



# Making AI Dictation Feel Instant

# Where Users Feel Friction Today

## Activation Takes Longer

Inconsistent startup times across various devices.

## Windows Hotkey Issue

Requires holding two keys, disrupting workflow.

## iOS Keyboard Switching

Manual keyboard change to access Flow, increasing friction.

## Dictation Feels Harder

Despite Flow's power, initiation isn't seamless.

Opportunity: Make it feel instant.

# Solutions to Make Activation Feel Instant



## Toggle-to-Talk Hotkey

Single-press activation for immediate dictation.



## Local Wake-Word

Hands-free and privacy-safe voice activation.



## Assistive Floating Mic (iOS)

Eliminates the need for keyboard switching.



## Tone Suggestions

Quick rewrites for clarity and style on the fly.

# Product Impact

- **Faster activation** leads to significantly more daily usage.
- **Unlocks hands-free workflows** across various contexts, enhancing versatility.
- **Improves advantage** against native dictation tools through superior UX.
- **Reduces micro-friction** across both desktop and mobile platforms.
- **Strengthens position** as the default input layer for all text entry.



A graphic featuring the letters 'AI' in a large, white, sans-serif font. The letters are centered within a dark blue square that has a glowing purple border. The background is a dark blue field with intricate, glowing purple circuitry lines and nodes, creating a high-tech, futuristic aesthetic.

# AI

## Embrace Instant: The Future of Voice AI

### Seamless Experience

Boost user engagement with zero friction.



### Exponential Growth

Unlock new user segments and usage patterns.