‘Kanjingo’ can harness the power of the crowd to deliver on-demand, real-time translation of low-context, highly perishable content such as tweets, SMS messages and hyper-local advertisements.

Market Opportunity

The rise of social media and blogging is changing the global communication landscape where real-time mobile translation is not feasible without automation. Since current machine translation technologies are not fully equipped to successfully translate ‘social media speak’, companies are looking towards crowdsourcing translation models to aid communication across languages and cultures.

Technology Highlights

The Kanjingo platform is an intuitive mobile application for post-editing. It enables near real-time post-editing of small chunks of text, including highly perishable content, such as tweets, SMS messages and hyper-local advertisements. It can also be used for more conventional content types such as text documents (e.g. product/instruction manuals, directions, etc.).

Kanjingo has been developed using an agile methodology, which gives translators the power to quickly translate or post-edit small chunks of text on their smartphones. With the mobile web application, the user simply selects a project, a language pair, and a segment to translate and post-edit. He/she can then use onscreen tiles to view and reorder machine-translated words and add, edit or delete words.

Applications

Kanjingo can be used to quickly and efficiently translate and post-edit small chunks of text on the fly. The app can be easily implemented in any translation workflow and is a useful tool for companies aiming to introduce crowdsourcing situations such as disaster relief.

- Translation Supply Chain: Machine translation output can be post-edited and translated in real-time via mobile devices.
- Crowdsourced Translation Models: The platform enables the easy implementation of crowdsourced or volunteer translation models.
- Disaster Relief: The platform can be used in emergency situations and in economies where people generally do not have access to computers but may have access to a smartphone.

IP Status

Kanjingo is available to license from the CNGL Centre for Global Intelligent Content. Contact our commercial team for more information.

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