

By Dina Abdelrazik, Research Analyst, Parks Associates

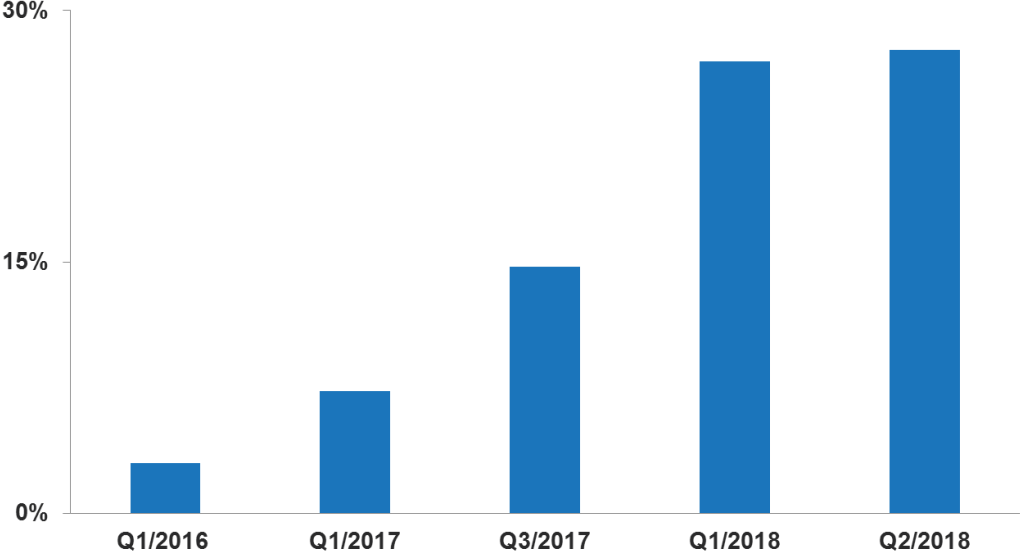
<p>Synopsis</p> <p>Voice can provide a simple, compelling user experience, but the path to adding voice controls to any product, service, or application is complex. As major companies continue to create voice-enabled interfaces, product designers, developers, and manufacturers will be forced to rethink the user experience and user interface. This report profiles the key technology partners that can help companies integrate voice and evaluates different strategies for implementation. This report includes a five-year forecast of voice technologies in the home.</p>	<p style="text-align: center;">Tracking Adoption of Smart Speakers</p> <p style="text-align: center;">Smart Speakers with Personal Assistant Ownership U.S. Broadband Households</p>  <table border="1"> <caption>Smart Speakers with Personal Assistant Ownership - U.S. Broadband Households</caption> <thead> <tr> <th>Quarter</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Q1/2016</td> <td>~5%</td> </tr> <tr> <td>Q1/2017</td> <td>~10%</td> </tr> <tr> <td>Q3/2017</td> <td>~15%</td> </tr> <tr> <td>Q1/2018</td> <td>~25%</td> </tr> <tr> <td>Q2/2018</td> <td>~28%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Quarter	Percentage	Q1/2016	~5%	Q1/2017	~10%	Q3/2017	~15%	Q1/2018	~25%	Q2/2018	~28%
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<p>Publish Date: 1Q 19</p>	<p>“As smart home device ownership increases, with owners often having multiple devices, voice as a centralized user interface for the home will grow in importance. Interoperability serves as a driving factor. Voice will become a key interface to alleviate the complexity in smart home fragmentation,” said Dina Abdelrazik, Research Analyst, Parks Associates.</p>												
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List of Companies													
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