

snips

# Let's Talk

Embedded voice recognition software that adapts  
to your business, products and services

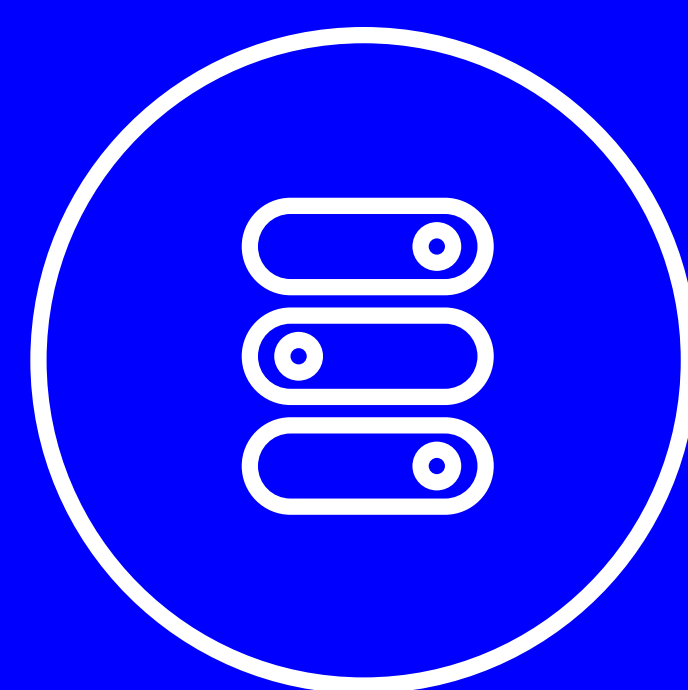
Your Embedded Voice Interface

# No Strings Attached

What makes Snips different



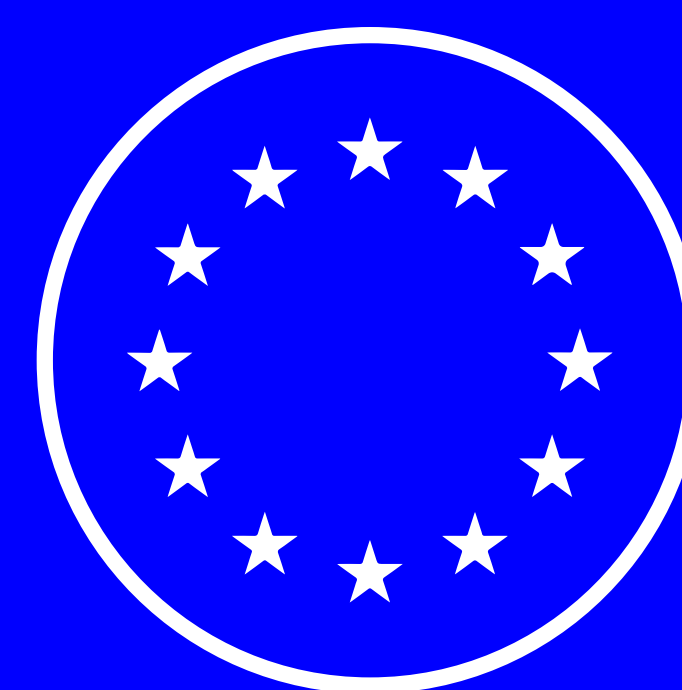
**Real-Time  
Performance**



**Customizable  
Experience**



**Offline and  
Embedded**



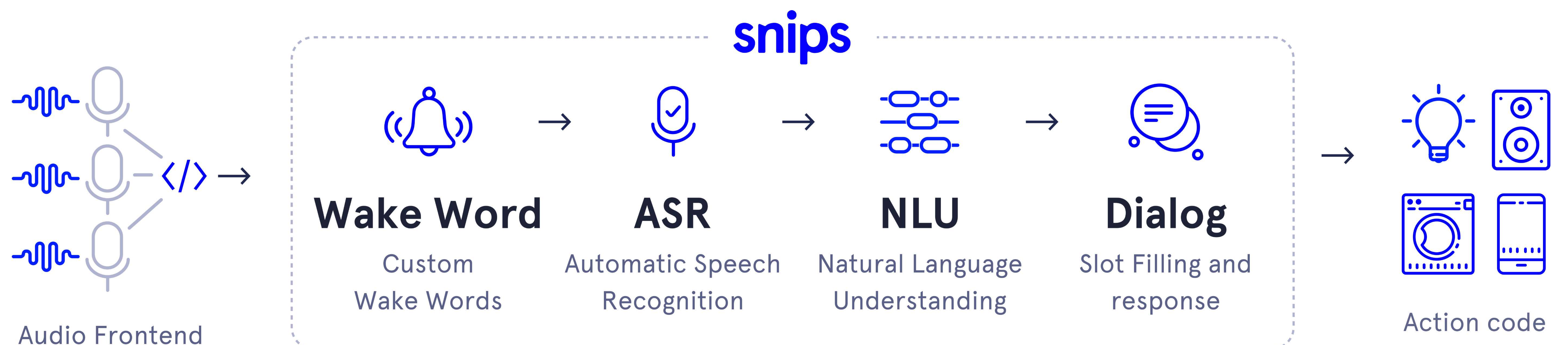
**Privacy  
by Design**



## A voice interface for the space around you

We believe in empowering businesses without sacrificing control of their brand identity, customers, or data. Our goal has always been to make technology so intuitive and natural that people no longer notice it. Snips is embedded voice recognition software that helps businesses do just that. Companies can create and customize entirely new experiences for their customers while ensuring maximum brand recognition, building deeper user relationships and protecting end-user data privacy.

# Snips Brings Voice to the Edge



# From Voice Commands to Natural Language

Snips is the first embedded solution to be able to cover the complete range of voice use cases from short commands to comprehensive natural conversation.



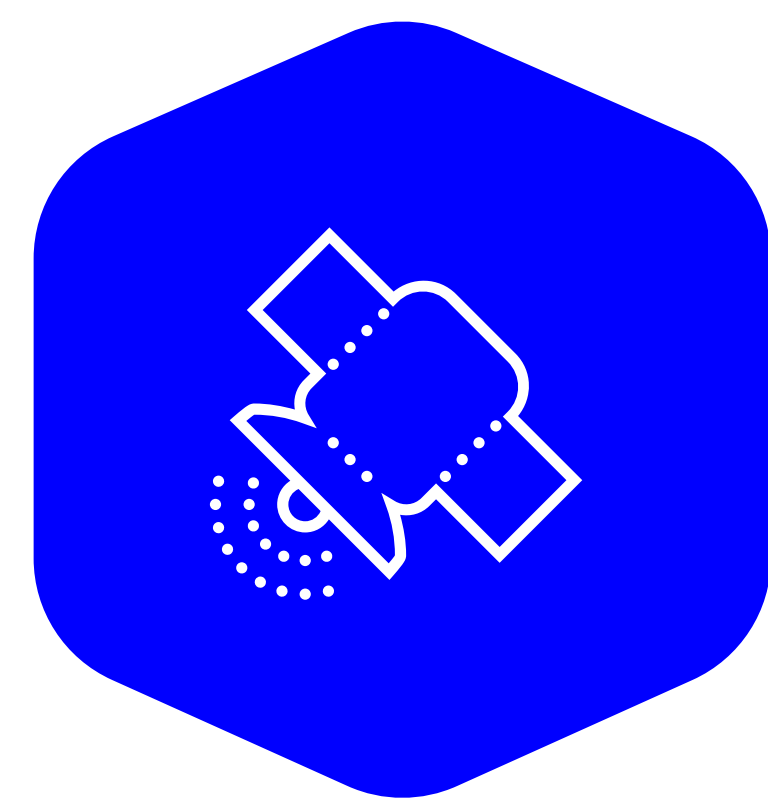
## Snips Flow

Voice recognition software to control the smart home through natural language - no internet necessary



## Snips Commands

Voice recognition software to control the smart home through natural language - no internet necessary



## Snips Satellite

Create a private network of voice enabled devices that understand natural language



## Snips Wake

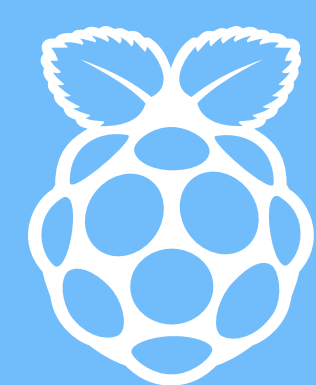
Snips' patent-pending wake word engine is built on a reduced footprint, fit for deployment on small devices



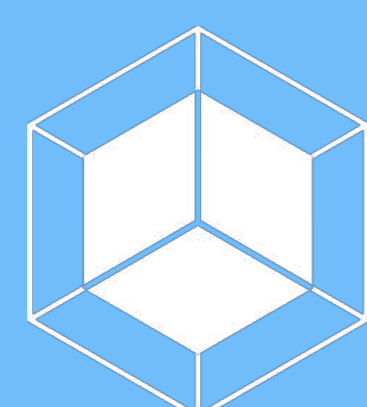
# Snips Flow

Voice Recognition software to control your products with natural language. No Internet necessary.

## Tested and certified to run on



Raspberry Pi 3  
(BCM2837)



SAMSUNG  
ARTIK™

Samsung Artik™ 530  
Samsung Artik™ 710  
Exynos5422



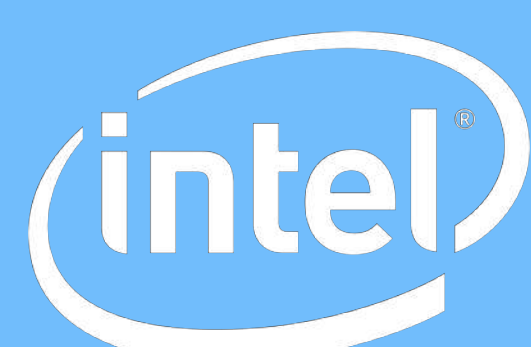
NXP® i.MX 6DLite  
NXP® i.MX 7D  
NXP® i.MX 8M



nVidia® Jetson TX2



Actions® S500



Intel Atom x7



Broadcom® BCM7271



Allwinner® A64



Snapdragon™ 410



Respeaker core v2



## Key Features

- Natural Language Understanding
- On-device training
- Private by Design
- End user customizable
- No Internet necessary
- Fully embedded
- Low latency
- EN, FR, DE, ES, IT and JP languages supported

## Performance

Snips Flow is an embedded natural language voice recognition solution that runs on-device with performance that is equivalent to or better than cloud-based solutions. Snips Flow can run on a wide range of hardware from a Raspberry Pi 3 to an NXP i.MX8.

## Requirements

Minimum	ARM Dual-CortexA7@1.2GHz (4500 DMIPS equivalent) 128MB RAM / 58MB
	+ Assistant size (1 to 15MB)
Optimal	ARM Quad-CortexA53@1.5GHz 128MB / 256MB RAM / 58MB
	+ Assistant size (up to 100MB)





# Snips Commands

Embedded voice commands customized for your  
product functions and bill of materials

Tested and certified to run on



Flagship MCU  
Voice platform

i.MX RT1050  
i.MX RT1060  
i.MX RT600



Flagship MCU  
Voice platform

STM32H7  
STM32F7  
STM32F4



## Performance

Easily add voice intelligence to your MCU based products and services without compromising latency or usability.

## Key Features

- Fully embedded
- Private by Design
- Low latency
- Cost effective
- Customizable per device functions
- Sequential commands
- Simple dialogue support
- Plug and play
- 66 languages and dialects supported

## Requirements

### Minimum

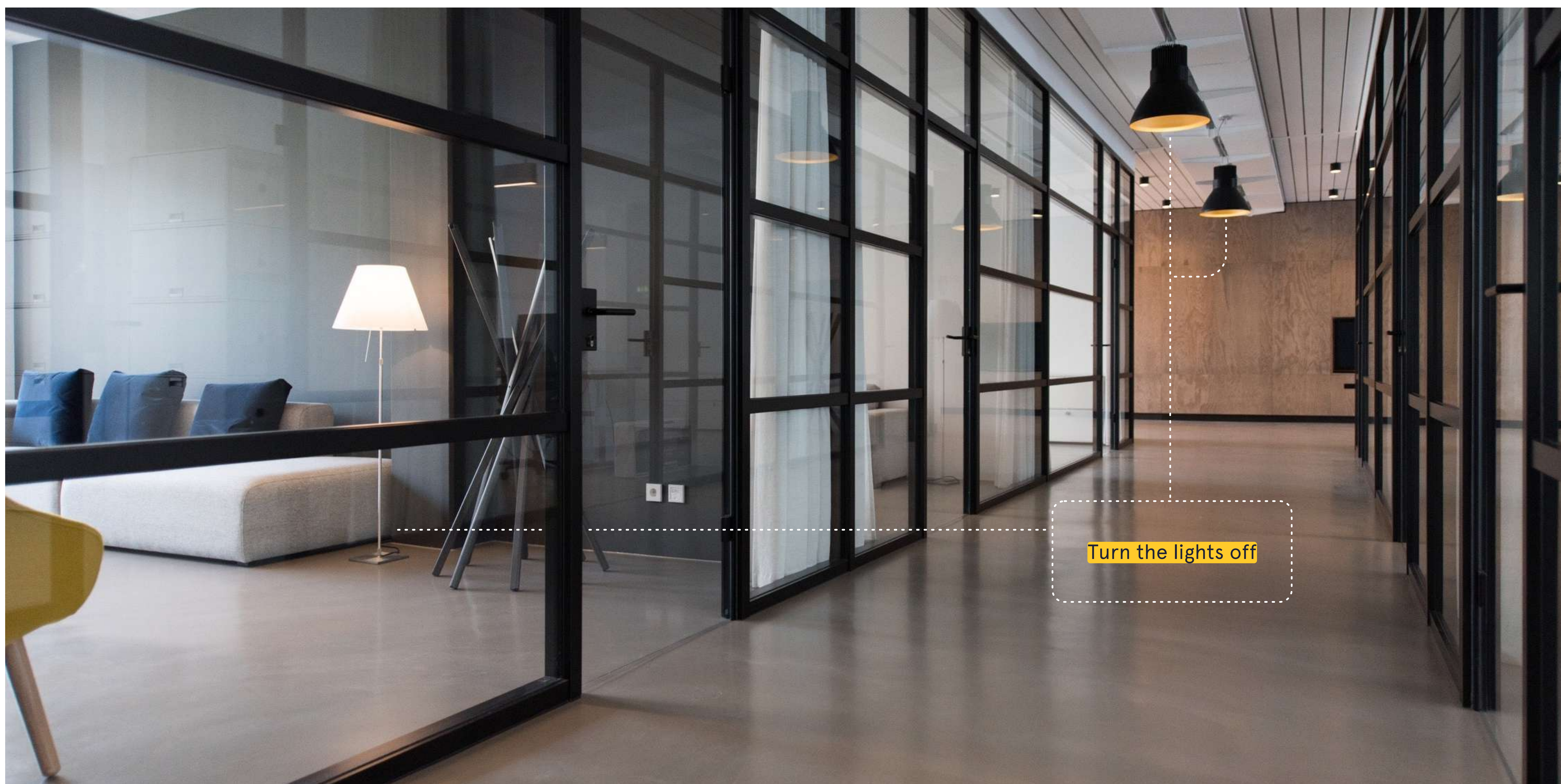
Wake Word + up to 10 commands

ARM Cortex-M4@100MHz (125DMIPS)  
70KB RAM / 1MB Flash

### Optimal

Wake Word + up to 30 commands

ARM Cortex-M7@200MHz(400DMIPS)  
70KB RAM / 2MB Flash





# Snips Satellite

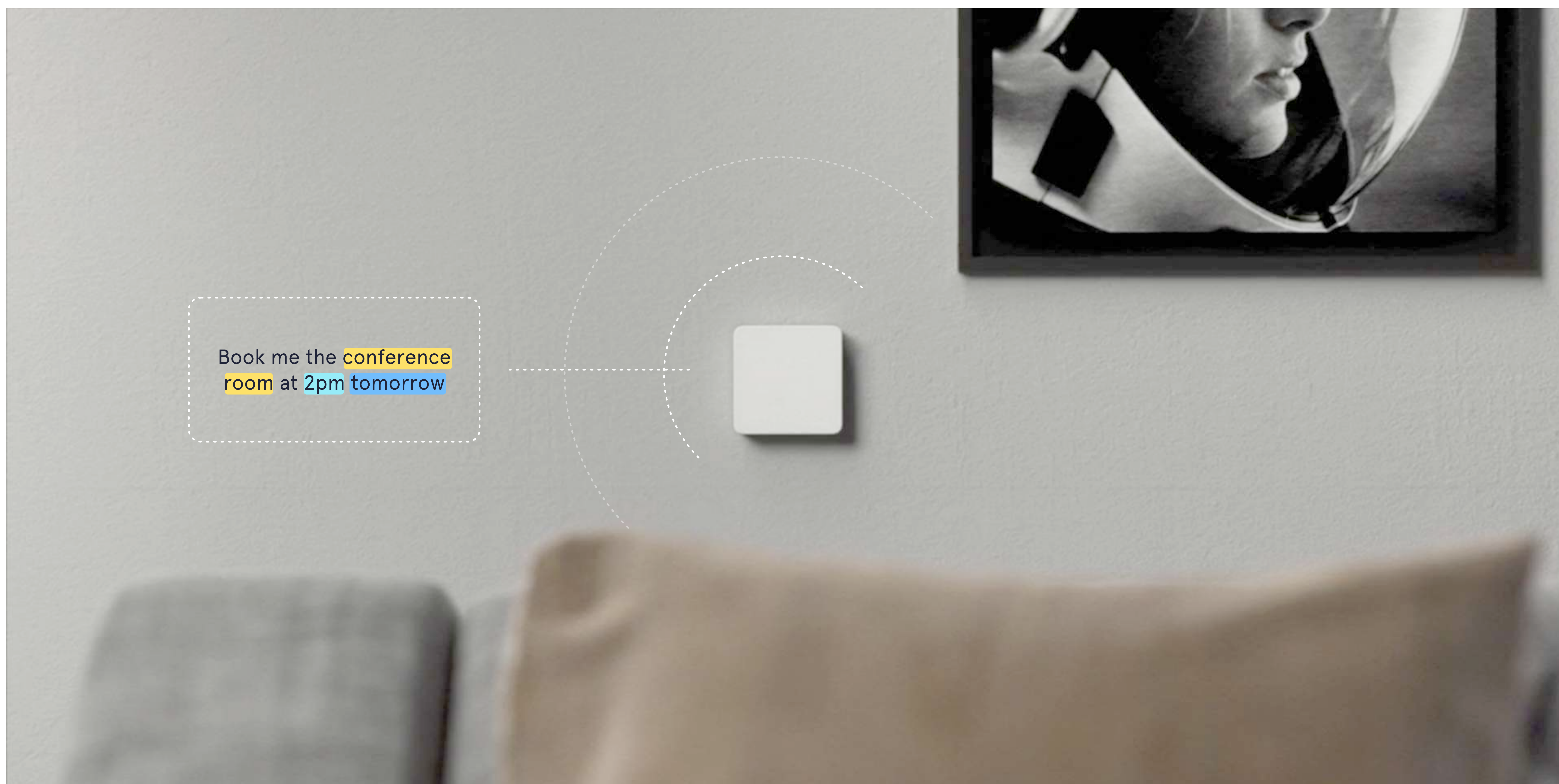
Lightweight and closed circuit wireless voice streaming  
to any Snips Flow device

## Key Features

- Low power ASR streaming
- Add NLU capabilities to MCU devices
- Create close circuit voice network
- Multi-protocol
- Offline
- Private by Design
- Real-time

## Requirements

**Hardware** | ARM Cortex-M7@200MHz(400DMIPS)  
110KB RAM / 1MB Flash





# Snips Wake

State-of-the-art wake word technology that you can customize and tailor to your brand

## Key Features

- Custom generic and branded wake words
- Private by Design
- Multi wake word gateway
- Next generation technology
- Zero latency
- Cross-platform
- 100% local

## Requirements

- |                |   |
|----------------|---|
| <b>Minimum</b> | ARM Cortex-M4@100MHz (125DMIPS)<br>70KB RAM / 300KB Flash |
| <b>Optimal</b> | ARM Cortex-M7@200MHz (400DMIPS)<br>70KB RAM / 1MB Flash   |



“

Snips has developed **a state-of-the-art local voice capability**, and the tools associated with implementing that capability.



**Denis Cabrol**

GM of IoT Solutions at NXP

“

Choosing Snips as a partner means opening up our customers to a **technology that protects their data sovereignty**, adapts to fit their specific domain and use case and delivers in both B2B and B2C environments.



**Fabrice Dewasmes**

Director of Innovation at Smile

“

Snips brings real differentiators to the market on several points. Notably on being **100% embedded**, **end-user privacy protection** and **personalization**. They are a real alternative in the voice space (and their responsiveness is second to none!)



**Denis Vanbeselaere**

Head of Innovation at Auchan

“

At Engie, we needed a voice recognition system that could be adapted to energy services. When we found and worked with Snips, we not only found a **solution that that was adaptable to our use case** but that could work **completely offline with high performance** and **protect end user data**.



**Martial Archenault**

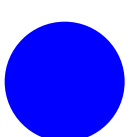
Director at ENGIE Lab Cylergie

# How Snips Stacks Up

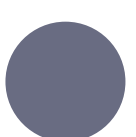
	snips	Nuance	Amazon	Google	Houndify	Sensory
<b>Embedded Natural Language Recognition</b> MPU	<div><div></div>6</div>	<div><div></div>30</div>	<div><div></div></div>	<div><div></div></div>	<div><div></div>1</div>	<div><div></div>10</div>
<b>Voice Commands</b> MCU	<div><div></div>66</div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div>40</div>
<b>Custom Wake Words</b> Per Company	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
<b>Personalized Vocabulary</b> Per User	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
<b>1-Click Data Generation</b> Text/Audio	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
<b>Multi-Room Functionality</b>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
<b>Fixed Cost</b>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
<b>Open Developer Community</b> 16K+ Developers	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
<b>Satellite Architecture</b> MCU / MPU	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
<b>Private By Design</b> MCU	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
<b>Offline Capabilities</b>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>



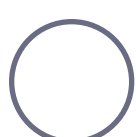
Number of languages



Available



Limited



Unavailable



# Winner of CES 2019 Best of Innovation Awards

in the "Embedded Technology" Category

## Snips Wins Best of Innovation at CES 2019

Out of thousands of companies all over the world, Snips has been awarded the prestigious Best of Innovation Award in Embedded Technology category at CES 2019! The CES Innovation Awards is an annual competition celebrating outstanding product design and engineering in brand-new consumer technology products.



## Paris

18 rue Saint Marc  
75002 Paris France

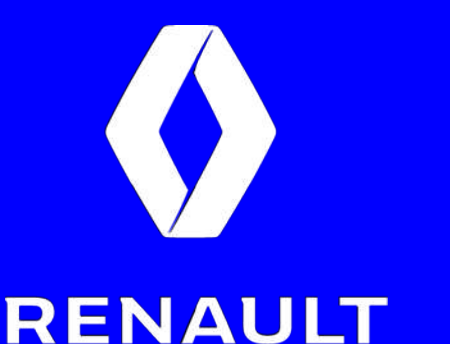
## New York

33 Greene Street  
New York 10013  
United States

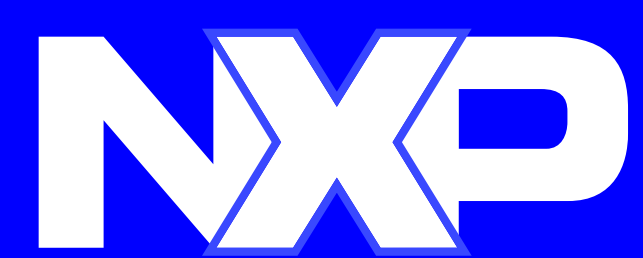
Just a few of the companies that trust Snips



AIRBUS



Snips has partnered with global companies including



[letstalk@snips.ai](mailto:letstalk@snips.ai)

[snips.ai/enterprise](https://snips.ai/enterprise)