

## Tired of reading? Just listen!

The renowned newspaper "Die Presse" boosts the coverage of its website thanks to innovative read-out function

Die Presse.com

### Die Presse.com

Die Presse.com is the online news service of "Die Presse", one of Austria's most renowned newspapers. Founded in 1996, Die Presse.com is read online by more than a million people every month, providing top quality articles.

### The Internet – a challenging news media

One of the challenges constantly facing digital media is the optimal use of the structural and design possibilities of the Internet. Ideally, the users should be given a good overview of the perpetually changing news situation: firstly, they want to be able to register with one glance what is happening at home and abroad. Secondly, users are looking for in-depth information on topics that are of particular interest to them.



### The growing role of audiovisual content

Long gone are the times in which news from the Internet could only be consumed in front of the computer screen. Die Presse.com prepares news for many different platforms and devices: from versions for mobile phones and iPhones, to large screens for public viewing. The use of different audiovisual content is becoming more and more important as a complement to the written word.

### The read-out function of Die Presse.com – an indispensable feature for the users

Since 2008, Die Presse.com, together with Linguatec, has been offering a read-out function. With one click of the mouse, Voice Reader reads out all the main pages and articles fully automatically and with excellent quality. For some, it is a pleasant and convenient way of listening to the main pages and articles comfortably and relaxed at home and while traveling. Together with Linguatec, Die Presse.com indeed offers an attractive service – unique in Austria's media landscape. For others, the read-out function is a strict necessity in order to be able to get news on demand: people with limited reading ability, whether because of impaired vision or dyslexia, regularly show their appreciation for this service.

### Positive feedback is not surprising

The most important condition for employing a read-out function was that it must do justice to the high journalistic quality of our texts. The Voice Reader from Linguatec was implemented quickly and without complications for a trial. Both the pronunciation and

### Requirements for the desired dubbing software:

- Outstanding speech quality and natural emphasis for great comprehensibility
- Preparing news for many different platforms and devices
- Quick and straightforward implementation
- Simple and efficient creation of audio files
- No maintenance or administrative expenses





**“The read-out function from LINGUATEC has become an indispensable feature for our users. Voice Reader delivers very comprehensible results, which even do justice to the high journalistic quality of our texts.”**

***Michael Kirchberger, Head of Development***

the intonation of the speech output were very impressive. Even presumable obstacles such as abbreviations were correctly identified and pronounced with excellent comprehensibility. “The positive feedback from our users, who, after all, are the ones we are working to satisfy every day, has demonstrated that the decision to go for LINGUATEC’s technology in this area was correct,” Managing Director Peter Krotky emphasizes.

### **Have you heard? The new trend for computers and the Internet**

Voice output refers to the automatic conversion of written text to spoken word. To do this, the Voice Reader program series uses the latest in TTS technology (TTS = text-to-speech). The outstanding quality of the audio files produced using Voice Reader can be heard in the pleasant voices, correct pronunciation and natural-sounding intonation. It should come as no surprise: The voice output of Voice Reader is based on extensive sound recordings by trained speakers. These recordings are cut into the smallest of phonetic units. Intelligent algorithms analyze the sentence structure and then, using the text, reassemble the audio snippets into an audio file with natural-sounding word emphasis. You can hear the result!

**LINGUATEC is the leading provider of language technology software for office use. Key areas are automatic translation, language recognition and speech output. LINGUATEC offers software ranging from desktop solutions to comprehensive solutions for multilingual corporate communication in internal company networks.**

#### **Contact:**

**Michael Kirchberger**  
Head of Development

“Die Presse” Digital  
GmbH & Co KG  
Hainburger Straße 33  
A-1030 Vienna  
[www.diepresse.com](http://www.diepresse.com)

Linguatec GmbH  
Rike Bacher  
Corporate Customer  
Service  
Gottfried-Keller-Str. 12  
81245 Munich  
[r.bacher@linguatec.de](mailto:r.bacher@linguatec.de)

Tel. +49 89 89 66 64 162  
Fax +49 89 88 91 99 33

#### **References:**

**Allianz** 



 **Lufthansa**

**SIEMENS**

**BOSCH** 

DAIMLERCHRYSLER

**e-on**

■ ■ **T** Deutsche  
Telekom

Further application areas can be found on our website: [www.linguatec.de](http://www.linguatec.de).