



Make Yourself Understood Anywhere in the World

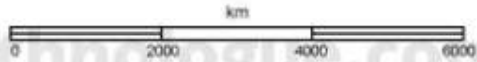
Solving Foreign Language Challenges with Graphics-Based Visual Communication Tools

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Conference and Exhibition

LANGUAGES OF THE WORLD

EACH DOT REPRESENTS THE PRIMARY LOCATION
OF A LIVING LANGUAGE LISTED IN THE ETHNOLOGUE.



- **6,912 Living Languages**
- **34,000 Dialects**



Afghanistan

- 22 Languages
- 20% literacy
- Limits effectiveness of current Pointee-Talkies

COMMUNICATION

ENGLISH	PASHTO	PASHTO PHONETIC
Will you help me?	ته زما سره کومک کولای شې؟	TEH zmah sah-rah koh-MAHK ah-woh-LAI shay?
Is there someone that speaks English?	دلته څوک شته چه په انگریزي ژبه وپریږي؟	DEHL-tah SOHK shtah CHAY puh AHN-gree-zee ZHUH buh-WUH zhah-ZHAY-zhee?
Are they willing to help me?	هغوی زما سره مرسته کولای شې؟	hoh-GHOY-ee ZMAH sah-rah MAH-steh kah-woh-LAI shee?
Can they come here?	هغوی دلته راتلای شې؟	hoh-GHOY-ee DEHL-teh RAHT-lai shee?
I must go now but, I want to thank you for your help.	زه باید ولاړ شم، مگر غواړم ستا د مرستي نه مننه وکړم.	ZUH bah-eed RAHR shahm, mah-gehr GHWAH-ruhm STAH deh MRAHS-tay nah mah-NAH-nah woh-CRUM.
My government will repay you for your kindness.	زما حکومت به ستا د دج مهرباني حق در ادا کلي.	ZMUH hoh-koh-MUHT beh STAH deh DAY mee-hrah-BAH-nee HAHK dehr ah-DAH-kree.
I greatly appreciate your assistance.	ستا د مرستي نه ل یره مننه کوم.	STAH deh MRAHS-tay nah DAH truh mah-NAH-nah KAH-wahm.

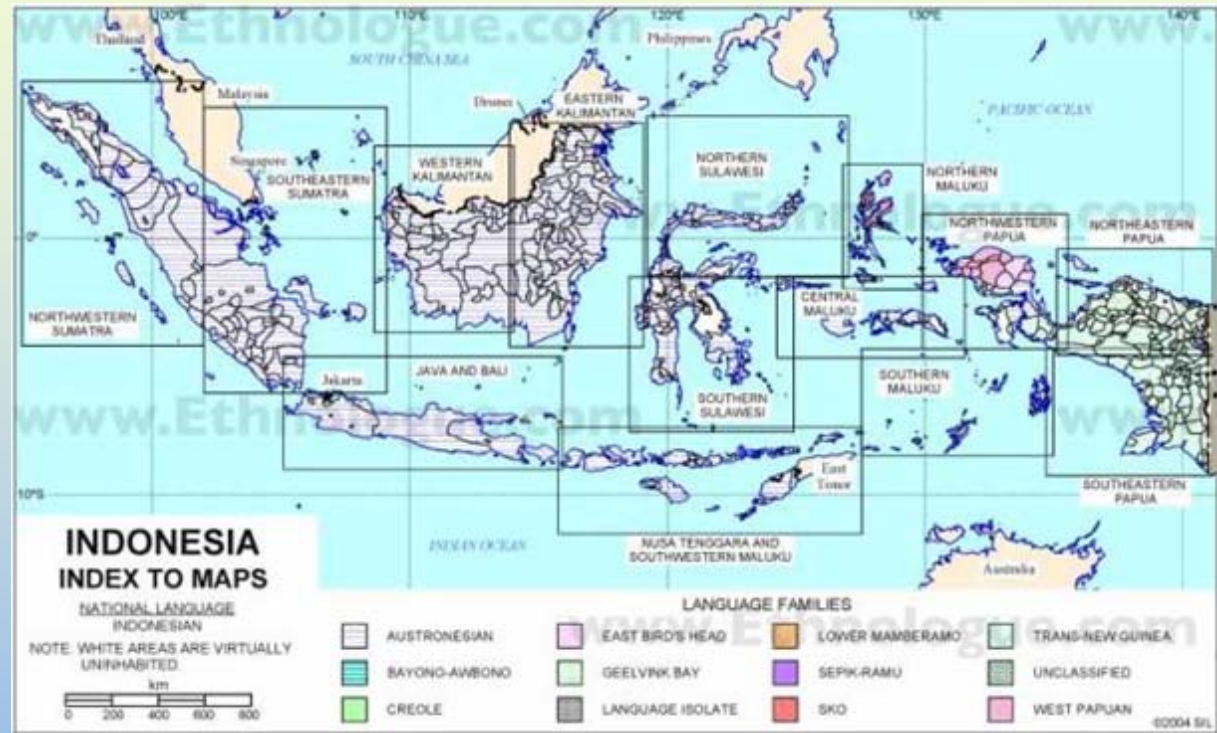
Philippines

- Ongoing U.S. involvement
- 7 major language families
- 171 language dialects
- 80% literacy



Indonesia

- 12 major language families
- 737 language dialects
- 75% literacy

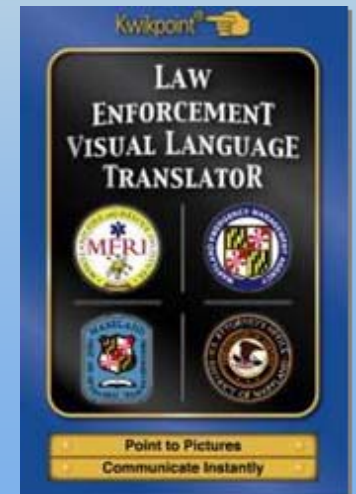
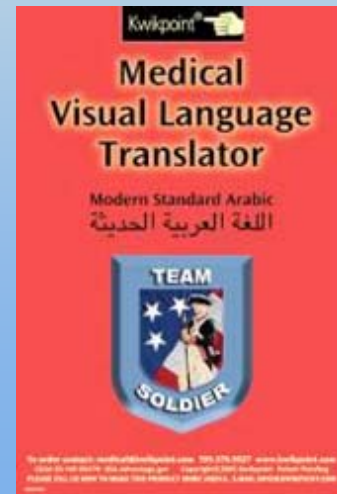
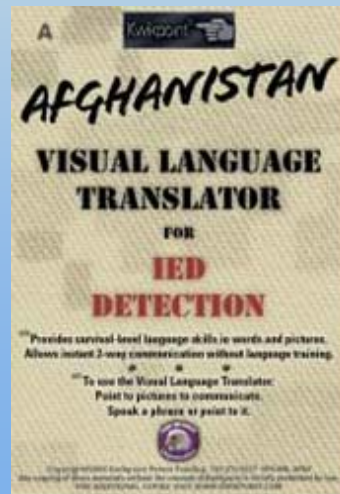
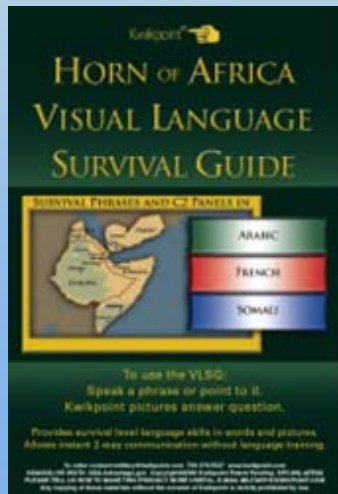


Beyond DOD Requirements



Visual Language Tools

- Icon based, universal translator
- Clarify understanding even when an interpreter is available
- Especially important when technical terms are used (military, medical, law enforcement)





Scenario

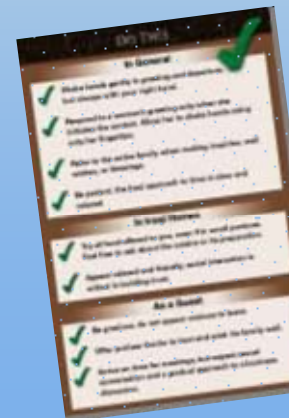
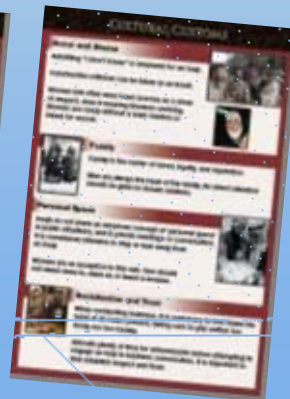
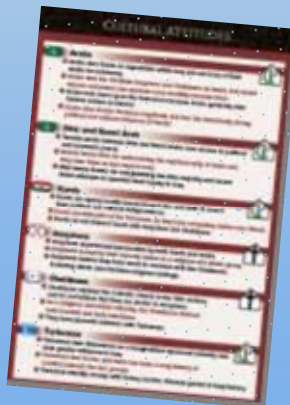
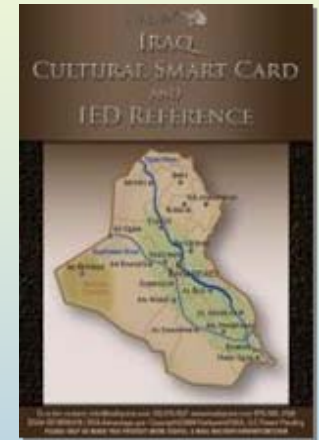
Avoid contact with locals unless absolute necessity.

Isolated person requires:

- Water
- Food
- Shelter
- Assistance

Cultural Smart Cards

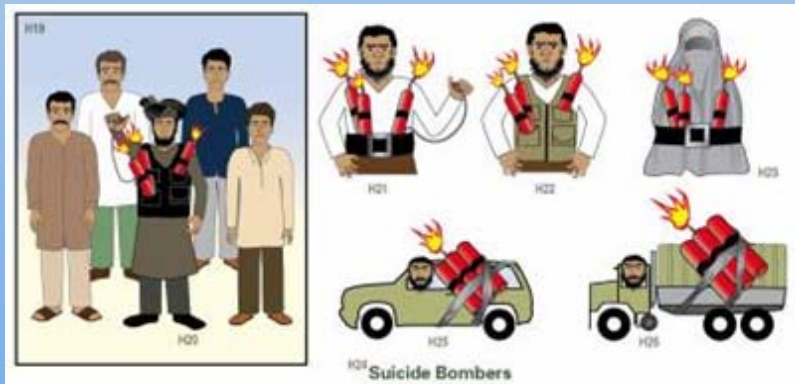
- Global presence
- U.S. personnel working in areas with little or no cultural knowledge.
- Cultural differences and sensitivities
- Improves chances of mission success.
- Minimizes potential for negative cultural clash.



Icon Development



- Quality control checks to ensure understanding
- Avoid any negative dual meaning
- Take into account cultural differences and sensitivities



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