



Workshop on Horizon 2020

Brussels
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Philippe WACKER

**Let us unite
forces in
Language
Technologies!**



Europe 2020

Language

Technology

**is the Missing Piece
of the Puzzle!**

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To explore strange new worlds, to seek out new data
and new knowledge, to boldly go where LT has not
gone before...



<http://bit.ly/13UAaST>

Discover the world of
Language Technologies:
Download LT2013!

Language Technology

is the Drill
that extracts

the meaning
of Big Data!



Do we not see the forest for the trees?



- LT is a key enabling technology for digital knowledge & communication for business, government, culture and community. It is indispensable to create a (multilingual) knowledge society. Without it the Digital Single Market will never happen.
- However, the LT industry is still a fragmented industry. It covers a very complex domain of different applications, media (speech, text), natural languages, theoretical models of language, end uses, and high emotional sensitivity from end-users.
- Looking at **vendors**: LT vendors focus on manageable bits and pieces of a vast “language needs” solution.
- Yet, due to its history and cultural diversity, Europe needs a more comprehensive solution to create a language-neutral Digital Single Market (covering 360° translation, smart content understanding, communication interfaces, etc.)
- The only way to achieve this European scale of LT supply is clearly through **COLLABORATION** between vendors. No one enterprise is capable of covering all the technology touch points.

Vision (contd.)



- Looking at **buyers**: the best way for LT buyers to benefit from innovative and large-scale integrated LT solutions (i.e. lower cost, better fit, sustainability, language-specificity and/or language neutrality) is to consolidate their needs at a sector/domain/industry level. Why? They usually need LT as infrastructure, not as a brand differentiator. They need sustainable platforms rather than a series of LT products.
- This double exercise – **vendor technology collaboration** and **buyer platform consolidation** - may be a pre-requisite and/or accelerator for maturing the European LT market.
- This is the vision that drives LT*i*.

Towards integrated & evolutionary sector-specific LT platforms



Multilingual Content Applications

Content Management Platforms

LT Applications

LT Generic Services

LT Infrastructure

Towards integrated & evolutionary sector-specific LT platforms



Client content and third party content providers

Client legacy?

LT vendors' applications

Sector specific
platform

Sector specific
platform

Sector specific
platform

EU through Connecting Europe Facility

Objectives



- Learn (new programmes, new rules)
- How can we harness EU support behind our vision?
- What is your vision? How does it fit into LTi' s collective vision?
- How do we initiate the new “collaborative spirit” that will deliver on our vision(s)? How do we sustain it?
- How do we maximise our chances of obtaining EU support for our vision?

Welcome

Introduction

Success factors old and new

A new skin for an old ceremony

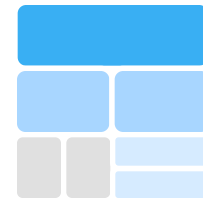
Analysis of Horizon 2020 from the
perspective of LT

Discussion

Lunch - networking

Project Factory

Conclusion



Thank You !