

Title : CNGl's Multilingual Personalisation Research – Empowering Global Users

Abstract:

One of the most significant changes to people's lives in recent years has been the explosion of content in terms of massive volume, huge variety and overwhelming velocity. The volume of content being generated on a per minute basis on the web, the need to more accurately address the needs of a targeted audience in order to gain their attention and the variety of means of making content accessible through different channels and devices is enormously challenging for both organisations and individuals. Moreover, organisations, communities and individuals are increasingly seeking content and services to be delivered in their own language, according to their needs, preferences and context. Corporations and communities are increasingly seeking to leverage content created by their customers and users and engage in closer interaction and dialogue with global customers and communities. This talk will outline the CNGl research into embedded intelligence for interaction with dynamic global content – i.e. content that can leverage cloud services for advanced analytics, search optimization, translation, localisation, personalisation and interaction across the delivery chain, enabling the aggregation, machine translation and interaction with multilingual user-generated, corporate and open content to satisfy the global customer. The presentation will focus on techniques, architecture and technologies to enable dynamic multilingual personalization of both published and user generated content. Such personalization