



FREME E-SERVICES GO LIVE AND LOOK FOR NEW BUSINESS OPPORTUNITIES

After two years, FREME has just come to the end of its fruitful development road. The project – co-funded by the European Commission under the H2020 Framework Programme for Research and Innovation – has developed a commercial-grade open framework of e-Service for the multilingual and semantic enrichment of digital content. This framework was designed and implemented thanks to the effort of some specialists in language resources, tools, and services, multilingualism and semantic Web, linked data and open data, belonging to paramount actors such as DFKI, Infai, and Tilde. Starting from February 2017, FREME will be hosted for at least two years by the Irish ADAPT Center, a dynamic research centre that combines the world-class expertise of researchers at four universities (Trinity College Dublin, Dublin City University, University College Dublin and Dublin Institute of Technology) with that of its industry partners to produce groundbreaking digital content innovations. The aim of the synergy between FREME and ADAPT is to seek to further develop the framework with the goal of empowering both research and industry projects. As the FREME coordinator Dr. Felix Sasaki said, the project is entering a new phase where third parties will enhance the features of the open framework: “I am delighted that the FREME project will continue to be used and extended under ADAPT leadership to create a growing set of e-Services around Intelligent Content innovation. In addition to ADAPT, FREME has been extended to be used in the German project ‘Digital Curation Technologies’ leading to exciting partnership and funding opportunities between ADAPT and other international partners.” Therefore, Startups and SME can now enter the multilingual market more easily, and develop new business models in enrichment-enabled content and data value chains.

By using this framework of e-Services, several business cases have already developed applications with the support of ISMB for the aspects related to the business plan, and they are obtaining excellent results in the realm of digital content creation, publishing, translation and localisation, cross language sharing and access to open agricultural and food data, and personalised recommendations.

The first one is related to the evolution of digital publishing, more specifically to the realm of e-books that are witnessing the influence of a kaleidoscope of phenomena such as book streaming, social reading, self-publishing, content enrichment, semantic tagging and integration, book metadata and SEO. The concrete value proposition of FREME-enabled solutions in this field becomes visible in specific sub-sectors. For instance, in the area of education and e-learning, solution providers can benefit from the integration of FREME into CKEditor based authoring environments and content creation workflow. For handling of book metadata, the FREME functionalities of semantic and multilingual enrichment are a key benefit. As for traditional publishers, there is a consultancy opportunity to help them integrating digital publishing workflows into their existing processes.

Talking about the translation and localisation sector, FREME has been integrated within the ‘Deep Content’ business line by Vistatec, contributing to the remarkable uplift in customer perception of the company within the industry. It has enabled Vistatec’s sales team to seed the market with understanding of what is possible, expectation of what customers could achieve, and start the important step of driving demand. On many levels FREME has been game changing. FREME-enabled ‘Deep Content’ is changing the way in which content is delivered to customers, the way in which internal translators and reviewers work, the way in which other teams in Vistatec in related disciplines may work in the future (e.g., language quality, machine translation, multilingual SEO), and, above all, it has changed the mind-set of Vistatec’s executive management.



As far as the cross language sharing and access to open agricultural and food data is concerned, the integration of FREME e-Services has helped AgroKnow in approaching more customers, in targeting new segments and in retaining the existing customer base by providing new and attractive solutions. Regarding the professional services provided by AgroKnow, FREME technologies have significantly contributed to streamline processes that were already part of previous AgroKnow's products. First and foremost, FREME e-Services help to structure and semantically enrich information and also link it with open agricultural and food data sources. This enables also the enhancement of information discovery services with semantically enriched metadata descriptions. Furthermore, the process of content authoring is less time-consuming for authors since - thanks to FREME e-Terminology service – scientific terms are proposed during the authoring process to speed up the development of rich content. All in all, Agroknow's professional services have substantially reaped the benefits of FREME technological portfolio: thanks to FREME features, Agroknow's customers produce and publish content in rich formats that can be easily consumed and discovered by end users.

Finally, Wripl has developed a FREME empowered cognitive content solution that supports content producers to create and deliver content based on audience interest and market trends. Wripl's novel solution overcomes the challenge of content producers not being able to produce content with the audience in mind. Furthermore, it ensures that content is delivered highly personal and focused due to the content producer knowing what topic interest the audience has. The effect is an increase in content engagement a crucial content KPI.

For further information please contact us at info@freme-project.eu or subscribe to our newsletter.