



Summer is here and things are hot for Knowles. From leading solutions to meet consumer demand for voice UI to extending the predictive capabilities of edge devices with AI and machine learning to delivering the first sounds from Mars, Knowles is in the heat of the action. And we know competing in a modern world and staying on the edge of innovation requires attracting top talent and giving a voice to all of our employees.

Enjoy our latest news on all of these topics and more.

Introducing AISonic™ White Goods Standard Solution

This month marks the launch of the new AISonic™ White Goods Standard Solution reference kit for adding voice to smart appliances. Vikram Shrivastava, senior director, IoT marketing, weighed in on audio edge processing for Connected Design:

"By processing voice and audio on the edge, friction is removed, providing high performance in a small size that supports smart appliances that can more accurately listen to and immediately act on user requests. . . This level of seamless control and accessibility has a trickle down impact on adoption." [Learn more](#)

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Samsung chooses AIonic™ Standard Solution to enable voice control in its FamilyHub connected hub for smart appliances

AIonic™ Standard Solution for White Goods was chosen by Samsung Electronics to enable far-field voice recognition in its FamilyHub connected hub for smart appliances. [Read the whole story at AudioXpress.](#)

Hi-Fi Is Back and We're Ready For It

In addition to Spotify's premium audio offering, Apple announced it will provide support for high audio quality music with Lossless Audio beginning in June, offering new tiers for lossless or spatial audio. Our own Andrew Bellavia weighs in on the benefits that spatial audio can bring for the end-user listening experience for [Lifewire.](#)

Knowledge Takes Voice Control To Another Level

Knowles Takes Voice Control to Another Level Meeting Consumer Demand *as Featured in Forbes*

Senior vice president, Brian Crannell, contributed an article in Forbes where he outlined the challenges and opportunities in voice. More than ever consumers want to use voice control to make their lives easier: think cooking, driving or watching TV. To meet this challenge the technology and requirements are complex; however, Knowles has a deep understanding of what it takes to help manufacturers meet consumer demand. [Read more.](#)



Brian Crannell, SVP Corporate Development at Knowles and Forbes Technology Council Member

Celebrating & Supporting Women In Engineering

As we celebrate Women in Engineering Day 2021, Knowles is more committed than ever to taking actions to ensure that our employees feel a sense of belonging. As we continue our focus on recruiting and retaining women in engineering and technology roles, our recent blog spotlights two women in engineering at Knowles, Sandra Acosta, HHT director of quality; and Archana Seshadri, MEMS process engineer. [Learn more](#) about the initiative and their stories.



Sandra Acosta, HHT director of quality; and Archana Seshadri, MEMS process engineer

Edge Processing Takes Voice Enabled Products From "Smart" To "Useful"

The future of the smart home depends on devices becoming more reliant on AI and context aware machine learning technology. Vikram Shrivastava and Raj Senguttuvan published an article for Wevolver which explores the challenges of audio source classification and how they can be solved by audio edge processors specifically designed for these increasingly advanced applications. [Read more.](#)



Raj Senguttuvan, director, strategic marketing, Audio and Sensing Solutions



Vikram Shrivastava, senior director, IoT marketing Intelligent Audio

NASA Perseverance Rover Celebrates 100 Martian Days (Sols)



Credit: NASA/JPL-Caltech

June 1 marked 100 Days on Mars where the Perseverance Rover continues to hunt for signs of life, and explores the planet's geology. History has been made on this mission with the robot landing, sending beautiful images and, as we reported in the last Hear & Now newsletter, sending the first-ever sounds back to earth thanks to the Knowles microphone on board!

Andy Bellavia, director of marketing development was interviewed on NPR about how a tiny hearing aid microphone from Knowles is instrumental in bringing back clues from the red planet. Andy's segment starts at 13:38 — [Listen now](#)

Knowles Audio Edge Processors Solve Voice Integration Challenges

As more industries standardize the combination of IoT and voice UI, dedicated audio edge processors focused on audio fidelity are the key to quality. Scott Choi, senior director of engineering, shares key considerations for design, components, and applications for [embedded.com](#).



Wevolver Contest Results Are In

Wevolver and Knowles sponsored a hardware grant program in May to support engineers in the development of the next generation of audio products. The top 20 ideas have been judged and contestants from seven countries around the world (Canada, USA, India, Trinidad, Germany, Netherlands and Malawi) are moving forward with their unique product designs using the **IoT and Home Automation IA611 Xplained Pro Development Kits**. The top five submissions will be invited to participate in a private group innovation webinar with key Knowles engineers who will share their vision for voice at the edge.



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