



Walsh Media and CereProc Partnership Set to Revolutionize Global Voice Branding Markets

Global expert in text to speech technology CereProc has today announced a partnership with U. S. based creative voice solutions company Walsh Media Inc.

Marking a significant stage in CereProc's growth, the partnership will enable the U.K. based company to continue its presence in the United States and strengthen its global operations, while also diversify its commercial product offering.

Combining CereProc's skills in developing synthetic TTS voices that are natural, emotional and display the character of the voice artist together with Walsh Media's expertise in voice project management and huge bank of quality voice artists, this partnership is certain to disrupt the current TTS market by allowing voice branding by any size of corporation. Drawing on both companies' extensive experience, CereProc and Walsh Media will offer corporations - across a wide range of industries - efficient and cost effective solutions to optimize end to end customer speech experience across multiple platforms and ensure consistency of communication at every touch point.

Understanding the pivotal role played by language and the sounds associated with message delivery in terms of customer engagement and acting on rising consumer expectations across an ever increasing range of digital channels, CereProc and Walsh Media will work together to bring a cutting edge solution to the global voice branding and customer communication markets.

Paul Welham, CEO at CereProc explained:

"Securing a partnership with Walsh Media at this stage in our company's growth is absolutely crucial. As we move to ramp up our global operations, target new markets and pursue the voice branding industry more aggressively, Walsh Media - with its recognized expertise in providing professional voice solutions for some of the world's largest brands - was a natural fit for us."

Enabling companies to blend Walsh Media's quality voice project management services with CereProc's advanced TTS technology to create a sound that is consistent with its brand and message - with a legacy independent of the selected voice artist - the partnership improves the efficiency of the voice branding process and provides a cost effective solution where speech output of a particular voice artist, or regional accent, is required.

“With consumer demands progressing and affecting a greater number of channels, not to mention increasing pressure to justify budgets and marketing spend, we believe this partnership serves to provide an effective solution for brands seeking to shape their customers’ experiences through sound and language. Using TTS technology, brands are able to harness Walsh Media’s valuable services to create an emotive brand experience that can be adapted and used as part of long term strategies that lasts as long as the voice remains relevant to the brand,” Welham added.

Having developed its language independent core synthesis engine, CereVoice, and achieved patents for its emotional speech technologies, CereProc continues to enhance its product offering in terms of performance and compatibility, and drives forward the effective use of its TTS systems across global business, healthcare, education, entertainment, robotics and logistics industries.

Walsh Media is a leading provider of voice project management for a variety of applications, and counts Persona Design, Touch Tone and Speech Rec IVR support, Call Center recording support, web audio, audio for professional communications and eLearning among its competencies. Customers include some of the largest financial, insurance, utility, retail, technology and entertainment companies in the world.

“Matching our team in terms of energy and commitment, and with a similar understanding regarding the importance of customer experience at every touch point and across every platform, we’re confident that working with Walsh Media will bring success and opportunity for both companies as brands become more concerned with the way in which the world hears them,” Welham concluded.

Tim Walsh commented, “The Customer Experience is rising to top awareness. It has such an impact on customer loyalty and satisfaction that all enhancements to this effort are critical in differentiating your company from the pack. Integrating technologies across the enterprise unifies the customer experience and provides the smoother flow to create a stronger trust in the processes. Their perception of this cohesive presentation creates an emotion that shapes the quality of their experience. Cereproc’s technology will bring new dimensions to Walsh Media’s efforts in creating a truly great Customer Experience.”

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