Project PlaceHow

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Agenda

Presenter information
Proposed project: PlaceHow
PlaceHow approach
What ForeignIQ can offer
Demo videos
Possible collaboration avenues
Q&A and next steps
Presenter Information

Dr. Andre Valente
- CEO, Founder of ForeignIQ
- Start-up

Earlier experience
- CEO, Founder of Alelo Inc
- CS Researcher at Univ. of Southern California (USC)
- IT manager and consultant
- Published 50+ technical articles, 3 books

Education
- PhD in Computer Science (University of Amsterdam)
- MBA (USC Marshall School of Business)
Project PlaceHow

ForeignIQ developed over the past 9 years advanced technology to produce and deliver digital media to help people communicate across different cultures and languages.

PlaceHow is a new platform that leverages and extends ForeignIQ technology to produce and deliver inter-cultural, how-to digital media on demand to mobile devices via location-based services.

We propose to establish joint ventures with Daegu companies and research groups to develop and commercialize the PlaceHow platform.
PlaceHow Content Approach

- What (not) to say – and how
- Body language

Language

- Sights & sounds
- Objects (and how they are used)
- Task information

Place

Culture

- What (not) to do – and why
- First-person stories and scenarios

Social Simulations, Games, Quizzes, Instructional Activities
We Offer Proven Technology to Develop Intercultural, How-to Digital Media

ForeignIQ has proven, patented technology to teach task-based communication across languages, cultures

- Used by more than 30k US troops going to Afghanistan, Iraq, etc.
- Real science (pedagogy, linguistics, anthropology, AI)

Technology and content developed over past 9 years ($20M investment) by ForeignIQ and its predecessors (Alelo, USC)

[What I learned] allowed me to create a stronger bond with the people [...] our area was more stable and the people began to aid us in our mission. (US Marine quote about using Tactical Iraqi)
Brief History

2002-2005: DARPA Tactical Language project develops initial technology and prototypes (Iraqi, Levantine Arabic)

2004-2010: Advanced technology and products to teach language and culture delivered to US, Australia, UK military & intelligence personnel
  ▸ Tactical Language trainers for Iraqi, Pashto, French, Dari, Indonesian
  ▸ Virtual Cultural Awareness Trainers (VCAT) for Horn of Africa, North Africa, Afghanistan, South America

2010-2011: Development of digital media products to help consumers communicate across different cultures and languages
Demo Videos

Social Simulations
Games
Quizzes
Language and Culture Instructional Activities (Mixed-reality virtual humans)
Daegu/ForeignIQ Collaboration Avenues

Possibilities:

- Joint research project with ForeignIQ, Daegu researchers (possibly UCI)
- Joint venture with Korean companies
  - Telecom (NK Telecom)
  - Media (NHN)
  - Mobile devices (Samsung, LG)

Sample target applications/prototypes:

- PlaceHow Daegu Virtual Tourist Aide
- Daegu Virtual Medical Center
- PlaceHow Virtual US Mall