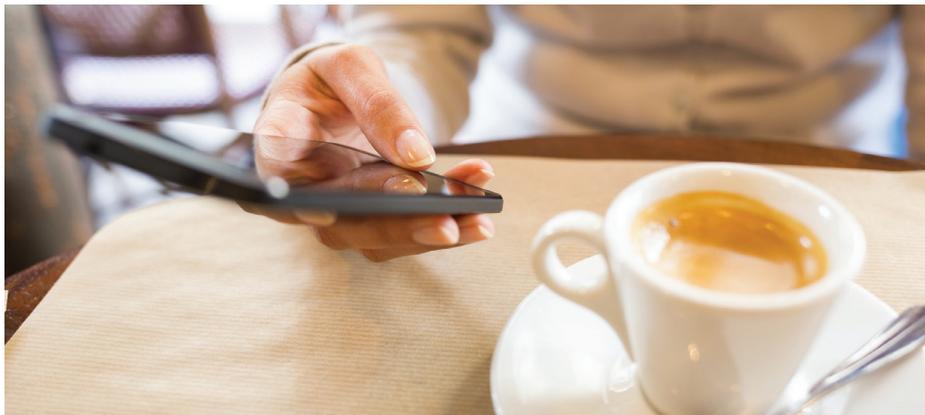# Mobile Real-Time Translation
Translate or post-edit content on the fly!

ADAPT can help you harness the power of the crowd to communicate globally with on-demand, **real-time translation** of low-context, highly perishable content such as tweets, SMS messages and hyper-local advertisements.

- Enable real-time mobile translation
- Improve multilingual communication strategies
- Generate 'social media speak' bilingual language assets
- Extend global reach of marketing campaigns
- Improve translation time-to-market for new languages
- Implement crowdsourcing translation models

Industry Challenge

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 equipped to successfully translate 'social media speak', companies are looking towards crowdsourcing translation models to aid communication across languages and cultures.

Recognising these difficulties and the rising popularity of 'crowdsourcing translation models', ADAPT researchers developed a mobile platform that can be used to quickly and efficiently translate and post-edit small chunks of text.

The ADAPT Solution

ADAPT's language technology experts developed the mobile translation and post-editing platform 'Kanjingo'. 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.

Kanjingo is an intuitive mobile application giving translators the power to quickly translate or post-edit small chunks of text on their smartphones, while on the go. The app can be easily implemented in any translation workflow and will also prove a useful tool for companies aiming to introduce crowdsourcing or volunteer translation models, and in emergency situations such as disaster relief.

Industry Partners

TRANSLATORS WITHOUT BORDERS

www.translatorswithoutborders.org

The ROSETTA Foundation

www.therosettafoundation.org

Status

Kanjingo is currently under development by ADAPT post-editing research leaders Dr. Sharon O'Brien and Dr. Joss Moorkens of Dublin City University and Sr. Software Designer Joris Vreeke.

About ADAPT

ADAPT is a collaborative academia-industry research centre dedicated to delivering disruptive digital content and media innovations. ADAPT partners with world-leading companies to deliver advanced content and processing technologies to adapt and personalise digital content and services, enabling businesses in all sectors to achieve unprecedented engagement among customers, companies and communities.

Commercialisation Contact

Liam Cronin
liam.cronin@adaptcentre.ie
+353 87 968 0399
www.adaptcentre.ie

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