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Ms. Lisa Fowlkes  
Deputy Chief, Public Safety and Homeland Security Bureau  
Federal Communications Commission  
445 12<sup>th</sup> Street, NW, Room 7-C753  
Washington, DC 20554

September 13, 2007

Dear Ms. Fowlkes,

I am writing to introduce you to Transclick, Inc, a company and web services application I have founded that provides real-time translation between English and fifteen other languages. Transclick would be an ideal solution to integrate into the Emergency Alert System (EAS) to address the need to translate EAS messages to non-English speakers in real-time with high volume and customized levels of accuracy for military intelligence machine translation. I am submitting these comment for the members of the Commercial Service Mobile Alert Advisory Committee prior to their meeting on Wednesday, September 19th, 2007.

Transclick's value proposition is that it provides translation at a very high level of technical accuracy, comparable to that of human translation, at a fraction of the cost of human translation. Our product can currently translate 10,000 words per minute, and a text-to-speech and speech-to-text solution is under development.

Our technical expertise has been widely acclaimed, as we have won five major industry awards since 2006. Among these are Orange Telecom's award for Best Use of the Orange Data Network; Research in Motion's Grand Prize for Best RIM Productivity Application; and CTIA Wireless Association's First Place award for Best Enterprise Wireless Solution of 2007. Transclick also won the Best Application Layer Technology award from the Telecommunications Industry Association in 2006 (GlobalComm).

For the purposes of the EAS, Transclick can provide scalability for translation of bulk messages; microtargeting of zip codes by language predominance; integration with email, instant message, and voice mail; integration with all major wireless carriers. Please keep Transclick in mind as a patented solution for real-time language translation of emergency alerts over mobile handsets and please do not hesitate to contact me with further questions. If you or any of carrier or service provider or handset manufacturer requires any further information, please do not hesitate to call me at 212-751-5150 Ext. 5 or write to [Robert@transclick.com](mailto:Robert@transclick.com) You may see flash demos at <http://home.transclick.com/products> or simply call to arrange an online demonstration.

Sincerely,

Robert Levin, CEO, Transclick, Inc.





# *Transclick for BlackBerry and J2ME Smartphone handsets*

Versions 1.0 and 2.0

Technical Sheet



## **Solution Description:**

The Transclick application will allow BlackBerry® device users to communicate with multi-cultural people within your own company, as well as across country boundaries. This is particularly useful when sending messages via SMS, IM or eMail. The user can dynamically change the target language as well as the specific vertical market dictionaries which are relevant to a dialogue in a particular industry. With email on a BlackBerry device you can send translated messages to other BlackBerry device users around the world or to users on the web or on other Java ME devices. Transclick enhances global commerce and the BlackBerry device becomes a *global communication tool*.

## **Table of Contents**

Using Transclick for BlackBerry .....	2
Installing Transclick for BlackBerry.....	4
Future Versions .....	5
Contact Information .....	6

# Using Transclick for BlackBerry

**Transclick Version 2.0** is a Transclick for BlackBerry application in which all functionality will be built in the standard message browser so you will be able to send and receive translated email messages the same way you do with other messages.

## **Solution Features & Benefits:**

- 1) Automated virtual real-time language translation.
- 2) Current support for 16 language pairs.
- 3) Support for 150 vertical market dictionaries.

**Industry Expertise:** The strongest industries that Transclick services are telecommunications, government, financial and healthcare.

## **Solution Availability:**

- BlackBerry Enterprise Server
- BlackBerry Internet Solution

**Speed:** up to 400 characters per second

**Accuracy:** 80 to 100% accuracy for word choice. Results vary according to dictionary used and accuracy of input. There is no guarantee of human-quality translation—this is a machine and a cheap, fast substitute for human translation. Transclick does not replace human translation quality.

***Transclick Email Translation Tool for BlackBerry*** is a simple to use translation tool that can be applied to any outgoing email or SMS message from the BlackBerry device. With a simple click of the menu button, BlackBerry users can translate their message into one of the sixteen available languages. This handy translation tool allows you to communicate with other people and businesses without the language barrier, and lets you travel with greater power to operate in a foreign language or multilingual environment.

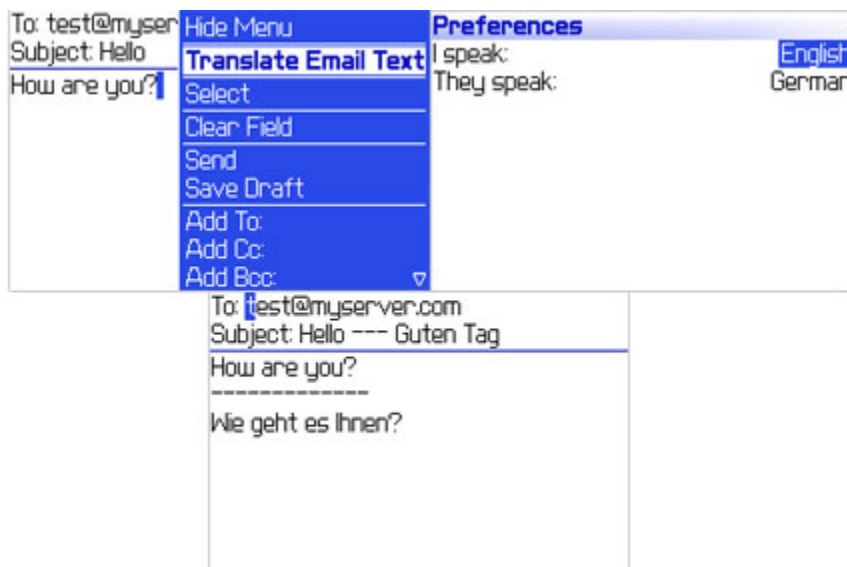


## How it works:

When the user composes a message and is ready to translate it, they select “Translate Email text” from the menu. Users select the source and target languages using “Change option” from the menu and click next. The application uses an Internet connection to retrieve the translation and displays a screen with recipient's email address, original subject and text translated in target language and translated body of the message. And presto – your newly translated email is ready for sending out.

Current available languages include: English, French, German, Italian, Spanish, Portuguese, Mandarin Chinese, Japanese, Arabic, Farsi, Hebrew, Korean, Polish, Russian, Turkish and Ukrainian.

To download a demo of Transclick™ and other products, visit [www.transclick.com](http://www.transclick.com) , or ***Purchase Transclick Email Translation Tool for BlackBerry from the Handango Software Store for BlackBerry. Enter the Username and Password received by email.***



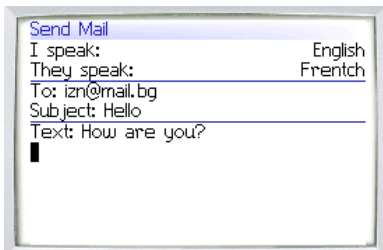
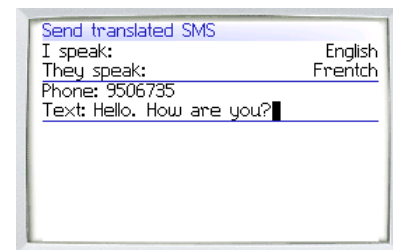
Transclick Version 1.0 for BlackBerry is an application that allows to translate text from one language to another on the screen of your handset, in you SMS message or in your Email message.

Transclick for BlackBerry has four different modules, these are: Translate, SendSMS, SendEmail and Preferences.



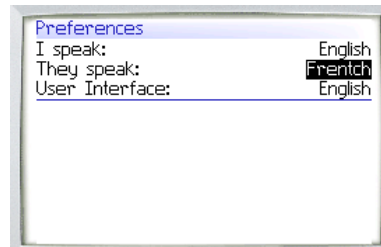
Translate text on the screen allows you to type text on the screen of your handset and translate it instantaneously.

SendSMS with translation allows you to type your message and translate it right before you send it.



SendEmail with translation allows you to compose an email message and translate the text before you send it out.

Preferences module allows you to set the global settings, such as source language, i.e. The language that you speak and the target language, i.e. The language that “they” speak.



## Installing Transclick for BlackBerry

There are two different ways of installing the application – with Desktop Application Loader and by downloading it from a website directly to your handset, a.k.a. Over-The-Air.

The first is by using BlackBerry Desktop Manager, the software that comes with your handset. Start your Desktop Manager and point it to Application Loader icon, then follow the instructions. For the Transclick executable code for BlackBerry please contact Transclick's sales representatives.

The other way is by loading from a website directly to your handset, it is also known as Over-The-Air installation. Point your BlackBerry Browser to the link provided by your software vendor or Transclick's sales representatives and follow the instructions. For security reasons you might need to allow downloading software from Internet to your BlackBerry.

# Future Versions of Transclick for BlackBerry

In the next version of BlackBerry, one will be able to translate incoming SMS messages as well. That will allow you to receive correspondence in many different languages and have their translated version at the same time. In the next version, Version 3.0, you will have both original and translated version of you message in your out-box. In Version 4.0, you will be able to speak into the BlackBerry and a speech-to-text function will capture your voice and convert it into text prior to translation into another language. For example, you can tell a taxi driver where to go (not where you are thinking) and he/she will read what you just said in their home language. You speak English, they read Chinese, in 20 languages!

We are standing on the threshold of a new era of globalization of mobile-to-mobile international communications in which Asia, Latin America and Africa will play an important role. In these circumstances, developing language technologies to facilitate communication between American, Canadian, Latin American, African, European and Asian business partners, regardless of language preference, is a tremendous common challenge.



## Contact Information

**Website:** <http://www.transclick.com>

**Email:** [sales@transclick.com](mailto:sales@transclick.com) Volume Discounts Available.

Purchase [Transclick Email Translation Tool for BlackBerry](#) from the **Handango Software Store for BlackBerry**.

For more information about Transclick, visit [www.transclick.com](http://www.transclick.com)

**Phone:** +1-212-751-5150 Ext. 1

- The RIM and BlackBerry family of related marks, images and symbols are the exclusive properties and trademarks of Research In Motion Limited. The BlackBerry logo, the “envelope-in-motion” symbol, and “Always On, Always Connected” are registered with the US Patent and Trademark Office and may be pending or registered in other countries.





## Dictionary Supported By Transclick

### Language Pair

English to Arabic  
English to Arabic  
English to Arabic  
English to Arabic  
English to Arabic  
English to Arabic  
English to Arabic  
English to Arabic  
English to Arabic

English to Farsi  
English to Farsi  
English to Farsi  
English to Farsi  
English to Farsi  
English to Farsi  
English to Farsi  
English to Farsi

English to French  
English to French  
English to French  
English to French

English to German  
English to German  
English to German  
English to German

English to Italian  
English to Italian  
English to Italian  
English to Italian

English to Japanese  
English to Japanese  
English to Japanese  
English to Japanese  
English to Japanese  
English to Japanese  
English to Japanese

### Dictionary Name

Business  
Telecommunications  
Chemical  
Computer  
Crime  
Diplomatic  
Drug Terms  
Special Aircraft Terminology  
Military  
Nuclear

Aviation  
Business  
Computer  
Diplomatic  
Special Aircraft Terminology  
Military  
Nuclear  
Telecommunications

Business  
Computer  
Legal  
Medical

Business  
Computer  
Legal  
Medical

Business  
Computer  
Legal  
Medical

Aerospace  
Agriculture  
Applied Chemistry  
Applied Physics  
Architecture  
Biology  
Biotechnology





**Language Pair****Dictionary Name**

Arabic to English  
Arabic to English  
Arabic to English  
Arabic to English  
Arabic to English  
Arabic to English

Crime  
Diplomatic  
Drug Terms  
Military  
Nuclear  
Telecommunications

Farsi to English  
Farsi to English  
Farsi to English  
Farsi to English  
Farsi to English  
Farsi to English

Business  
Computer  
Diplomatic  
Military  
Nuclear  
Telecommunications

French to English  
French to English  
French to English  
French to English

Business  
Computer  
Legal  
Medical

German to English  
German to English  
German to English  
German to English

Business  
Computer  
Legal  
Medical

Italian to English  
Italian to English  
Italian to English  
Italian to English

Business  
Computer  
Legal  
Medical

Japanese to English  
Japanese to English  
Japanese to English  
Japanese to English  
Japanese to English  
Japanese to English  
Japanese to English  
Japanese to English  
Japanese to English  
Japanese to English  
Japanese to English  
Japanese to English  
Japanese to English  
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Japanese to English

Accounting  
Aerospace  
Architecture  
Biology  
Business  
Chemical Engineering  
Computer  
Military Affairs  
Ecology  
Electrical Engineering  
Energy  
Finance  
Law  
Industrial Engineering  
Marketing  
Math



**Language Pair**

Russian to English  
Russian to English

Spanish to English  
Spanish to English  
Spanish to English  
Spanish to English

Turkish to English  
Turkish to English  
Turkish to English  
Turkish to English  
Turkish to English  
Turkish to English

Ukrainian to English  
Ukrainian to English  
Ukrainian to English  
Ukrainian to English  
Ukrainian to English

**Dictionary Name**

Technology  
Textiles

Business  
Computer  
Legal  
Medical

Business  
Computer  
Diplomatic  
Military  
Nuclear  
Telecommunications

Business  
Computer  
Ecology  
Military  
Technical