

AITransparency+
Conversation Enhancement AI for TWS earbuds
From Chatable

Transparency Mode + AI = Conversation Enhancement

Feature: AITransparency+ for Conversation Enhancement

Benefit: Conversation Enhancement for a fun and vivid experience

Use cases: Use in social conversational situations

How to use: Place earbuds in ears, activate **AITransparency+**, and bring your conversation to life. Enjoy vivid and fun conversation. Use with or without ANC.

What's behind AI Transparency+?

- State of the art Deep Neural Network Technology
 - Performing **100mn calculations per second**
 - Scientifically proven Neuroscience-Based AI
 - With premium zero-latency sound
 - The **first AI of its kind on a TWS** (built for Knowles AIsonic processor)
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TWS Market Overview

- **TWS Market Opportunity** 2BN TWS earbuds to be sold by 2024 ([Canalys](#))
- **60% of TWS users want conversation enhancement**
- Conversation enhancement is the most requested new feature ([Future Source](#), [Podcast transcript](#))

What does AITransparency+ mean for OEMS?

Use **AITransparency+** feature to be ahead of two emerging major trends:

1. Enables “Featuring *Artificial Intelligence*” for your product
2. *Conversation Enhancement* - the most requested new feature for TWS owners

Addressing hot trends:

- Artificial Intelligence. Put AI in your TWS earbuds
- Transparency Mode. The feature on TWS changing the way we hear
- Conversation Enhancement. The most requested feature of TWS*

Knowles and Chatable partnership

This groundbreaking partnership aligns Knowles with two major trends in consumer electronics and TWS: AI and Conversation Enhancement. The Knowles chip is the first-in-market capable of running advanced AI and so customers will have a first mover advantage with this new AI feature.

The combination of this groundbreaking AI with Knowles premium microphones and balanced armature sound quality provides a brand new premium audio experience for conversation enhancement.

In other words, Chatable's **AITransparency+** provides a powerful compelling reason for TWS OEMs to use the **AIsonic** Chelsea chipset. AI for the AI chipset.