SoundHound AI to Showcase Next-Gen Voice AI Solutions at 2025 National Restaurant Association Show

Live demonstrations at Booth #6466 will showcase AI-powered drive-thru, phone, kiosk, and in-car ordering, plus tools that boost staff productivity and speed service

SANTA CLARA, Calif.--(BUSINESS WIRE)--May 13, 2025-- SoundHound AI, Inc. (Nasdaq: SOUN) a global leader in voice artificial intelligence, today announced its participation in the 2025 National Restaurant Association Show, taking place from May 17-20 in Chicago, IL.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250513687145/en/

SoundHound AI is set to exhibit at the 2025 National Restaurant Association Show from May 17–20 in Chicago, IL.

Attendees can visit Booth #6466 to experience SoundHound's end-to-end, omnichannel voice AI platform, powering fast, seamless ordering and support across front of house, back of house, and off-premise channels, including drive-thru, phone, kiosk, in-vehicle systems, and any other connected devices.

SoundHound's display will feature its **Dynamic Drive-Thru**, featuring a live demo from Burger King UK, as well as Smart Ordering, an AI-powered phone ordering solution. Attendees can also explore **Smart Answering**, a fully-automated phone assistant that handles inbound calls using business-specific data, and **Employee Assist**, an AI coach that provides instant answers to restaurant staff on the job. Also on display: Voice Insights, unlocking actionable data from customer conversations, and Smart Lane, our next-gen drive-thru solution designed to accelerate service and reduce wait times.

At the center of the showcase is SoundHound's groundbreaking in-car **voice commerce platform** – the first of its kind to let drivers and passengers order takeout directly from their car's infotainment system. Visitors can experience a live demo, placing real-time orders from SoundHound's restaurant partners, paying hands-free, and navigating to the nearest pickup location, all using their voice.

"The National Restaurant Association Show is a key moment for us to demonstrate how voice AI is reshaping restaurant operations," **said Ben Bellettini, SVP of Restaurant Sales at SoundHound AI.** *"From the drive-thru to behind the counter, and even behind the wheel, our solutions increase speed, sales, and employee and consumer satisfaction."*

This year, SoundHound is joining forces with Acrelec, Elo, Samsung, Stream, and HME, who will be providing first rate displays, enclosures, audio, and headset technology to support SoundHound's demonstrations.

"Exceptional customer experiences are built on simplicity, efficiency and consistency — and that's exactly what voice AI and digital displays deliver," **said Sara Grofcsik, Head of Sales, Display Division, Samsung Electronics America.** *"At this year's National Restaurant Association Show, attendees can see how Samsung and SoundHound are transforming everyday moments like self-service ordering into seamless, memorable experiences. Together, we're not just meeting expectations; we're helping define the future of restaurant service."*

Fore more information, please visit: https://www.soundhound.com/nra-2025/. If you're interested in learning more about SoundHound's voice AI restaurant solutions, please visit: https://www.soundhound.com/voice-ai-solutions/restaurants/ Want to meet with a SoundHound expert at NRA in Chicago? Please contact our PR Manager Gianna Arantes at garantes@soundhound.com.

About SoundHound AI

SoundHound AI (Nasdaq: SOUN), a global leader in voice and conversational intelligence, delivers AI solutions that allow businesses to offer superior experiences to their customers. Built on proprietary technology, SoundHound's voice AI delivers best-in-class speed and accuracy in numerous languages to product creators and service providers across retail, financial services, healthcare, automotive, smart devices, and restaurants. The company's various groundbreaking AI-driven products include Smart Answering, Smart Ordering, Dynamic Drive-Thru, and the Amelia Platform, which powers AI Agents for enterprise. In addition, SoundHound Chat AI, a powerful voice assistant with integrated Generative AI, and Autonomics, a category-leading operations platform that automates IT processes, have allowed SoundHound to power millions of products and services, and processes billions of interactions each year for world class businesses.

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Source: SoundHound AI, Inc.