

Encyclopaedia Britannica

Natural Language Processing

Description. Encyclopaedia Britannica, founded in 1768, is a privately held U.S. company. The Company's Natural Language Technologies (NLT) division is based on R&D by Britannica's wholly-owned Israeli subsidiary, Melingo.

Britannica's NLT division offers the world's most advanced solution for analyzing languages with morphological complexities, such as Arabic and Hebrew, for applications including information retrieval, text analysis, speech analysis, information extraction, text-to-speech, cross-language search, and automated embedded translation.

Britannica's technology enables a user to enter a single query or single keyword and receive thousands of morphological and spelling variances in Arabic texts, or to enter search terms in English that will translate back the Arabic search results into English, using Britannica's patent-pending embedded translation technology.

The Company's leading product, Morfix™, (for "Morphological Fix"), is a smart, morphology-aware, search engine enhancement. The Arabic implementation of Morfix represents a breakthrough for searching Arabic content on the Internet and for processing Arabic-language material. These capabilities are of crucial importance to government agencies and financial organizations worldwide today, as they process growing amounts of Arabic language data with a limited number of qualified human translators.

Competitive Advantage. Britannica's technology is the only solution that can provide perfect recall rates (not miss information) in a Semitic-language text. The Company's technology is scalable and robust, and seamlessly integrates with leading enterprise indexing and querying systems on most platforms and operating systems. It requires no change to existing search architecture and adds NLP power that web searches lack today. Moreover, the Britannica suite enables non-Arabic speakers to search Arabic data using English queries to locate relevant data, and translates results into English, thereby overcoming Arabic language complications.

Market. Primary markets include the U.S. federal security and homeland security markets, consisting of many agencies and departments with different ongoing projects and operations.

Potential additional customers include financial organizations and major state and municipal police departments that are part of the DHS's Urban Area Security Initiatives.

Approach to Market. Currently, Britannica partners with major enterprise search engine companies in the United States and Europe and has installations in the United States within federal organizations and the Department of Defense.

Britannica seeks to establish strategic partnerships with IT system integrators that deal with U.S. federal government projects.



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Demonstration website:

www.morfix.com/arabic

■ KEY PERSONNEL

Yoni Neeman, CEO, Melingo

Over 15 years of expertise in computational linguistics. Led software development for Israel's prime computational linguistics undertaking. Fluent in Arabic, English, and Hebrew; knowledge of Spanish and Italian.

David Litoff, Director, Natural Language Technologies

Eighteen years' experience in finance management and business development.

■ COMPANY STATUS

Ownership: Privately owned

Development: Numerous installations in America, Israel and elsewhere.

■ INTELLECTUAL PROPERTY

Patent: Patent-pending

■ CONTACT INFORMATION

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