



Press Release Wednesday 10th November 2010

Microsoft Ireland EDC hosts Centre for Next Generation Localisation (CNGL) public *Localisation Innovation Showcase*

CNGL industrial partner Microsoft Ireland EDC welcomes CNGL members, industrial partners and the general public to their premises in Leopardstown, to CNGL's third Localisation Innovation Showcase today. CNGL is a localisation research centre which has been funded by Science Foundation Ireland since 2007. Localisation is the process of adapting digital content to culture, locale and linguistic markets at high quality and speed.

Attendees have the opportunity to explore an exhibition of leading research from CNGL researchers as well as industrial partners Microsoft, Symantec, VistaTEC and Alchemy Software Development. A keynote address presenting a "sweeping view of machine translation and related technologies developed at Microsoft" will be delivered by Mr. Chris Wendt, Principal Group Program Manager for Machine Translation in Microsoft headquarters in Redmond, Washington.

The showcase, which promotes CNGL's innovative research in the field of localisation, features an overview of CNGL's commercialisation activities and collaboration opportunities, and celebrates the success of researchers whose work has begun to generate income, for example through software licenses or invention disclosures.

Each year CNGL produces a set of Demonstrator Systems which address business-focused use scenarios. These demo systems are a key vehicle for showcasing the collaborative scientific work conducted by the project partners in the context of scenarios that demonstrate impact on real-world problems. During the interactive poster and demo session, we will demonstrate advances in Bulk Localisation Workflows (BLW), Personalised Multilingual Customer Care (PMCC) and Personalised Multilingual Social Networking (PMSN).

Speaking at the launch of the event, Mr. Derek McCann, Director of Localisation at Microsoft European Development Centre, said "Microsoft is very pleased to be able to host the CNGL Innovation showcase at our Dublin offices. Research into the next generation of localisation, language technology and multilingual web technologies is essential for any business to be able to stay competitive and to continue to provide the best value to global customers. This is a unique cross-disciplinary research project bringing together academia and industry, and researchers across many different fields. This world-class research being done in Ireland is important both to Microsoft, and to the Irish business community."

The value to Ireland of developing strategically important collaborations, such as the CNGL consortium, which leads to translational research is underlined by CNGL Commercialisation Development Manager Mr. Steve Gotz: “CNGL is a world leading localisation research centre seeking not only fundamental scientific advances but also commercial impact, and industrial partners such as Microsoft are critical to the process of moving CNGL innovations out of the laboratory and into the marketplace. I am delighted that we have been able to organise our Innovation Showcase in conjunction with Microsoft as I can think of no better place to celebrate CNGL’s technical and commercial accomplishments.”

This showcase is part of the *Innovation Dublin Festival 2010*, promoting innovation and creativity across Dublin. It is free to attend, and open to all.

The full programme is available to download from the CNGL website:

<http://www.cngl.ie/localisationinnovationshowcase.html>

Venue: Microsoft European Development Centre (Building 2), South County Business Park, Leopardstown, Dublin 18

For more information, please contact Ms. Riona Finn at CNGL.

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The Centre for Next Generation Localisation

The Centre for Next Generation Localisation (CNGL) is a dynamic Academia-Industry partnership with over 100 researchers developing novel technologies addressing the key localisation challenges of volume, access and personalisation. CNGL is based in DCU, TCD, UL and UCD and we have nine industrial partners. Our key research areas are Language Technologies (Machine Translation, Speech Technology), Digital Content Management Technologies (Adaptive Hypermedia, Information Retrieval and Information Extraction), Workflows, Standards and Software Engineering research.

<http://www.cngl.ie>