PROMT Automated Translation Technologies for **autolot24** International Internet Car Exchange

Today there is no more doubt that the Internet becomes to an increasing extent not only a part of our daily life, but also a determinative condition for successful business undertakings. Many companies which operation is directly connected with the Internet, are compelled to search for new original solutions for successful development of their businesses.
The issue of the day is market extension to the new territories. However, the basic obstacle is the language barrier that considerably complicates the dialogue at the international level.
*To solve this problem means to get an opportunity of leaving behind the competitors. An example of such successful business is the **autolot24** project – an international car Internet-based exchange (www.autolot24.de).*

*The idea of an Internet car exchange is not new. However, the creators of the **autolot24** project made on-line translation of advertisements on car sale and correspondences between car buyers and car sellers their basic competitive advantage.*

Today, so many new ideas and projects are being implemented on the Internet that it is indeed difficult and sometimes virtually impossible to offer something really new. However, the keystone to success is good knowledge of new technologies and consumers needs. The idea of an Internet car exchange project, in itself, is not revolutionary. There is a huge amount of Web portals on which you can sell or buy cars and other means of transport. For example, in Germany, according to the statistics, about 60 % of cars are sold via the Internet.

But creators of this new and dynamically developing international Internet car exchange **autolot24**, have set a problem to develop a fundamentally new concept of a car exchange. The basis of the **autolot24** project is the latest achievements in the field of management, marketing, programming, and the Internet technologies that should make the project far more advantageous in comparison with competitors and solve the following problems:

· Creation of comfortable environment of car selling or buying for car exchange users;
· Expansion of the market for sellers of cars, motorcycles, trailers, trucks, and special-purpose automotive equipment;
· Providing advertising for car business dealers in the markets of European and CIS countries.

To solve these problems, it was necessary to ensure the possibility of unhindered dialogue between sellers and buyers of cars from different countries. With experience and knowledge of Russian and European car markets, creators of the project worked out a new conceptual idea – to create an international Internet-based car exchange that would allow the car seller and buyer to communicate even in case they live in different countries and speak different languages. So, according to experts estimations, about 30 % of cars and accompanying equipment were delivered to Russia from Germany in 2004. Thus, it becomes obvious that German motor shows are interested in expanding their sales geography and entering markets of other countries, in particular the Russian market, but the language barrier is a critical obstacle that complicates the car purchase-sale process and conclusion of trade agreements.

Having analyzed the market of machine translation systems, **autolot24** creators have chosen solutions developed by the **PROMT** company. The world leadership in translation quality for seven European languages, abundant experience in implementation of projects for on-line translation in the Internet, availability of ready-to-use Internet solutions – all this has unambiguously determined the choice of the supplier company.
To implement on-line translation service on the **autolot24** car portal, experts of the **PROMT** company advised to use the **PROMT Internet Translation Server.**

PROMT Internet Translation Server provides three key features:
  · Instant translation of published advertisements on car sale;
  · Machine translation of e-mail messages between buyers and sellers;
  · Providing the possibility of online text files translation to car portal users.

The primary goal of the **PROMT Internet Translation Server** in the **autolot24** project is, undoubtedly, translation of advertisement texts on car sale and e-mail messages between potential buyers and sellers. **Autolot24** developers have made the translation process cost- and time saving – the translated advertisement is automatically registered in the site database, and in case of translation request, a ready text is extracted from the database. Any subsequent changes of the advertisement made by the exchange client are also automatically translated.

he buyer looks through interesting advertisements, selects the most interesting and favorable ones and then asks necessary questions to the seller via the car exchange portal. For this purpose, it is necessary to fill in a special form in a language convenient for the buyer (English, German, or Russian) that contains the message text (for example, questions about the state of the car) and contacts, and then send it to the seller, having previously selected one of the three offered languages.
If required, the system will translate the message "on-the-fly" and the seller will get the message already translated into their native language. If the requested car is not in the database, the buyer can publish a car purchase bid with indication of a certain brand and year of production. This request will be also translated.

Therefore, the **PROMT Internet Translation Server** solution allows providing professional machine translation of advertisements on car sale and e-correspondence in German, English, and Russian languages and thus solves the problem of dialogue between sellers and buyers from different countries.

To improve translation quality, the **PROMT Internet Translation Server** system, besides its basic dictionary, provides additional integrated specialized dictionaries on automotive and technical topics that allow to translate special terminology precisely to maximum possible extent and, as a result, to greatly improve overall translation quality.

The **PROMT Internet Translation Server** solution is installed on a dedicated server, operating under control of a *Windows NT 4.0/2000/Windows Server 2003* web server. Thanks to it, all visitors of the international car exchange **autolot24**, can easily receive all the necessary data about a car in their native language by means of any Web browser (for example, *Microsoft Internet Explorer*).

Of course, the quality of translation is one of the most important criteria of the Internet translation engine. Therefore, before making the final decision on purchase of the product, the **autolot24** project creators inspected the **PROMT Internet Translation Server** operation in a test mode. After this test, visitors of the **autolot24** car exchange gave the on-line translation system an "excellent" mark.

Also, the **autolot24** car exchange provides a possibility for registered motor shows to publish information on their companies and car sale advertisements on three individual Web pages:
www.seller-name.autolot24.ru – in Russian,
www.seller-name.autolot24.de – in German,
www.seller-name.autolot24.com – in English.
That allows to advertise and sell cars to buyers from Russia and CIS countries, Western and Central Europe, much more effectively.

Thus, basing on the concept of overcoming language barriers by means of on-line translation, a unique international Internet car exchange **autolot24** has been developed.
After only one month of operation, holders of the project can confidently say that **autolot24** causes great interest of large foreign companies engaged in car sale, and they have no doubt in success of this business.
In many respects, it became possible thanks to the technology developed by the **PROMT** company that ensures not only successful development of the business, but also development of a new and original project and granting the beginner company a very good start in the international market.

"On November 12th, 2004, still in the test mode of operation, the **autolot24** project took the 3rd place in the "Internet-pro" nomination at competition of Internet projects within the framework of *"The North-West Internet Forum 2004"*. Undoubtedly, one of the main reasons of obtaining this award is application of original machine translation technology realized in **PROMT Internet Translation Server**, which allowed to create not only a unique project, but also a new niche in the Internet business", – Max Belyayev, a holder of **autolot24**, said.

"It is very interesting for us to participate in this project because it is unique in its own way. The principle of **autolot24** operation is an evident example of how our translation technologies are put into practice, how they work and help create successful business. Our translation system allowed **autolot24** to start working immediately and, thus, to achieve quick effect from usage of the provided translation solution." – Boris Tikhomirov, the Chief of Internet Projects in the **PROMT** company, said. – "We hope for the further cooperation with the **autolot24** car portal."

Inserts:

About the customer (autolot24):

The international Internet car exchange **autolot24** (*www.autolot24.de*) provides comfortable environment for selling and purchasing cars, motorcycles, trailers, trucks, and special-purpose automotive equipment. Original developments and also technologies of leading companies in the field of machine translation of texts and electronic payments have been used at creation of **autolot24**. The main clients of **autolot24** are motor shows of Germany and Russia wishing to enter the international car market. Today, there are about 50 companies registered. The Web site of the Internet car exchange **autolot24** is available in three language versions: English, German, and Russian, at *www.autolot24.ru, www.autolot24.de* and *www.autolot24.com* respectively.

About the PROMT Company:

The **PROMT** company (*www.promt.ru*) is the world leader in the field of applied linguistics and development of machine translation technologies for European languages. The company combines research and production activities. Unique technologies which have no analogues in Russia are created on the basis of the latest achievements in the linguistic science, modern tools and software.
The **PROMT** company aims at creation of software that can help to overcome the language barrier and communicate freely in different languages. The slogan of the company: *"We make the world understandable!"*
For more information on the **PROMT** company, please visit our Web site at *www.promt.ru*
Translation quality can be examined at the **PROMT** company's Web site for free on-line translations: *www.translate.ru.*

Situation:

Creators of this new and dynamically developing international Internet car exchange **autolot24** have decided to develop a fundamentally new concept of car exchange operation. The basis of the **autolot24** project is the latest achievements in the field of management, marketing, programming, and Internet technologies, which would allow to meet the primary goals **autolot24** to the maximum.

The basic advantage of this car exchange should become fundamentally new means of free communication of sellers and buyers from practically all European countries, without language barriers in communication and at bargains conclusion.

To solve this problem, creators of the **autolot24** project has addressed to **PROMT** company - a leader in the field of automated translation.

Solution:

Within the framework of the concluded agreement, the **PROMT** company has delivered to the **autolot24** car exchange the **PROMT Internet Translation Server** system, an effective Internet solution that eliminates the problem of a language barrier between sellers and buyers of the exchange.

The **PROMT Internet Translation Server** solution provides machine translation of advertisements and electronic correspondence in German, English, and Russian languages and eliminates the communication problem for sellers and buyers from different countries.

The **PROMT Internet Translation Server** delivery package, besides its basic dictionary, includes additional glossaries on automotive and technical topics that allow to translate special terminology to a maximum possible extent correctly.

For translation at the international Internet car exchange **autolot24**, the following language pairs have been implemented:

English ↔ German; English ↔ Russian; German ↔ Russian.