



The Chinese University of Hong Kong

Non-confidential Abstract of Technology Disclosure

Title:

N2n: a Natural to Network Informal Language Translator

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Inventor(s):

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Patent Status:

- ◆ Chinese Patent Pending
- ◆ Hong Kong Patent Pending

Non-confidential abstract:

Network Informal Language (NIL) refers to language used in network communication applications and environments such as Internet Chat rooms, ICQ (I seek you), Bulletin Board Systems (BBS), Short Message Service (SMS), and Email. Nowadays, the NIL expressions are ubiquitous. NIL expressions bring many advantages, for example, in personal emails, NIL expressions improve effectiveness and attractiveness; in ICQ and SMS, NIL expressions save characters and space in displaying. Some Customer Relationship Management (CRM) solutions even employ NIL expressions in their online customer service which not only provides attractive chatting style, but saves display space and reading time for the customer. Based a NIL dictionary constructed from online chatting text, a network informal language adaptor, i.e. N2n, is developed to convert formal text to its informal counterpart by replacing text with NIL expressions. The NIL dictionary is created offline by studying the chatting text from online BBS systems. We target on application of SMS providers, in which the benefits can be addressed with two aspects. Firstly, the NIL expressions can significantly decrease the number of characters that distributed to the service users. This can also result in smaller space for the users' device to display the information. Secondly, NIL expressions employed in the information can provide novelty or surprise to the users, which probably help to attract users' attention. The advantage is huge since SMS is enormously widespread in China mainland

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