



## Jutten: Virtual Training For Corporate Learning Using Text to Speech

ReadSpeaker text to speech technology and corporate learning: the perfect match. Jutten creates state-of-the-art simulation training/serious games for the retail sector with a team of developers, educational experts, software engineers, designers, and project leaders. Jutten has now been using ReadSpeaker services for one year within its training applications. We speak with Edward Bosma, technical director at Jutten.

**ReadSpeaker:** Jutten has always made use of audio for your register training programs. Why did you decide to consider text to speech for your training programs?

**Edward Bosma:** There were two reasons for us, namely price and flexibility. Price is obvious. If you work with recording studios, you have high set-up costs and high variable costs. By working with text-to-speech technology, we eliminate the set-up costs and the variable costs decrease significantly. And because Jutten's strategy consists of doing more international business, text-to-speech technology makes the company much more flexible. We no longer have to search for voice actors, and are in a position to produce audio faster and make corrections if necessary.

**ReadSpeaker:** To generate audio quickly and flexibly, Jutten uses ReadSpeaker's Product API. Could you tell us more about this API in combination with your scripting program?

**Edward Bosma:** Texts are scripted in a database. These texts are then turned into audio in our automated development sequence via the Production API. The automated development sequence checks every time which texts are new or modified. Only new or modified texts are then sent to the Production API.

**ReadSpeaker:** Would you recommend that other corporate learning parties use the services of ReadSpeaker?

**Edward Bosma:** Certainly!


Challenge	Result
Replace voice actors with text-to-speech technology.	Scripted texts from a database are automatically converted into audio via ReadSpeaker TTS Production API.  More flexibility and a decrease in costs for clients that use Jutten's trainings.



ReadSpeaker is a global voice specialist providing dozens of languages and lifelike voices. Using its own industry-leading technology, the company delivers some of the most natural-sounding synthesized voices on the market. ReadSpeaker uses next-generation Deep Neural Network (DNN) technology to structurally improve voice quality at all levels. ReadSpeaker is a subsidiary of the Memory Disk Division (MD) of the HOYA Corporation, with offices in 15 countries, and over 10,000 customers in 65 countries, providing a complete text-to-speech (TTS) offering, both as Software-as-a-Service (SaaS) and as licensed solutions. A fully integrated TTS provider, ReadSpeaker encompasses all of HOYA's state-of-the-art technologies (NeoSpeech, Voiceware, VoiceText and rSpeak), providing a wide variety of applications for varying channels and devices in multiple industries. ReadSpeaker gives a voice to businesses and organizations for online, embedded, server or desktop needs, apps, speech production, custom voices and more. With more than 20 years' experience, the ReadSpeaker team of experts is leading the way in text to speech. ReadSpeaker is "Pioneering Voice Technology".

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