

Social Impact of Translation Via SMS

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MT for Social Impact Panel
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Sakhr *Software USA*

The American Leader in Arabic IT.

The Scenario

- A user has a text message on his/her mobile phone that they wish translated
- The user forwards the message to a certain phone number (e.g. #2020)
- The message is translated via an MT server and the result sent back to the user's mobile phone

Motivation

- Sakhr Software
 - Revenues per message translated
 - Develop a dialect preprocessor
- Mobile phone companies
 - Value added services to retain customers
 - Free service

Data

- English to Arabic (80%)
 - Over 50% Mobile advertisements & subscriptions
 - About 25% Dictionary, expressions, terminologies and short phrases
 - About 20% Chatting
 - About 5% Notifications for Bank accounts, Credit Cards, Prepaid cards....

More Data

- Arabic to English (20%)
 - Over 70% Chatting
 - 30% Dictionary, expressions, terminologies and short phrases
- Available in 11 countries
- Over 10,000 messages per day

Examples

- Win Laptops, Mp3 players & more!.. Join the Al Shamil Quiz Competition from 3 - 9 August; 5pm - 9pm at the Mall of the Emirates. (School Students only)
- Sorry the transferred failed. You do not have sufficient credit.
- Tell me ur coming or no i have duty 7 am