



For immediate release

Delegates worldwide join the UK's first Voice in Gaming conference *We Speak Games declared a global success as recordings of all talks are shared on YouTube*

December 13, 2022: The first We Speak Games summit, hosted this autumn in Bristol, England by local technology experts, Web App Services, has been declared a resounding success. Endorsed by Accenture, and covered by Steel Media, the event was attended by industry and academic leaders from across the globe - from Europe to Asia, Azerbaijan to the United States.

Shachar Mendelowitz, who is currently creating a voice led toy for children, flew in from Israel to take part in the summit. He said it was worth the long journey. "A really great location and day. Everything was relevant - it put into focus what we should be doing." Lewis Rees, staff writer at Steel Media summarised the event as: "very informative and interesting". While other guests enthused about the variety of talks, idea sharing and level of expertise in the room. "There were a lot of good hints and tips and people talking about the future - lots of food for thought," commented Giorgio Cortiana, the lead audio programmer on conversational game The Kraken Wakes.

Ben Ackland, Creative Technical Officer at Web App Services and the brains behind We Speak Games, said the timing of the event was perfect. "We're about to see an explosion of Voice in Gaming - the industry is really starting to engage with this new technology." He thinks the recent launch of Alexa Game Control is just the start: "Innovative voice and natural language games are appearing all the time - Akupara Games' Cryptmaster and Ailana from Mendarion Games, for example." From indie studios, to big companies like Amazon and Sony, more people are engaging in conversational game play. "And We Speak Games wants to pave the way for everyone else to get involved too," he added.

Rui Teimao, who took to the podium with his colleague Simon Nagel from Accenture Song, echoed Ben's sentiments on the timeliness of the conference. "Capability has landed ahead of knowing how to use it. That's always an exciting time - like the internet in the 80s, and the web in the 90s. Using AIs to create generated responses is such a hot topic - month to month the capabilities are advancing. It's game changing." The pair jumped at the chance to talk about personality design and interaction goals at We Speak Games. "We're excited about the potential for voice - games fool our eyes and ears pretty well these days, but the language centre of our brains is rarely engaged. As a future of truly immersive environments emerges inside headsets, voice is the key to even deeper immersion."

Rui and Simon were one of six sets of speakers who spearheaded what is now expected to be an annual event, showcasing the ground-breaking technology being developed across the globe. "Learning from doers is always best, the speakers were all from the front line and happy to show their battle scars!" Rui confided. From narratives to natural language, puzzle design to privacy, We Speak Games 2022 covered a broad set of topics carefully selected to cover past learnings, current possibilities, and how to make the most of these technologies moving forward. "I wanted to raise awareness of the potential of voice for the industry as a whole," explained Ben. "And create a community to start navigating this cutting-edge technology."

One of the subjects Ben was particularly keen to highlight at the event was accessibility, which is why he invited Nomi Gallagher from SpecialEffect Charity to share a case study about adding customised voice control to a mainstream game. “We created a voice interface for Helen’s favourite game, RuneScape, so she can take part in combat - something she was never able to do before because it was a bit too quick for her,” explained Nomi. Voice control can be a lifeline to those who have very limited or no mobility in their limbs. “Being able to enjoy games alongside friends, using voice as an input, really opens up options for those who would normally be stuck watching someone else play.”

In addition to streaming live online to delegates all over the world, the We Speak Games team have made all the talks (including demos and Q&A sessions) free to view on their [YouTube](#) channel. “This was a not-for-profit event - we want to share our knowledge and insights with everyone,” clarified Ben. “I highly recommend starting with Isaac Prior’s talk - an entertaining insight into the history of voice in gaming and what has (and often hasn’t) worked!” Although nothing, he said, compares to being at the event in person. “The engagement on the day was fantastic - we had attendees from game engines, hardware platforms, studios, indie developers, industry press and academia. So many interesting people, and a constant buzz of energy and conversation. Plus we got to pick each other’s brains at the networking event afterwards, while sipping a cocktail or two!” he laughed.

Don’t want to miss out on the next We Speak Games? Plans are already in the pipeline for a bigger and better event in 2023. “We’ve got some interesting surprises in store,” confided Ben. “Training and playing will be a key part of WSG 2023, alongside speaking and sharing.” Register for updates at www.wespeak.games or follow their [Twitter](#) or [Instagram](#) feed. “We’d also love to hear from anyone with a talk proposal, or interested in learning more about our sponsorship packages.”

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Notes for editors:

About We Speak Games

The UK’s first conference on voice in gaming, We Speak Games was founded in 2022 to showcase the pioneering technology being developed worldwide. Advances in voice control, conversation technology and artificial intelligence (AI) are set to revolutionise traditional gaming. We Speak Games introduces new ideas and developments in an afternoon of talks, discussions and demos, with the brightest minds and ‘voice in gaming’ experts sharing insights and starting conversations on the future of interactive entertainment.

We Speak Games is run by Web App Services, a team with over a decade of experience delivering solutions for web and mobile, and an established innovator in voice and conversational AI for gaming and interactive entertainment. The summit brings together creators, developers and strategic thinkers; to learn, teach and play with cutting-edge technology and explore how voice interfaces and character conversation is on track to take gaming to a whole new level.