market needs

- 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 technology market

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

consequences

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

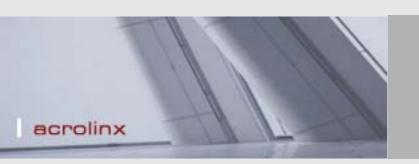
text technology market

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

text technology market

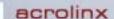
- localization
- e-commerce
- patent search
- content production
- business intelligence
- intelligent e-mail response

• ...



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