Partnering For CX And Digital People In The Metaverse

What are Digital People?

HYPER-REALISTIC

Our Digital People are hyper realistic for a more human, relatable and engaging experience, creating the opportunity to connect your customers at a fundamental human level.
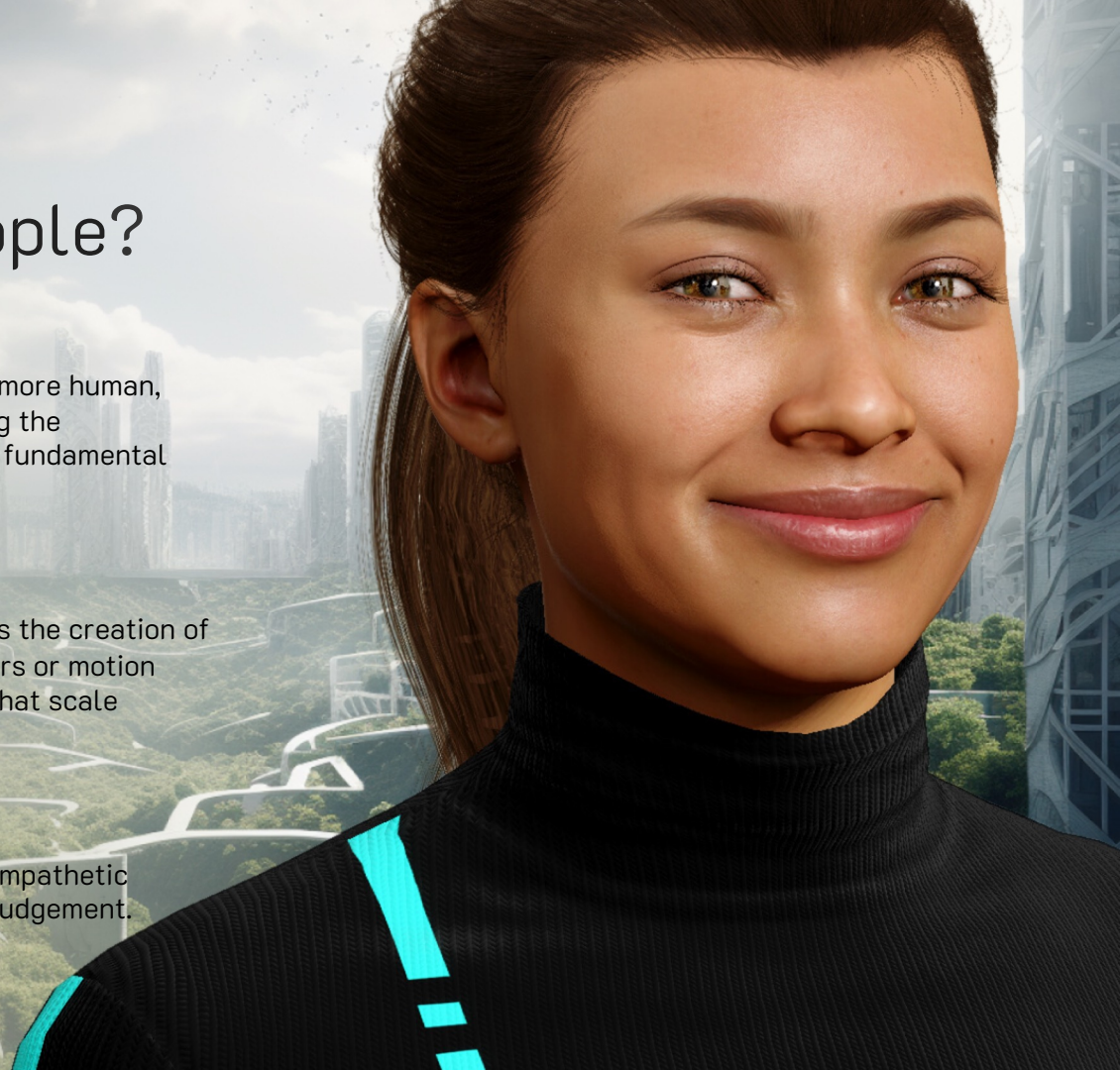
AUTONOMOUSLY ANIMATED

Our patented autonomous animation enables the creation of Digital People without the need for animators or motion capture creating real-time, 1:1 interactions that scale effortlessly.

EMOTIONALLY RESPONSIVE

Digital People provide a personalized and empathetic experience responding to the user without judgement.

Soul Machines Digital Twin
Mark Tuan

Creating your Digital Workforce

SCALABLE AND ACCESSIBLE

Digital People are available 24/7 in 12+ languages, ready to engage when and where your customers need them.

DIVERSE AND RELATABLE

Our patented autonomous animation enables the creation of Digital People without the need for animators or motion capture creating real-time, 1:1 interactions that scale effortlessly.

FLEXIBLE AND DATA ENABLED

Digital People are continuously learning, they can be updated instantly and every interaction generates user experience data that can lead to meaningful customer and business insights.

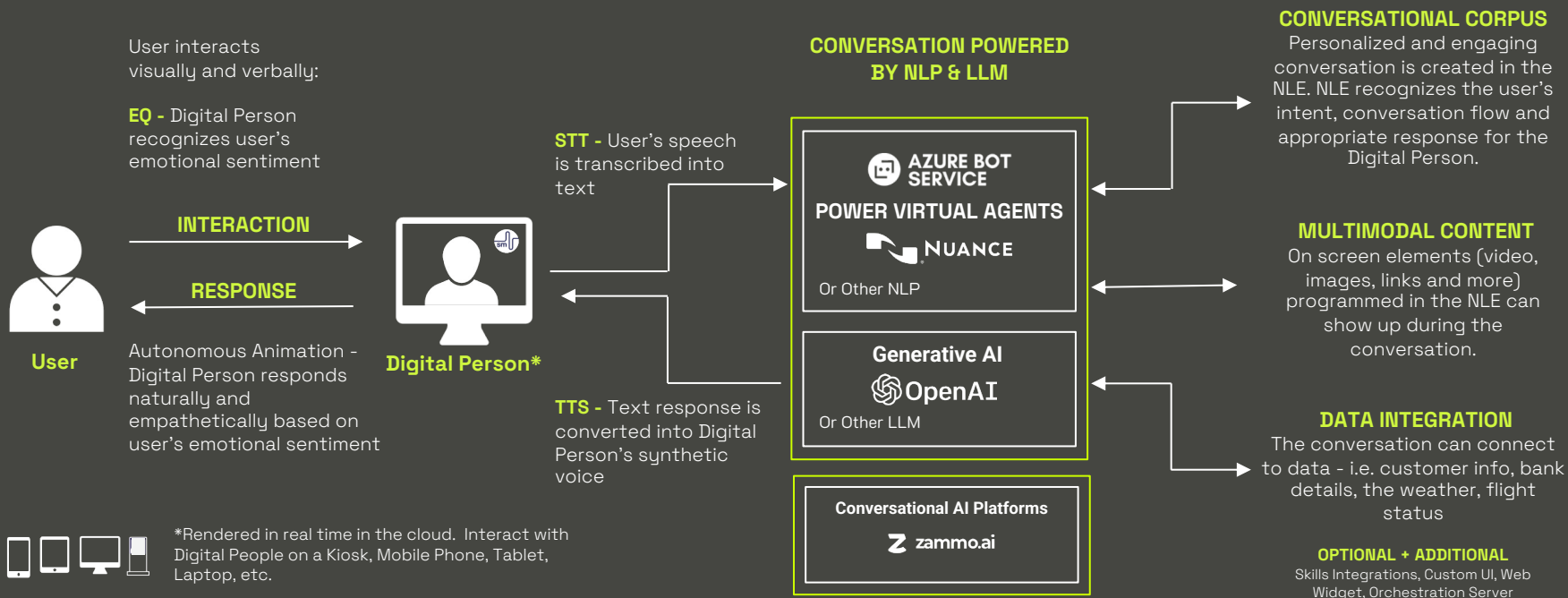# Humanizing Generative AI Experiences with Digital People

Global brands can create their own Digital Influencers and Brand Ambassadors to exist across all digital touchpoints.

These Digital Influencers can be connected to brand specific conversational experiences in minutes via Digital DNA Studio leveraging our Generative AI Integrations. The experience is brought by Soul Machines Autonomous Amination engine that makes interactions more human, personalized, and empathetic than ever before.

DIGITAL COMPANION — IT ALL STARTS WITH HELLO — DIGITAL GREETER — EMOTIONAL CONNECTION — DIGITAL AMBASSADOR — ENTERTAINING — VALUED CONNECTION — DIGITAL INFLUENCER — ONGOING RELATIONSHIP — TRUSTED COMPANION

THE TECHNOLOGY POWERING THE EXPERIENCE

**CONVERSATION POWERED
BY NLP & LLM**

CONVERSATIONAL CORPUS
Personalized and engaging conversation is created in the NLE. NLE recognizes the user's intent, conversation flow and appropriate response for the Digital Person.

User interacts visually and verbally:

EQ - Digital Person recognizes user's emotional sentiment

STT - User's speech is transcribed into text

INTERACTION

RESPONSE

User

Autonomous Animation - Digital Person responds naturally and empathetically based on user's emotional sentiment

Digital Person*

TTS - Text response is converted into Digital Person's synthetic voice

AZURE BOT SERVICE

POWER VIRTUAL AGENTS

NUANCE

Or Other NLP

Generative AI

OpenAI

Or Other LLM

Conversational AI Platforms

zammo.ai

MULTIMODAL CONTENT
On screen elements (video, images, links and more) programmed in the NLE can show up during the conversation.

DATA INTEGRATION
The conversation can connect to data - i.e. customer info, bank details, the weather, flight status

OPTIONAL + ADDITIONAL
Skills Integrations, Custom UI, Web Widget, Orchestration Server

*Rendered in real time in the cloud. Interact with Digital People on a Kiosk, Mobile Phone, Tablet, Laptop, etc.

soul machines
Astonishing Digital People

Soul Machines delivers the Autonomously Animated Digital Person and contracts directly with the customer for the Digital Person License

Partner

contracts with the customer to deliver creative and technical services

Ideation and Strategy
Conversational Design
NLP Engineering
Advanced Integration

UI/UX Design and Build
Project Management QA and testing
Marketing Campaigns

Ongoing Analysis
Conversational Refinement
Expansion and Evolution

Digital People Today and Beyond

Realizing Digital People: Digital People are rendered in the cloud in real time. They connect to relevant knowledge, and are accessible via any internet connected device to converse whenever and wherever customers require support.

Benefits: Soul Machines Digital People enjoy results such as a 4.6x increases in eCommerce conversions, 27% increase in customer satisfaction, NPS scores above 80 and over 10-minute-long interactions with customers.

1
Empathetic Customer Experience:
Soul Machines creates Astonishing Digital People that are hyper-realistic and emotionally responsive in real time to engage with customers through personalized, compelling and empathetic interactions. Powered by a patented Digital Brain and world leading Autonomous Animation technology.

2
Digital Workforce:
Digital People are the Workforce of the future, available 24/7 from any internet connected device, speaking 15+ languages, Digital People can better serve customers, patients, employees and more. Your Digital Worker never has a bad day and always shares the right information and messaging.

3
The Metaverse:
Digital People from Soul Machines will be a foundational technology in the Metaverse stack. Customers that invest in a diverse workforce of Digital People today gain insight into their customers, build their brand and prepare themselves to seamlessly transition to the Metaverse with Soul Machines.
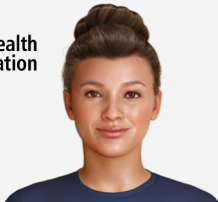
Digital People

Outcomes and Showcase

Digital People in the real world

Jack
Golf legend Jack Nicklaus has been recreated as a Digital Twin of himself at his 1978 peak to interact with fans, talk about his career and more.

Florence
Florence provides accurate info about vaccines, tobacco use behavioural change initiatives, and more.

English • French • Spanish • Russian • Chinese • Arabic • Hindi
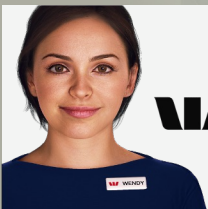
Iris
Iris is the Dallas Fort Worth Airport Concierge to help guide users on the travel experience with tips, navigation, flight updates and more.

Mia & Jordan
Madera's digital leasing consultants help guide users to book tours and navigate the real estate journey.

English • Spanish

Wendy
Wendy from Westpac Bank is the first digital job coach to support young people's journey when entering the job market.
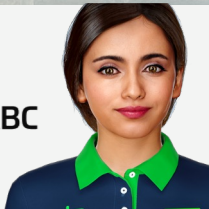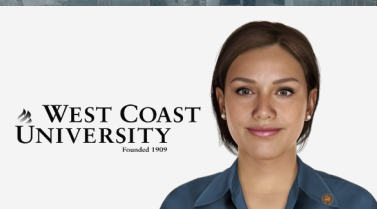
Fatema
Fatema is ila Bank's digital assistant who supports users to learn about the online bank, opening accounts, and more.

Pahola
Pahola is the Pan American Health Organization's digital health specialist on alcohol use and reduction initiatives.

Gabby
WCU's Digital Advisor educates students about admission, programs, and more.

Outcomes of Digital People

Digital Engagement
A global FMCG company recorded growth of engagement from **7 to 13 minutes.**

Activation and Engagement
A global ridesharing company measured a **17% increase** in activations, and 2x+ incremental supply hours from drivers.

Ecommerce Conversion
A global FMCG company measured a **4.6x increase** in e-commerce conversion and **90% NPS.**

Benefit Compared to Chatbot
Digital People reported as **38% easier** to use, **85% more engaging** and **92% more effective** than chatbot equivalent

Cross Sell and Up Sell
A large insurance group measured a 14% increase in upsell, **11% increase** in cross sell and **26% reduction** in live chat.

NPS and CSAT
A global technology company recorded a **27% increase** in customer satisfaction. Average **NPS is 70+.**

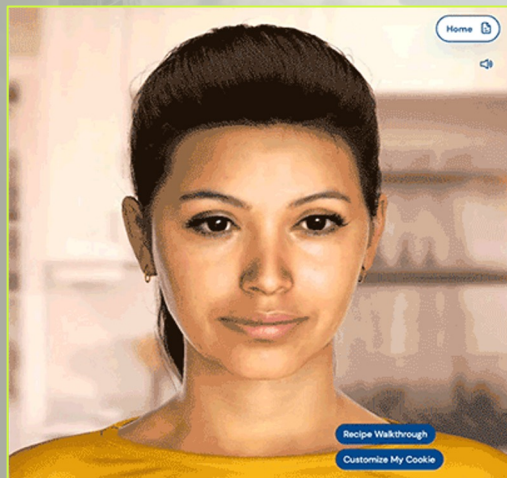## Call and Live Chat Deflection
AF500 financial services BPO recorded over **80% call deflection.**

After Hours Access
38% of conversations happened after hours for a Real Estate Leasing Company, with **58% increase** in bookings.

Personalizing the Baking Experience for Global CPG

Digital Baking Coach
Ruth is a digital baking coach that guides new bakers to perfect their baking recipes by answering questions and guiding them through instructions.

Results Include

Over 200mm in organic impressions in the first 60 days

Average conversation length: 10–13 minutes

83% NPS   **78% CSAT**

Boosting Online Sales with a Brand Ambassador for a Global CPG

Skin Expert
This Digital Person helps customers choose the right product for their skin type on the website.

Results Include

Website conversions was 4.6x higher than the industry average

Visitors who interact with the Digital Person are more than twice as likely to buy their top 5 products
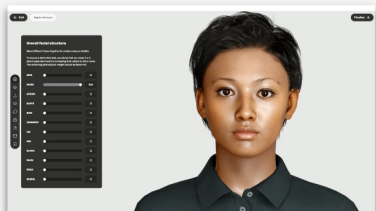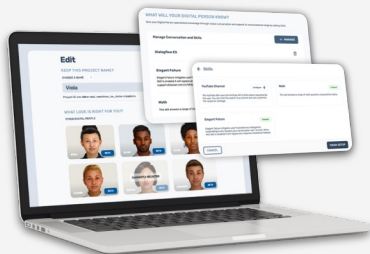
90% NPS

STEPS TO MAKE DIGITAL PEOPLE IN DDNA STUDIO

Customize Design
Easily create dozens of unique Digital People using Digital DNA Blender. Select the look that embodies your brand or organization to resonate with your target audience.


Connect to Knowledge + Skills
Create Digital People with personality and conversation. Connect to existing messaging and knowledge bases to drive meaningful interactions with customers, and add out-of-the-box Skills to enhance their abilities.

Modify Behavior + Camera
Set the baseline personality for your Digital Person that best fits their use case - bubbly, friendly, or shy, for example. Pair the behavior style with the right camera cuts to create an engaging and brand-specific experience.
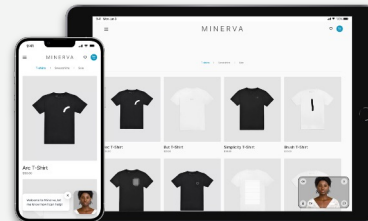
Launch, Deploy + Leverage Insights
Embed your Digital Person into any website using our web widget, or launch with a custom UI.
Continue to enhance the experience by leveraging data and insights from your Digital Person.

DIGITAL DNA STUDIO

BUILDING THE HIGH VALUE CREATOR ECONOMY OF THE FUTURE

Democratizing avatar creation & animation and unleashing creators of all types and skill levels.

Rapidly scaling 3 Creator Communities

Partner Creators – Digital Agencies, System Integrators and Resellers

Enterprise Creators – Digital, Social Media, Marketing, Brand and CX teams in our ICP base

Professional Creators – broad base of independent creators who sell content to business

Press Play
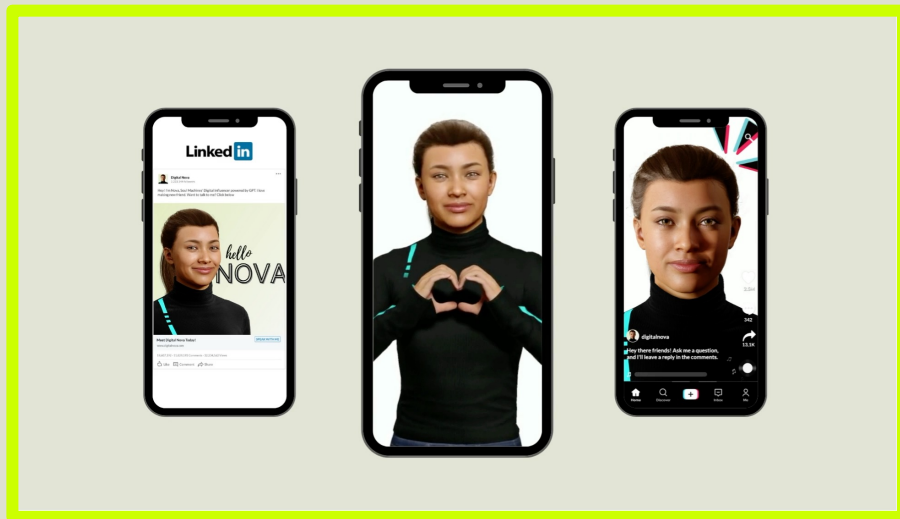
VIDEO:
NOVA ON MAKING HERSELF IN
DDNA STUDIO
THE ULTIMATE AI CREATIVE SUITE

Industry
Applications of
Digital People

EMPLOYEE JOURNEY

Hiring

Job interview scheduling
Candidate evaluation

Administration

Administrative agent
(payroll, time off, evaluation)
Benefits coordinator
(healthcare, wellness, retirement)

Training & Certification

Career counselor
Learning/training coordinator/manager
Instructor

Onboarding

Personnel resources (staff & locations)
Enablement coach (onboarding)
Digital HR support

Work Assets

Librarian for corporate assets
(contracts, agreements, policies)
Librarian for customer client facing documentation

EMPLOYEE JOURNEY

Hiring

Job interview scheduling
Candidate evaluation

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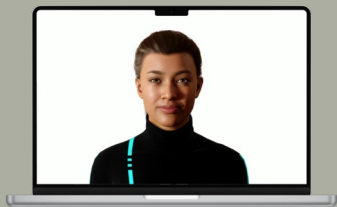Digital HR support

Work Assets

Librarian for corporate assets
(contracts, agreements, policies)
Librarian for customer client facing documentation

Supporting the Healthcare Patient Journey

EXAMPLE HEALTHCARE USE CASE

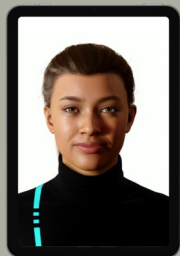**Office Visit with Human Specialist**

Digital Nurse - Greeter

New/Existing Patient Engagement

Website/APP Deployment of Soul Machines Widget Experience

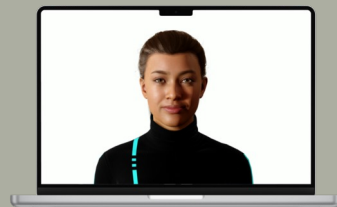Information on Clinic and Services FAQ and Appointment Scheduling

Digital Medical Assistant

In Clinic Patient Engagement

On Premise Deployment (Kiosk, etc) Soul Machines Microsite Experience

Customer Intake, Insurance Info Scan, CoPay Collection, Form Completion

Digital Nurse - Care Expert

Visit/Procedure Follow on Care

Website/APP Deployment of Soul Machines Microsite Experience

Post-Visit and Post Procedure Follow Up and Patient Support

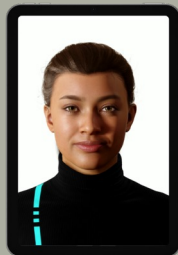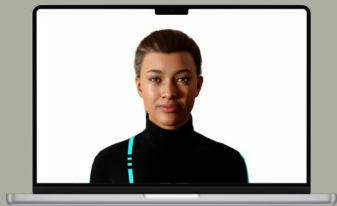**Digital PA- Digital CXO**

New/Existing Patient Engagement

Website/APP Deployment of Soul Machines Widget Experience

Follow-up, Survey and Support

Supporting the Restaurant Customer Journey

EXAMPLE RESTAURANT USE CASE

Customer Enjoys Soul-Burger

Virtual Team Member - Greeter
New/Existing Customer Engagement

Website/APP Deployment of Soul Machines Widget Experience

Online Ordering. Information on Locations, Hours, Menu Items, Specials and Promos

In-Store - Drive Through Order Taker
In Store Customer Engagement

On Premise Deployment (Kiosk, etc) Soul Machines Microsite Experience

Take Orders, Process Payment, Receive Feedback

Customer Care Expert
Post Visit Follow on Interaction

Website/APP Deployment of Soul Machines Microsite Experience

Post-Visit Satisfaction Survey Employee Recognition Customer Suggestions

Loyalty Ambassador- Digital CXO
New/Existing Customer Engagement

Website/APP Deployment of Soul Machines Widget Experience

Follow-up, Survey Loyalty Outreach

Supporting Financial Customer Journey - Augmenting In-Bank Interaction

EXAMPLE FINANCIAL SERVICES USE CASE

Digital Banker - on Bank Website
Pre-Authentication or Information
Post Authentication Detail

Website Deployment of
Soul Machines Widget Experience
Soul Machines Micro-Site Experience

Bank Information and Policies. Branch
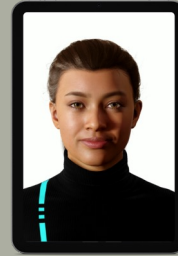Detail. Interest Rates.

Digital Banker - On App
Pre-Authentication or Information
Post Authentication Detail

APP Deployment of Digital Banker
Soul Machines Widget Experience

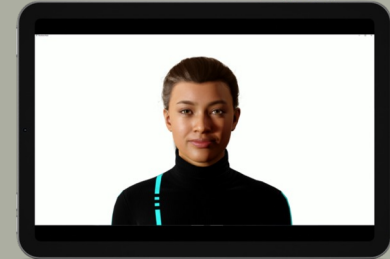Information and Detail for pre and
post Authentication

Digital Banker - On Kiosk
In Bank or Remote Location
On Premise Deployment Soul
Machines Microsite Experience

Bank Information. Branch
Information. Policies. Schedule time
with Banker, Mortgage Specialist.

NOTE - Can be paired with app for
powerful interaction*

Digital Private Banker
In Private Room in Bank
On Premise Deployment Soul
Machines Microsite Experience

Bank Information. Balance
Inquiries. Loan Support and
Initiation.
Account Opening.

Post Authentication Private
Interaction

GET STARTED

www.soulmachines.com/signup

TODAY!

THANK YOU

Nick Dispenza-Director Microsoft Partnership

nick.dispenza@soulmachines.com

www.soulmachines.com

Appendix

Explaining the tech

THE ULTIMATE GENERATIVE AI EXPERIENCE

Generated AI voices in multiple languages

Autonomously animated digital character

Generated and curated conversational content

Cognitive user experience presenting and interacting with AI generated content

Immersive 3D digital spaces

SOLVING THE HARD PROBLEMS WITH THE WORLD'S MOST ADVANCED ANIMATION AND GENERATIVE EXPERIENCE R&D

MEMORY / LEARNING

**REMEMBER & LEARN
FROM ALL INTERACTIONS**
"Remember What You Said
Last Week"

EMOTION / SENTIENCE

BE EMOTIONALLY RESPONSIVE
"You Seem Happy Today"
With A Smile

MORE ENGAGING

CORE BRAIN MODEL
SIMULATING HUMAN BEHAVIOR

Connecting Computer Models
Of Human Behavior And
Biology
+
The Latest Advances In
Generative AI And CGI Creation
=
**AN EMPATHETIC
DIGITAL PERSON**

MORE EMPATHETIC

**ENABLE CONTEXTUALIZED
COMMUNICATION**
Show Non-Verbal Communication
Interact With Content

**MAKE DECISIONS
AND TAKE ACTION**
"Will Take Responsibility
For Next Steps"

AWARENESS / UNDERSTANDING

AUTONOMY / AGENCY

THE BRAIN BEHIND OUR HUMAN OS PLATFORM

THE MAGIC OF OUR ANIMATION

AUTONOMOUS
3D
SOUL MACHINES

ANIMATION QUALITY

HUMAN PUPPET
1:1 IN PERSON
META

ENGAGING & INTERACTIVE

NO ANIMATION
CGI IMAGE, PICTURES
METAHUMAN
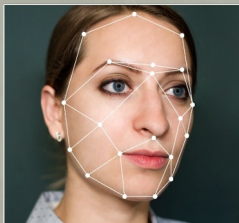
DEEP FAKE VIDEO
2D PRE-RECORDED
D-ID

HUMAN ACTED
MO-CAP
WETA, UNITY

DIGITAL PEOPLE AND THE EVOLUTION OF BRAND EXPERIENCE

INTERNET

WEB 2

Innovating in a mature digital world of web, smartphone apps, ecommerce and social media.

Optimizing Customer Experience for brands continuing to innovate and experiment.

Offering a chatbot with a face.

WEB 2.5

Social Media and Gaming Platforms

Chat GPT and AI

Digital Influencers and Celebrities

METAVERSE

WEB 3

Foundational technology in the rapidly emerging world of Generative AI, Web2.5 and the metaverse.

Generative interactive experiences in a personalized world of brand engagement, entertainment and digital commerce.

Democratizing a huge and diverse Creator community.

PRODUCT ROADMAP THEMES

PERSONALIZATION AT SCALE
Providing autonomous generative experiences that are personal, connected and driven by unique data perspectives

DEMOCRATIZING CREATORS
Enabling the biggest professional creator community to deliver innovative, generative and personalized brand content and experiences in every digital world

OPEN & SEAMLESS INTEGRATION
Creating the most interactive generative AI experience brought together in one unified user experience

MAGICAL
Engaging and entertaining users through deeper connection as a platform for brands and celebrities to delight their consumers and fans

ETHICAL
Ensuring digital interactions are carefully considered so brands and users feel confident, comfortable and safe

ABOUT SOUL MACHINES

WORLD-CLASS TALENT & CAPABILITY

105 employees
5 professors
19 PhDs
3 Academy Awards

BACKED BY LEADING AI VCS

Horizons Ventures
Temasek
Salesforce Ventures
Lakestar
ICONIQ Capital
Mercedes-Benz
SoftBank
Cleveland Avenue
Liberty City Ventures
Solasta Ventures

SERVING LEADING CLIENTS GLOBALLY

J P Morgan Chase
General Motors
World Health Organization
Heineken
Kaiser Permanente
Madera Residential
BMW
Banorte Bank
Pfizer
Nissan
Novartis

PIONEERING R&D AND INNOVATION

Core research platform

Pushing the boundaries of embodied cognition, neuroscience, developmental psychology

A strategy which patents and protects our IP

Experiential learning & Memory models

Digital Brain

Cognitive User Experience

A Powerful Tool for
Positive CX

EFFECTIVE
Increase self-service engagement with access to relevant and trusted information and services.
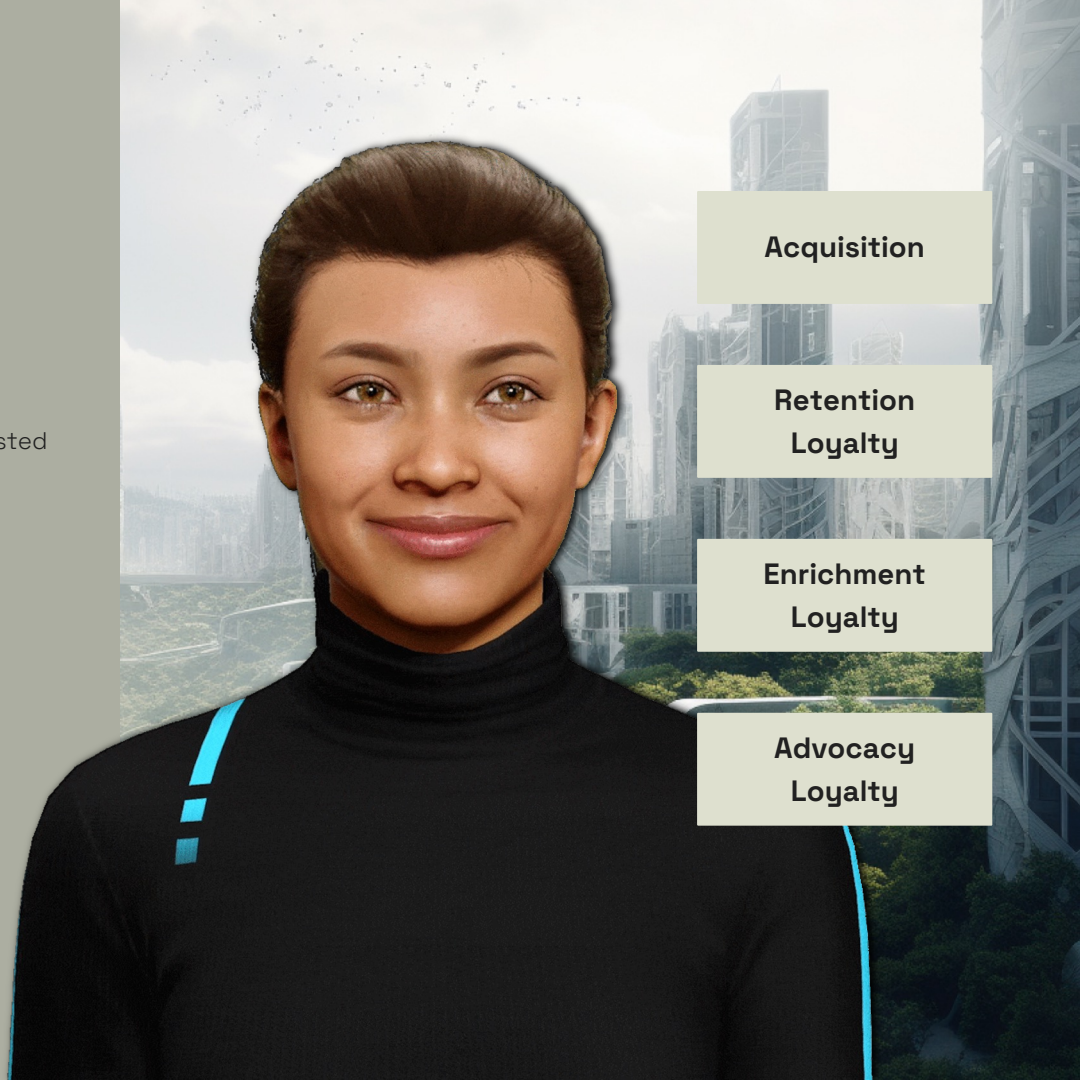
ACCESSIBLE
Available 24/7, in 12+ languages where the customer wants on any internet connected device.

PERSONAL
Understand customer's preferences, values, and history with the brand, suggest proactive actions.

EMPATHETIC
Deliver interactive and personalized experiences without bias or judgment, and with empathy, and compassion.

Acquisition

Retention
Loyalty

Enrichment
Loyalty

Advocacy
Loyalty

A Powerful Tool for
## Positive CX

Digital Greeter/Influencer/Ambassador
Welcome users to the website/event/application in a personalized and engaging way - leverage brand content, guide and inform, connect to generative content to make conversations more robust.

Digital CXO
Capture feedback and insights from the customer about their experience.

Digital Employee Expert
support onboarding, employee training and engagement, internal communication and more.
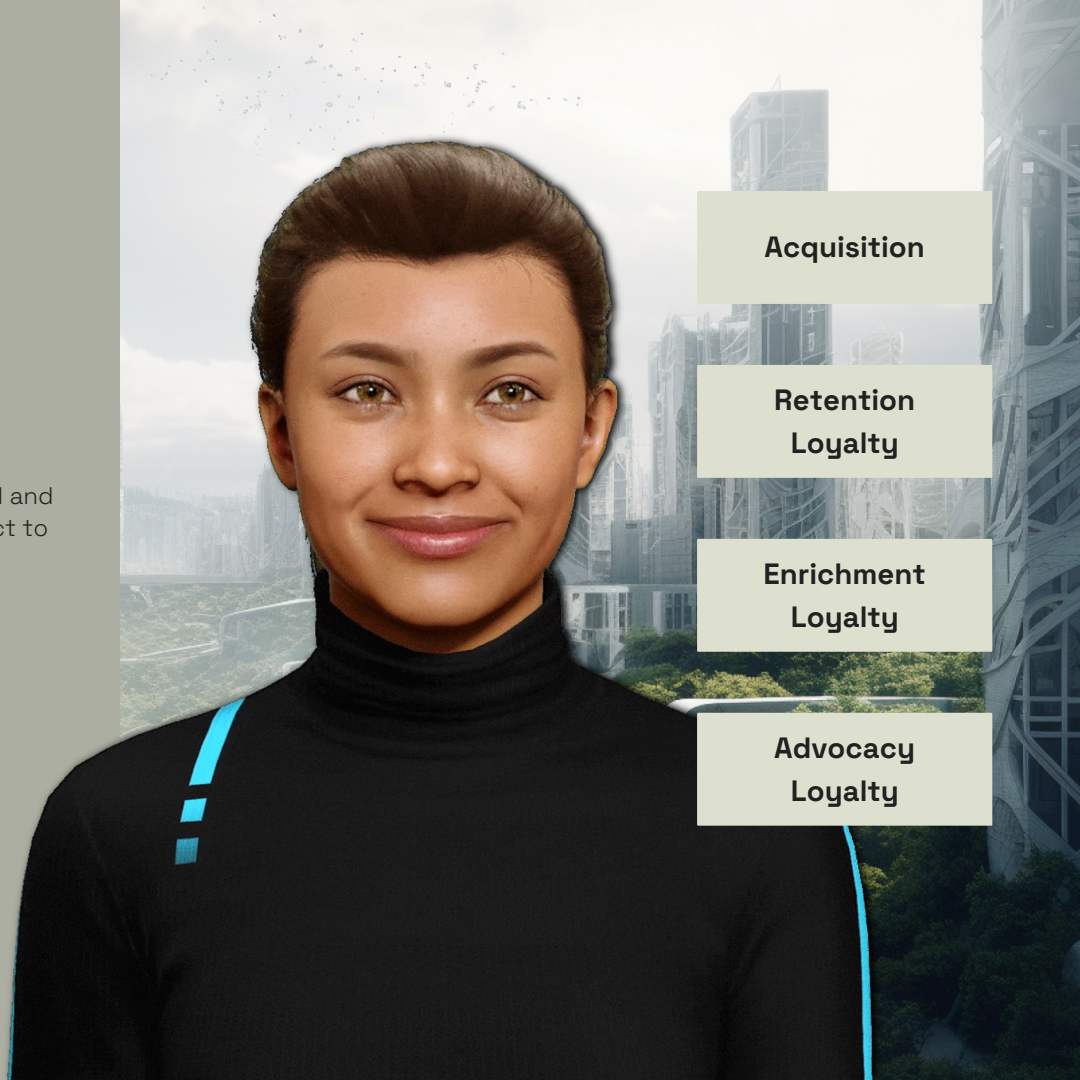
Acquisition

Retention
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Enrichment
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Advocacy
Loyalty

Executive Summary