

LinguaMobila



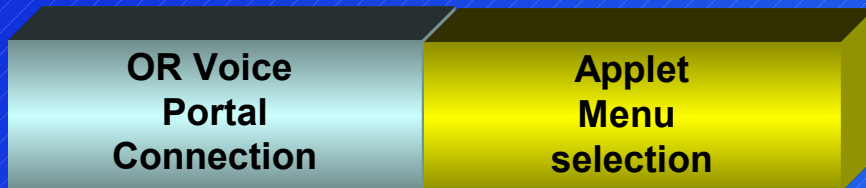
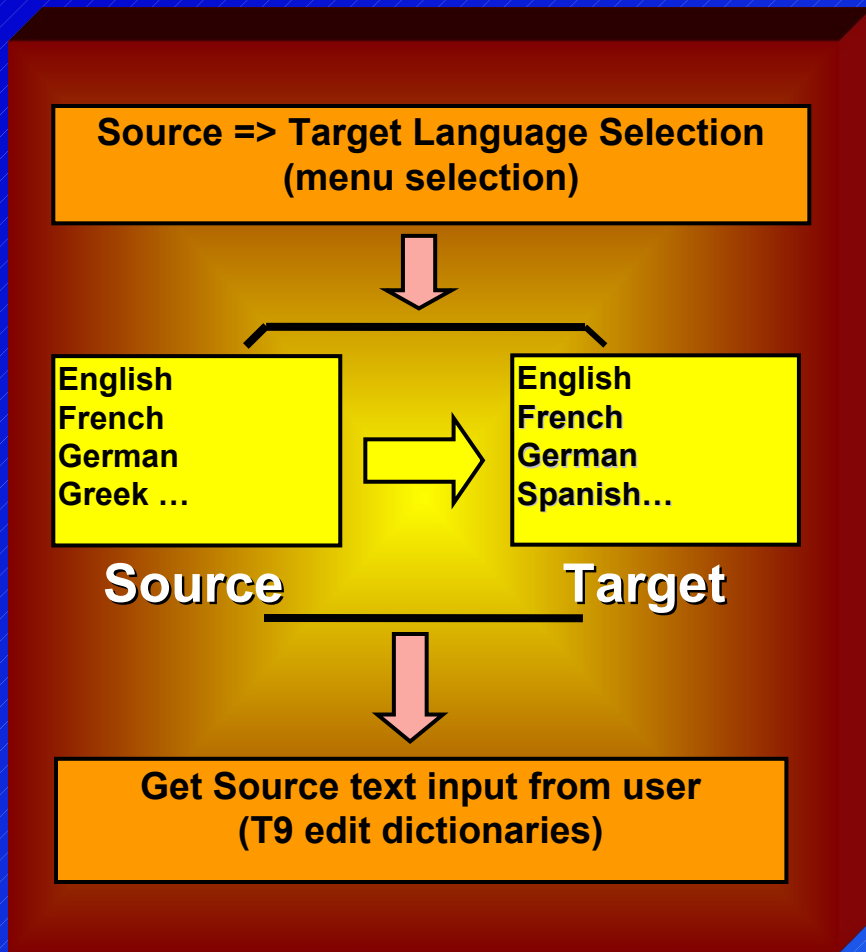
**An advertising platform on
Java SIM Cards: Delivering
synthesized-voice multilingual
phrasal translations to roaming
GSM users**

Supporting

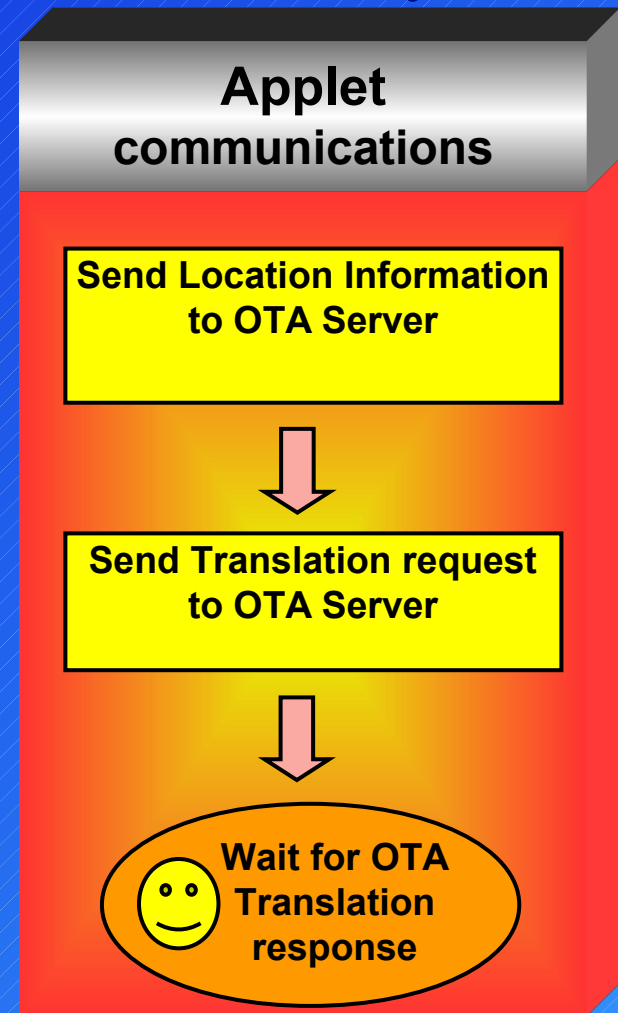
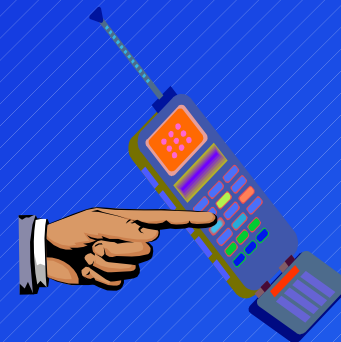
- IVR portal
 - Voice translation in MMS -
multimedia advertising
 - Content aware advertising
 - Location aware advertising
 - multilingual OTA translation
engine and speech synthesis
modules
-

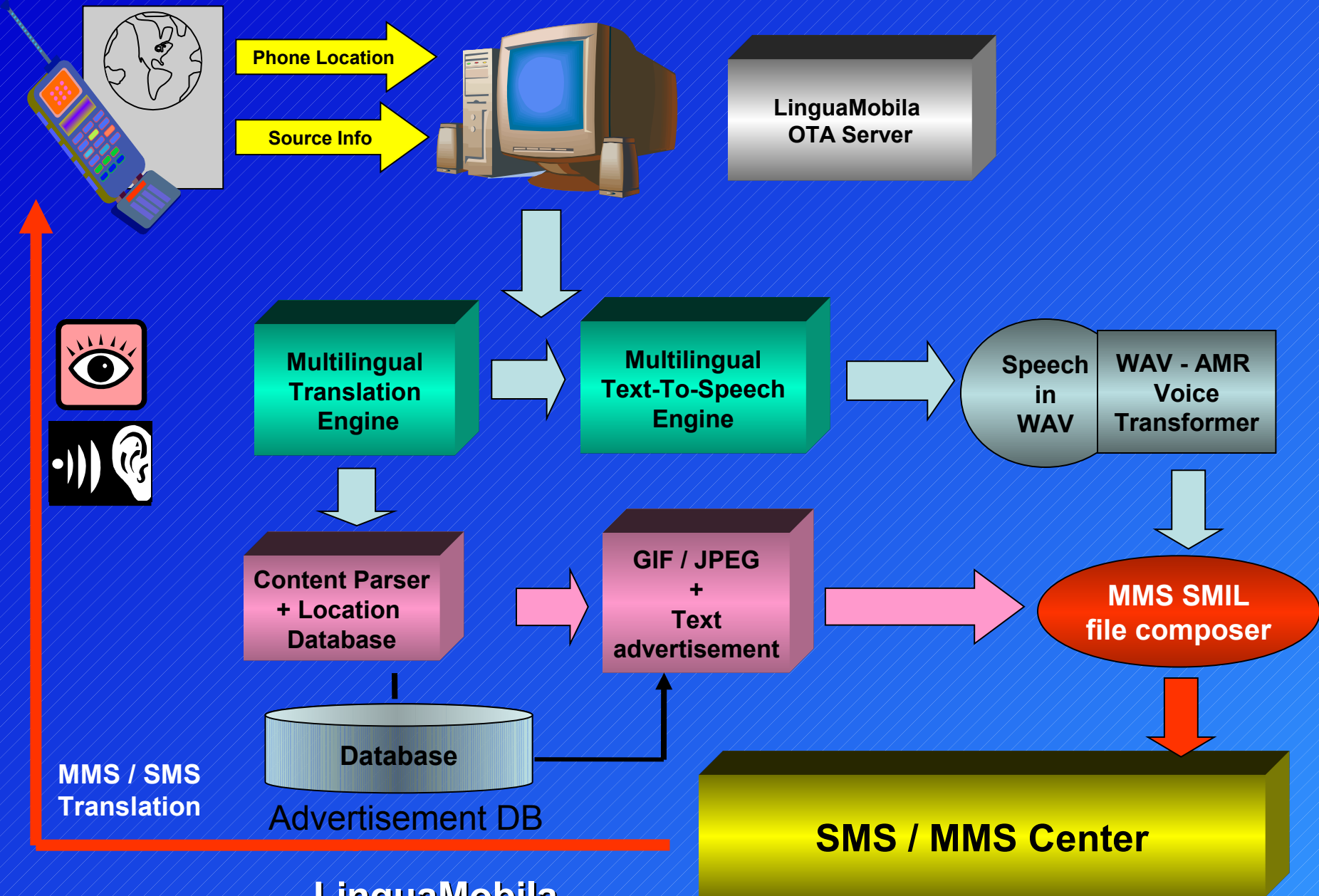
Yiannis Hatzopoulos – Scientific Engineering Services

www.ses-ltd.gr



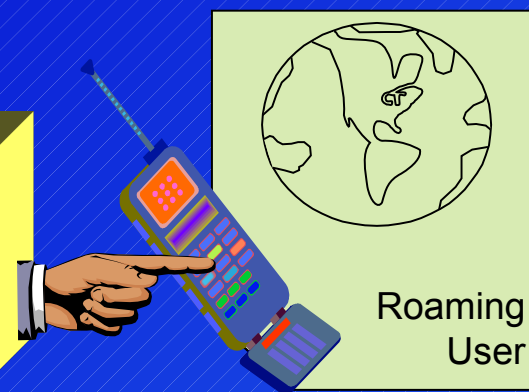
LinguaMobila cellphone applet transactions



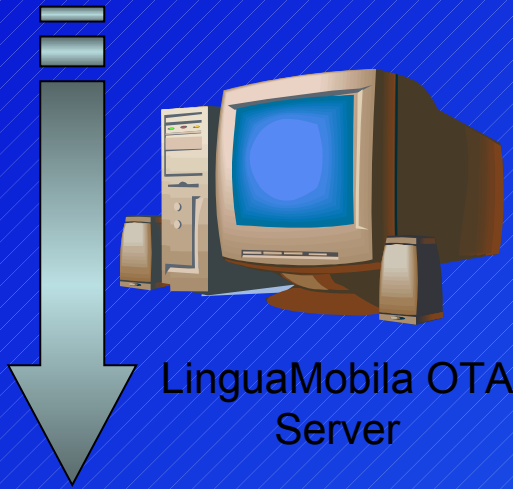


**LinguaMobila
OTA Functional Components**

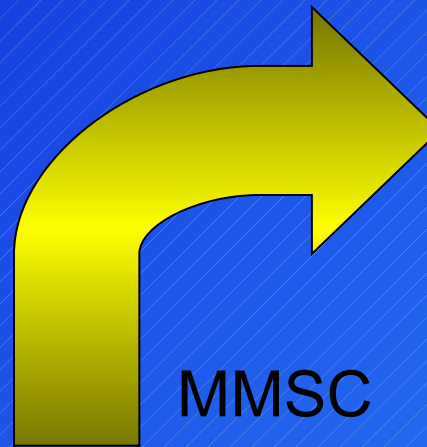
e.g. English => Greek translation request
'What time is the next flight to Athens?'



MMS Message



LinguaMobila OTA Server



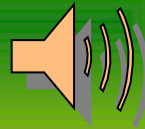
MMSC

MMS SMIL file

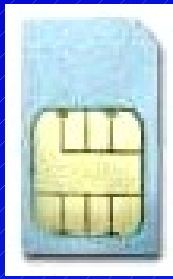


Sponsor banner / video

Τι ώρα είναι η επόμενη πτήση για την Αθήνα (text translation)



+ Voice reproduction by a TTS engine in AMR voice format



Java SIM Card

LinguaMobila building blocks



GSM

MMS aware cellphone



- Advertising Content
- Client Location
- Request content parser

- Translation engine
- Speech synthesis engine
- IVR portal
- MMSC / SMSC

For Network operators:

- Communications revenue
- Advertising income
- Low setup cost



Application promotion using:

- Operator SMS notification to roaming users
- Airport posters
- Subscriber communications
- Operator web pages

**Key Benefits
Of LinguaMobila**

For Mobile Users:

- Convenient global access
- Sponsored usage cost
- Multilingual translation engines with natural voice output
- Novel technology

For Advertisers and sponsors:

- Content & location targeted advertising
- Cost effective
- Innovative & high profile technology

Target group:

International travelers