

LOTO's bilingual engine goes to work for China's media



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Press Release Summary: Beijing, November 21, 2008 – LOTO Online, a Beijing-based Internet technology company, is expanding to provide bilingual web platform services to China's major media outlets, such as People's Daily Online and CCTV.com. LOTO's proprietary and unique patented technologies help its clients achieve 3 main goals: (1) increase the amount of original content the clients are able to provide; (2) allow the clients to be the first to publish in English, content that was previously available only in Chinese; and (3) enlarge their circulation amongst foreign readers at home and abroad. Utilizing LOTO's platform, China's media can now be originator of its news in English and be the first to publish in English, breaking news which was previously reported only in Chinese. This boost in foreign circulation allows readers all over the world to now get first-hand news, printed in English, from the original Chinese sources.

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original content the clients are able to provide; **(2)** allow the clients to be the first to publish in English, content that was previously available only in Chinese; and **(3)**enlarge their circulation amongst foreign readers at home and abroad. Utilizing [LOTO](#)'s platform, China's media can now be originator of its news in English and be the first to publish in English, breaking news which was previously reported only in Chinese. This boost in foreign circulation allows readers all over the world to now get first-hand news, printed in English, from the original Chinese sources.

Recently, People's Daily Online was swift to report first-hand on the incident related to Microsoft Windows Genuine Advantage, also referred to as the "Black Screen." People's Daily Online published a series of English articles that were cited by over 30 English media providers and English content websites. The New York Times Online published an article referencing the original piece published by People's Daily Online, providing links to the article and also a Chinese blog covering the incident. The People's Daily articles were also cited by Australian news blog, Bigblog, the Malaysian online media, Daylife.com, the US news website, Congoo.com and the US online news community, Topix.com.

*"Now, with this rapid dissemination of news, the viewpoints of China's netizens and authorities are able to be reflected in foreign Internet circulations almost immediately,"***Johnson Jiang, LOTO founder and CEO**, said.

[LOTO](#) increases translated content and information available to English readers all over the world. This results in greater access to original sources of information that come from different perspectives. A whole new path has emerged for Chinese ideas, opinions, and news to reach the rest of the world. Following the 2008 Beijing Olympic and Paralympic Games and the upcoming Shanghai World Expo and Guangzhou Asian Games (both in 2010), **LOTO**'s bilingual engine stands to be a powerful online resource for netizens all over the world. It will offer a new perspective on China's news, culture, traditions and history.

LOTO's emergence onto the news scene has revolutionized global searching. Previously, news searches using popular engines such as Google and Yahoo would often return only a few search results originating from China's media. The bulk of results are usually translated articles published by foreign media. [LOTO](#) bypasses this step.

*"The issue was that much of the searching was, and still is, done using English keywords, while news reported by China's media, for the most part, was in Chinese. This created a huge gap between information sought after and information actually accessed. But now, with **LOTO's** platform, emerges a solution to the problem of worldwide access to information," **Jiang said***

LOTO's unique technology has removed language barriers between people across the globe. The first and only one of its kind, **LOTO's** bilingual engine is based on a human-machine interactive translation system, dynamic translation memory technology and vast, continuously growing databases of keywords, including one dedicated to Chinese news. For the first time ever, netizens are given the ability to search for news outside their native country using only English keywords to return dozens of relevant news reports that have been published by original media outlets such as People's Daily Online and CCTV.com.

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