SoundHound Launches Vision AI, Bringing Real-Time Visual Understanding to its Conversational AI Platform

Businesses can now combine the visual world with conversational intelligence for more natural and responsive AI interactions

SANTA CLARA, Calif.--(BUSINESS WIRE)--Aug. 8, 2025-- SoundHound AI, Inc. (NASDAQ: SOUN), a global leader in voice AI and conversational intelligence, today announced the launch of Vision AI – an advanced visual understanding engine natively integrated with SoundHound's voice-first platform.

Inspired by how the human brain processes spoken language and visual context in harmony, Vision AI unites voice and visual capabilities into one intelligent platform, allowing the technology to listen, see, and interpret the world around it with remarkable clarity.

Importantly, this innovation will enable any enterprise to deliver empathetic, context-aware interactions that feel more human—whether it's in a car, a drive-thru, on the retail floor, or in industrial operations.

"At SoundHound, we believe the future of AI isn't just multimodal – it's deeply integrated, responsive, and built for real-world impact," said **Keyvan Mohajer, CEO of SoundHound AI**. *"With Vision AI, we're extending our leadership in voice and conversational AI to redefine how humans interact with products and services offered and used by businesses."*

Vision AI works by uniting camera-enabled visual perception with SoundHound's Polaris automatic speech recognition, natural language understanding, agent orchestration, and text-to-speech technologies.

The technology has been designed to meet the demanding needs of enterprise applications. By fusing visual cues with live audio and language understanding in real-time, the system enables use cases such as:

- Hands-free equipment troubleshooting
- AI-powered retail inventory intelligence
- In-car discovery agents
- Personalized drive-thru experiences

"With Vision AI, we are fusing visual recognition and conversational intelligence into a single, synchronized flow. Every frame, every utterance, every intent is interpreted within the same ecosystem – ensuring faster, more natural user experiences that scale across surfaces from kiosks to embedded devices," said **Pranav Singh, VP of Engineering at SoundHound AI**. *"This is innovation at the intersection of intelligence and execution, delivering AI that sees what you see, hears what you say, and responds in the moment."*

A New Interaction Paradigm for Enterprises

The introduction of Vision AI empowers SoundHound's partners to:

- Deliver faster, frictionless user interactions
- Unlock operational efficiencies by eliminating manual inputs like typing or scanning
- Enable scalable deployments across mobile, automotive, kiosk, and embedded environments
- Deploy ground intelligent agents in real-world visual context

Fully integrated with SoundHound's end-to-end proprietary conversational AI stack, Vision AI offers domain-customizable visual understanding, continuous learning loops, and unmatched deployment flexibility.

Learn more about Vision AI here.

Furthering our Agentic Momentum with Amelia 7.1

This month, SoundHound AI also launched Amelia 7.1. This update advances our agentic AI platform with major increases in speed and conversational responsiveness, AI agent accuracy (with enhanced knowledge matching and fine-tuning), greater transparency with full agent data logs, and better user experience with new UI visualizations—delivering more accurate agents, faster conversations, and expanded enterprise control.

Learn more about the Amelia platform here.

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 process billions of interactions each year for world class businesses.

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