



A State-of-the-art Speech Recognition Technology That Powers Bank of East Asia's Next Generation Banking Services

Bank of East Asia

As the largest independent Chinese bank in Hong Kong, The Bank of East Asia provides customers with a wide range of banking products and services including deposits, foreign exchange, Supreme Account, loans, insurance, credit card, MPF and cyberbanking service. East Asia Securities Company Limited, a wholly owned subsidiary of The Bank of East Asia Limited, provides a wide range of stock broking services to customers who wish to deal in Hong Kong listed securities, stock options as well as China B shares.

The Solution

In a move to equip customers with the latest stock information, East Asia Securities has launched the 'Interactive Real-Time Stock Price Quote Service', the first of its kind in Hong Kong in December 2000. This state-of-the-art service allows customers to obtain instant real-time stock quotes using simple verbal instructions via any telephone. Customers can now dial the East Asia Securities Cyberbanking securities trading hotline and access real-time stock price quotes for stocks listed on The Stock Exchange of Hong Kong, Hang Seng Index and sub-indices can be made by either simply reading out the stock names, in full or in alias form or stock codes.

The Technology

- Conversational Speech Recognition
- Mixed language capability
- Speaker-independent and accent tolerant
- Text-to-Speech
- Real-time application

Benefits and Advantages

Easy and instant access: Callers need only call the hotline number and speak the name or the code of the stock. The system replies instantly and callers are not required to memorize the stock's code.

Mixed language capability: InfoTalk-Recognizer, the state-of-the-art conversational speech recognition engine, can recognize mixed languages e.g. Cantonese and English (e.g. ASM 太平洋), a popular scenario in a mixed cultural place like Hong Kong.

Quick automated response: With East Asia Securities's interactive voice recognition system, callers can quickly receive real-time stock quotes without going through a long list of touch-tone options or to wait for an available operator.

Convenience: Callers can use any phone, over any network, any time at any place. They do not need a computer, internet access or costly subscription to a stock quote machine.



"InfoTalk's state-of-the-art conversational speech recognition technology enables East Asia Securities to better serve its customers, by providing them with real-time stock price quotes for stocks listed on the Stock Exchange of Hong Kong, Hang Seng Index and sub-indices by simply speaking naturally on any telephone. With this technology in place, we are able to enhance customer value by enabling more effective utilization of our resources."

Mr. Samson Li
Managing Director
East Asia Securities Company Limited



Speaker-independent: InfoTalk-Recognizer, the conversational speech recognition engine behind the state-of-the-art system understands multilingual languages spoken by any person, even with a dialectic accent.

Open platforms: InfoTalk-Recognizer runs on most industry standard platforms, operating systems and telephony hardware.

Fully scalable: InfoTalk-Recognizer's client-server architecture allows East Asia Securities to quickly expand the system capacity to handle the high volume of call traffic if need arises.

Efficient and Cost-effective: The real-time interactive stock quote system powered by **InfoTalk-Recognizer** enables East Asia Securities to fully utilize its resources and help cutting the operation cost of having many operators answering stock enquiries.

Reliable technology: The award-winning **InfoTalk-Recognizer** delivers high accuracy and consistent performance.

Maintenance free: The real-time interactive stock quote system is fully automated and completely self-maintained. It does not require special operations and runs without operator attention or interference.

InfoTalk's Mission

InfoTalk's mission is to develop and market multi-lingual conversational speech understanding technology to enhance the quality and efficiency of our daily lives.

Bringing in a full set of RSVP products: **InfoTalk-Recognizer, InfoTalk-Speaker, InfoTalk Verifier** and the VoiceXML platform, InfoTalk advances Business solutions by the company's robust core engine, with text-to-speech and speaker authentication capabilities, fully supporting VoiceXML specifications.

Designed for the diversified cultural environment in Asia, InfoTalk's award-winning InfoTalk-Recognizer understands natural continuous speech in **multiple and mixed** Western and Asian languages.

InfoTalk's speech technology creates a user-friendly, natural, spontaneous and interactive interface for computer-telephony solutions. It enables users to access information and services, perform transactions and interact directly with computer systems over the telephone and the Internet.

Many companies are using InfoTalk's speech technologies to enhance their computer-telephony applications. So can yours. Unlimited possibilities are waiting for you. Come, let's talk.

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