





 **TRANSClick** INC.
Translate-Communicate-Collaborate™

Real-time Translation of IM Chat

Robert Levin
CEO and Founder



 Transclick: What We Do

Transclick is a global online and mobile translation SaaS for email, SMS and IM focusing on the \$2.5 B global collaboration and communications market



Investment Highlights

- Revenue: \$1M+
 - Paying Customers: US Army, IBM, RIM BlackBerry, PeaceXPeace
- Defensible IP:
 - 1 US patent awarded: connecting messaging & translation servers
 - 8 patents pending
 - 25 man yrs of R&D
- large emerging global text translation market



Management Team

Robert Levin CEO, Co-founder	Director, Viatel – from inception to IPO Author, best selling biography of President Clinton Strategist, for 2 leading hedge funds, Prof. Finance, Columbia
Frank Piuck CIO	President, Cyberhenge, 30+ major websites produced Strategist, major defense contractor
John Lyons VP Marketing	J Lyons Marketing: worked with startup companies to market to F500 for 20 yrs; developed reference accounts over \$50
Mel Chilewich VP Global Sales	President, Nat'l Assoc. of Insurance and Financial Advisors VP Chilewich Corporation \$500M global trading volume
Ajay Khanna VP Engineering	Project manger at IBM, NASA, Air Force; created the global intranet portal for Ernst and Young
Dr. Mike Dillinger Chief Scientist	Industry thought leader in Computational Linguistics President, American Machine Translation Association Led many machine translation projects for F500



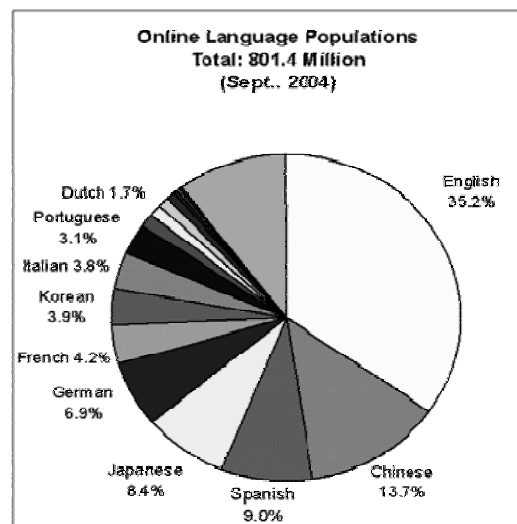
The Problem

Language barrier blocking globalization of networks

- 190M non-English speakers going online every year
- 390M wireless handsets in China
- 220M wireless handsets in Latin America
- 2T messages over the Internet and telephony networks every year
- 75% of these messages are not in English, but English is the global language of business
- Content, social networking and e-commerce sites are globalizing



The Wireless and Global Internet is 74% non-English





The Solution and Value Proposition

Transclick lowers language barriers and enhances global collaboration

- Transclick Seamlessly connected to mobile SMS, mobile email and instant messaging
- Better than Broken English quality when human translators not available or publication quality is unnecessary
- Cost: 1/100th to 1/10th the cost of human translation
- Speed: 5,000 to 10,000 words/minute vs. human translation at only 1,200 words per day
- Transclick saves corporations & individual users time & money



Transclick text translation

- DEMO



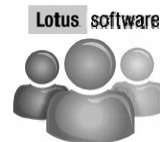
Mobile Text Messaging API with 3 clients



Customer Case Study

- The Problem
 - IBM needed a real-time translation partner that customize linguistic data for NATO
 - IBM rejected IBM's and Google's machine translation engines
- The Solution
 - Transclick integrated with IBM's Sametime enterprise instant messenger
 - Transclick customized dictionaries and software
- Benefits
 - Made it possible for several countries to collaborate
 - IBM Lotus Sametime works on BlackBerry handsets with Transclick
 - NATO and the US Navy will benefit in Phase II from 16 other languages

IBM Sametime Metrics
20 million users
426,969 Employees





Competitive Advantages

- 1 patent issued: mobile messaging & translation servers w/ context-sensitive dictionaries
- 8 patents pending includes speech-to-speech translation in Asia, US and Europe
- 10M words of customized linguistic data in 127 dictionaries
- Scalable to 250+ carriers & 10M web services in 171 nations
- 1st mover advantage w/ Skype & RIM
- Phase III of the US SBIR program guarantees "sole-source, no bid" contracts for Transclick



Carrier Revenue Model

- Monthly Subscription (Enterprise mobile email & SMS)
@ \$3 to \$5 per month (40%)
- License Fees for web-based Enterprise Instant Messenger
@ \$5 to \$25 per month (30%)
- Customization of MT dictionaries for global 1000 clients (5%)
- OEM licensing of API & systems integration fees (25%)
- Scalable Server Farms: \$25,000 per server; \$500,000 for 20 language pairs



6 Awards & 2005 Media Buzz about Transclick



Entrepreneurs
Breaking Down Language Barriers

BUSINESS 2.0

Text Messaging Gets a Translator

- Transclick won the e-Tech Award for emerging technology in Enterprise Solutions on March 28th 2007 at the CTIA Wireless Association
- Transclick won the Grand Prize in the Business Productivity Tools Contest of RIM BlackBerry in October 2006.
- Transclick won the award for **Best Use of the Orange Data Network** in October 2005 from the 3rd largest carrier in Europe and **Best Messaging Technology 2003** from the Global Wireless Summit, New York May 2004
- **Best New Technology Award 2003** from Government Computer News at FOSE, the largest exhibition of new technology for the US Government April 2003 and **Design and Engineering Innovation Award 2003** for Wireless Networking from the Consumer Electronics Association January 2003
- **The Tech Laureate Award** at The Tech Museum of Innovation November 2002 for Technology Benefiting Humanity and **CIO-100 Award for Innovation** from Chief Information Officer Magazine August 2001

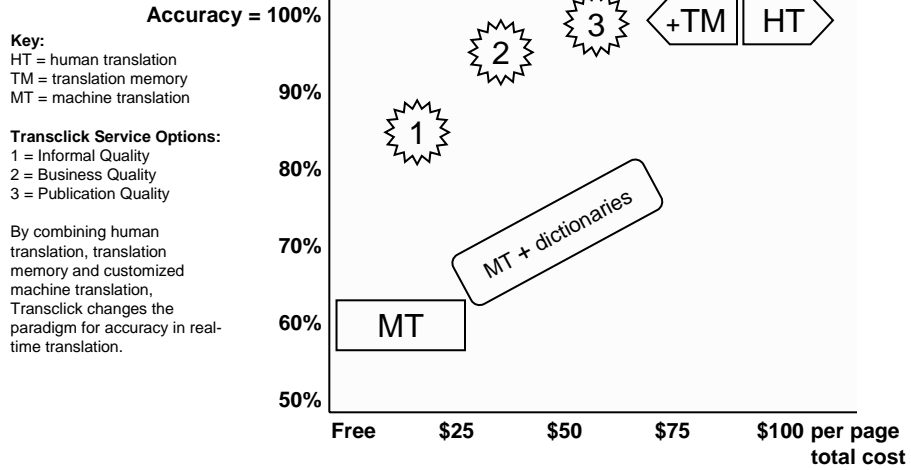


Transclick has 32 MT engines, 5 wireless and web-based applications linked to 992 language pairs and 150 dictionaries

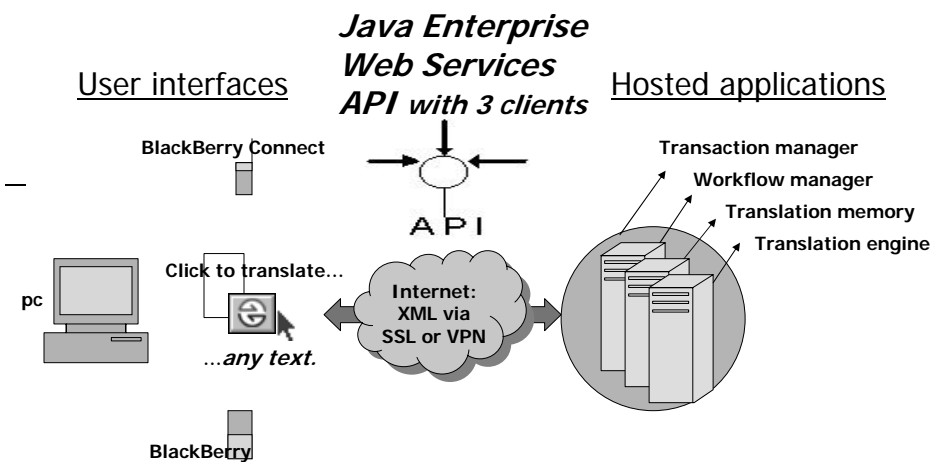
- English to **Arabic** Business
 - English to Arabic Chemical
 - English to Arabic Computer
 - English to Arabic Crime
 - English to Arabic Diplomatic
 - English to **Arabic** Drug Terms
 - English to Arabic Military
 - English to Arabic Nuclear
 - English to Arabic Special Aircraft Terminology
 - English to **Arabic** Telecommunications
-
- English to **Chinese** (Simplified) Automotive
 - English to Chinese (Simplified) Business
 - English to Chinese (Simplified) Ceramics
 - English to Chinese (Simplified) Chemical
 - English to Chinese (Simplified) Communications
 - English to **Chinese** (Simplified) Computer
 - English to Chinese (Simplified) Electrical Engineering
 - English to Chinese (Simplified) Foreign Trade
 - English to Chinese (Simplified) Geology
 - English to Chinese (Simplified) Geophysical
 - English to **Chinese** (Simplified) Hydrology
 - English to Chinese (Simplified) Medicine
 - English to Chinese (Simplified) Oil/Gas
 - English to Chinese (Simplified) Printing



Optimizing Accuracy and Cost: Transclick is at Quality Level #2 due to 150+ customizable dictionaries



Transclick Technology





Globalized Applications

- global collaboration for travel, hospitality, global trading, outsourcing
- Emergency text alerts in every major language
- interactive language learning
- game time results of sporting events like the World Cup and Olympics over mobile SMS
- multilingual CRM for customers who do not speak English
- Globalize web services over mobile and PC



Licensing and Distribution Alliances





Thank you
for listening!

Merci pour votre attention.