**PRESS RELEASE:**

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**Sensory Releases Embedded AI That Allows Voice Assistants and IoT Devices to Identify a Wide Variety of Home Sounds**

*TrulySecure Sound ID identifies sounds within the home and can send messages to homeowners*

**Santa Clara, Calif., January 7, 2019** – [**Sensory**](http://www.sensory.com/)**,** a Silicon Valley-based company focused on improving the user experience and security of consumer electronics through state-of-the-art embedded AI technologies, today announces TrulySecure™ Sound ID, a major breakthrough for cloud-free always-listening AI that gives devices the ability to identify a variety of common and critical sounds within the home, and intelligently interpret if action needs to be taken, without the security risk of sending audio recordings to the cloud for processing.

Backed by Sensory’s 25 years of experience developing practical applications for neural networks and deep learning, TrulySecure Sound ID is capable of recognizing a variety of environmental sounds, including glass breaking, babies crying, dogs barking, home security alarms, smoke/CO alarms and low-battery warnings, doorbells, knocking, snoring and more. Consumer devices could instantly warn users when these sounds occur and send the owner sound clips to better understand the situation.

“With so many voice-controlled products entering our homes, we saw an excellent opportunity to enable the microphones in these devices to do more than just listen for wake words and recognize speech,” said Todd Mozer, CEO of Sensory. “With TrulySecure Sound ID, we’re making it possible for companies to create smart always-listening products that can alert us of things happening within our homes that we may not hear, and safeguard our home and family from potentially dangerous situations.”

Sharing the same distinguished qualities that make Sensory’s ‘AI at the Edge’ technologies industry-leading, TrulySecure Sound ID boasts performance and privacy by performing all analyses on device. By training each specific sound profile on thousands of real-world samples, similar to how Sensory trains biometric recognition, TrulySecure Sound ID takes several discriminate factors into account when processing sounds. Sound ID learns each sound type utilizing an approach that combines deep learning model training with proprietary discriminant learning techniques, the two approaches combined produce a superior solution than either approach could achieve in isolation.

Sound ID is available today as a component of Sensory’s TrulySecure Speaker Verification (TSSV) suite of AI solutions for smart speakers and IoT devices. Ideal for enabling smart assistants, TSSV combines:

* Text dependent and text independent voice biometric recognition for user ID and authentication
* Always listening wake word recognition
* Seamless voice enrollment
* Sound ID

All of the technologies in TSSV pose no privacy or security concerns because they run completely on device and never touch the cloud. TSSV supports all major operating systems and is hardware agnostic, offering nearly limitless implementation flexibility. Additionally, Sensory can customize TSSV to match the exact needs of its customers, enabling only the sound profiles required for specific use cases.

For more information about this announcement, Sensory or its technologies, please contact *sales@sensory.com**;* Press inquiries: *press@sensory.com*.

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**About Sensory**

*Sensory Inc. creates a safer and superior UX through vision and voice technologies. Sensory's technologies are widely deployed in consumer electronics applications including mobile phones, automotive, wearables, toys, IoT and various home electronics. Sensory’s product line includes TrulyHandsfree voice control, TrulySecure biometric authentication, and TrulyNatural large vocabulary natural language embedded speech recognition. Sensory’s technologies have shipped in over a billion units of leading consumer products. Visit Sensory at* [*www.sensory.com*](http://www.sensory.com)

*TrulySecure is a trademark of Sensory Inc*.