



# Toys for Generative AI

*Voice Assistants for Families*

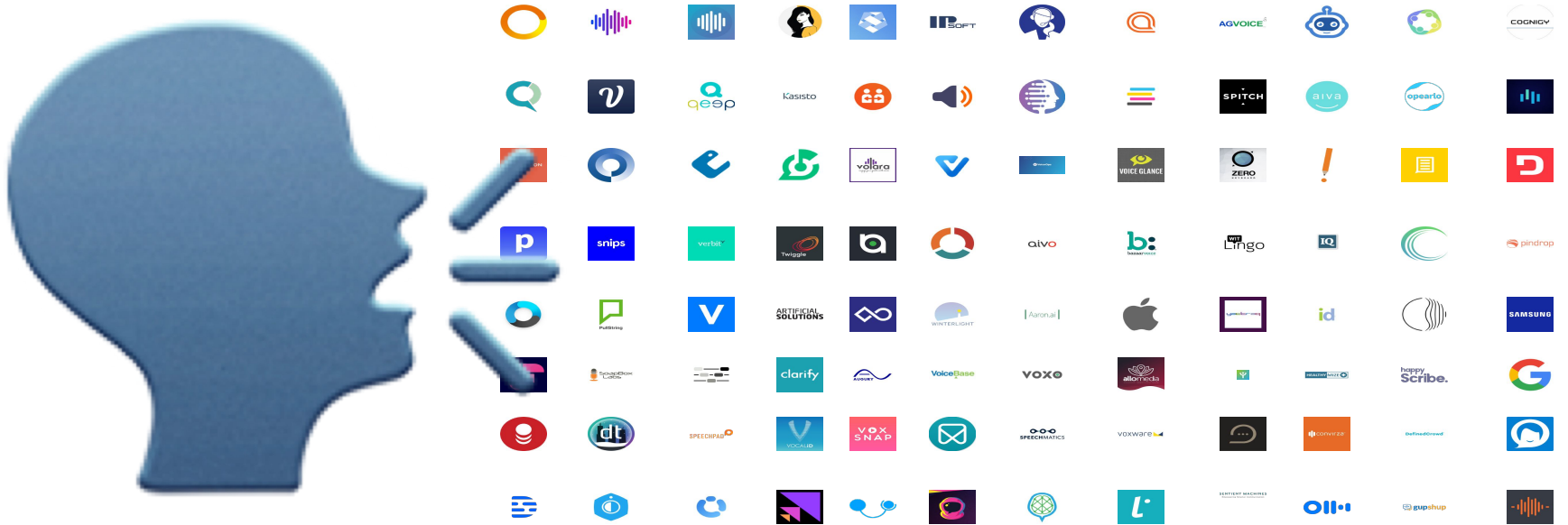
Child-safe & Family-friendly

Privacy-by-Design

Trusted AI Partners

Problem

There are 1000 AIs, but **nobody** has a good metaphor for AI



People don't know why they should talk to AI pins, smart speakers, bots..

# We give voice AI a playful name to make it useable like a toy

We use an expression existing in every language of the world.. ..and turn it into a brand for safe and trusted AI applications.



WHOELSE?



QUIÉN MÁS?



还有谁?



QUI D'AUTRE?



WER NOCH?



KTO ЕЩЕ?

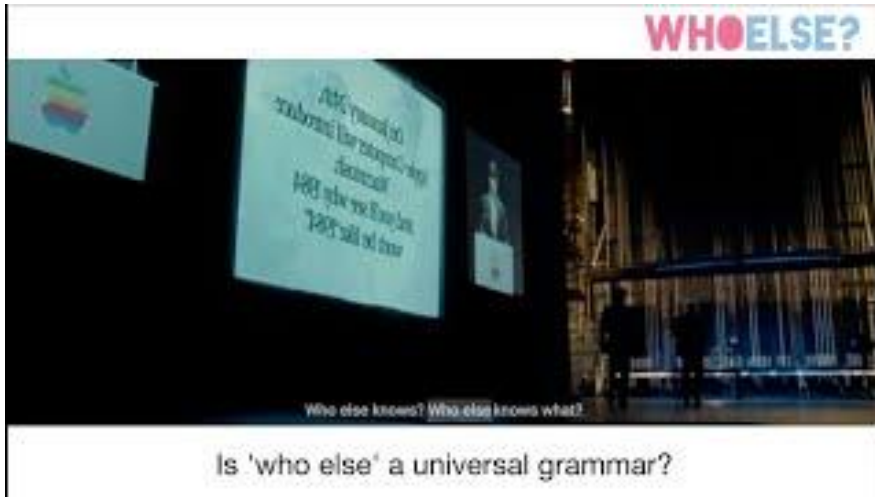


Our AI gateway connects users to trusted partner AIs. To make things easier, it explains available features using the 'who else?' metaphor.

## Voice AI organized around a hard-wired principle in language

who else? is an universal expression in human language..

..that will help us to become a universal brand for AI



Click to play video

*The New York Times*

**For Start-Ups, the Ultimate Goal: Becoming a Verb**

BY NICK BILTON NOVEMBER 30, 2010 6:10 PM 27

**YOU SHOULD TWEET THAT!  
LET ME GOOGLE IT!  
I'M GOING TO BING HIM!  
THAT MOMENT IS INSTAGRAMMABLE!  
I'M GOING TO TUMBLE THAT!  
DO YOU WANT TO SKYPE?  
YOU SHOULD FACEBOOK THAT!  
I'M GOING TO PHOTOSHOP YOUR PHOTO!**

If AIs are to behave like humans, we need to address them as such.  
Apparently, 'Who else?' questions are particularly suited for this.

# A search engine for trusted & family-safe voice assistants

## V1 Voice Toys



Companies license our catalog to equip their children products with pre-selected child-friendly, privacy-by-design & secure voice AIs. Ex: Story Time AIs, Quizzes & Game AIs, Learning AIs (..)

## V2 Family AIs



Starting with toys, we learned to make our AI catalog safe even for children. Now we expand it to use cases for adults. Ex: Movie Tickets AIs, Shopping AIs, Hobby AIs, Music Streaming AIs, Virtual Assistant

We promise to always be as safe as a children's toy, building credibility to become a trusted brand for all AI applications.



# “Who else?” will become a default way for addressing AIs

Once people understand it works for everything..

..they already know how to ask for everything in our namespace



Hey Siri, I need a Taxi here.

t = 2.4 seconds

vs.

Taxi who else?

t = 0.8 seconds

**IN THIS STREET** who else?  
**IN THIS HOUSE** who else?  
**IN THIS CITY** who else?  
**FOOD-SHARING** who else?  
**EVENT** who else?  
**JOB XYZ** who else?  
**STARTUP** who else?  
**UNIVERSITY** who else?  
**PHONE REPAIR** who else?  
**CYCLE CURRIER** who else?  
**DELIVERY** who else?  
**MOVERS** who else?  
**ACCELERATORS** who else?  
**PHOTOGRAPHER** who else?

**RIDE-SHARE** who else?  
**APARTMENT** who else?  
**IT HELP** who else?  
**FLAT-SHARE** who else?  
**CRAFTSMAN** who else?  
**BOOK CLUB** who else?  
**SPORTS** who else?  
**RELIGION** who else?  
**DATE** who else?  
**SEX** who else?  
**MUSIC** who else?  
**SCOOTER** who else?  
**IN THIS COMPANY** who else?  
**TAXI** who else?

**TAILOR** who else?  
**BABYSITTER** who else?  
**CLEANER** who else?  
**LAUNDRY** who else?  
**SALE** who else?  
**CAR** who else?  
**HOBBY** who else?  
**SKILL XYZ** who else?  
**LGBT** who else?  
**SALE** who else?  
**LOAN** who else?  
**REFUGEE** who else?  
**GYM** who else?  
**CLOTHING SWOP** who else?

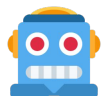
The fastest way to speak with AIs: If successful, our brand will become the standard invocation command for AIs shared across ecosystems and devices.

## Our protocol makes voice AI safe, by making it privacy-by-design



Hey AI, I must travel from Berlin to Hamburg tomorrow.  
Can you find me somebody to share a ride with?

And please get me Hotel. Make sure they have a gym!



Protocol Encoding & Dispatching to AIs



RIDESHARE

Berlin

Hamburg

1 Person

2024/05/01

WHO ELSE?



HOTEL

Hamburg

1 Person

2024/05/01

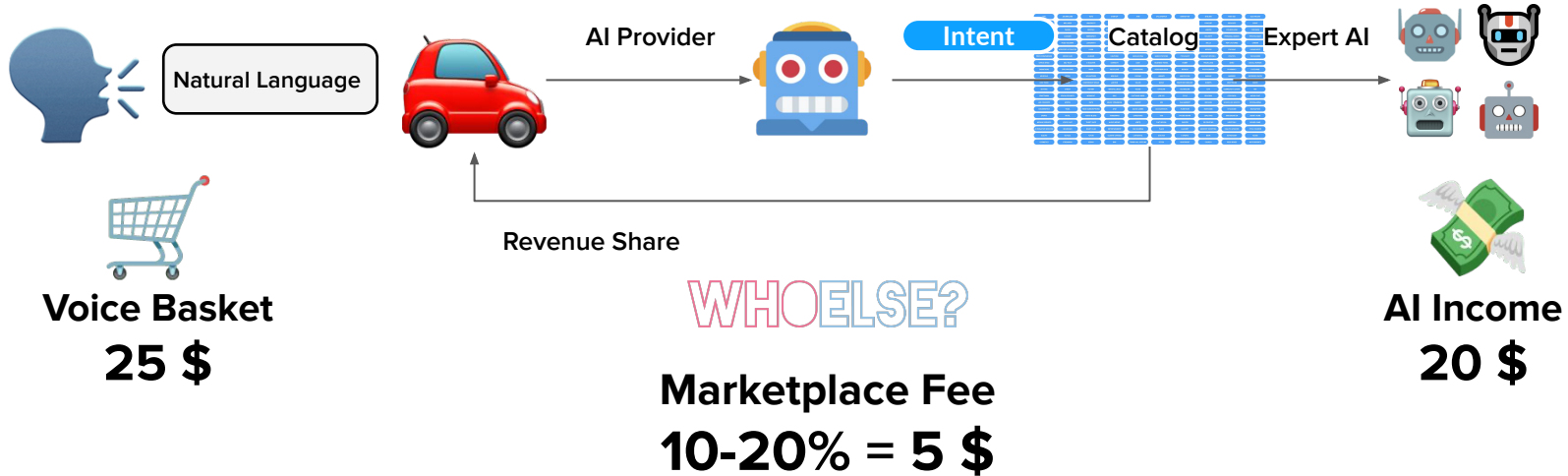
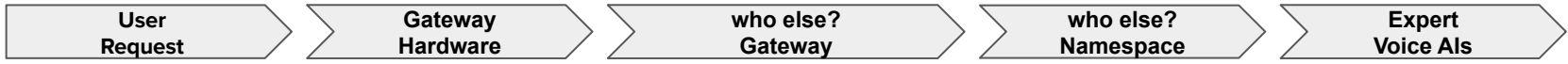
2024/05/03

Gym

WHO ELSE?

We safeguard user privacy with a protocol that processes voice commands in a standardized, privacy-by-design format, exposing third-party AIs only the data necessary for its use case.

# It's like a franchise for voice AI - everybody can become a smart speaker



OEMs integrate us for free and earn with each voice command dispatched by our marketplace. We see huge potential as a 'retrofitting' solution to make existing voice assistants child-friendly.

# We launched the project by initiating public certified industry standards

Our API design is open source and based on independent industry standards, making it attractive to develop for it.

Required parameter

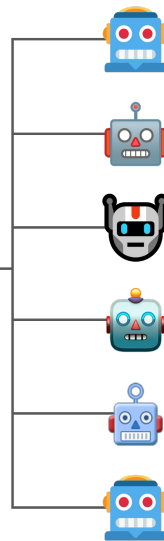
```
{
  "Timestamp": "string",
  "RequestId": "string",
  "Intent": "object",
}
```

Recommended parameter

```
"DataSecurity": "object",
"Confidence": "object",
"SpeechToText": "string",
"LinkToAudio": "string",
```

Optional parameter

```
"BiometricData": "object"
"Location": "object",
"Session": "object",
"User": "object",
"Entity": "object",
"Device": "object",
"Application": "object",
"SystemVersion": "object",
"Receiver": "object",
"AccessToken": "object",
"StandardVersion": "object",
"Locale": "object"}
```



Chatbots

Smart Speaker

Dialog Manager

Speech-to-Text

NLUs

Dialogmanager

<http://whoelse.link/dinspec2343>

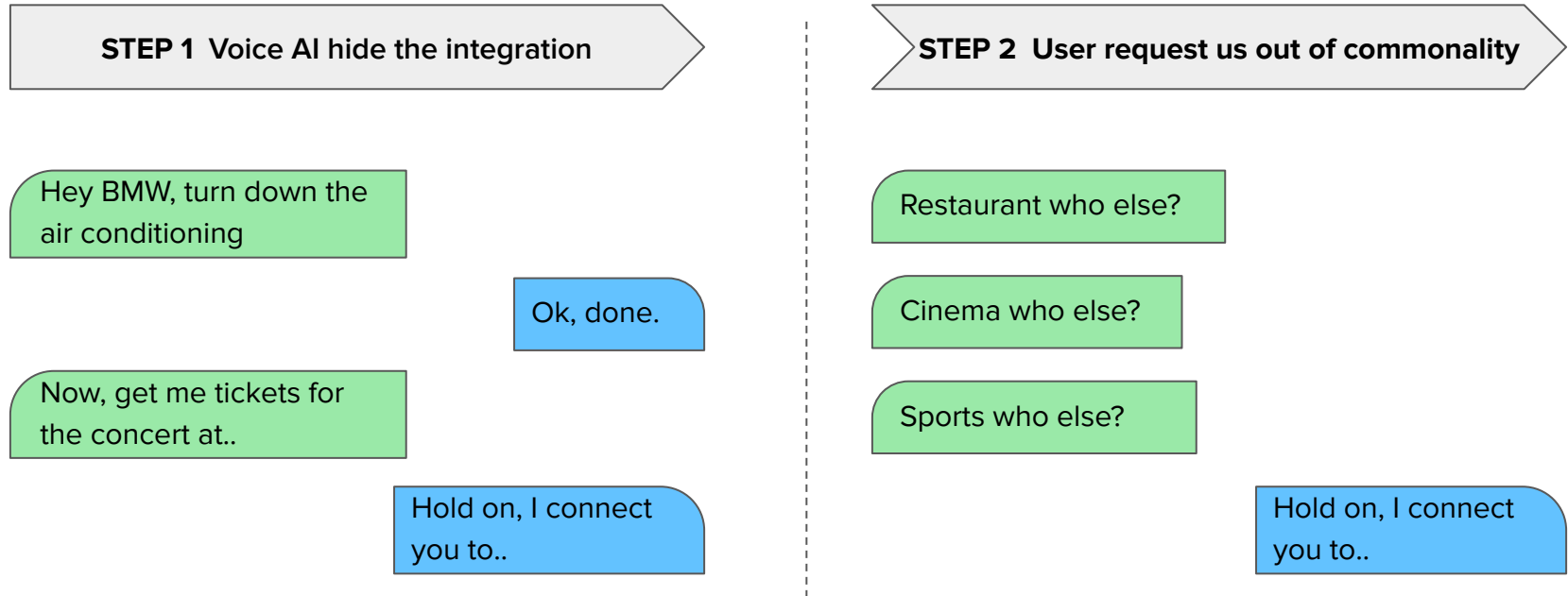
We developed the approach by working together with 30+ partners as consortium leaders of public industry standards at DIN/ISO and the Linux Foundation.

GAY	JOURNALISM	TOYS	STARTUP	ATM	CYCLE REPAIR	BABYSITTER	SHELTER	FIRST AID	ELECTRICIAN
HAIRCUT	WELLNESS	UNIVERSITY	THEATRE	TEMPERATURE CONTROL	TRAINER	RELATIONSHIP	CONCERT	PODCASTS	EVENT
MAINTENANCE	CAUSES	RENTALS	CONCIERGE SERVICES	ALARM TIMER	RESEARCH	COUSINE	LAWYER	COUNSELLING	CAR WASH
GOVERNMENT SERVICE	CLEANER	EMERGENCY	ASTROLOGY	DENTIST	BOOKKEEPING SERVICES	PET SITTING	SECURITY	PERSONAL DIARIES	PSYCHOLOGIST
SELF DEFENSE	FOOD DELIVERY	LOCKSMITH	CATERING	LOST & FOUND	RENOVATION	REPAIR SHOP	SKILLS	POP-UP STORES	CINEMA
COVID TEST	WORKFORCE AUTOMATION	LOAN	CHARGING STATION	ASSISTANT	ONLINE CLASSES	GAS STATION	MOVERS	COOKING	PADAGOGICS
PRICE COMPARISON	BOOK CLUB	HUNGER	HELPPDESK	GEOCACHING	RADIO STATIONS	CYCLESHP	HOLIDAY RENTALS	POLITICS	TAX ADISORS
OFFICE SPACE	SELF HELP	E-SCOOTER	DIVERSITY	CASH	BUSINESS TRAVEL	HOBBY	TRAVELLING	BAND	SOCIAL WORKER
DONATIONS	DOG WALKING	AR/VR	RECYCLING	COWORKING	NEIGHBORHOOD	BODEGA	PHOTOGRAPHY	PHARMACY	FLATSHARE
MUSICALS	OPERA	VOLUNTEERS	MINI BUS	CODING	LIBRARY	MEDITATION	GARAGE	BARBER	WORKERS UNION
FAST FOOD	LEGO	CONFERENCE VENUE	JANITOR	TAILOR	MUSIC	WEATHER FORECAST	HOBBYS	CRAFTWORK	MOVIE
BETTING	STREET	NOTARY	MINDFULNESS	HOUSE	OPTICIAN	TECHNICIAN	CITY	COMMUNITY CENTER	ART
CRAFTSMAN	SOCIAL SECURITY	WORKOUT	SALE	CLOTHING SWOP	JOB XYZ	CYCLE	RELIGION	COPYSHOP	AUDIO CHAT
LIVE CONCERTS	HOSTEL	DATE	MUSIC STREAMING	NANNY	SEX	FLEA MARKET	REFUGEE	SCHEDULING SERVICES	FOODSHARING
HAC									NAVIGATION
SPORTS	HOTEL	AUDIO BLOGS	THIMBERMAN	GARDENING	TAXI	PHONE REPAIR	COACHING	KINDERGARTEN	SMART HOME
MOVING SERVICES	VOICE CHAT	THRIFT SHOP	AUDIO BOOKS	ESBTQ	FEAT RENTAL	PAINTER	3D PRINTING	HOSPITALS	BOARD GAME
ALTERNATIVE									CYCLE COURIER



The who else? Namespace is an open-source schema for standardizing user intent. Our approach is simple: If users can ask a who else? question, they've mastered the interface. We start with child-focused intents and will gradually add more use cases (= AI partners).

The vision is that “who else” becomes an additional wake word that all voice AIs understand. The gateway AI does not need to give up its own name. But it can use whoelse.ai API to lookup additional voice AIs and connect the user to our trusted AIs.



# Voice AI lookup

in a tree-like catalog

