

Investing in Europe's growth

The Semantics of Cross-Border Interoperability

Jochen Hummel

CEO ESteam AB, Chairman LT-Innovate

ESteam[®]

language technology
software



- ❖ Connecting systems
- ❖ Vocabularies only for meta data?
- ❖ Rather syntactic interoperability

ENGINES. ON PAGE SEO CONSISTS OF KEYWORD AND TITLE TAG OPTIMIZATION, WEBSITE ARCHITECTURE MANIPULATION, IMAGE TAG OPTIMIZATION, AIRSPER, LEADER TAG OPTIMIZATION AND SITE MAP IMPLEMENTATION AND SUBMISSION TO SEARCH ENGINES. ON PAGE SEO, ALTHOUGH MENTIONED AS 'BASIC', IS STILL A COMPLEX EXPERIENCE AND TALENTS TO IMPLEMENT IN A COHESIVE MANNER. IF YOU ARE GOOD AT IT! OFF PAGE SEO IS AN ALL-ENCOMPASSING TERM THAT ENTAILS THE ROOT OF CURRENT TRENDS IN SEARCH ENGINE OPTIMIZATION - POPULARITY, THE OFF PAGE SEARCH CAMPAIGN ENTAILS OFF PAGE PROFILE OPTIMIZATION (LINKS, BLOGS, ETC), ARTICLE OPTIMIZATION, DISCUSSION FORUMS, PRESS RELEASES (NAME A FEW). THE OFF PAGE SEO IS CRITICAL TO A SUCCESSFUL SEARCH ENGINE SURVIVAL. ALL SEARCH ENGINES SPEND SIGNIFICANT TIME TO PROVIDE RESULTS BASED ON YOUR LOCATION AND BASED ON YOUR REGIONAL SEARCH TRENDS. IT IS UP TO YOU YOUR BUSINESS TO RANK ON THE SEARCH ENGINES ON LOCAL SEARCHES, JUST AS THEY DO REGIONAL OR NATIONAL. AT INCREDIBLE MARKETING, WE SPECIALIZE IN GETTING YOUR EXPOSURE ON THE WEB AS POSSIBLE - INCLUDING NATIONAL, REGIONAL OR LOCAL. MOBILE SEARCH IS TAKING OVER - DID YOU KNOW THAT? DID YOU ALSO KNOW THAT THE CRITERIA FOR MOBILE SEARCH AND STANDARD SEARCH ARE DIFFERENT? PROBABLY NOT, BUT IT IS BECOMING IMPORTANT TO FOCUS ON. CURRENTLY, ABOUT 40% OF ALL SEARCHES IN THE WORLD COME FROM A MOBILE DEVICE, AND THAT NUMBER IS GROWING EXPONENTIALLY. TO DOMINATE THESE RANKINGS, IT IS NOT ENOUGH TO MERELY HAVE A MOBILE FRIENDLY WEBSITE. YOU MUST ALSO OPTIMIZE THEIR WEBSITE FOR MOBILE SEARCH CRITERIA. WE CAN HELP...

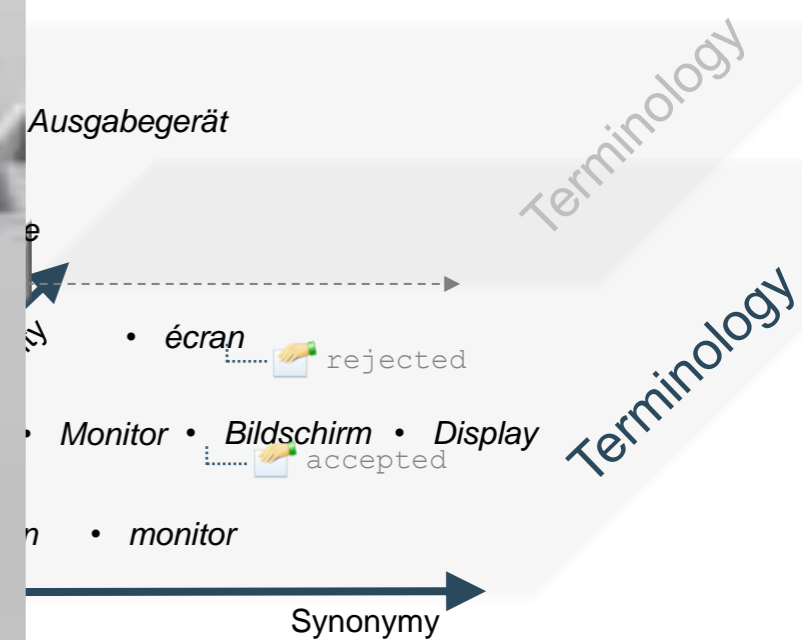
CONTENT IS KING



Interoperability thru Translation?



Interoperability thru Content Semantics!

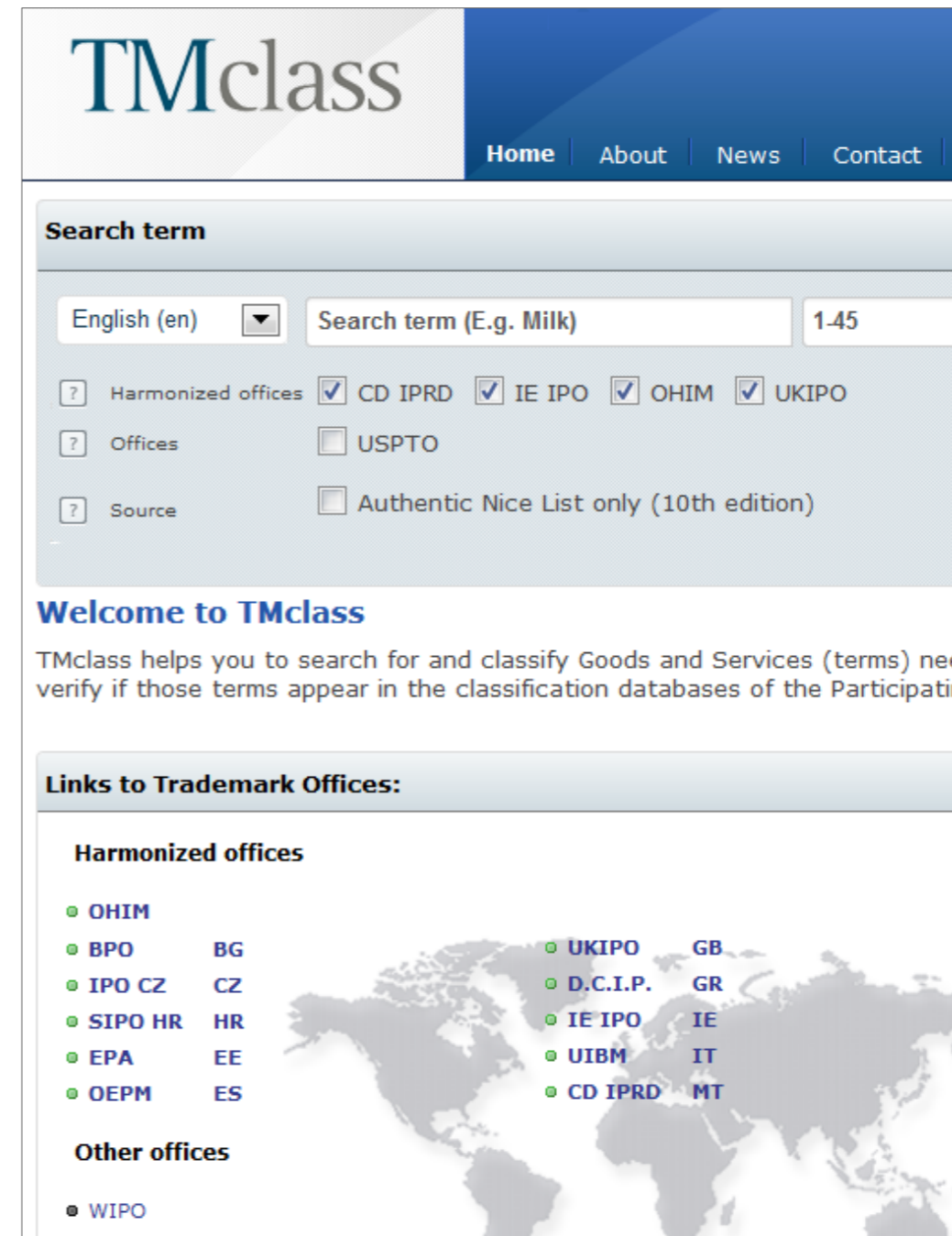


Clean-up	Fix typos, special characters, doublets, spelling variations, morphology, etc.
Conceptualize	Link variations in the same language
Multilingualism	Variations used to find translations into other language
Language Equality	Identify gaps in language coverage and populate missing concepts with terms in each language
Taxonomy	Build in one language and then links to all others

Stunning Parallels between ESCO & TMClass

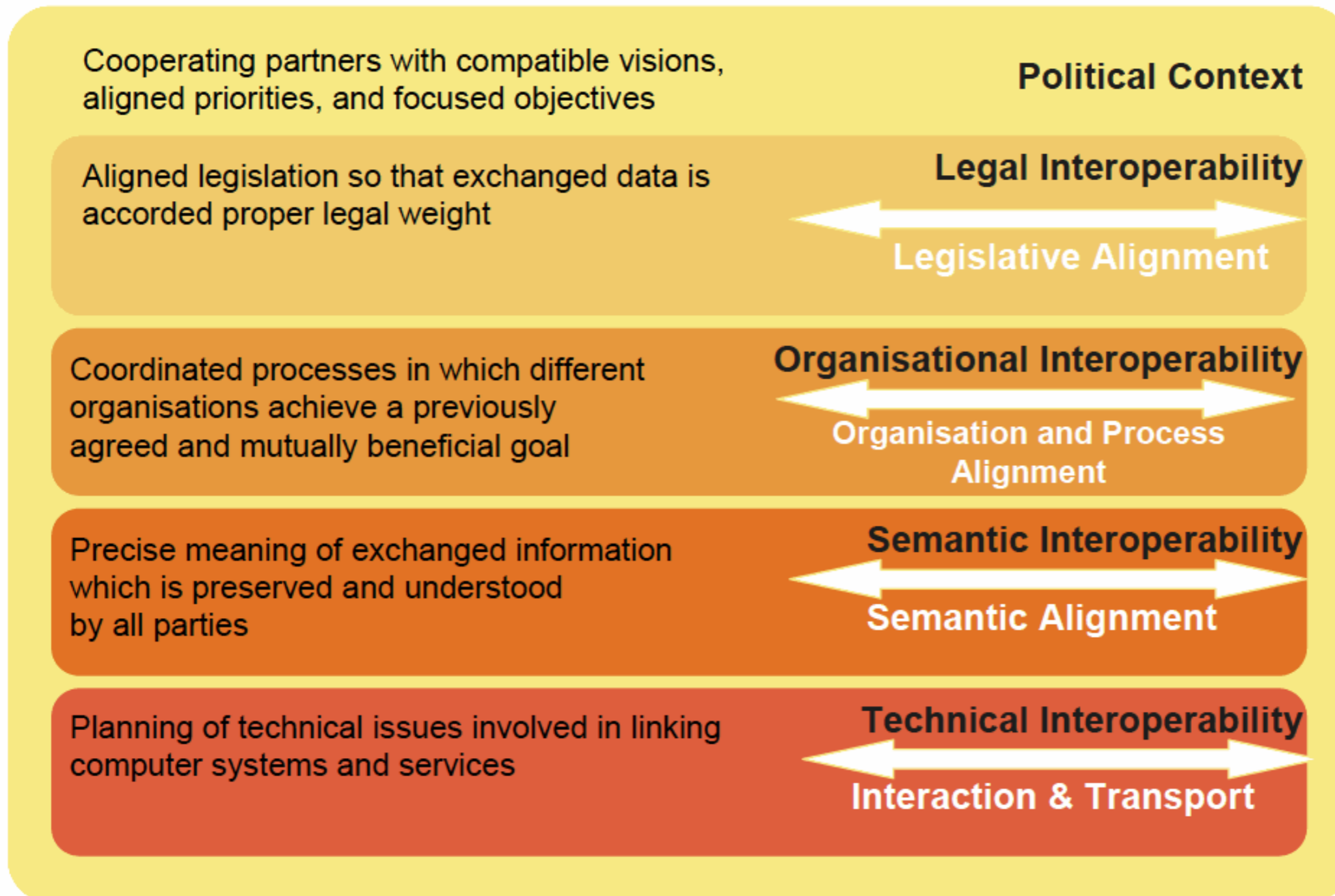


The screenshot shows the ESCO website interface. At the top, there is the European Commission logo and the text 'ESCO European skills/competences'. Below this is a navigation bar with 'European Commission > ESCO > Occupation'. A left sidebar contains a menu with options like HOME, ABOUT ESCO, SEARCH ESCO, BROWSE ESCO, and DOWNLOAD ESCO. The main content area displays 'Athletics teacher' with 'Occupation details' and a 'Hierarchy' section listing related professions like 'Technicians and associate professionals', 'Legal, social, cultural and related workers', 'Sports and fitness workers', and 'Sports coaches, instructors'. A 'TERM DETAILS' section shows the 'Preferred term' as 'Athletics teacher'. Below that, 'RELATED COMPETENCES (13)' are listed, including 'Athletics (training/coaching)', 'Firefox', 'Internet Explorer', 'LibreOffice', and 'MS Office'.

The screenshot shows the TMclass website interface. At the top, there is the 'TMclass' logo and a navigation bar with 'Home', 'About', 'News', and 'Contact'. Below this is a search section with a 'Search term' input field containing 'Milk' and a result count of '1-45'. There are several checkboxes for search filters: 'Harmonized offices' (checked), 'Offices' (unchecked), 'Source' (unchecked), 'CD IPRD' (checked), 'IE IPO' (checked), 'USPTO' (unchecked), 'OHIM' (checked), and 'Authentic Nice List only (10th edition)' (unchecked). Below the search section is a 'Welcome to TMclass' message stating 'TMclass helps you to search for and classify Goods and Services (terms) need verify if those terms appear in the classification databases of the Participating Offices'. A 'Links to Trademark Offices:' section lists 'Harmonized offices' (OHIM, BPO, IPO CZ, SIPO HR, EPA, OEPM, UKIPO, D.C.I.P., IE IPO, UIBM, CD IPRD) and 'Other offices' (WIPO). A world map is visible in the background of the office links section.

Skills/Occupations/Qualifications ~ Goods & Services





“We have to share ideas and try to align, map between concepts, rather than trying to harmonize different world perspectives.”

Tom van Engers,
Leibniz Center for Law, Amsterdam

Jochen Hummel

jochen@esteam.se

@JochenHummel

+49 172 766 66 33

Berlin - Mitte

www.esteam.se

www.coreon.com

International Collaboration Now



Integrated LT and Semantics Platform

The screenshot displays the LISE platform interface for the concept 'plants'. The interface is divided into several sections:

- Filters:** Located at the top, showing 'Germany' and 'Class 31 | Class 45'.
- Concept:** The main concept 'plants' is displayed with its ID #954161.
- Classifications:** A sidebar on the left shows 'Office', 'Nice Class', and 'Status'.
- Immediate Neighborhood:** A list of related concepts including 'Fresh fruits, nuts, vegetables and herbs', 'Unprocessed cereals', 'Natural Turf', 'Flowers', 'Seeds, bulbs and seedlings for plant breeding', 'Trees and forestry products', and 'Plant residues (raw material)'. A bracket groups these under 'plants'.
- Meta Data:** A table showing 'class 31' and various IP rights: 'IE IPO yes', 'IPRD MT yes', 'OHIM yes', and 'UKIPO yes'.
- Terms in all EU languages:** A list of translations: EN » plants, DE » Pflanzen, BG » Растения, CS » Rostliny, DA » Planter, FR » Plantes.
- Term Cloud:** A word cloud on the right showing related terms like 'Plant Breeding', 'Cereals', 'Fruits', 'Algae', 'Forestry Products', 'Vegetables', 'Fungi', 'Herbs', 'Fodder', 'Bulbs', 'Nuts', and 'Natural Turf'.
- Taxonomy:** A hierarchical concept graph showing 'Plants' at the center, connected to 'Agriculture', 'Forestry Products', 'Fungi', 'Fruits', 'Fodder', 'Bulbs', 'Nuts', 'Seeds, bulbs and seedlings for plant breeding', 'Trees and forestry product', 'Natural Turf', 'Flowers', 'Unprocessed cereals', and 'Live animals, organisms for breeding'.
- Concept Navigator:** A circular navigation tool at the bottom right.

* www.lise-termservices.eu/ — The project has received funding from the European Community (ICT-PSP 4th call) under Grant Agreement n° 270917.

- ❖ Law and regulations are expressed in text
 - ❖ Covers all areas of the EU finance, immigration, labor....
 - ❖ Applies also to surrounding knowledge
- ❖ Different legal principles in each county
 - ❖ Case law versus statutory
 - ❖ Different concept systems
- ❖ Still texts are comparable and therefore linkable
- ❖ Through meaning texts can be made semi equivalent
 - ❖ Even if they are in different languages
 - ❖ or are textually dissimilar

