

Case study:

Innovating Language Technology & Enabling Intelligent Communication

The client approached us with a mandate to incorporate a solution in their popular mobile devices that would enable the end user to communicate in native languages. They also wanted the UI to be localised as per the targeted audience for end users to enjoy a seamless experience.

Client:

Most trusted mobile handset brand having operations in India, Middle East, Africa and Russia

Current Scenario:

The Internet has changed the way people think, communicate and express themselves. Today the world is connected 24/7 and information no longer needs to be moved around; everyone in the world can engage with everyone else in real time with no barriers. Thanks to the advent of social global media which has lead content and information to explode.

According to a survey over 200 million emails are sent per minute per day, nearly 600 websites are created, and some 48 hours of video are uploaded on YouTube. Most of the content is multilingual – nearly three-quarters of internet content is in languages other than English.

There are more than 6,900 languages spoken in 230 countries. India alone has more than 400 different languages out of which 29 languages are spoken by a population of more than 1 billion.

Challenge:

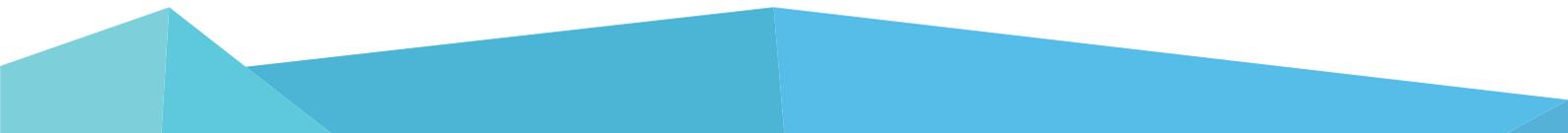
According to recent TRAI data, out of 860 million wireless subscriptions in India, only 15% of the users list English as their preferred language of communication. Our client recognised as a renowned original equipment manufacturer wanted our solution to increase their penetration into the Indian market and reach out to suburban and rural market.

To establish their brand in the local market they had to address the need of localization and pack their device with a built-in solution, which would give their end users the freedom to communicate and interact in their local language.

Unlike most OEMs that offer limited solutions in the form of multilingual keyboards, our client wanted their Smartphone to be localized as well. They wanted the UI (User Interface) strings on their Smartphone to be also available in the local language set by the end user.

When the client approached KeyPoint Technologies for one of their highest selling product, they clearly stated the above challenge and wanted KeyPoint to address this need. KeyPoint Technologies comprehends that localization is not just sheer translation of text; it is also about being relevant to the local culture.

KeyPoint Technologies flagship product “Adaptxt Keyboard” offers support for over 150+ languages. They also provide cutting -edge font rendering support & UI Localization for more than 29 languages. Addressing this huge and fast-growing demand for local content in India, KeyPoint Technologies has designed a complete localization solution for the Indian market



About KeyPoint Technologies

KeyPoint Technologies through its proven expertise has pioneered native language messaging and communication with world's largest language base. Spearheading research in linguistics and AI, it has built the best suited next generation language and device solutions. We are trusted partners to OEMs, Operators, and App Developers for developing intelligent interfaces, engines & input experiences. Our product range includes world's first AI powered, user-initiated, multi-lingual, search and discovery platform, Xplore; A multilingual, multipurpose conversational chatbot called Xbot. We are also identified as a leader in the localization industry, providing end-to-end translation and localization solutions to help our clients attain their global communication, marketing and revenue goals.



Solution

KeyPoint Technologies partnered with the client to provide them with end-to-end localization services for their flagship device, by supporting the 10 most used Indian languages. The localization services provided by KeyPoint Technologies will benefit the entire mobile ecosystem and change the way users interact with their Smartphone. The inbuilt application from KeyPoint Technologies will allow users to choose from 10 Indian languages and display the entire phone UI, including the menu and other applications in the selected language. For the first time, native speakers of Indian languages no longer have to struggle with the default English UI and have the liberty to use a phone easily bridging the language barrier. users to choose from 10 Indian languages and display the entire phone UI, including the menu and other applications in the selected language. For the first time, native speakers of Indian languages no longer have to struggle with the default English UI and have the liberty to use a phone easily bridging the language barrier.



Conclusion

“We wanted to increase our base into the Indian market and for this we required an all-in-one solution which will address the growing demands of our customers and users. KeyPoint Technologies understood our precise requirement and unlike most companies that just provide a multi-lingual keyboards translation services; they came up with a complete end-to-end localization solution. Their solution allows the users to type in their preferred local language while providing a custom UI in their native language,” confirmed a spokesperson representing the OEM.

“We have seen an increasing appetite for localization services in the Indian market in recent years. In India, we support the 29 most widely used Indian languages. To address this huge and fast-growing demand for local content in India, we have developed a complete localization solution to suit the Indian market.” Nutan Chokkareddy, Chief Executive Officer of KeyPoint Technologies.