

## Press Release Wednesday 10<sup>th</sup> November 2010

### **Translating from Academia to Industry: localisation researchers receive commercialisation recognition awards at Centre for Next Generation Localisation (CNGL) public *Localisation Innovation Showcase***

To mark the **first disbursement of royalties** back to inventors at CNGL, awards will be presented to researchers from CNGL and the affiliated National Centre for Language Technology (NCLT) in Dublin City University.

The CNGL, a Science Foundation Ireland (SFI) –funded Centre for Science, Engineering and Technology (CSET, award number 07/CE/11142), holds its third public *Localisation Innovation Showcase* on Wednesday 10<sup>th</sup> November 2010. The event is hosted by CNGL industrial partner **Microsoft Ireland EDC** on their premises in Leopardstown.

In celebration of their achievements in advancing their field of research and commercialising technologies, researchers from the CNGL and NCLT will receive **commercialisation recognition awards**. Between them, nine researchers have filed one (joint) **patent application**, four **invention disclosures** (the first step towards patenting a technology), **licensed** linguistic resources to a **major Fortune 500 company**, and **licensed** an evaluation metric to a **leading international conference**.

Given the significant investment by the Irish Government in this fourth-level academic and industrial collaboration, CNGL takes considerable measures to ensure all **intellectual property** generated by its researchers is adequately **protected**, and the innovative research carried out serves to benefit the Irish economy. With **ambitions to spin-out** and **licence technologies** developed, CNGL aims to provide **high-tech, high-quality employment opportunities** in future.

The CNGL carries out **world-leading research** in the field of **localisation**; this is the process of adapting digital content to culture, locale and linguistic markets at high quality and speed. It is a key enabling, value-adding, multiplier component of the global software and content distribution industry.

This showcase, which promotes CNGL's innovative research, 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.

At the launch of the event, Mr. Derek McCann, Director of Localisation at Microsoft European Development Centre, said that "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."

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 demonstrate advances in Bulk Localisation Workflows (BLW), Personalised Multilingual Customer Care (PMCC) and Personalised Multilingual Social Networking (PMSN).

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

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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>