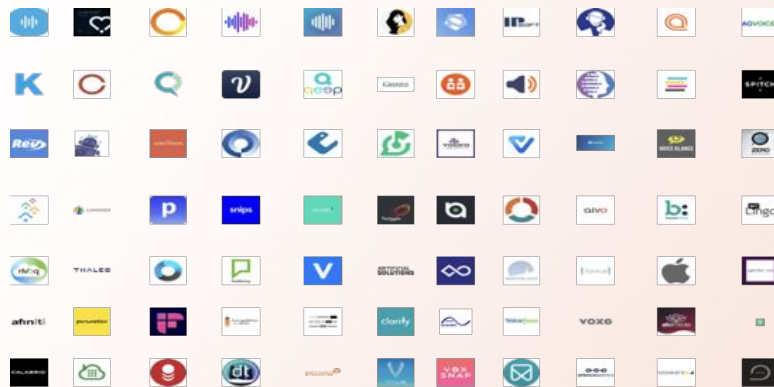
AI = UX

Every 1st Contact is a Bot

Every language has a different technology champion

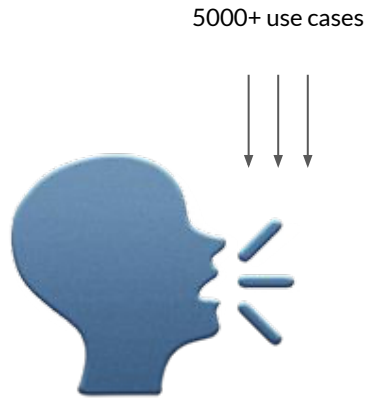
100+ RELEVANT LANGUAGES

1000+ USE CASES & VENDORS

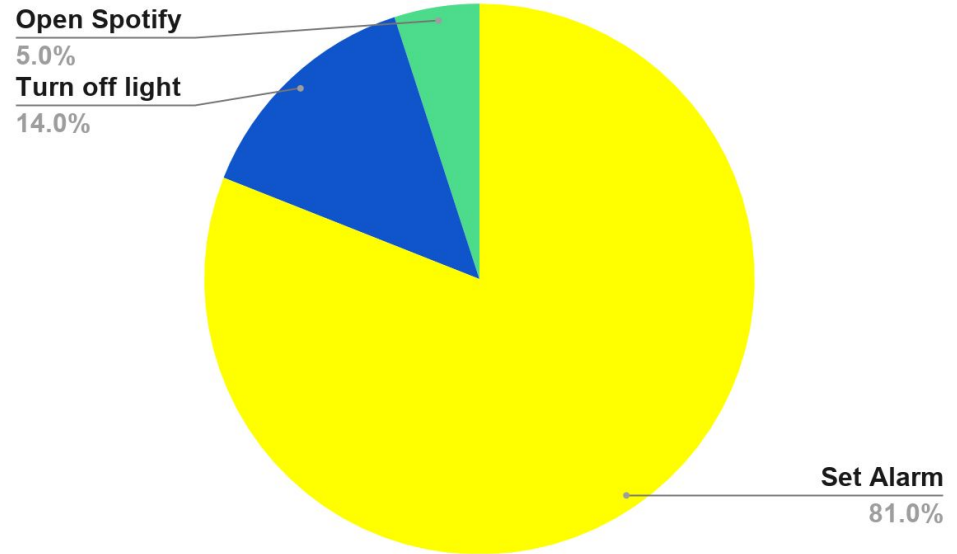


Voice AIs are hardly used

Potential

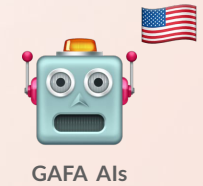
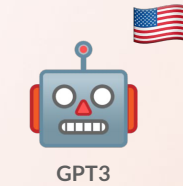
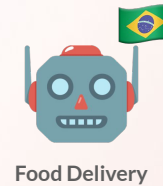
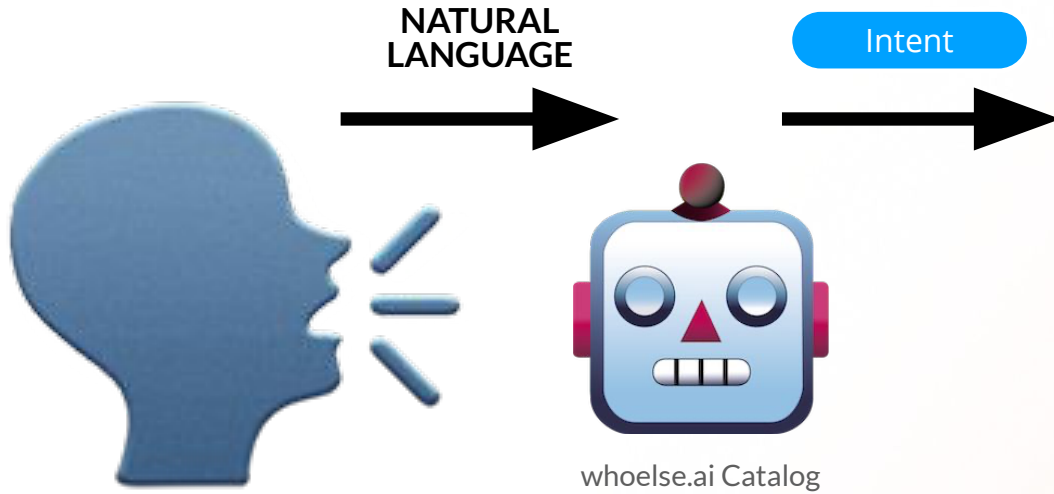


Act. Use Case Distribution



Solution

One AI who knows all other AIs



whoelse.ai Hotline finds the right AI to talk to you



Hello Stefanie!

Welcome at whoelse.ai

How can I help you today?



Thanks assistant.

Good that you ask.

I need to file my income taxes.



Alright.

I will now connect you to the best AI available.

Hold on.



Hello, my name is Charles.

Your global tax advisor.

Please start with telling me your TAX ID.



Great!

It starts with 83194..

OEMs expand their skill catalog



Hey car, turn to down the AC!

Ok, done.



Hey car, book me a cinema ticket for..

Hold on, I connect you



Welcome at Cinestar.



Innovation

A simplified language all AIs agree on

INTENT



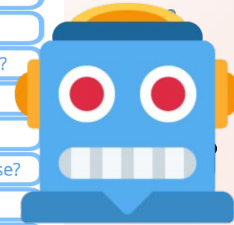
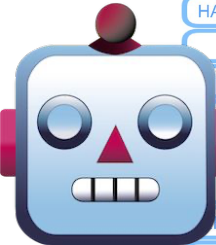
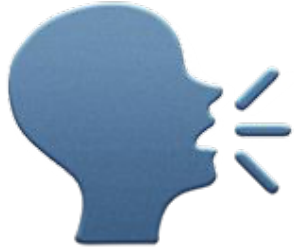
Rideshare

who else?

BIDDING



| | | | |
|------------------------|----------------------|------------------------|---------------------|
| ASSISTANT who else? | FAST FOOD who else? | NOTARY who else? | CLEANER who else? |
| DELIVERY who else? | RENTALS who else? | SCOOTER who else? | ATM who else? |
| HOSTEL who else? | STREET who else? | FLAT-SHARE who else? | RIDESHARE who else? |
| HACKERSPACE who else? | LEGO who else? | CINEMA who else? | MINI BUS who else? |
| OPERA who else? | WORKSHOP who else? | LOAN who else? | CAR who else? |
| FFF who else? | ACCOUNTANT who else? | HAIRCUT who else? | BARBERER who else? |
| EVENT who else? | NURSE who else? | LAWYER who else? | BAND who else? |
| BANK who else? | LOST/FOUND who else? | CHILDCARE who else? | DATE who else? |
| STARTUP who else? | APARTMENT who else? | PSYCHOLOGIST who else? | CRAFTSMAN who else? |
| EPAIR SHOP who else? | JOB XYZ who else? | E-SCOOTER who else? | GAY who else? |
| DONATIONS who else? | RELIGION who else? | HOBBY who else? | COPYSHOP who else? |
| PAINTER who else? | TAXI who else? | SECURITY who else? | GYM who else? |
| BARBERER who else? | SCHOOL who else? | CITY who else? | CLOTHING SWOP who |
| CAR CHARGING who else? | DELIVERY who else? | CYCLE who else? | ASTRONOMY who else? |



How does it work

A shared catalog to store & sell language-based intents

Voice Commands

Intent Encoding

Service Delivery



Hey Assistant, I want to order food delivery!



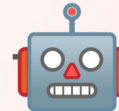
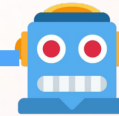
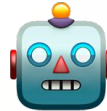
Computer, I am hungry. Can you help me?

Users speak differently

Pizza Delivery

Berlin

who else?



foodora ^{UBER} eats

ups **DHL**

SIXT

CAR 2GO

Als can look up other Als to respond to user questions

Gateway AI

- NLP 1 IBM Watson
 - Air Condition
 - Room Booking
 - Catering
 - Register Guest

whoelse.ai Catalog

NLP 2 Cisco Mindmeld

- Tax Fillings
- HR Management
- Digital Lawyer

NLP 3 Nuance Mix

- Ticket Booking
- Hotel Reservation
- Rental Cars

NLP 4 Spotify

- Play Artist
- Start Podcast
- Open Playlist

NLP 5 Amazon Alexa



Welcome at WeWork. How can I help you?

Hey assistant, I want to file my taxes. Can you help?



I can not help you filing taxes.
But I find the best AI available for this task.

Search in whoelse.ai for "Tax Advisor"



Welcome at PWC. What taxes do you want to file?

Please tell me..

Now I need some energising music!



Search in whoelse.ai for "Music Streaming"

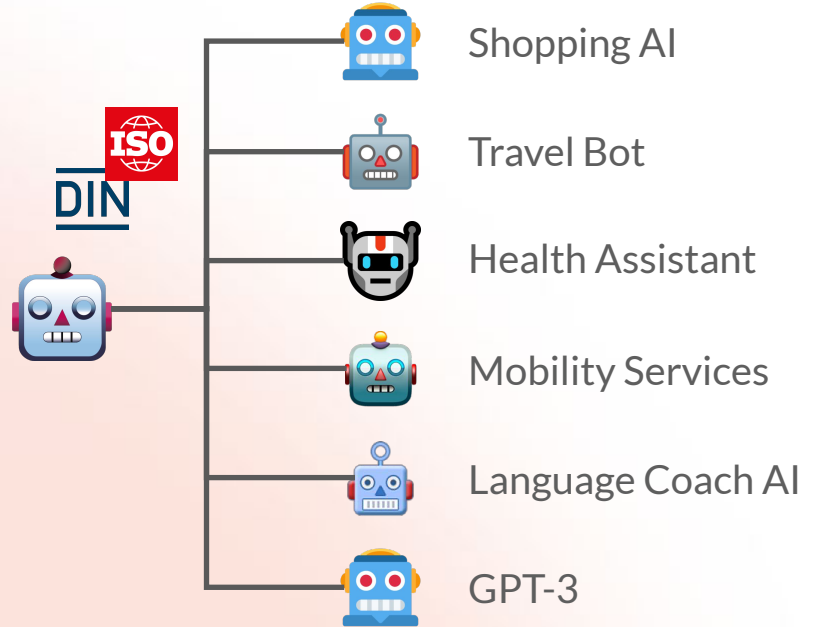


Welcome at Spotify. I now play the TOP 10 charts.

Namespace API

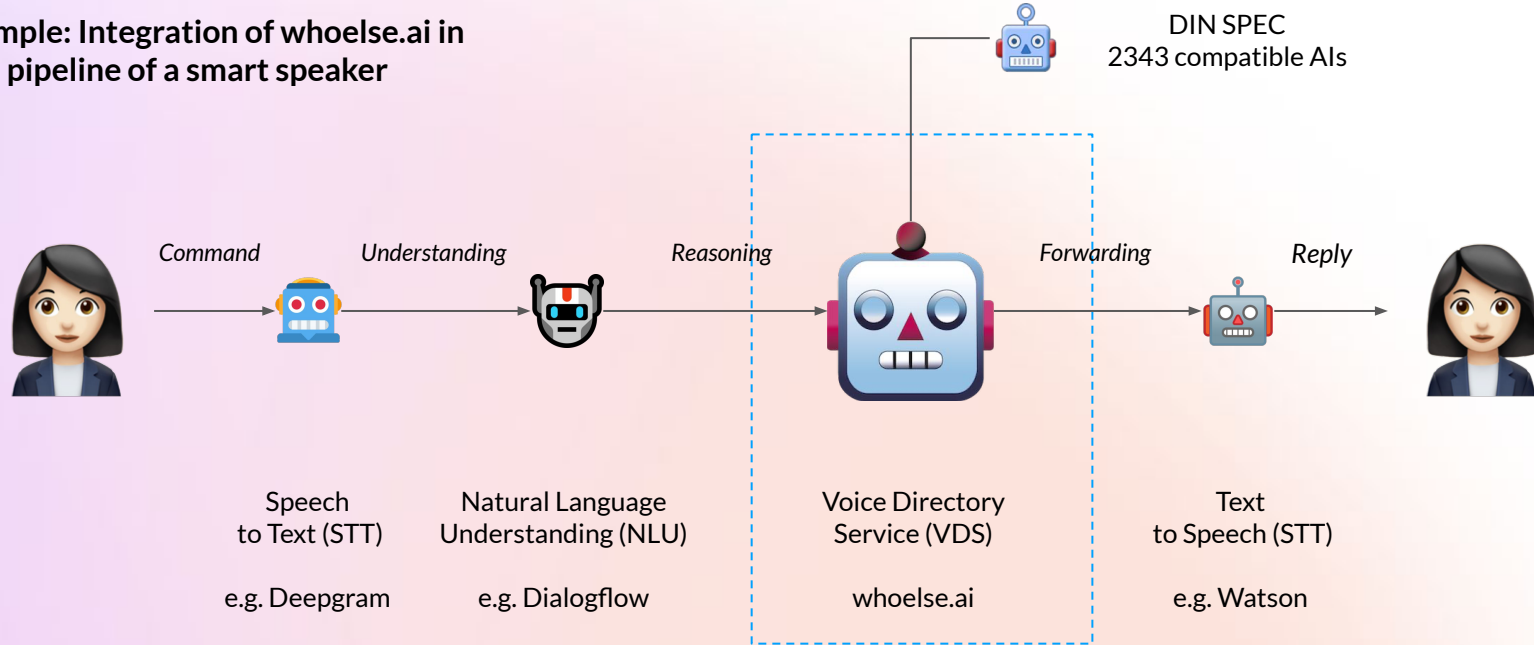
A simplified vocabulary for the 150 most used intents

| | | | |
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We expand NLP pipelines with a directory of voice AIs

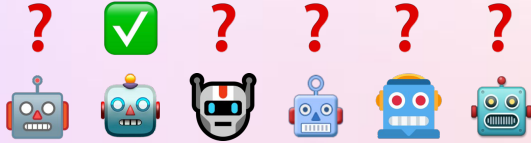
Example: Integration of [whoelse.ai](#) in NLP pipeline of a smart speaker



Memorability

Easier to recall for both humans & machines

ALEXA, SIRI, ...



Hey Alexa, find my skill for Taxis

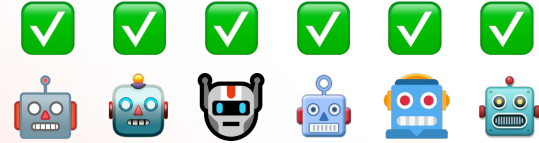
My name is Siri

Ok, Siri please open the UBER app

Sorry, I didn't get that

30 seconds

WHOELSE.AI



Rideshare who else?

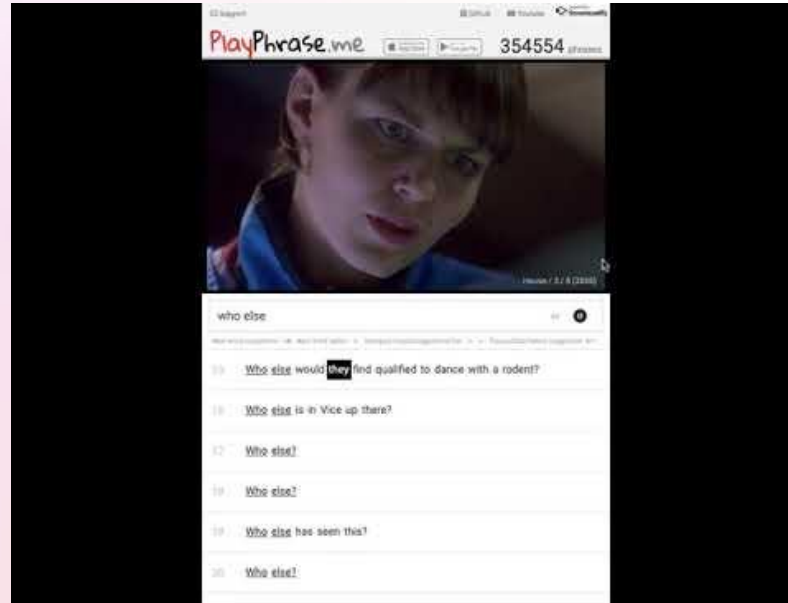
Date who else?

Apartment who else?

Ok, I connect you

5 seconds

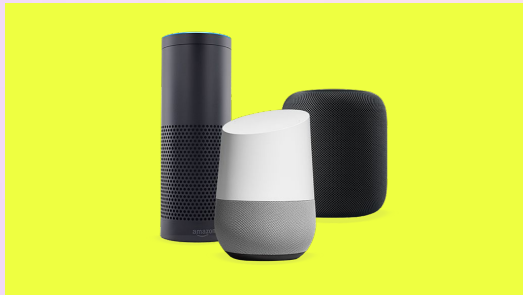
“who else?” is a question everybody knows already



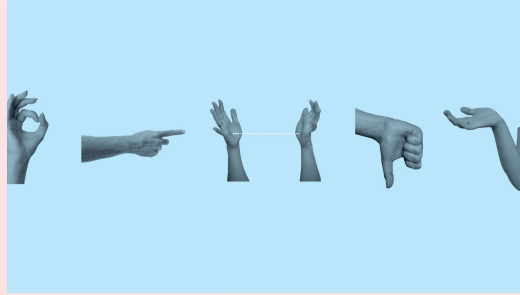
universalgrammar.whoelse.ai

Language is not only voice

SPEECH



GESTURES



BRAINS



Learn more about our work



Keynote @
BOCOM 2020



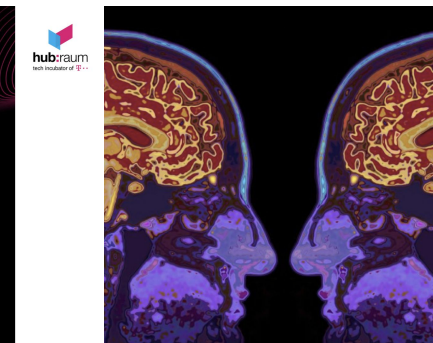
Keynote @
O'Reilly AI Europe 2019



Presentation of
DIN SPEC 2343



Telco Use Cases
(upon request)



Why does voice AI need a
Universal Grammar?

An extended version of this presentation is available at:
<http://whoelse.link/whitepaper>