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Case study:

Swedish

Government Agency MTM

CereProc beats tough competition to win the prestigious tender to develop a new voice for the Swedish Government.

The new Swedish text to speech voice – Ylva – is released in April 2017 and receives overwhelmingly positive feedback from the users.

Ylva voice will be used to produce thousands of 'talking books' every year and 120 newspapers daily to help students and people with accessibility needs.

ABOUT MTM:

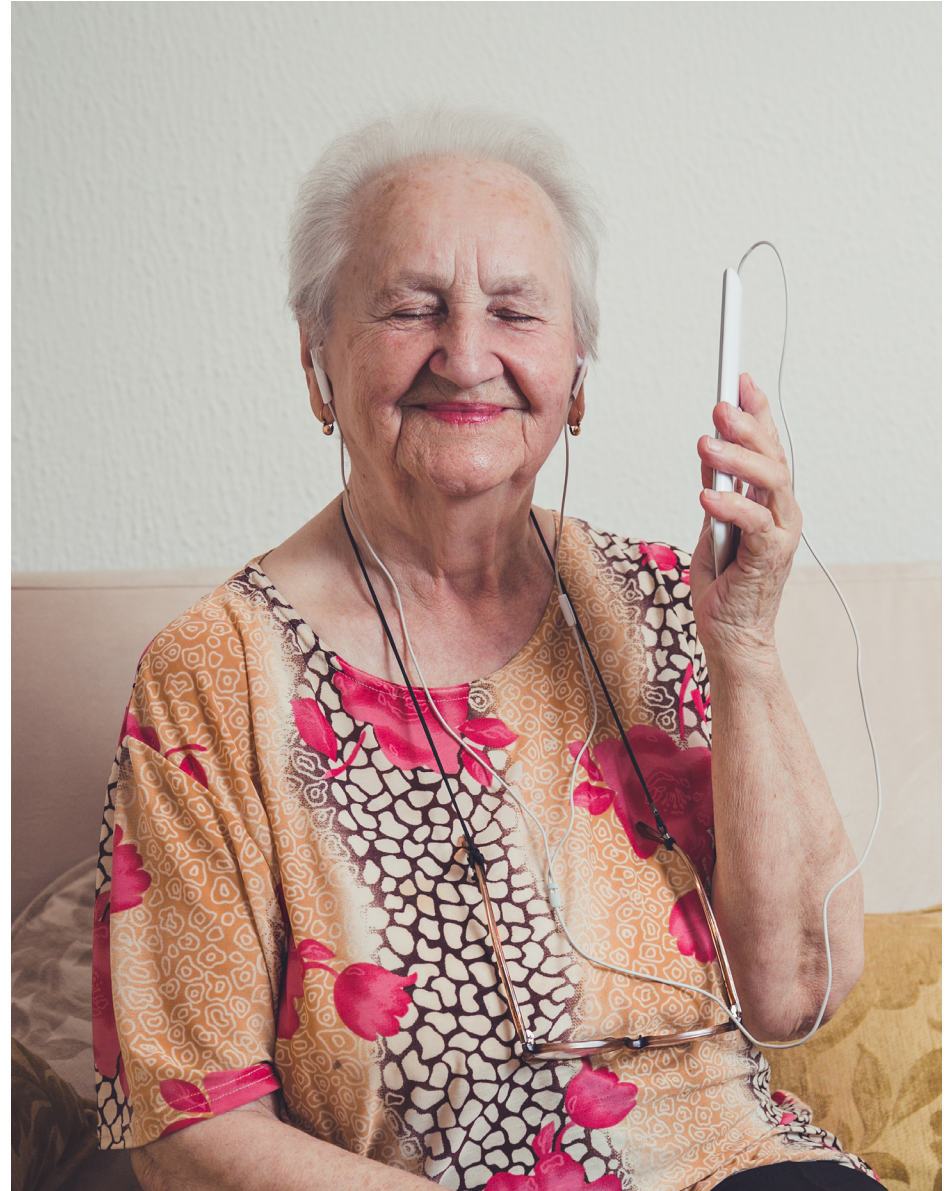
Swedish Agency for Accessible Media, MTM, has the mandate to ensure that all persons with reading impairments can access literature and daily newspapers through media appropriate to them. Activities include the production and distribution of talking books and Braille books.

MTM is the central lending facility of these materials for Swedish libraries, with the legimus.se digital library acting as the hub in this area.

A large and crucial field is research and development relating to new techniques for production and reading. One special mandate is to provide university and college students access to their required reading through media appropriate to them.

“We use TTS for some of the university literature in Swedish, English and Norwegian, as well as for about 120 newspapers. We also produce many talking books with human voices, but in order to provide our users with all literature they need, we depend heavily on speech synthesis.”

Christina Tånnander, MTM



WHY CEREPROC?

CereProc has extensive experience of building custom voices for clients in both the public and private sector. Our approach to developing voices in new languages is to establish a strong partnership with a local organisation. This allows us to gather extensive user feedback 'on the ground' and to continuously keep developing the voice, even after it's been released.

We saw the MTM tender as a great opportunity to work with an organisation that uses TTS to provide an invaluable service to thousands of people and can provide great insight into user requirements.

We were confident that we could win the bid – despite going up against much bigger companies. CereProc's unique voice building process allows us to develop new languages and voices a lot faster and at a fraction of the cost of traditional custom TTS voices. In addition, we were able to provide references from happy customers such as Intel and CALL Scotland, to support our bid.

"MTM decided to work with CereProc as a result of a procurement based on an extensive list of requirements.

What we needed was a solution where MTM has insight in what's going on behind the curtains, not only buying a black box. It is of immense importance to us that we can control for example pronunciations of the voice via standard formats such as SSML, and that there are no strict limitations on what you can control."

Christina Tännander, MTM



- CereProc is the only text-to-speech company in the UK. We're based in Edinburgh, Scotland.
- The CereProc team consists of [leading speech experts](#) who have extensive experience across the entire speech technology domain.
- Head over to cereproc.com to find out more.

MEET YLVA

“User feedback has been positive. People like the voices (Ylva and CereVoice William) and think they are highly intelligible and of a very high quality.”

Christina Tännander, MTM



CereProc's CEO Paul Welham noted: “It can be difficult for an SME from Scotland to compete in the global arena but we're working hard every day to show it can be done.

We're grateful that MTM decided to place their trust in us and we could deliver a voice that their users are very happy with.”

- Ylva was created using a method called unit selection which results in a very high-quality, natural-sounding voice
- Ylva (or the voice talent that is) hails from Stockholm and speaks with a standard Swedish accent
- She can even handle notoriously hard to pronounce words like sjuksköterska and realisationsvinstbeskattning (the longest word in the Swedish language)

- Click [here](#) to listen to a sample of Ylva or use the [demo bar](#) to synthesise your own text
- The Ylva voice is available to download from the CereProc [website](#) for personal and commercial use
- All CereProc voices are available on any platform, from mobile and embedded devices to desktops and servers