Indian Languages
The Untold Story
Ignorance

Inequality

User Apathy
Inequality

92% Circulation of Local Language Newspapers

Number of Local Language Television Channels in India

Over 700

$20b Per Annum Indian spend on local language content in print, TV & Cinemas
English had a sway then

English has a sway now!

Yet..

56% Of the Web is in English

0.01% Is in Indic Languages

Less than 150 million English Literates

Over 600 million Non-English Literates
Language Experience

- Uniformity across scripts
- Search
- Interaction
- Elegance
- Discovery
- Display
- Aesthetics
- Access

Design for specific media

Ignorance

THE GAP AND HURDLE

English

REVERIE™
User Apathy

THE GAP AND HURDLE
User Apathy
Ignorance

Inequality

User Apathy
**THE APPROACH**

**LANGUAGE EXPERIENCE**

- Quality in fonts and rendering
- Accuracy | No mistakes

**REVERIE LANGUAGE PLATFORM**

- Manage Content
  - Dictionaries
  - Domain-Intelligent APIs
  - Cache Management
  - Conversion
  - Digitization

- Display
  - Fonts
  - Text Rendering

- Discover
  - Cross-language Search
  - Predictive Search / Typing
  - Auto-correction
  - Phonetic Search
  - Semantic Search
  - Search Plug-ins

- Interact
  - Multi-mode Keypad
  - User-generated Dictionaries

- Analyze
  - Patterns
  - Recommendations

**Devices & Internet**

- Ecommerce
  - Media & Publishing

- Enterprise
  - Government

- Developers
Apple iPhone
~ Rs. 45000

Reverie’s Solution on Micromax Unite 2
~ Rs. 7000

CHANGING THE GAME
Localized Phone Book

Automatically converts mobile contacts to language of choice
Multi-modal Keypad
200 million Devices worldwide with Reverie’s solutions
Top 7 Top Indian mobile brands using Reverie
200 million Citizens benefited by Reverie’s solutions for governments
21 Number of Indian Languages served
ILIA Founding member with Google

QUALCOMM
intel
HDFC BANK
accenture
micromax
spice
XOLO
Karbonn Mobiles
hungama
i-mobile
true move

... and more