

**FOR IMMEDIATE RELEASE**

**REAL-TIME TRANSLITERATION OF ARABIC LANGUAGE NOW  
AVAILABLE FOR ANY WEBSITE**

***YAMLI.COM RELEASES ITS SMART ARABIC KEYBOARD, AN APPLICATION PROGRAMMING INTERFACE (API) THAT ENABLES ARABIC TYPING WITHOUT THE USE OF AN ARABIC KEYBOARD***

**CAMBRIDGE, Mass. – October 7<sup>th</sup>, 2008** – Yamli.com released a free API that allows the easy integration of its award-winning Arabic transliteration technology into any website. Yamli's Smart Arabic Keyboard allows users to type Arabic using Latin characters by converting their words in real time into Arabic text. Third-party websites using the API can reach a larger group of Arabic speaking visitors who would otherwise find typing Arabic difficult.

According to co-founder Habib Haddad, "We are very excited about making this technology available to any website for free. We hope it will encourage every user to be more engaged with the Arabic language not only on Yamli.com but on all Arabic sites and blogs. Our approach makes a significant contribution to the Arabic web by actually reducing the proliferation of transliterated Arabic words and converting them into real Arabic words," concluded Haddad.

Various studies show that a large portion of Arabic internet users shy away from typing Arabic, choosing instead to write Arabic phonetically using Latin characters in an ad-hoc and informal fashion. The transliteration of Arabic words and the limited availability of Arabic keyboards have stymied the use of Arabic on the web. By making it easy for everyone to type in Arabic, Yamli.com is making the Arabic language more accessible for every day users, and helping to promote Arabic content on the web.

According to George Akra, co-founder of Ikbis, "I think Yamli is one of the most innovative and useful services in the region, plugging the API to our site was easy and lead to the increase of Arabic comments. The simplicity and accuracy of the service is just remarkable," concluded Akra.

The technology allows users to fully engage with Arabic content on blogs, e-commerce, social networking, education, government, video and music websites. The API, which has been undergoing testing since March with selected partners, such as Maktoob, Moheet, Ikbis, Art TV, 3alarasi, StartupArabia and Babnet, has already been used by hundreds of thousands of users already.

According to Sami Tueni, General Manager of Naharnet.com, "Yamli is the best contribution to the Arab web. So easy to implement, it was the long awaited tool to help the Arabic language flourish online," concluded Tueni.

You can see a demonstration of Yamli's Smart Arabic Keyboard at [www.yamli.com/api](http://www.yamli.com/api)

### **About Yamli.com**

Yamli.com is a property of Language Analytics LLC, a software startup based in Cambridge, MA, that specializes in smart transliteration technologies for Arabic and other languages. For more information, visit our website, at [www.yamli.com/about/](http://www.yamli.com/about/).

### **About Ikbis.com**

Launched in late November 2006, Ikbis is Arabia's first and leading video and photo sharing service. With Ikbis users can upload, organize and share their videos and photos with their families, friends or the rest of the world. Users can also interact with other Ikbis users by commenting on their shots and adding them as friends. Ikbis is a service from TootCorp. [www.ikbis.com](http://www.ikbis.com)

### **About Naharnet.com**

Naharnet is a leading Lebanese portal providing "up to the minute" news and services in Arabic and English. Naharnet attracts millions of Lebanese visitors from over 200 countries around the world. A new version of Naharnet will soon be launched as a next generation portal with exciting and innovating features such as Yamli. [www.naharnet.com](http://www.naharnet.com)