

understanding  
everywhere

## Research and Innovation for Mobile Language Applications

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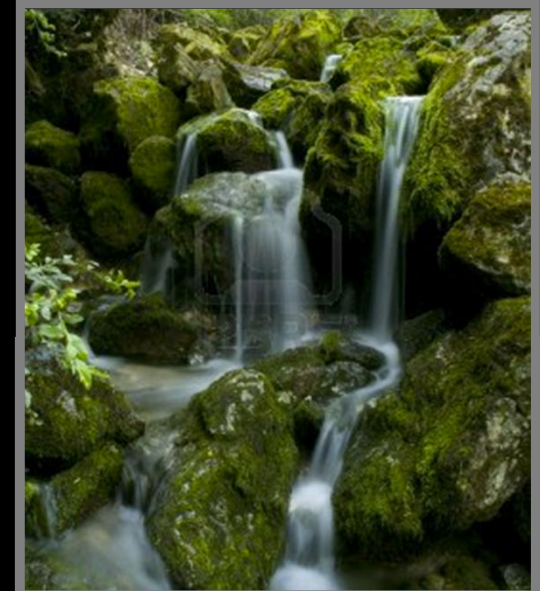
yocoy

# Upstream - downstream: From research to innovation

★ Sino-German Research Project  
**Compass2008** funded by both Chinese and  
German governments: BMBF and MOST  
2004-2008

★ In 2007 Yocoy was founded  
as 50<sup>th</sup> Spin-off company of DFKI (out of 62)

(DFKI - German Research Center  
for Artificial Intelligence )



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## Three Key Elements of Innovation according to Joseph F. Engelberger

- ★ A recognized need
- ★ Competent people with relevant technology
- ★ Financial support





# User need is there: Fieldtest in Beijing 2008



# YOCOY

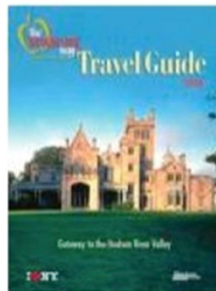
mobile software combining travel guide, crosslingual communication, navigation and background knowledge resource



Digital Travel Guide



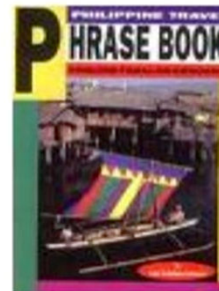
Travel Guide



Electronic Phrase Book



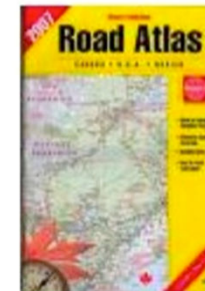
Phrase Book or Dictionary



Digital Navigator



Road Maps



The **relevant** technology is  
the right technology at the right time

Spinning-off results into the market  
bears a high risk:

When is the right time  
for the right technology?

Two factors:

Maturity of market

Maturity of technology

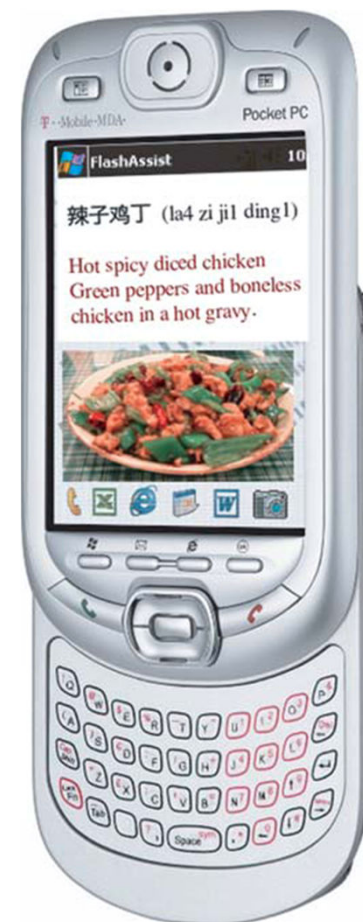


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# Upstream Technology : Research Prototype 2007

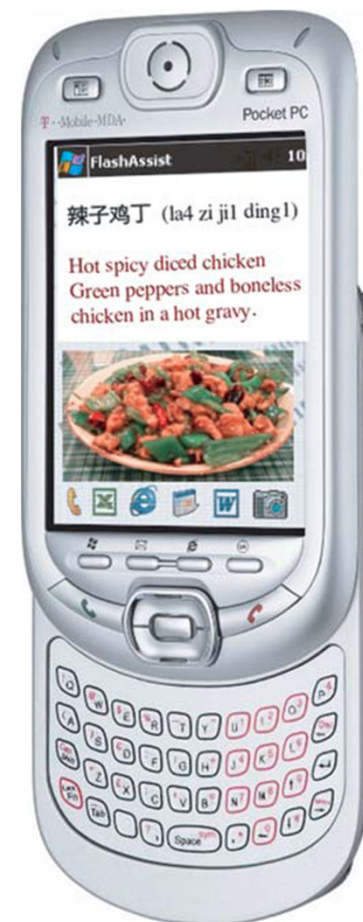
- Web-based
- server-based speech recognition
- server-based free machine translation
- windows mobile devices



# Upstream Technology : Research Prototype 2007

## Major Problems

- roaming costs for foreigners
- speed and quality of ASR and machine translation
- uncomfortable hardware





# Current Solutions

- Offline template translation
- Situation based dialogues
- Offline speech output
- Integration of communication and information
- mobile stand-alone apps for iPhone, iPad and iPod Touch



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Today Yocoy  
has 23 Apps

- ✧ language guides
  - ✧ travel guides
- in the AppStore



# Long Stream from Research to Innovation

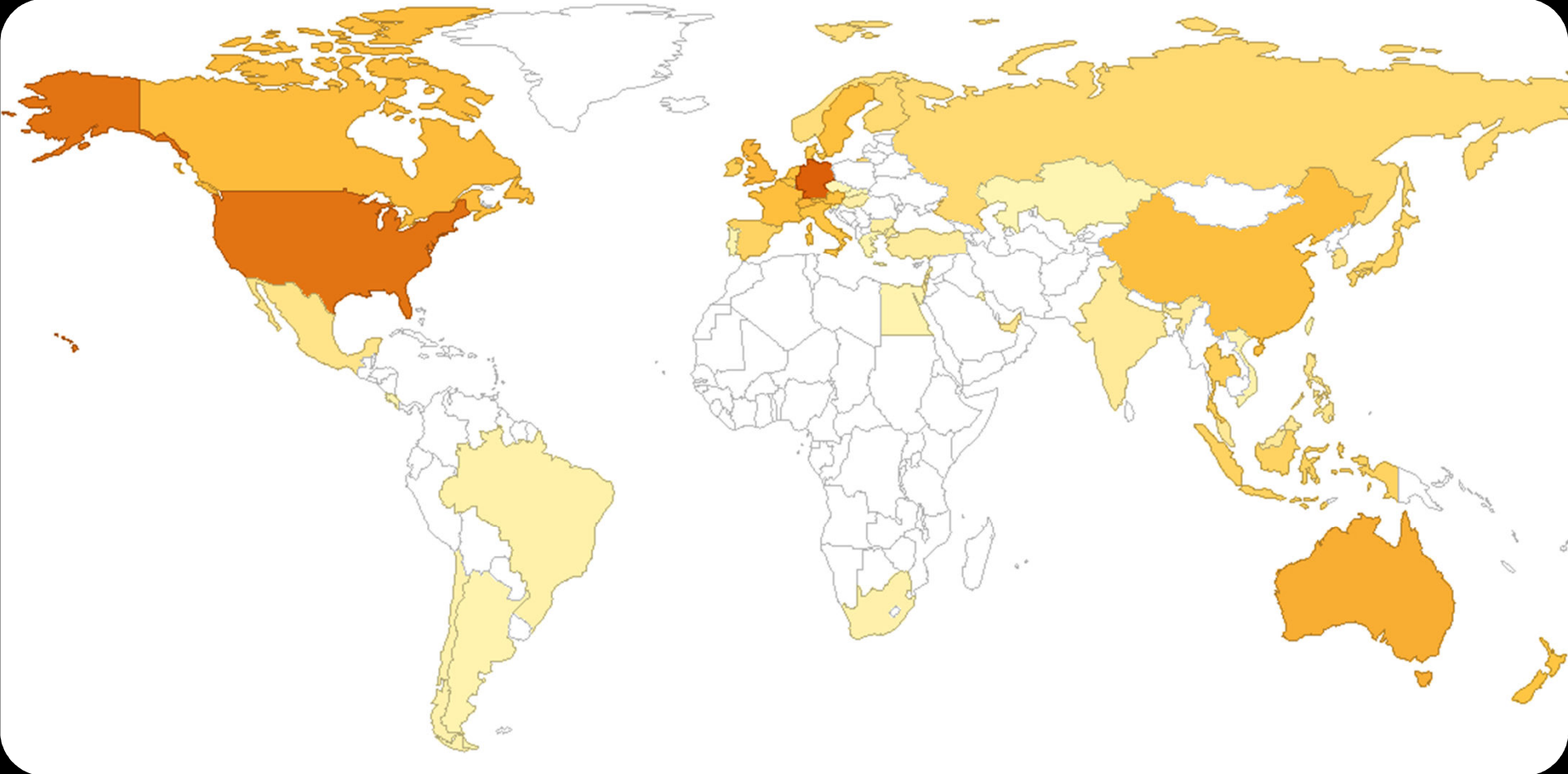
- ★ There was no AppStore in 2007: Distribution impossible
- ★ Apple AppStore was a great innovation driver for mobile software

Boom

Alle iPhone Apps für „yocoy“

App Name	Developer	Release Date	Update Date	Price
i-You Sprachführer Deutsch-Chin...	i-You	01.07.2010	09.11.2011	LADEN
i-You Sprachführer Englisch - Chi...	i-You	09.11.2011	09.11.2011	GELADEN
yochina Kompetenz Quiz über Ch...	QUIZ	23.11.2010	23.11.2010	GELADEN
Chengdu	Taxi-Book	18.01.2012	18.01.2012	AKTUALISIEREN
i-You Sprachführer Englisch - Chi...	i-You LITE	30.06.2010	30.06.2010	LADEN
i-You Sprachführer Deutsch-Chin...	i-You	09.11.2011	09.11.2011	GELADEN
yochina Sprach-, Reise-, Kulturfü...	yochina	14.11.2011	14.11.2011	AKTUALISIEREN
yochina language travel culture g...	yochina	09.11.2011	09.11.2011	GELADEN
i-You Sprachführer Englisch (Briti...	i-You LITE	30.06.2010	30.06.2010	LADEN
Nanjing	Taxi-Book	19.01.2012	19.01.2012	3,99 € KAUFEN
China Taxi-Book	Taxi-Book	18.01.2012	18.01.2012	LADEN
Beijing Taxi-Book	Taxi-Book	18.01.2012	18.01.2012	5,99 € KAUFEN
China Smart Reisen	China Smart	18.01.2012	18.01.2012	LADEN
Suzhou	Taxi-Book	18.01.2012	18.01.2012	AKTUALISIEREN
i-You Sprachführer Englisch (Briti...	i-You	19.01.2012	19.01.2012	5,99 € KAUFEN

# Customers in more than 100 countries





## But technology and market develop fast

Under Development and Testing:

- ★ Situation-based speech input
- ★ Semi-free translation
- ★ Combination of language guide and language learning
- ★ Web-based applications for selected markets



# Keep it flowing...

By participation in research programmes with DFKI and other partners, we keep the stream of innovation flowing



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Thank you for your Attention!



谢谢您的关注。

xiè xie nín dì guān zhù



**yochina is a comprehensive and user friendly application for travelers and business people in China**



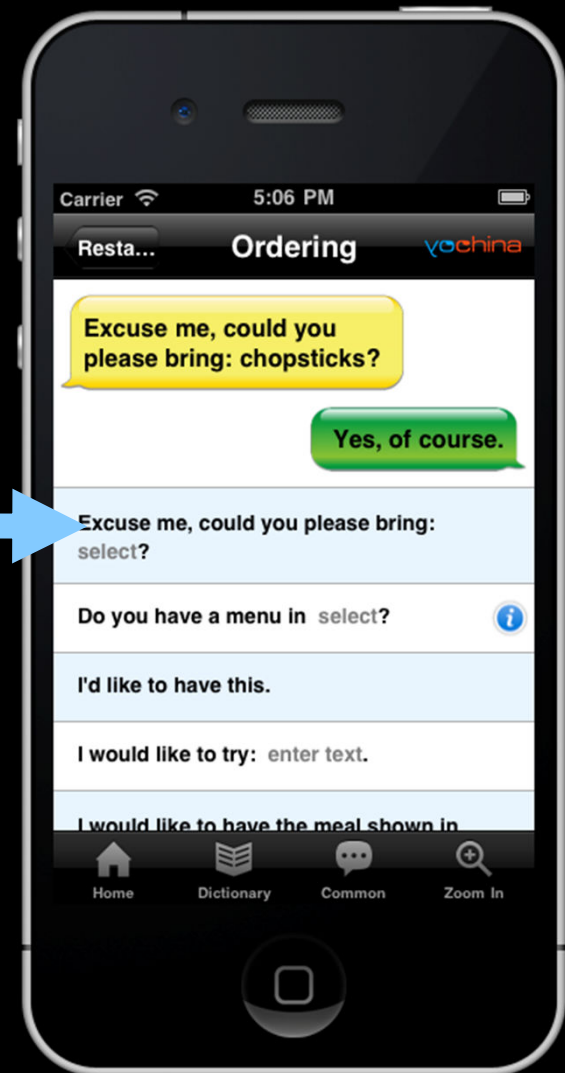
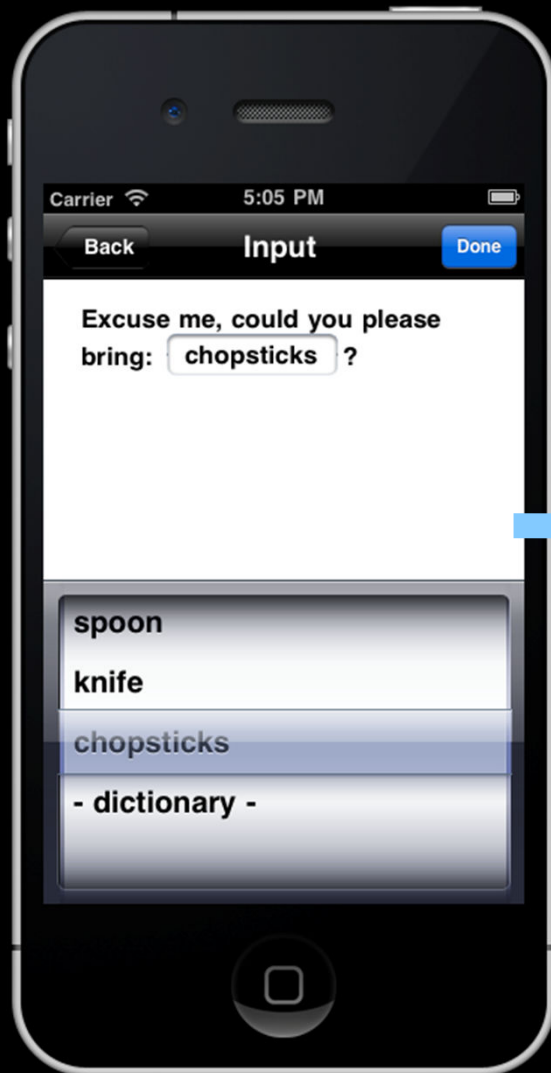
With yochina you can:

- ★ talk with Chinese people in everyday situations
- ★ find best restaurants and many other POIs
- ★ learn how to behave in China and communicate with your Chinese business partners
- ★ learn relevant facts and history about China

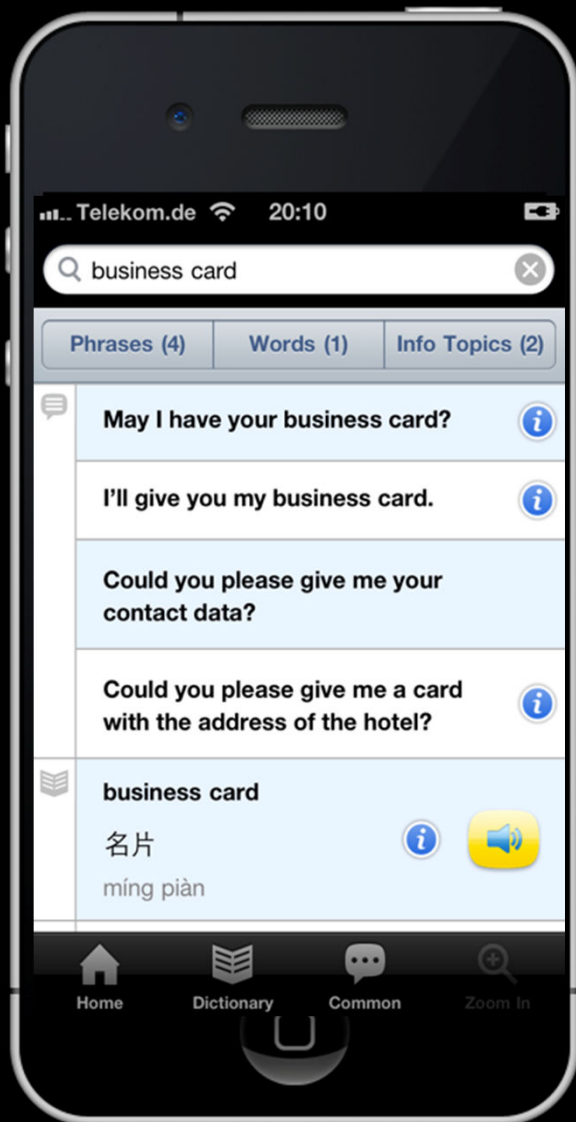
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# Dialogues with Chinese people



## Intelligent search



The semantic search help you to find:

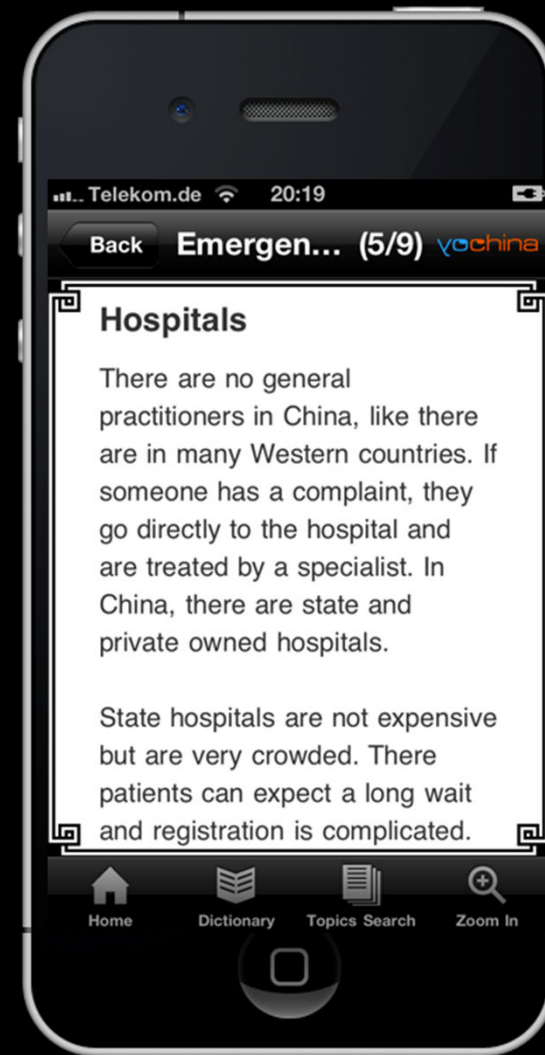
- ★ words
- ★ phrases and sentences
- ★ general topics and recommendations
- ★ travel and culture information

## Photo phrases



The integration of your personal photo album into phrases allows you to describe things without using words.

# Travel and culture guide, suggestions and hints for many situations





# Long Stream from Research to Innovation

- ★ Today the AppStore is like a huge department store
- ★ Marketing remains a problem
- ★ It must happen inside and outside the store ...
  - SEO, SMO, SEM ..

