

# Nuance's Dragon TV Platform Powers Telecentro's New Voice-Enabled Interface for TV Subscribers

**Nuance's conversational AI solution allows Telecentro customers to instantly access their favorite channels and programs – simply by speaking**

BUENOS AIRES, Argentina, and BURLINGTON, Mass., November 7, 2018 – [Nuance Communications Inc.](#) (NASDAQ: NUAN) today announced that its [Dragon TV](#) platform brings new conversational AI capabilities to [Telecentro's](#) TV service. Telecentro, one of the largest cable and broadband service operators in Argentina, is the first provider in Latin America to deploy Dragon TV, bringing a voice-activated platform to subscribers in the region for the first time.

Telecentro's TV service now leverages Dragon TV's conversational AI to make it possible for subscribers to instantly access the channels, films and programs they want simply by speaking. With Dragon TV, Telecentro has created an enhanced viewing experience for its subscribers that provides personalized access to content and recommendations, creating a better viewing experience and interaction with the service. And because Dragon TV is optimized for TV and media content, the solution is fully customizable and can recognize hundreds of thousands of show titles, programs, movies, genres, channel names, and content.

“It's important for us to innovate and provide the latest and greatest experiences to our subscribers, and it's no secret that voice-powered interfaces have become very popular in the home,” said Alberto Pierri, CEO of Telecentro. “As we envisioned the next generation of the Telecentro TV user interface, it was clear that voice should play a major role. We turned to Nuance, a leader in AI-powered speech solutions, and its Dragon TV platform to achieve this goal, and we're thrilled to roll out this innovative new experience to our subscribers.”

Telecentro, which has the policy of constantly disrupting the market through innovation, was the first operator in South America to introduce gigabit Internet services for the residential segment, a pioneer in the integration of OTT video content within its TV platform, and one of the first in the world to include the Netflix and YouTube applications on its set top boxes back in 2016. Today, the company offers a robust TV platform which allows users to consume linear TV and on-demand content on multiple devices. In this context, the introduction of a voice interface was the natural next step.

“The TV is the central hub of an increasingly smart and connected home, and voice-powered interfaces are playing a growing role,” said Adam Thibault, general manager of Dragon TV, Nuance Communications. “By integrating innovative speech and conversational AI capabilities with Telecentro's extensive service and library of content, together we're providing subscribers with an unprecedented, personalized viewing experience – and Telecentro with new revenue and engagement opportunities to differentiate their brand from

others in the market.”

A [Technology & Engineering Emmy® Award winner](#), Dragon TV – already used more than one billion times per month in more than 60 million households – is part of Nuance’s portfolio of solutions designed to create an intuitive and conversational user interface that transforms the way users interact with the smart home. The platform supports both embedded and cloud-based voice technologies for integration within set top-boxes, remote controls and second-screen mobile applications, giving service providers the ability to create customized experiences that best meet their needs.

Telecentro will roll out its voice-powered service to subscribers starting this week. For more information on Telecentro TV service, visit [here](#). For more information on Dragon TV, visit [here](#).

About Nuance Communications, Inc.

Nuance Communications, Inc. (NASDAQ: NUAN) is the pioneer and leader in conversational AI innovations that bring intelligence to everyday work and life. The company delivers solutions that can understand, analyze and respond to human language to increase productivity and amplify human intelligence. With decades of domain and artificial intelligence expertise, Nuance works with thousands of organizations – in global industries that include healthcare, telecommunications, automotive, financial services, and retail – to create stronger relationships and better experiences for their customers and workforce. For more information, please visit [www.nuance.com](http://www.nuance.com).

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About TeleCentro S.A.

Founded 27 years ago, TeleCentro introduced Triple Play in Argentina, and has grown to become the leader in this segment in the country. Its extensive fiber optic network – the largest in the Autonomous City of Buenos Aires – allows the company to offer the fastest Internet speeds in the country, 4K and HD Television, and telephone services. Through constant innovation and the improvement of its offer, the company has grown to become the second Multiple System Operator in size in Argentina. For more information, please visit [telecentro.com.ar](http://telecentro.com.ar)

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