

Transclick API

Executive White Paper

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Overview

* Transclick's API is the world's most powerful, extensive, and cost-effective language translation software development system.

* It may be used by OEMs, system integrators and corporate developers worldwide to develop translation applications and services.

* Transclick's API development license gives you the ability to:

- Integrate translation with your own applications with maximum control over the translation process
- Create specialized translation software using the most accurate machine translation engines available
- "Best of breed aggregation" of machine translation engines.

* Transclick provides unparalleled support for your development.

* The Transclick API includes translation engines and subject domain dictionaries for over 200 language pairs.

Dictionaries

Access to specialized dictionaries is included. By using our API, you can also create your own content-specific dictionaries for most, but not all language pairs. In addition, we can customize subject domain dictionaries by adding a client's linguistic data.

Examples: slang, idiomatic expressions, industry jargon, acronyms and terminology.

Integration

Translate API uses XML / RPC to communicate with Transclick's own server farm via the Internet. Translation requests are sent and returned in any required format for maximum compatibility with your application.

How it works

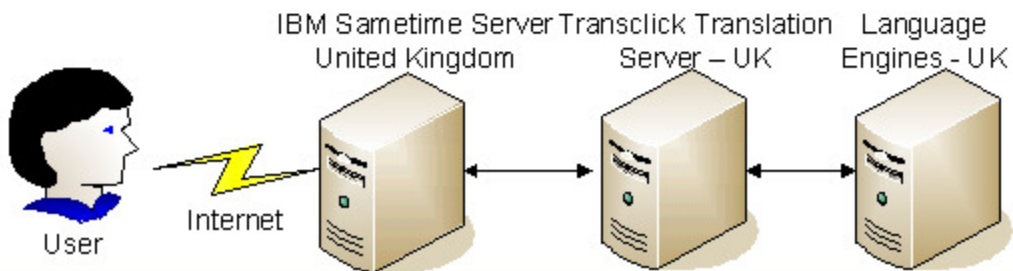
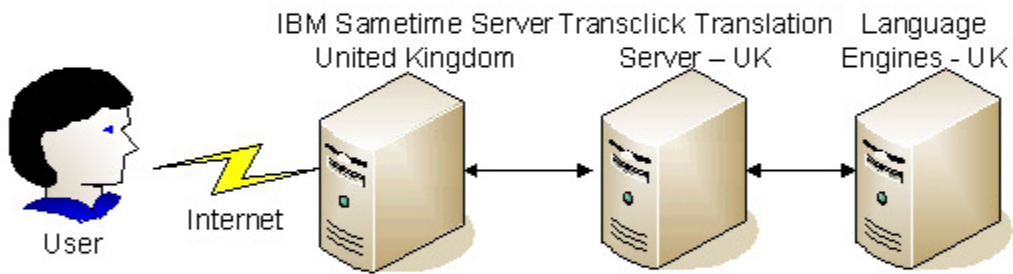
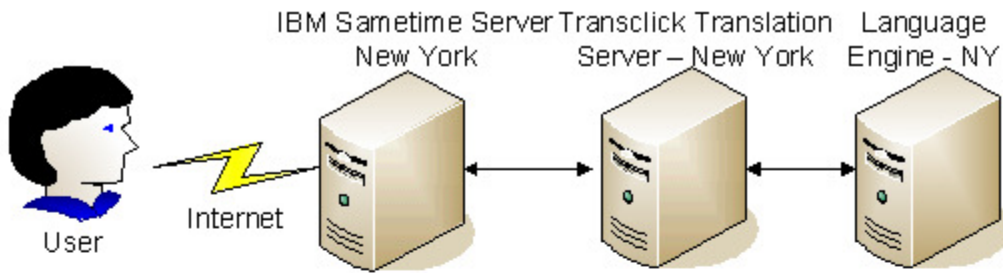
The Transclick API designates a portion of XML code which facilitates Machine Text Translation for a thin / fat client via an XML / RPC server. Resultant text can be interpolated to voice-generated output via a voice gateway. A few key points:

*** XML code must be embedded in XML / RPC server API code repository.

*** There are 4 active routines in XML code

- getSourceLanguages
- getTargetLanguages
- getDictionaries
- Translate

Sample Diagrams



API Sales

API Sales

Licensing the Transclick API is really very simple. If a developer, or enterprise client has a need for embedded Machine Translation, customized or not, Transclick can provide it.

It is important for Transclick's Bus Dev and Sales Team to gather details from a prospective client during the initial sales process, to be reviewed by the Technical Team. If the client is serious and has a budget, an API license deal should close easily and quickly. We offer consulting services for machine translation, and our API is a key part of the "Technology Integration Road-Map".

Enterprise Industry References

US Army Research Laboratory SBIR Program
ATT Enterprise Mobility
Nokia Ovi
Blackberry App Store

Other references available upon request.

Developer API Sales

*** Dev partner **MUST** have their own API for whatever it is that they do. Armed with this, Transclick and Dev partner commence **mash-up** (API integration) process.

*** If Dev partner is **NOT** paying us for our API (revenue share), a binder and onsite consulting survey fee is required up front.

*** If Dev partner is paying us for the API, the survey fee is waived. Cost of API: **TBD based on API contract.**

*** Dev partner (non-paying) **MUST** incur all developer costs of mash up. Additional (optional) consulting from Transclick is available at the rate of \$150 per hour.

*** Dev partner (paying) may be entitled to Transclick consulting services at no cost, again based on API contract.

Enterprise API Sales

*** Are all custom projects and must be billed hourly or by project.

*** Going by past history, we should try to get a minimum project price.

Automated Translation

What is automated translation?

- Automated translation is the translation of text by a computer, with no human involvement. Pioneered in the 1950s, automated translation can also be referred to as machine translation, automatic or instant translation.

How does machine translation work?

There are two types of machine translation system: rules-based and statistical:

- 1) Rules-based systems use a combination of language and grammar rules plus dictionaries for common words.
- 2) Statistical systems, like those pioneered by Transclick's strategic partners learn rules automatically by analyzing large amounts of data for each language pair. These systems can be trained for specific industries or companies using additional data relevant to the domain.
- 3) Hybrid MT Hybrid machine translation (HMT) leverages the strengths of statistical and rules-based translation methodologies. Several MT companies are claiming to have a hybrid approach using both rules and statistics. The approaches differ in a number of ways:
 - Rules post-processed by statistics: Translations are performed using a rules based engine. Statistics are then used in an attempt to adjust/correct the output from the rules engine.
 - Statistics guided by rules: Rules are used to pre-process data in an attempt to better guide the statistical engine. Rules are also used to post-process the statistical output to perform functions such as normalization. This approach has a lot more power, flexibility and control when translating.

What are the benefits of using machine translation?

- Machine translation can deliver benefits in different ways:
- Accelerating human translation productivity as part of the translation process by providing an initial translation for human post-editing to deliver translated content faster.
- Making content easily accessible to global customers to improve customer service and satisfaction – with on-demand translation of support knowledge-base content into different languages for self-service.
- Supporting more languages, more quickly to service and support existing customers and grow revenue from new markets.
- Improving employee collaboration by helping employees understand non-native language communications (like emails, documents and websites) through a general (“gist”) translation of content for information discovery

What machine translation can I use?

Transclick offers machine translation solutions for commercial and government organizations. These solutions have been integrated with other Transclick products.

Mobile Translation

Mobile translation is a machine translation service for hand-held devices, including mobile telephones, Pocket PCs, and PDAs. It relies on computer programming in the sphere of computational linguistics and the device's communication means (Internet connection or SMS) to work. Mobile translation provides hand-held device users with the advantage of instantaneous and non-mediated translation from one human language to another, usually against a service fee that is, nevertheless, significantly smaller than a human translator charges.

Mobile translation is part of the new range of services offered to mobile communication users, including location positioning (GPS service), e-wallet (mobile banking), and business card/bar-code/text scanning.

Get the gist

A frequently asked question is: "How accurate is it?" That is like asking "How accurate is your spell checker?" "Or how safe is your automobile?" The answer is: "As accurate as you want it to be depending on how much your budget is".

The range of Transclick's accuracy is from a "get the gist" (or main meaning with many errors but very useful nonetheless) for "free quality") to highly intelligible with small error rates of zero to 10 per cent if customized micro-glossaries are used). A rapid-human post-editing option is available if publication accuracy is required for a rapid (1 minute to 1 hour turn-around time) but that may require paying 10 cents a word instead of less than 1 cent per word translated by machine.

There is also a value proposition having to do with (1) integration with email, SMS and instant messaging (2) convenience of having it on your mobile phone, or tablet or computer. and (3) speed of 400 to 800 words per second.