



## BlackBerry Customer Success Story

BlackBerry smartphones deliver consistent quality for on-the-go translation



Codetalker Technologies Inc. is a company that provides real voice language interpretation solutions. In a global society where language is often a barrier, the company offers live translation services for emergency response personnel and people who work in the healthcare, legal, travel and tourism sectors. Customers who contact Codetalker Technologies are given access to more than 3,400 certified interpreters who support 175 languages and who can provide translation services on-the-spot.

**Industry:** Technology

**Region:** North America

**Company Size:** Small Business  
- 8 employees

**Solution:** Industry specific application, Codetalker™ for BlackBerry smartphones, Penrillian®

### THE CHALLENGE

Clients of Codetalker Technologies often work in the field and need almost instant translations. For example, if an ambulance arrives at the scene of an accident and the patient doesn't speak the local language, emergency workers can't communicate with the patient until they get back to the hospital.

"I felt a way to avoid those kinds of delays was to have a mobile connection out there in the field, especially in an emergency where minutes are critical," said Otis Jones, President of Codetalker Technologies Inc.

His idea was to find a partner to help Codetalker Technologies to develop an application for translation services that could work with a mobile technology. Jones first tried to develop a Codetalker application prototype for another wireless platform, but found the quality was inconsistent - on some devices they could barely hear anything. "If anything went wrong, you'd have one solution on one device that may not be the same solution for the other devices," said Jones. "It was a nightmare trying to resolve issues and develop features that could be seamlessly integrated throughout 35 or 40 different devices."

### THE SOLUTION

Codetalker Technologies decided to partner with Penrillian, a solution provider based in the U.K. who could design a version of the Codetalker mobile application for BlackBerry® smartphones. They realized the BlackBerry platform would provide a solution to the problems they experienced with the previous platform because of the quality and the reliability of the devices.

Together with Penrillian, Codetalker Technologies created an application for the BlackBerry smartphone that provides a remote database lookup of on-duty interpreters for a specified language. The application, also called Codetalker, initiates the call between the user and interpreter for live translation services. It includes a Web-based application that allows interpreters to remotely login and identify themselves as being available for translation services.

The Codetalker mobile application resides on the BlackBerry smartphone, in the hands of clients, and locates an appropriate interpreter - the user simply presses "connect" and an interpreter is on the line within seconds.

Previously, Codetalker Technologies could not be sure of the quality of its service; now, with the Codetalker application for BlackBerry smartphones, Jones can feel more confident their clients will receive more consistent quality.

“The BlackBerry platform has allowed us to develop an application that provides reliable, consistent quality to our clients, whether they require language translation services in an emergency, on the job or while traveling.”

Otis Jones, President  
Codetalker Technologies Inc.

“We essentially ported the original idea for the Codetalker application to the BlackBerry platform, along with a nice user interface and some branding,” said Nick Whitehead, consultant engineer with Penrillian. “The BlackBerry platform allows us to keep it as simple as possible.” Using their BlackBerry smartphone, the user has the option to select at least one default language and additional target languages, and can even re-connect to the same translator they’ve used before if they choose. Codetalker can connect clients to the same pool of interpreters in a faster, more efficient manner using BlackBerry smartphones.

## CODETALKER TECHNOLOGIES’ BENEFITS

With BlackBerry smartphones and Codetalker, clients can conveniently access virtually instant translation services around the globe. “The BlackBerry smartphone has a global reach and provides a standardized, reliable platform for our application. As a result, it’s easier to configure and operates much faster than other platforms,” said Jones. “One example of this is the speakers on the BlackBerry smartphone. They’re high-quality, and can even be used in a boardroom or conference room – something that didn’t always work on other devices.”

Because the application was built on the BlackBerry platform, which is standardized worldwide, Codetalker Technologies believes it has created an application that can open up new lines of business for them. They see the potential for supplying services to international travelers; law firms and lawyers in the office and in the courtroom; first responders and 911 operators who provide emergency assistance; and, homeland security, customs and border patrol and the military. In short, anyone who has a BlackBerry smartphone can benefit from this application in their day-to-day life and work.

Case in point – Running Beans, Bytes & Websites, a coffee and internet cafe frequented by thousands of tourists a month, is experiencing the value of Codetalker on BlackBerry smartphones. Owner Jade Pratt’s clientele come from around the world and speak hundreds of different languages. “As we’re located in one of the three most popular cruise ports in the world, every day I work with customers that I can’t communicate with,” explained Pratt. “Having the Codetalker application on my BlackBerry smartphone means that I can serve my customers better and provide my small business with a competitive advantage. We were recognized as the Best Internet Cafe in the Virgin Islands – an honour that Codetalker and BlackBerry certainly had a hand in,” continued Pratt.

Codetalker Technologies is now working with Penrillian on another offering that could make communicating easier for businesses like Bean, Bytes & Websites – document translation service that’s also delivered using BlackBerry smartphones. “With the BlackBerry smartphone and Codetalker working together, I believe the opportunities are almost limitless,” said Jones.

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## KEY BENEFITS

- Easy, one-click access to language translation services
  - Increased speed
  - Improved service to clients
  - Room to grow with future applications
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