



LANGUAGE TECHNOLOGY INNOVATION:  
INTELLIGENT INTERACTIVE MULTILINGUAL



# Scenarios for the Multilingual Digital Single Market

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# Introduction

- ❁ Established 2001
- ❁ Founded by Prof. David Crystal & Ian Saunders
- ❁ Evolved from reference publishing to semantic advertising solutions

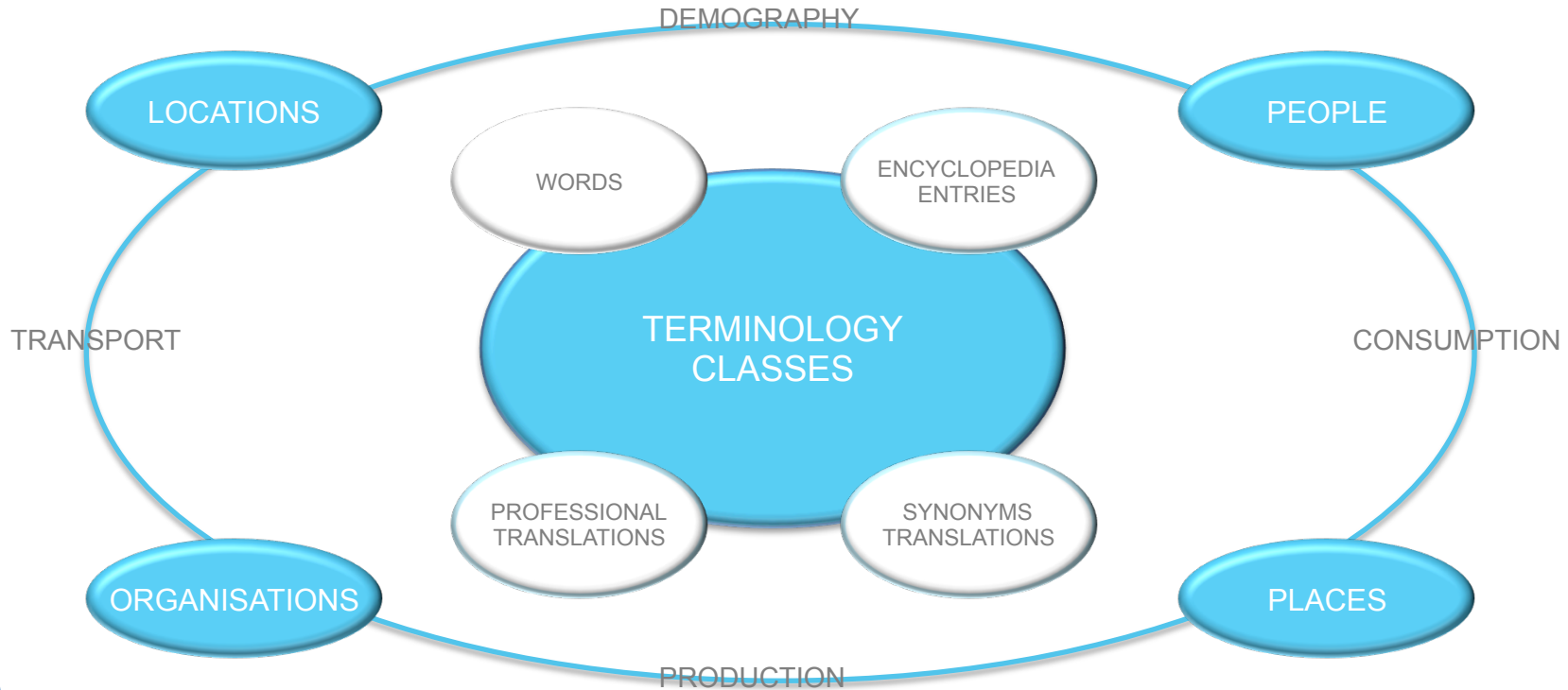
## Example Vauxhall Corsa

Vauxhall Motors have revealed the first official pictures of it's most powerful Corsa ever, the new VXR Nürburgring Edition, due to hit the show-rooms late May making it the pace setter in the hot-hatch class for performance and dynamics. The Nürburgring heart is a re-worked version of the Corsa VXR's existing 1.6-litre turbocharged engine which now produces 205PS\* at 5,750rpm (up from 192PS) and 250-280Nm of torque (up from 230-266Nm). A modified engine management and turbocharger system, sports exhaust with reduced back pressure - and the ability to run on 98-octane fuel - have all contributed to the rise in power. To harness the Nürburgring's new-found power potential, Vauxhall has fitted it with a mechanical, multi-plate limited-slip differential, ensuring that its 205PS doesn't go up in a cloud of tyre smoke, and providing the car with optimum traction at all times. The LSD also reins in understeer caused by excessive throttle loads during cornering, or changes in the texture of the road surface.



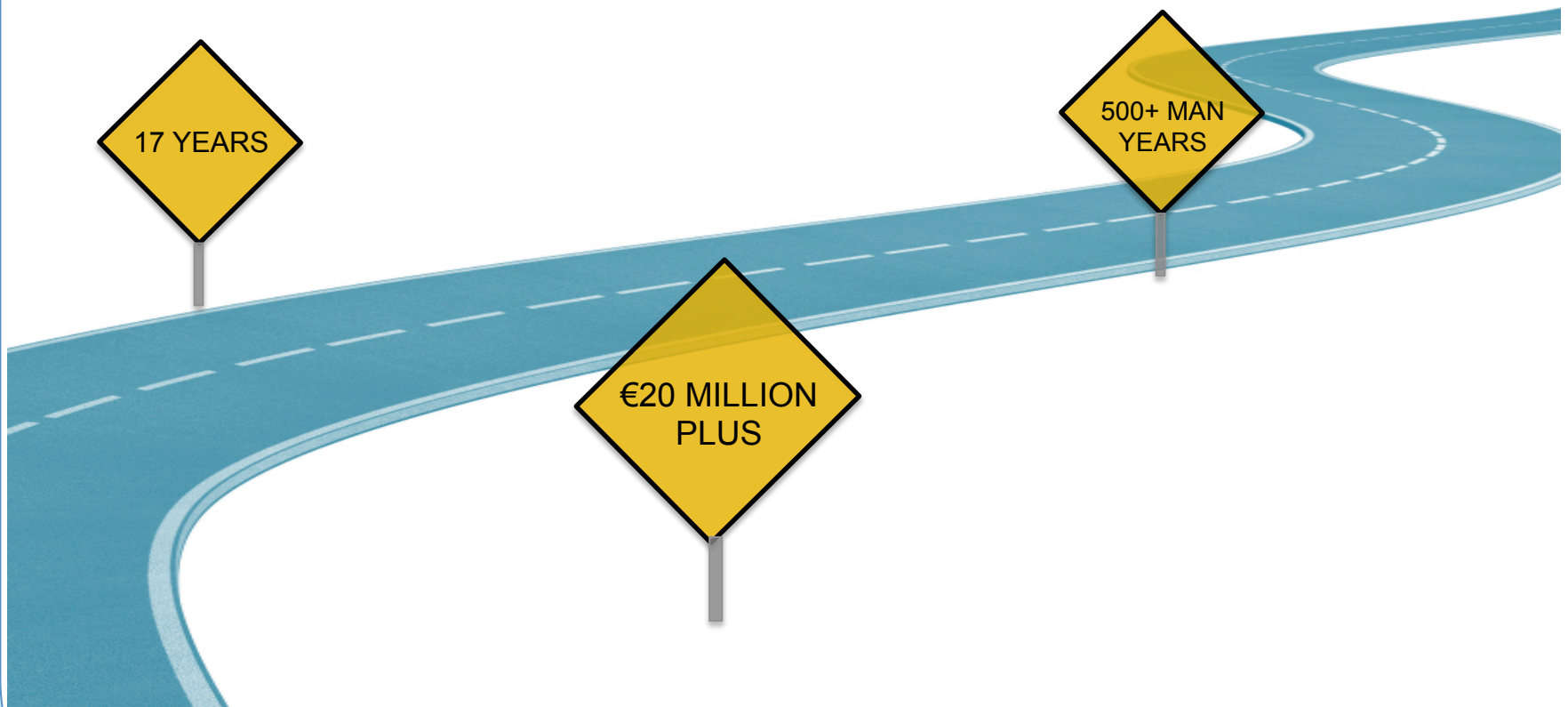


# Global Data Model





# Long & winding road





## The reaction of your VC





# So what's the solution IMHO?





# Work together & share experiences





# The alternatives







# Language technology enabling trade





# THANK YOU

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**Crystal Semantics**

*semantic advertising solutions*