Ruth Barnett, SwiftKey
The App

The biggest-selling paid Android app of the year

No 1 in 57 countries

Tap or “flow” by tracing words

Uses AI to predict your next word and accurately autocorrect

60 languages – 3 at a time

Prediction engine licensed by clients including Samsung
Mobile versus Tablet - consumers

**Significant tablet growth, but smartphone apps still king**

The tablet market is growing – but no let up in the pace of smartphone app sales

Our smartphone product outsells the tablet version 8:1

The pace of innovation by mobile manufacturers is intense – for all screen sizes

It’s not tablet versus smartphone – rise in bigger phone screens plus emergence of small, wearable tech

What’s the definition of a smartphone? Just the ability to make calls?
Tablets in the workplace

Rise of “Bring Your Own Device”

• Increase in tablets in office and the ‘field’, provided by company or by individual staff
• Assumption they will improve productivity can prove false – and typing experience often to blame

Case study: Healthcare

• 45% of doctors use an iPad (US figures, 2012)
• Clinicians want to use tablets in consultations – but autocorrect useless for medical terms and typing too slow

• ==> We created a language model that understands medical phrases
Carry on the conversation…
@SwiftKey
@RuthBarnett