

## SAR Insight & Consulting

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### **Always-listening voice buoyed by new tech**

New technology will help drive the market growth of always-listening voice devices, helping to overcome initial consumer wariness, according to a new study.

Market awareness on the robustness of always-on voice-triggering grew slowly due to consumer mistrust and privacy concerns, according to expert analysis by SAR Insight & Consulting, which also said the availability of very-low-power platforms had been limited.

The latest FOCUS study from SAR Insight—‘Always-Listening Voice’—is an in-depth analysis of devices requiring voice to trigger digital assistants.

“Most devices with a voice assistant built in will use always-on technology, unless push-to-talk is required to trigger extra features,” the report’s author Kian Rayment said.

“Although full of features and convenience, voice assistants need to advance and become more intuitive and reliable to expand consumer usage.

“Companies are developing their own proprietary wake-words to customize their branding. This is shaking things up and creating additional purchasing incentive for consumers.”

Wearables such as smart watches will see a significant uptake of this technology as low-power solutions continue to progress. Headphone applications are also a big driver.

The latest FOCUS report from SAR Insight and Consulting breaks the market down into voice-interface-enabled, digital-assistant-enabled and always-on, and always-listening-enabled devices.

“Touchless solutions continue to show promise due to the importance of hygiene benefits in the current wider economic climate,” Kian said.

These findings are from SAR Insight & Consulting’s recently published FOCUS study on ‘Always-Listening Voice’ which is published as part of its Voice Software and Algorithms service.

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