



**LT-INNOVATE SUMMIT
19 June 2012**

THE FORUM FOR EUROPE'S
LANGUAGE TECHNOLOGY INDUSTRY

[#1]

Funded by
the ICT Programme
of FP7





[iEnterprise] INNOVATION FOCUS SESSION

LT-Innovate Summit, Brussels, 19 June 2012

Innovation Opportunities, Inhibitors and Solutions

THE FORUM FOR EUROPE'S
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Our remit



- What innovations do you see for this area using LT?
- What barriers are there to achieving those innovations – for your company, and for the market in general – and how can these barriers be overcome through cooperation?



iEntreprise



- Language Technology is at the heart of the Intelligent Enterprise, supporting and enhancing business management, operations and sales & marketing. Today companies achieve significant operational benefits, competitive advantage, and market opportunities through use of LT-enabled products and services. Tomorrow, the evolution and integration of LT-based functions will determine winners and losers in many industries, particularly those with large customer-facing operations, or who operate in international and multilingual markets.
- Moderator : Claude de Loupy
- Rapporteur: Philippe Wacker



Opportunities



- **Multilinguality is an opportunity!**
 - Multilingual online markets
 - Translation
- **Think Big!**
 - **Big data**
 - **Big semantics** (facts, knowledge)
- **Content**
 - Search : fast and accurate, cross-lingual
 - Management of growing organizations
 - Analysis of transcribed texts
 - **Making sense of unstructured content**
 - **Analytics**
 - **Knowledge discovery**
 - Natural language understanding

Inhibitors



- **Lack of resources inhibitor:**
 - Availability of linguistic resources
 - Development and maintenance costs for each new language
 - Multilingual sources of information
 - some information are locked in few languages
- **Lack of data inhibitor:**
 - Specialized data with large coverage
- **Business inhibitors:**
 - Do-nothing strategy
 - Too small actors
- **Technological inhibitors:**
 - **Scalable and real time LT**
 - No common set of APIs
 - Languages difficulties (synonymy, polysemy)

Solutions



- **EC as a solution:**
 - EC as a driving force in the creation of resources
 - Cooperation... but...
- **Technological solutions:**
 - Unsupervised adaptation
 - The web as a knowledge source
 - Open source tools
 - Crowdsourcing

