Engaging Content
Engaging People

CNGL Industry Showcase 2014

Showcasing intelligent digital content innovations for industry

Showcase Guide

6th November 2014
Croke Park Conference Centre, Dublin

www.cngl.ie
We're evolving...

Since 2007 CNGL has been delivering disruptive innovations in digital media and intelligent content.

From January 2015, CNGL and new partners will evolve to form ADAPT Centre, the global centre of excellence for digital content technologies and media innovation.

Leveraging €50 million in new investment, the ADAPT Centre’s innovations will enable businesses in all sectors to harness global digital content and media technologies to achieve unprecedented engagement among customers, companies and communities.

Check us out at www.adaptcentre.ie

Welcome to CNGL’s showcase of intelligent digital content innovations for industry.

The CNGL Centre for Global Intelligent Content delivers disruptive innovations that are successfully advancing the frontiers of content analysis, machine translation, personalisation and spoken interaction, as well as driving standards in content technologies.

Today’s industry showcase demonstrates how CNGL is helping companies to engage with their global customers better than ever before, tailor information and delivery strategies to enable global reach, manage risk, personalise education programmes, and deliver multilingual customer care.

We are delighted to be joined today by industry leaders from Clearview, Intel, Novartis and RTE, who will share their experiences of harnessing content to create exceptional customer experiences.

Content is the lifeblood of an organisation, and savvy companies view content as a strategic asset. Our content technology research, spanning innovations in social media, corporate communications and global brand and our unique expertise in user engagement and interaction technologies have singled us out as global leaders in these fields.

Contact us today to find out how our tailored content innovations can help your company to analyse, personalise and deliver digital content more effectively to drive business in the digital age.

Prof. Vincent Wade, CEO, CNGL Centre for Global Intelligent Content
There is a vast amount of valuable data available on social media, but marketers currently waste a lot of time trying to cut through irrelevant noise to find the right customers for their marketing message. The Gajo technology cuts through this noise automatically, finding valuable audience segments such as consumers expressing purchase or switch intent related to a particular product or service. Gajo audiences can be used for paid campaigns or individual engagement with high value, influential prospects.

Sentiment analysis is a well-established tool for mining opinions from customer reviews and social media content. However, the quality of automatic sentiment judgements varies with the product category and type of media. Cara works by combining lexical and machine-learning approaches and integrating them with CNGL user-generated content processing tools. When tuned to laptop and restaurant reviews from the internet, Cara represents a >20% improvement over current state-of-the-art in the field.

Identify future online community leaders or 'gurus' with Petri, a novel analytics application that visualises online communities and customer support forums based on members’ levels of participation and contribution. This tool applies advanced log and text analysis to monitor the 'health' or level of engagement of each member of the community over time, and it automatically identifies future community leaders or super-users to target.
CNGL spinout Emizar is a company which is transforming cutting edge research in Digital Content Management, Information Retrieval and Personalisation. Our solution enables companies to reduce costs and increase consumer satisfaction by providing superior technical support solutions, in particular personalised, multilingual web self-service.

Emizar has harnessed ongoing research from CNGL into an offering that enables customers to reduce costs and increase consumer satisfaction by providing superior web-based, multilingual, self-service customer support solutions.

VistaTEC presents a disruptive technology-driven approach to post-editing using an innovative combination of avant-garde metadata standards and ingenious CNGL text analytics algorithms. We can demonstrate how the use of analytical computations serialised as metadata and displayed graphically within a translation editor, can direct the activity, and increase the productivity of post-editors. This scientifically driven process directly results in a reduced likelihood of missing errors, thereby enabling cost savings and improved quality.

Organisations track key metrics such as customer satisfaction or net-promoter-score using surveys that include unstructured textual feedback (verbatims). Verbatims are rarely fully exploited, however, due to the sophisticated processing required to extract information from them. Using state-of-the-art text analytics techniques CREAN addresses this problem. CREAN empowers analysts to identify the thematic drivers of key metrics, to identify thematic trends in verbatims, and to perform drill-down exploration of verbatims from high-level themes right down to individual comments.

VistaTEC: DATA-INFORMED POST-EDITING
Mr. Phil Ritchie

CreAN: MAXIMISING INSIGHT FROM CUSTOMER SURVEYS
Dr. Patrick Lindstrom

Emizar: PERSONALISED WEB SELF-SERVICE FOR CUSTOMER SUPPORT
Mr. Brian Kelly

Multilingual speakers often mix languages when communicating via social media. This poses problems for data processing tools that rely on accurate language identification as a key step in a processing pipeline. Script detection and dictionary look-up are inadequate since writers often use Romanisation instead of language-specific scripts and spell words creatively. Our machine-learning solution to this problem for Nepali-English and English-Hindi-Bengali yields significant improvements over standard techniques.

Content Management

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ANALYSIS OF MIXED-LANGUAGE SOCIAL MEDIA CONTENT
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**DEMO**

**SLMFAST: ONLINE CUSTOMER SUPPORT OPTIMISATION**

Ms. Anna Kostekidou

SlmFast is an online customer support optimisation tool, which identifies near duplicate content within large digital content collections (e.g. customer support repositories), removing costly manual intervention. SlmFast uses state-of-the-art text analysis to visualise results and highlight any differences within the documents. This enables content managers, marketers and customer service managers to optimise their customer support resources more effectively, leading to significant cost savings and overall improvement in customer care.

**POSTER**

**XLIFF 2.0 AND ITS 2.0: ENGAGING WITH MULTILINGUAL STANDARDS**

Dr. David Filip

XLIFF 2.0 and ITS 2.0 are important standards that enable the exchange of multilingual content. ITS 2.0 is a standard for multilingual text interchange, while XLIFF 2.0 is a standard for exchanging multilingual content between translation memory systems. These standards are crucial for enabling effective communication across different languages.

**POSTER**

**SUPPORTING INTEGRATION OF DIVERSE SOURCES OF DATA**

Mr. Alan Meehan

Data integration is an important aspect of any enterprise that processes diverse data. Data mappings provide data integration by transforming diverse data to a common enterprise data model. The creation, management and maintenance of mappings is a difficult and time-consuming task. We propose a SPARQL-based data integration and mapping management framework. The framework will help speed up mapping creation and reduce the complexity involved in maintaining mappings through a novel mapping management approach.

**POSTER**

**OFFENSIVE CONTENT DETECTION**

Mr. Fionntán O'Donnell

Real-time user-generated content moderation is difficult and expensive. In collaboration with Microsoft, CNGL's language technology and content analytics experts are developing a scalable Offensive Content Detection API that will objectively annotate large volumes of offensive content. The detection technology will use natural language parsing, machine learning and interaction analysis to process content. It will facilitate customisation of tolerance thresholds, allowing even obscure offensive content to be flagged for human review.

**POSTER**

**INTEL: MULTILINGUAL SEO**

Mr. Morgan O'Brien

How does someone in Brazil or Germany find the best information about an Intel product? What can we do to make sure that the content we offer online is best positioned to serve potential customers? Intel and CNGL have been working together to address this problem: multilingual search optimisation helps to address the challenges of an increasingly global consumer profile, and the increasingly multilingual web.

Incorporating novel technologies into open standards is what best drives their wide industry adoption. This is attractive for enterprise partners and the wider community. W3C published ITS 2.0 in October 2013 and OASIS published XLIFF 2.0 in August 2014. CNGL played a key role in the development and publication of both standards. CNGL also organised the series of FEISILGT workshops that drives standardisation harmonisation. This manifests in the compatible design of XLIFF 2.0 and ITS 2.0.
Localisation

DEMO
EVALUATING THE USABILITY OF AUTOMATICALLY TRANSLATED TEXT
Ms. Sheila Castilhio and Mr. Morgan O’Brien

While automated machine translation becomes ever more pervasive, little is known about how end users engage with raw machine-translated text. We have carried out a scientific evaluation of task-oriented user engagement with automatically translated texts using an eye tracking device and cognitive, temporal and pragmatic measures of usability. Our results shed light on questions such as, “Does professional post-editing significantly increase the usability of translated text?” and “Does translation quality impact customers’ propensity to buy?”

Selecting the most appropriate translation system from available options is often a challenge. Introducing TMPrime technology into the translation pipeline can ensure that content is translated by the most suitable system, thereby increasing translation quality and reducing post-editing effort and cost. By analysing the output of each available translation system, TMPrime can generate a recommendation score per segment for a piece of content to identify the optimal translation system.

The quality of content can have a significant effect on the quality of output from a machine translation system. When poorly prepared content is translated, extensive post-editing effort is required, increasing the job duration and the overall translation cost. The Source Content Profiler analyses content before the translation process and grades it based on a series of metrics and the specified language style guide. The profiler can reduce machine translation time and costs, and ensure that content meets corporate brand guidelines.

DEMO
TMPrime: RECOMMENDER FOR TRANSLATION SYSTEMS
Mr. Alex Killian

DEMO
SOURCE CONTENT PROFILER
Mr. Joris Vreeke

DEMO
KANJINGO: MOBILE APP FOR REAL TIME POST-EDITING
Dr. Sharon O’Brien

Kanjingo is a mobile post-editing interface, currently enabled for iOS. Source and machine translated segments appear on the mobile screen and the user interface enables quick and easy insertions, deletions and movements of words. Kanjingo is envisaged as an ‘on-the-go’ post-editing user interface for volunteer post-editors. It could be used for crowd translation, notably in the not-for-profit sector.

POSTER
PEARL: POST-EDITING INTERFACE FOR TRANSLATORS
Dr. Sharon O’Brien

Pearl is a web-based post-editing interface, which is currently being used to test proposed ‘intelligent’ features to reduce the effort of post-editing machine translated text. Better support in user interfaces for the post-editing task will reduce user resistance and the cognitive friction associated with post-editing. This, in turn, will assist with the adoption of machine translation as one form of computer-assisted translation.

DEMO
SOLAS: LANGUAGE FOR THE REST OF US
Mr. Konstantinos Koutsikouris and Ms. Tabea de Wille

Five billion people who need access to information and knowledge are not covered by current mainstream localisation because they do not (yet) represent a market. SOLAS is an open standards-based service-oriented localisation framework that brings digital content to the non-market. The SOLAS framework has been deployed as the Translation Commons (www.trommons.com) by CNGL social spin-off, The Rosetta Foundation. 6,000 language volunteers currently work for 150 organisations via Trommons, covering more than 100 languages.

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IOMEGAT: MEASURING TRANSLATION SPEED
Mr. John Moran

The iOmegaT Translator Productivity Workbench is a suite of applications that makes it possible to measure the impact of machine translation on translator productivity cheaply and on a large scale. It was co-developed with Welocalize, a CNGL industrial partner and recently also licensed by Hewlett Packard, one of the world’s largest translation buyers. The workbench is especially useful on very high volume translation accounts where enterprise translation management systems are used.

DEMO
BRAZILATOR: LIVE TWEET TRANSLATION STREAMING & SENTIMENT ANALYSIS
Mr. Piyush Arora

The 2014 FIFA World Cup was the biggest event yet for Twitter with 672 million tweets. Brazilator is a live tweet translation streaming service that provides real-time machine translation and sentiment detection, aggregation and analysis. Co-developed with Microsoft, Brazilator was successfully applied to 13 languages and 24 language pairs for the 2014 FIFA World Cup. The service has valuable applications in areas such as global communication, brand monitoring and customer engagement.

DEMO
THE LOCALISATION WEB
Dr. Alfredo Maldonado Guerra

The Open Data Initiative is transforming the opportunities for big data applications across industries including global services such as localization. The FALCON project demonstrates how data-driven language technologies can be applied to machine translation and automated term extraction to enhance the value creation chain for localisation SMEs with minimal pre-existing resources.

POSTER
ACTIVE CURATION OF LANGUAGE RESOURCES USING LINKED DATA
Dr. Dave Lewis

Open data standards can be used with currently available technologies to discover, select, curate, reuse and exchange language resources in order to create additional value from language resource lifecycle management. Open technology platforms such as natural language processing technologies combined with the application of best practice can enable companies to enhance their return on investment in language resource assets.

POSTER
ACCEPT: A FRAMEWORK FOR MULTILINGUAL CONTENT EDITING
Dr. Johann Roturier

The use of machine translation (MT) is becoming much more pervasive. At the same time, Web 2.0 paradigms are democratising content creation – stressing the value of online user communities. However, these two trends are fairly incompatible in a multilingual scenario. MT systems cannot always produce acceptable results for community content due to its extreme variability. The framework developed within the FP7 ACCEPT project addresses this issue by providing a new paradigm allowing the editing of content in a “minimally intrusive” and distributed manner.

POSTER
SOURCE CONTENT ANALYSIS + TRAINING DATA SELECTION IMPACT ON AN MT-DRIVEN PROGRAM DESIGN WITH A LEADING LSP
Mr. David Clarke

Welocalize employs a growing suite of tools to service the ever-increasing volume of progressively more diverse content for machine translation with optimally-trained SMT engines. Welocalize presents complementary proprietary and CNGL-partnership technologies used to select training datasets accurately matched to the source content to be translated, estimate the quality of the machine-translated output (and the subsequent post-editing effort) and route content to most appropriate workflows.

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Prioritising and maintaining one’s language skills remains the most important problem faced by language learners today. Linguabox is an on-demand service that delivers interactive language learning exercises tailored to individual learner needs. This platform, which is aimed at language learners, language schools and the enterprise market, aims to maximise the time dedicated to language learning by providing more freedom and control to individual learners.

The AMAS project aims to provide a more engaging and personalised learning experience. Current online courses lack appropriate engagement models, often leading to poor performance and motivation. As a solution, AMAS has been specifically designed to monitor the learner’s behaviour and tailor their learning experience to meet their individual needs. Once potential problems are identified, appropriate interventions are triggered to guide and motivate the learners. AMAS has been successfully applied to deliver highly adaptive and personalised online courses and training.

ALMANAC is a multimodal software framework designed to provide learners with an engaging and intuitive learning experience incorporating a rich blend of multimedia including textual content, images, videos and animations. ALMANAC provides the learner with access to tailored learning experiences that are dynamically generated based on the learner’s immediate learning needs. The aim of ALMANAC is to generate learning experiences that engage the learner and encourage them to explore topics.

Slideshows are now the go-to resource for business professionals, students and educators who want their audience to benefit from an engaging presentation. Microsoft PowerPoint® is regarded as one of the most useful and accessible ways to create and present visual aids. Yodle is a service that automatically generates summarised bullet-point presentations from multilingual web content, tailored to an individual or audience’s level of expertise, and the required duration of the presentation.

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Unmanned Exhibit

The Graphics Vision and Visualisation group at TCD is a leading international research group specialising in all aspects of visual computing. Here we showcase some of the research work that the group has conducted in the area of real-time 3D graphics and virtual human animation. The research is highly relevant to industries such as Visual Effects, Computer Animation and Video Games but may also benefit more widespread applications such as scientific visualisation, computer aided design and digital humanities.

HERME: HUMANISING HUMAN-MACHINE INTERACTION
Prof. Nick Campbell

HERME is a prototype delivery platform for speech-based information. The technology focuses on interaction management in conversation. It was developed for gathering data regarding human-machine interactions. The novel solution was to shift from task-oriented interaction towards social-interaction, creating friendly multimodal environments which foster longer term human-machine relationships. Increasing users’ engagement and retention are crucial for educational, healthcare, and home-aid applications. When people engage in more human-like interactions, continued use of those services is more likely.

TCD-TIMIT: A NEW DATABASE FOR AUDIO VISUAL SPEECH RECOGNITION
Mr. Eoin Gillen

Including visual information in speech recognition systems has been shown to improve performance, but efforts to identify the optimum visual features have been impeded by a lack of suitable datasets. The TCD-TIMIT is a new corpus designed for continuous audio-visual speech recognition research. This database can be used in the development of audio-visual speech recognition systems (for example, video conferencing systems), and also has applications in systems using speaker biometrics and speech synthesis such as game avatars.

STEREOSCOPIC 3D CONTENT CREATION: CONVERTING 2D ANIMATIONS TO STEREOSCOPIC 3D
Dr. François Pitié

Making 3D movies is a skilled and costly process. Sigmedia has developed technologies to help in the creation of 3D content. For CG animations, higher render times, disk usage and workflow adaptations are a big hurdle for small studios. Sigmedia has developed DepthArtist, a tool to quickly and automatically generate correct 3D content from existing animation assets. For live-action movies, Sigmedia has further developed its Academy Award winning technology to automate some of the common image post-processing fixes required to make 3D work.

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How to work with us

CNGL has a significant track record of translating and commercialising research, having generated seven spinout companies, multiple licences and a large number of applied research collaborations.

Unique in Ireland, CNGL is home to a dedicated Product Design and Innovation Lab team made up of experienced software developers, engineers and UI/UX specialists. This team works with our industry partners to ensure research outputs are aligned with their commercial requirements.

Contact Us

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Smartphone-based social networking and email is now an integral part of our everyday lives. Yet there are many times when it is impractical or impossible to look at and use a smartphone as normal. IHeart is a smartphone app which connects users with their social networking and email accounts using only voice commands. IHeart provides a simplified interaction and tailored content in a hands-free, eyes-free environment.

End-to-End Content

IHEARU: THE VOICE OF SOCIAL MEDIA NETWORKS
Dr. Xiaofeng Wu

DEMO

How to work with us

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In today’s fast-paced world, users face the challenge of having to consume large volumes of content in short periods of time. Lean-Back Learning, an intelligent, responsive web user interface and set of underlying services, addresses this situation by delivering automatically generated audio presentations for consumption in hands-busy, eyes-busy contexts. These presentations are generated using automatic summarisation and speech synthesis and are personalised to the user’s level of expertise and time available.

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Prof. Shay Lawless

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In today’s fast-paced world, users face the challenge of having to consume large volumes of content in short periods of time. Lean-Back Learning, an intelligent, responsive web user interface and set of underlying services, addresses this situation by delivering automatically generated audio presentations for consumption in hands-busy, eyes-busy contexts. These presentations are generated using automatic summarisation and speech synthesis and are personalised to the user’s level of expertise and time available.

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