# POCKETALK.

**PRESS RELEASE**

# Pocketalk for Business launches offering the first comprehensive suite of AI powered translation solutions to address global language needs

- Industry first software allows for audience inclusivity
- Enable real-time translations in person and online meetings
- AI powered Video translation offering cost effective, accurate translation
- Administrative panel offers increased security, insight and control

**Visit Pocketalk at IFA at Showstoppers and Hall 11.2 Stand 118**

**IFA, Berlin, 1 September 2023**, Today Pocketalk, the leading provider of translation solutions, cements its commitment to removing language barriers with the announcement of Pocketalk for Business, devised to address any translation need across organisations. The brand extension will introduce new solutions including the industry-first Geneva, a seamless, AI powered, digital experience, delivering instantaneous translations to audiences across any event, Sentio, a web-based solution for virtual meeting spaces, and Vox, a real-time video translation capability. The final solution in the expansion is Ventana, an administrative panel which provides insights into translations and device management.

Pocketalk for Business will comprise Geneva, Sentio, Vox and Ventana all offering accurate, fast, seamless and secure translated conversations for any scenario. The first-of-its-kind suite of solutions removes language barriers to enable communications with everyone including across enterprise, healthcare, education, social media, and events.

Having sold over one million devices since 2018, Pocketalk now redefines its role to a translation enterprise with Pocketalk for Business, providing industry-first software solutions that address the dynamic needs of modern day organisations requiring translation services. Today, it's not just global companies that encounter language barriers, increasingly smaller organisations are utilising foreign workforces to bridge labour shortages but finding challenges when it comes to communication.

Pocketalk for Business comes following the announcement last month of its strategic alliance  with SoftBank which will enable further innovation. The partnership agreement will focus on the sales of one million Pocketalk handheld devices and support the suite of enterprise solutions, including those announced today at IFA. The increased access to supply and sales channels for Pocketalk will further transform communication for the global economy.

Here's what each of the new solutions will offer:

### 1. Geneva - Creating audience inclusivity

Geneva is a world-first technology set to reshape multilingual interactions in any setting that has an audience such as conferences, classrooms, and training sessions. Geneva enables, for the first time, audience accessibility to content in their own language via their smart device. For organisers, it now means that anyone can deliver content to audiences regardless of their language ability, opening up the best talent for each scenario.

With a simple QR code scan, participants gain access to content, via audio and text, in their preferred language through a user-friendly web platform on their devices. This breakthrough solution breaks down language barriers, fostering a global exchange of ideas.

### 2. SENTIO - Embrace Multilingual Collaboration with Pocketalk Live Translation

With the global workplace expanding, so is the need for real-time translation across conversations. SENTIO? is a GDPR and HIPAA compliant, browser-based live translation service that uses Whisper technology developed by OpenAI. It aids global collaboration by enabling users to listen to conversations in their own language during meetings or through any virtual meeting platform, including Zoom, Google Meet and Microsoft Teams.

### 3. Vox - Expand Your Content Library with Pocketalk Video Translation

In an age where video reigns supreme, countless audiences remain disenfranchised due to the absence of real-time, accurate, and secure translations, especially in underrepresented languages. Accessible via browser across PC, Mac, iOS, and Android, Vox provides quality translations of video content, spanning everything from movies, training and documentaries to educational materials and social media moments.

Vox is Pocketalk's video translation solution that is highly accurate, fast, simple and cost effective. It effortlessly crafts voice-overs and subtitles in xx languages, regardless of the video's original language. An hour-long video can be translated in just 15 minutes, reducing production costs and requirements.

## 4. Ventana - Gain control over real-time translations

With Ventana, businesses gain complete control over their Pocketalk devices from real-time translation insights and management, revolutionising communication and breaking down language barriers like never before.

This administrative panel enables users to group Pocketalk devices, remotely manage functions, and gain valuable insights into device usage. With the ability to export data on translated languages, usage frequency, businesses can make informed, data-driven decisions and maximise device usage across different areas of their organisation.

"Language is the final hurdle for us to truly become a global marketplace, workforce and community. There has been a huge shift since the pandemic that has enabled the world to work closer together, more efficiently and offer better opportunities for all involved. However, without the ability to communicate it's not reaching its full potential." said Noriyuki Matsuda, President and CEO of Pocketalk.

"Pocketalk has responded to this by creating Pocketalk for Business and providing solutions that support every corner of people's lives by empowering them to communicate with anyone simply with a device or a browser. We are so excited to see the meaningful impact that these new solutions will have and welcome the response to help us evolve."

Pocketalk will be previewing the new solutions at IFA during Showstoppers and at Hall 11.2 Stand 118.

Geneva, Vox, Sentio and Ventana will all be available in the UK by the end of 2023. Pricing to be confirmed with availability.

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**About Pocketalk**
Pocketalk is the global leader in connecting the world and facilitating conversation through the only translation solutions on the market that enable an authentic communication experience. Pocketalk, which is HIPAA and GDPR compliant, connects people of all backgrounds through language translation — fast, easy and most importantly, accurate translation. Developed, manufactured and distributed by Sourcenext, the largest distributor

and creator of software, hardware, and IoT products in Japan, Pocketalk officially launched in the U.S. in 2018 with headquarters in Palo Alto, Calif. The company offers translation solutions through the handheld Pocketalk collection, cloud-based Pocketalk App, and enterprise solutions including Ventana. The two-way translation solutions can translate 84+ languages and be utilised anywhere in the world with an internet or data connection. To find more information or purchase Pocketalk, visit Pocketalk.com and follow us on Facebook, Twitter, Instagram and LinkedIn to stay in touch with our latest updates.