

The information SUPERNOVA

THE THREAT AND THE CURE

INFO
ARAB
1982

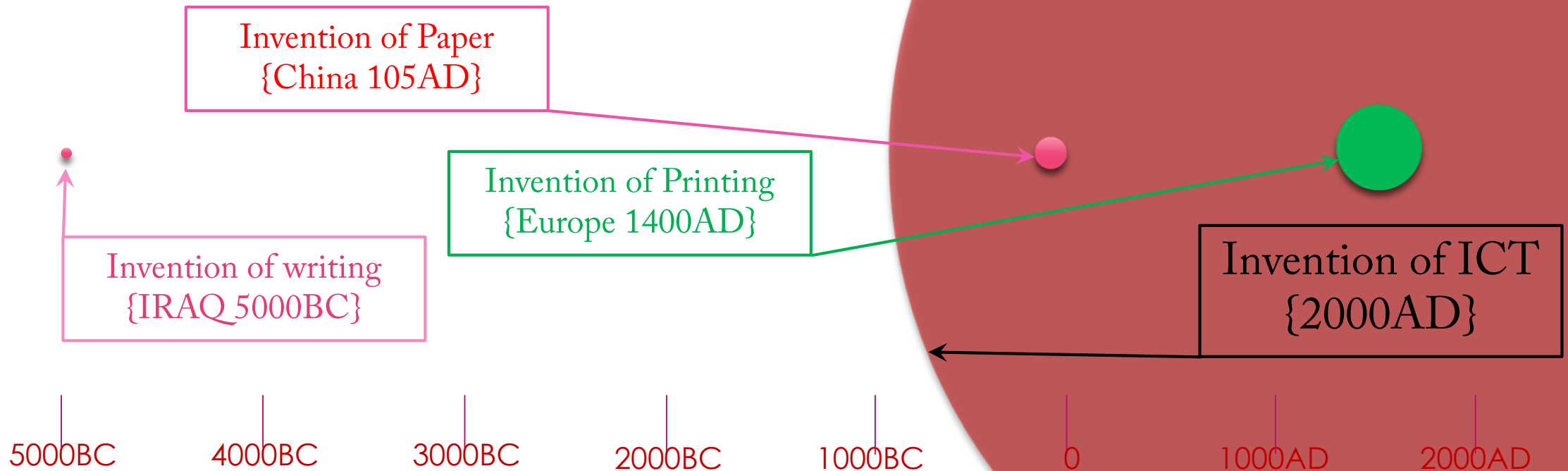
INTRODUCTION TO INFO ARAB 'S
TECHNOLOGIES

BY; ALAA S. AL-AGAMAWI.

SEPTEMBER 2014

Technologies impact on data sizes...

sizes in algorithmic scale



- ▶ Technology has always played the most major role in the growth of human knowledge.
 - ▶ With the ICT user generated phenomena, rate of growth is extraordinary.

Before the
SUPERNOVA
explodes !!!



WHEN A STAR GOES OUT OF CONTROL IT
EXPLODES AND EATS EVERYTHING AROUND!

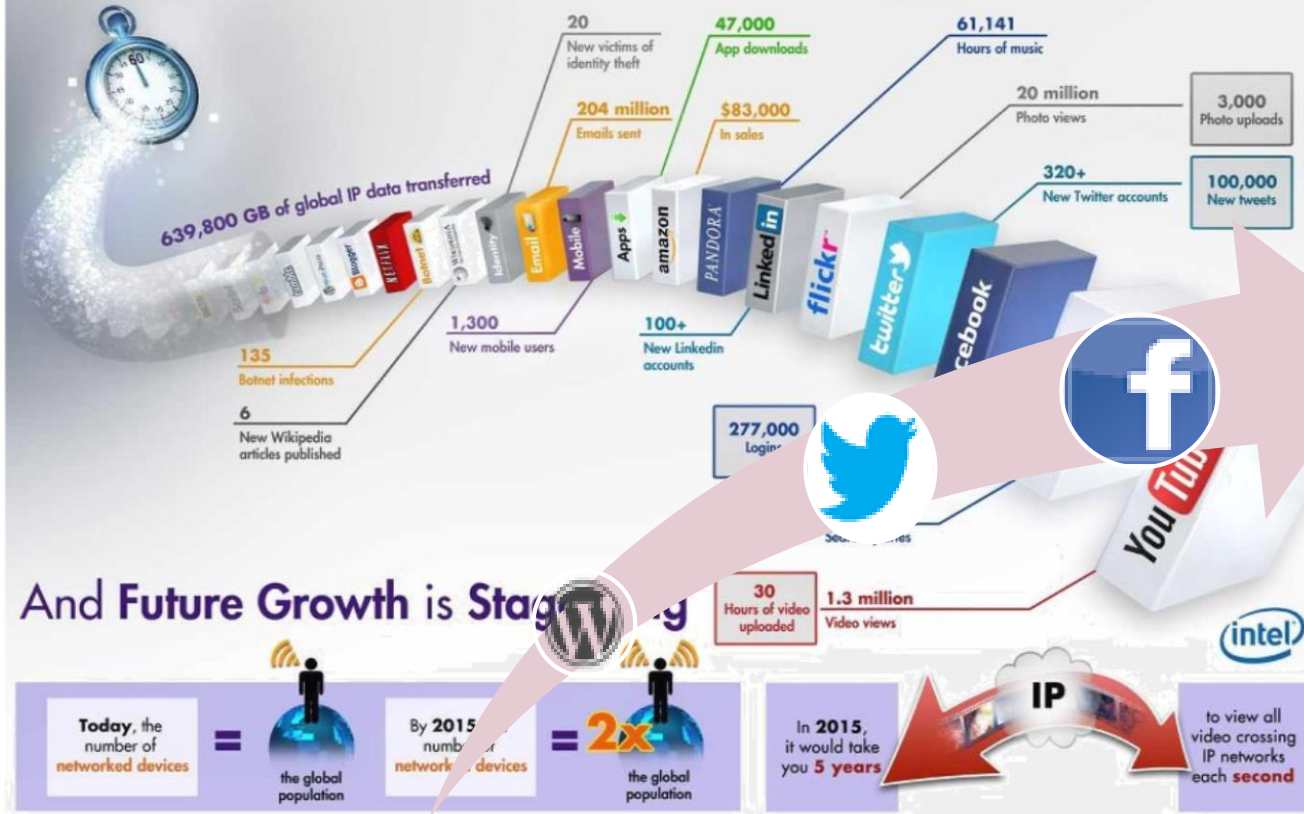
IMAGINE ...

THE **INFORMATION SUPERNOVA.**

WHEN DATA SIZE IS OUT OF CONTROL.

TO CONTROL IT ... WE NEED TO UNDERSTAND IT.

What Happens in an Internet Minute?



Data

www.pcmag.com
www.go-gulf.com
www.businessinsider.com
www.dailymail.co.uk
www.4mat.com
www.scoop.intel.com

What happens in one minute in the social networks requires over...
1500 person days to read.



Strongest FRIEND and Toughest ENEMY!!!

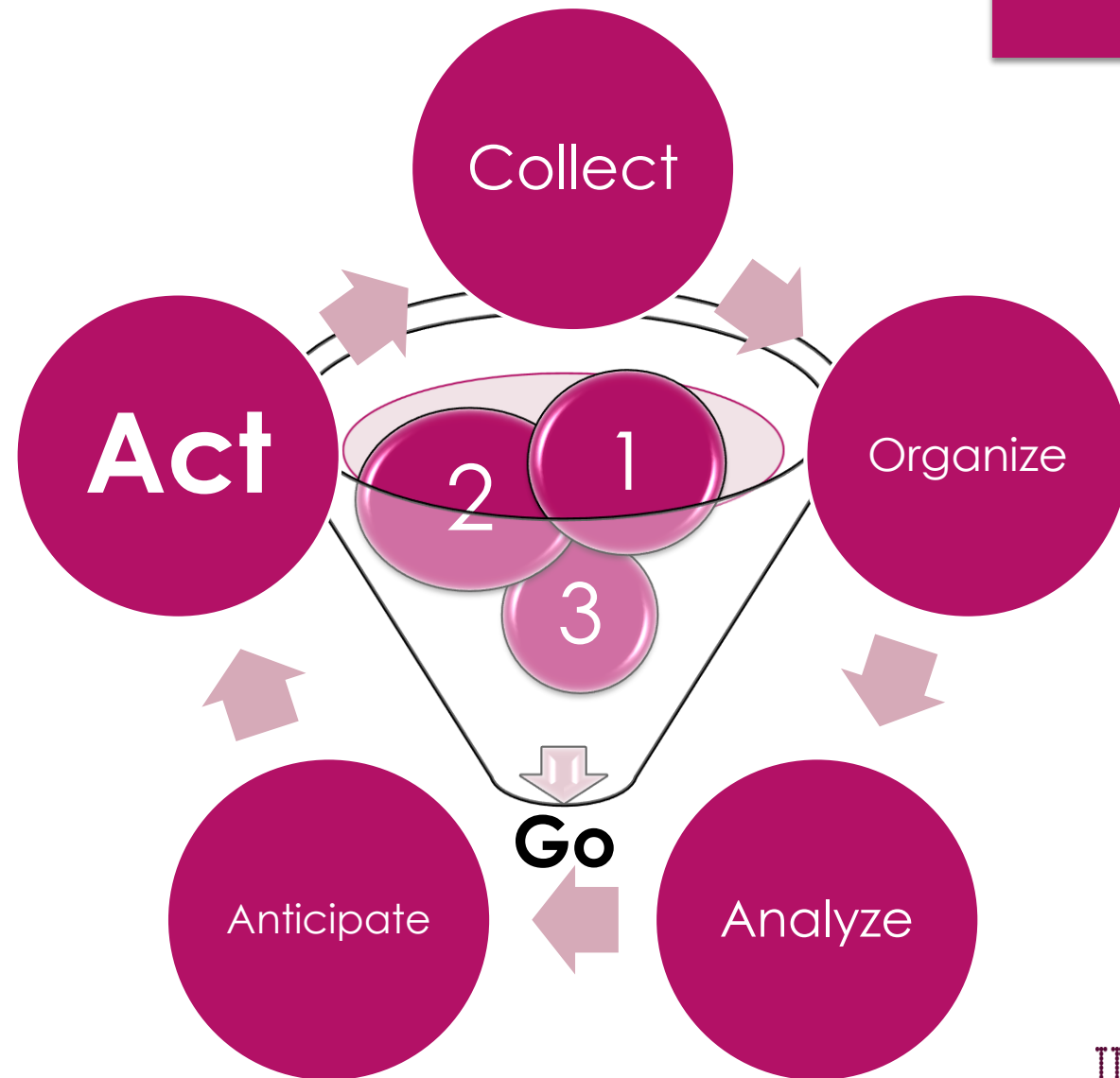


Whether you are a movie star, a politician, a governmental agency, a broker or a brand owner, you should give adequate attention to what people are saying about you. In most cases, traditional monitoring is not enough and requires tens and hundreds of person days. And still cannot cover everything thoroughly.



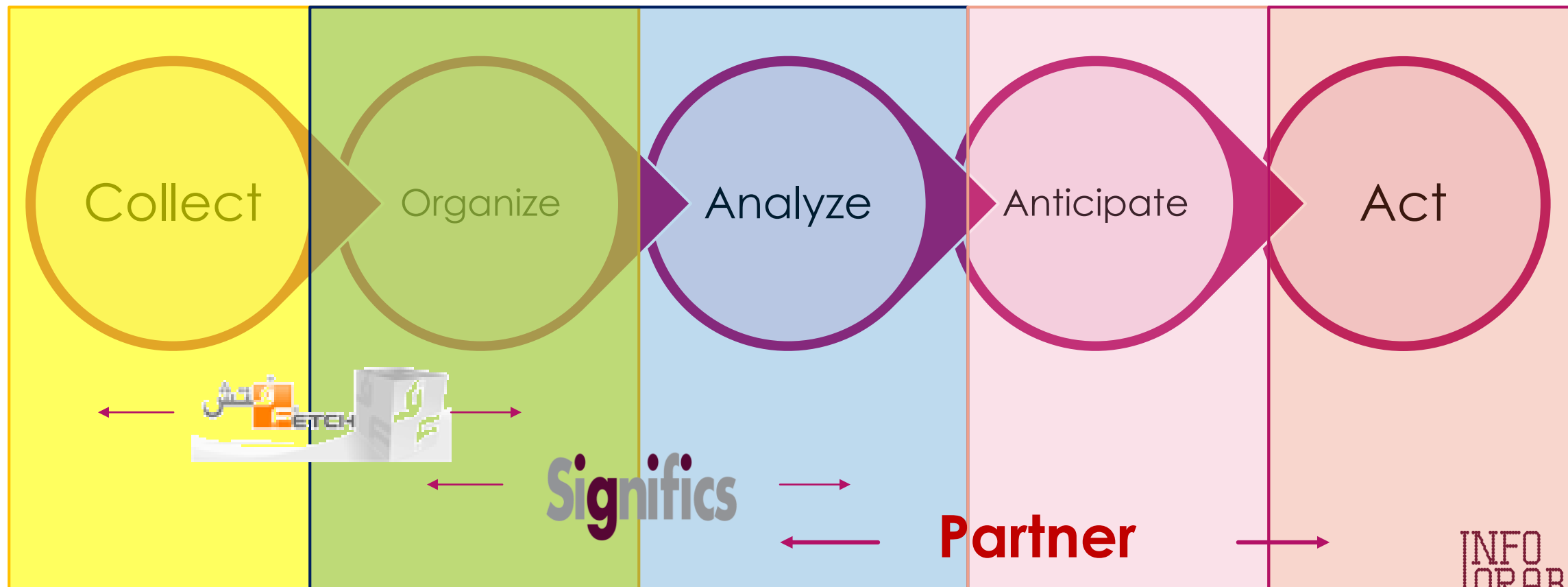
Your ONLY choice...

Is to utilize ICT to know what the people are saying about you and ACT accordingly.





The Winning TEAM...



Proudly introducing

Fetch Technologies®



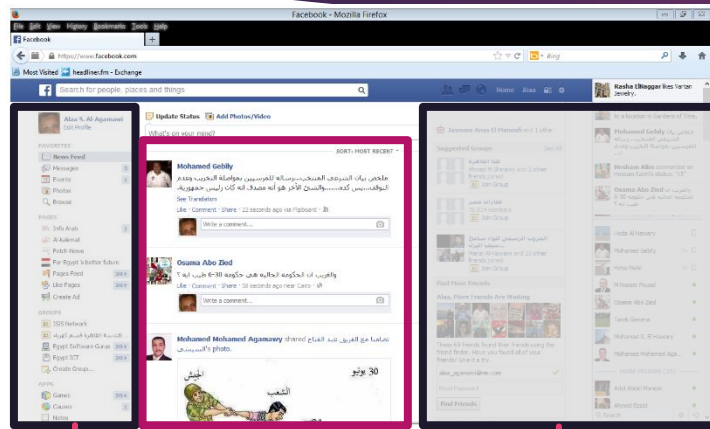


Historical background...

- ✓ **Fetch PC[©] 2006.**
- ✓ **Fetch enterprise[©] 2009.**
- ✓ **Fetch cloud[©] 2012.**



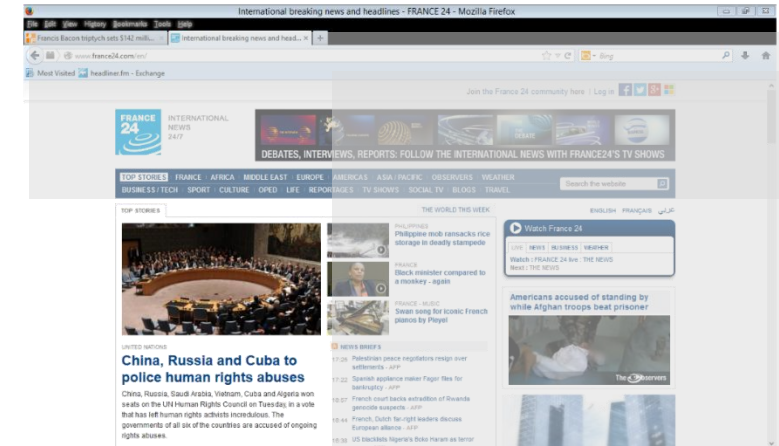
The dilemma...



Relevant

Irrelevant Area

Irrelevant Area

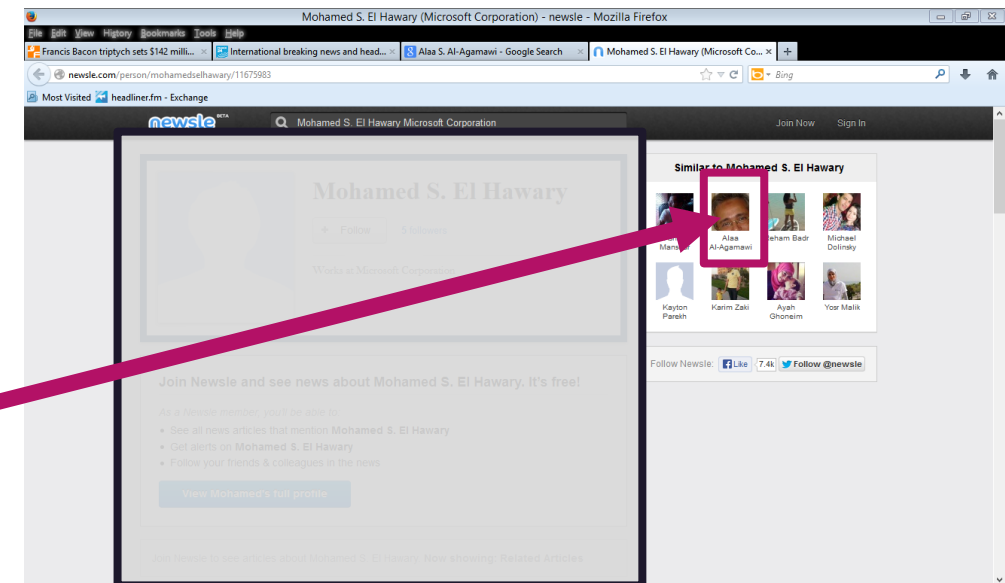
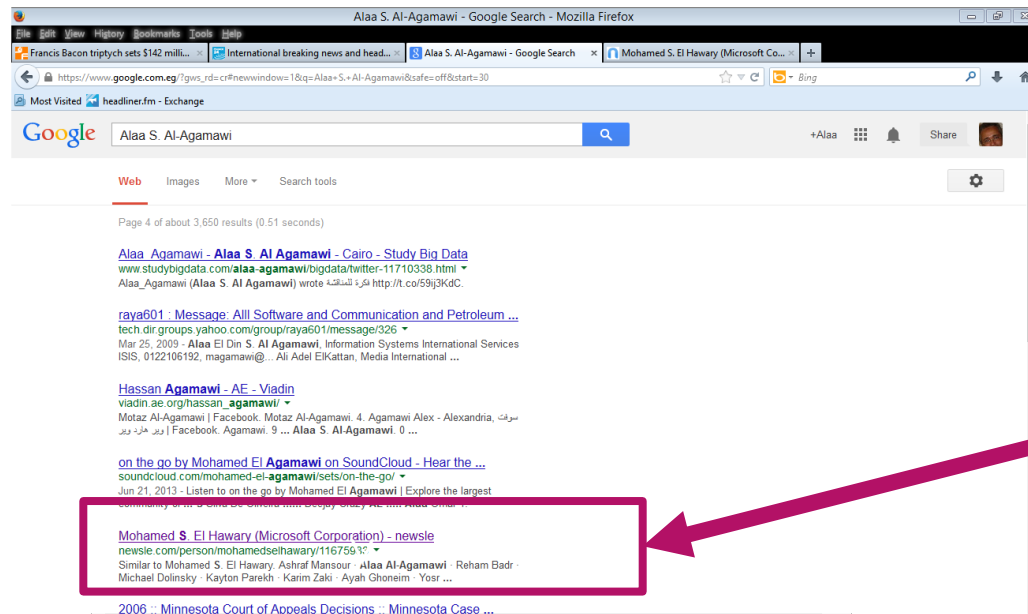


Typical crawling will bring many irrelevant data. That is...

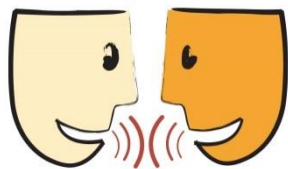
- ❖ Irrelevant information.
- ❖ And waste of computer resources.



Traditional crawling techniques...



In many cases search results goes to an irrelevant area.



In-Context 74a	Parent Node 74b	Child Node 74c	Out-Context 74d	Table 74e	Parent Column 74f	Child Column 74g
	person	name		dir-tbl	per-id	nm-id
	name	first		dir-tbl	nm-id	fn-id
	first	data		dir-tbl	fn-id	fn-data
	"	"	"	"	"	"
	home	phone	hl	hm-tbl	hm-id	ph-id
hl	phone	data		hp-tbl	ph-id	ph-data
	work	phone	Wl	wp-tbl	wk-id	ph-id
wl	phone	data		wp-tbl	ph-id	ph-data





Dealing with all types of Sources...

Having an API...



Does not have an API...





Only relevant data in structured format



Classified with Social media interactions...

By Section

Columns

Headlines

Columns

Politics

Economy

Technology

Culture and Arts

Sports

Varieties

إبراهيم عيسى

0

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متحدث عسكري ي400 جنيه.. إخص!

0

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«برهامي» تاني مرة

0

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0

0

0 - 5 / 100

Comments

mohamed ossama

للعلم بس... تدخل الحكومة في الكورة ممنوع
ممنوع أن هي تدخل نهائي و لو حصل تتوقف
الخبر مقتكس أو اللي بيقوله من وزارة الرياضة حمار
...اللي من حقه يوقفه أو يحقق معاه هو الاهلي و لو
عايزين يستهلوا يبقى اتحاد الكرة

0

0

محمود سويدان

رنا ينتقم من السيسي وأغوانه في النثر

0

1

Chemist Ahlawy

اسحب منه الميدالية هو كمان يا ابن المرة

0

1

أحمد طه

رابعة حرقاك عشان فضحت الحيوان اللي جواك

0

2

Muhammad Anbr

لايد من عقابة لان ما فعله قلة أدب و سفالة و خيانة
للتورة 30 يونيوه التي أنقذتنا من الأجتلال الأخواني
...الحقير

0

4

0 - 5 / 15



Never miss what you are looking for...

You will never miss any mention that you are looking for with our semantic based search engines. Our engines are taking care of the following...

- ▶ Basic search objects in a hierarchal format (e.g. a company, its senior managerial staff, its main brands, sub brands ...etc).
- ▶ Totally morphed (i.e. in their singular, plural, masculine, feminine, adjectives ...etc.).
- ▶ With all their Arabic/English synonyms and antonyms.
- ▶ Taking care of spelling mistakes and grammatical errors.
- ▶ Taking care of object types and their components.

Proudly introducing

Significs

Querying the text streams



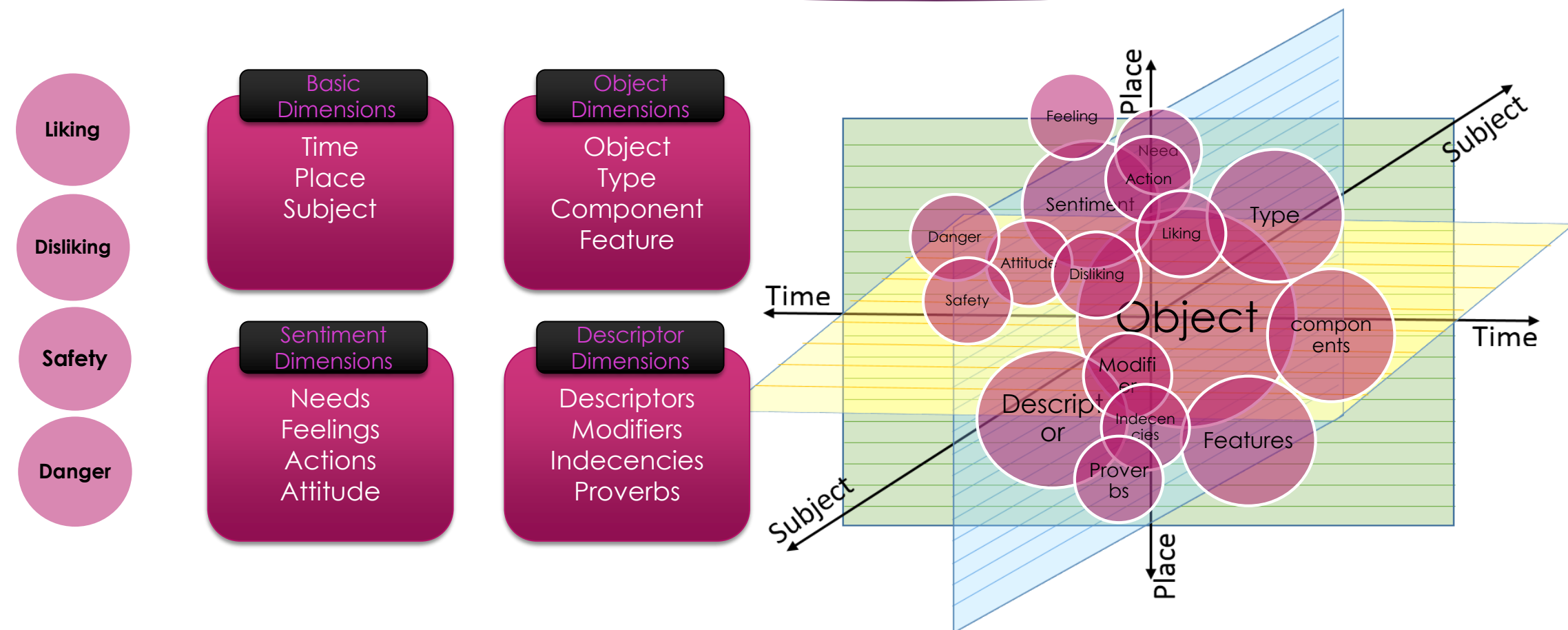
Significs[©] Main focus...

**CONVERTING
UNSTRUCTURED DATA
TO STRUCTURED DATA
AND
EXTRACTING MEANINGFUL INDICATORS
FOR THEIR CONTENTS WITH
DISTINCT PERFORMANCE**

w.r.t various areas of significance.



Analysis Dimensions...





3 Levels of Taxonomies...

Generic Taxonomy

Basic Objects' types

Basic Features

Basic Components

Basic Measures

Basic Actions

Basic Feeling

Basic Needs

Basic attitudes

...etc.

Domain Specific

Domain specific

- Object
- Features
- Measures

Domain Specific...

- Subjects
- Issues

User Specific Taxonomy

User specific

- Object
- Features
- Measures
- Actions

User Specific...

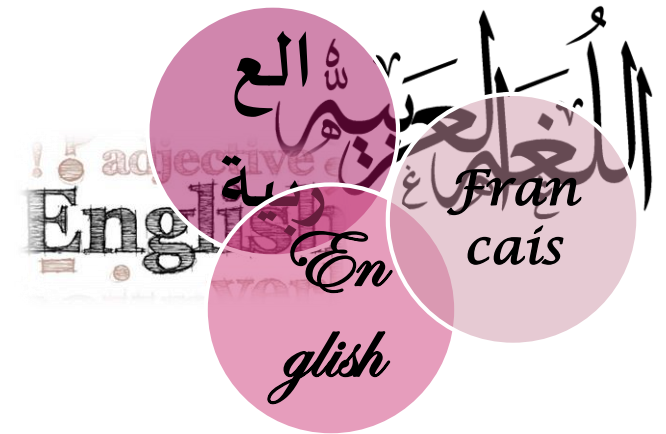
- Subjects
- Issues



Deep Analysis vs. shallow...

- ▶ **Shallow Analysis** does not depend on the specific linguistic rules of the target language; thus can't guarantee the precise understanding of the textual contents.
- ▶ **Deep Analysis** uses specific linguistic rules of the target language; accordingly maximizes the accuracy of the semantic analysis results.

Info Arab[®] utilizes its wealth of linguistic technologies (e.g. speller, morphing, grammar, thesaurus ...etc.) in order to avail a robust deep analysis engine.





Supported languages...

Significs© is currently able to analyze the following textual language...

- Standard formal Arabic.
- Egyptian common slang.
- Transliterated Arabic texts (written in Latin characters).
- Standard formal English.
- GCC slangs.

Significs© implements the Deep analysis approach to handle languages marked in BLUE while Shallow Analysis to handle languages marked in GREEN. Future versions of **Significs**© are planned to extend the deep analysis algorithms to the other languages marked in GREEN.



up to 20×10^{12} Areas of Significance

Areas of significance represent the exact requirements of a certain user/customer. They could be represented in one or more (Correlated/Intersected) dimension.

For example...

- ▶ A celebrity may be interested to have a look on any mention about his/her objects (Persons, Places ...etc.).
- ▶ A company may want to automatically route all incoming mail that Needs Support of a certain Product to one of its affiliate companies and measure the customers Satisfaction.
- ▶ A marketing agency may be interested to check the Feelings and Attitudes about a certain Component or Characteristic of one or all of its customers' products.
- ▶ A security agency may want to extract one or all Actions within a certain Subject that exceeds a certain threshold.



Sample Areas of Significance...



أنا عندي مشكلة في الشريحة بتاعتي

[Mobinil official facebook page](#)

"سلام عليكم حضرتك انا عندي مشكله ف الشريحه بتاعتي موجود عندي ف الشاشه لم يتم تسجيل البطاقه بشكل صحيح ورقم الشريحه هو 01229425893 فلو ممكن رجاء انا عايز حل سريع

[Go to source](#)

PM 9:10:48 1/6/2015 Risk 50 Sentiment 100

[Mobinil official facebook page](#)

"سلام عليكم انا خطى ستار كنترول 35 بدفع اخر الشهر وايضا مشترك في باقة نت ب 25 جنيه ولمه مجددها اول الشهر الحال وصلت لي رساله اليوم بتقول انا مطالب بدفع 80 جنيه 35 قيمة الفاتوره 9.70 ضرائب 29 قيمة الباقه في حين انني عندما قمت بتجديد الباقه تم خصم 25 جنيه من الرصيد واول مره يتم ارسال مثل هذه الرسائل ويتم اضافه قيمة الباقه على الفاتوره في حين انه تم خصم استهلاكها مسبقا من الرصيد ارجوا تحري الامر

[Go to source](#)

PM 7:44:10 1/7/2015

[Mobinil official facebook page](#)

421ده رقم سياره من سيارات موبينيل المتنقله رح اشترى كروت علشان ادفع الاشتراك بتاعي بيقولي مفيش والكروت قدامه ومش عايز بيع لانه كان بيتكلم في التلفزيون ودي شكوي لمسئولي الشركه ب الاقصر

[Go to source](#)

PM 4:02:39 1/17/2015

Article / Post...

AM 8:04:42 1/24/2015

تمرية العراق



ليس السيسى لم يحضر جنازة الملك السعودي المرحوم
ليش حسب ماسمعت الان هو لم يحضر زين ليس ؟

Next

Analytics...

8 % - الرئاسة [R:1]

6 % - The President [R:1]



Comments...

Article / Post...

AM 7:10:56 1/24/2015

جريدة الوطن

"الوطن" تنشر أبرز الحوادث اليوم: إشعال أتوبيس نقل
عام على كوبري أكتوبر التفاصيل على الرابط التالي
<http://bit.ly/1JxwO7p>

Analytics...

35 % - المواصلات العامة

[Abody Nemer](#)

الارهابية مكرين لهم لما يحرق ويخربو البلد ه
مباشرافى ونمر ونخربو نعرف ونلقد لكم خ.

[Amro Sinai](#)

المهم يسكن ولا الكف الى عمل كده

[Tarek Elshamy](#)

ارجو الحذف السريع والمشهد حتى يفكر اي خا
ارهابيه والله لاجل كيد من اراد يصير شر في د

[فهد نون زين](#)

اسطرا الى صلفتي وشاهدوا العرض الاول فيلم
جيون ستلام ، دوان جونسون... Fast u00

Article / Post...

PM 8:24:19 1/22/2015

Namice Elbaily

مصر تتعادل مع العراق السعودي في
موندنال اليد 25-25

أرستيفية

تبادل المنتخب المصري لكرة اليد مع نظيره السويدي بـ

25 نقطة

مباريات

بمسالة ع

ويلعب الـ

يوم السبت

مساءً عـ

Analytics...

39 % - منتخب مصر -

21 % - Sports الرياضة

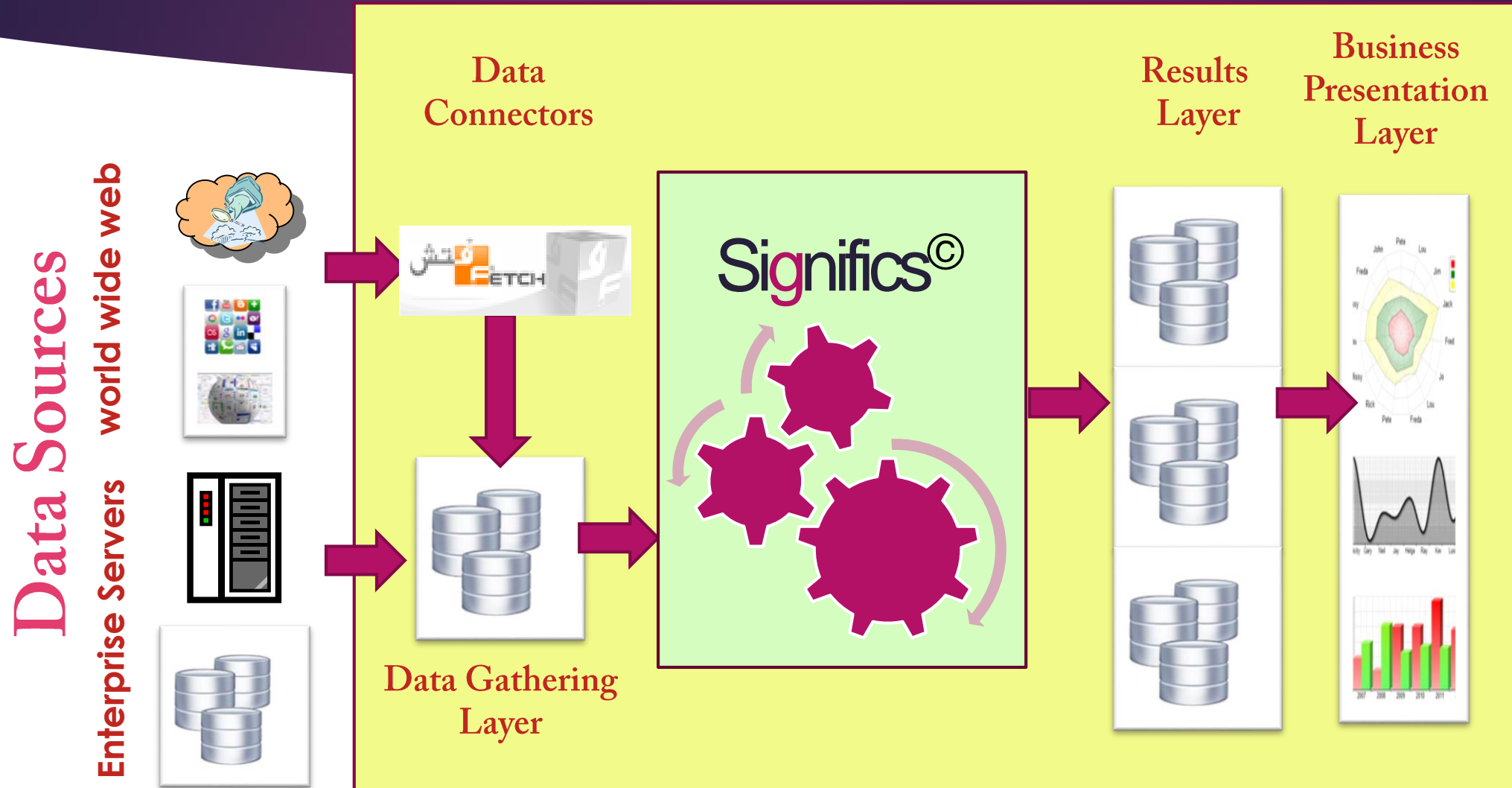
6 % - أفعال خاصة باللاعبين

Next

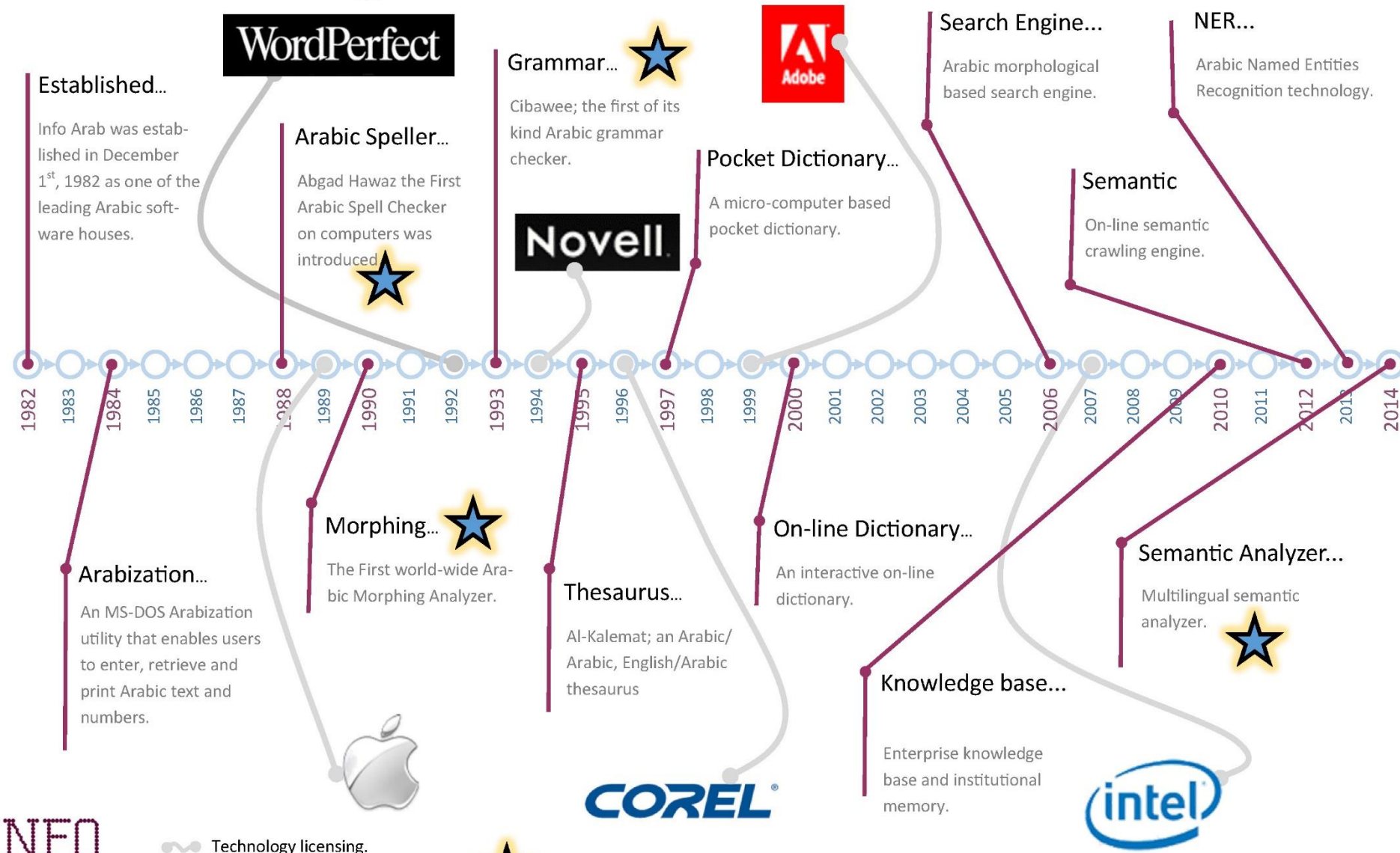
Previous



A typical solution architecture...



Info Arab Technologies Time Line...



Technology licensing.

Technology commercial launch.



First technology of its kind world-wide

P.S. There are 26 multinational licensees for Info Arab Technologies.

A brief introduction about Info Arab Technologies - Jan 2015



Thank you

Please feel free to contact us
for any enquiry.

We shall be delighted to
arrange for a life demo at any
time of your choice.



Catering for the Arabic language needs in the Digital era

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