

- How does speech technology fit its market?
- How does text technology fit its market?
- What can text LT learn from speech LT?
- Lessons text LT can learn

- Speech is not an application but a channel enabler
- .. can be added to any channel-independent application
- ... is “speech” a *language* technology?
- “Speech is benefiting from application focus”

The top left of the slide features a photograph of a modern building's interior with white, curved architectural elements. The word "acrolinx" is written in red lowercase letters on a white background in the bottom left corner of this image. The rest of the top section is a solid grey background with the word "consequences" in white lowercase letters.

# consequences

- initial focus on technology
- massive success
- very broad application
- role model for language technology



# text technology market

- search
- retrieval
- text classification
- machine translation
- information extraction
- knowledge management



# text technology market

- localization
  - e-commerce
  - patent search
  - content production
  - business intelligence
- intelligent e-mail response
  - ...



# What can text learn from speech?

# Priorities for text LT

- focus on applications
- focus on deployment and delivery
- ... move from technology provider to application developer
  - ... seek complementary partnerships



# the acrolinx experience

- Focus
  - Cross-lingual IR
  - Information retrieval
  - Information extraction
  - High-precision indexing
  - Content production
  - ...





# Conclusions

- time is running out!
- role of SMEs
- applications *not* technologies