



MEDIA RELEASE

Conexus makes Menu Translator app available to more countries

Conexus, one of Asia's largest mobile alliances, has just made it easier for travelers to sample Asian cuisine across its footprint by making available the Menu Translator, an app that instantly translates foreign menus to a user's desired language for free.

Developed by NTT DOCOMO, a leading mobile operator in Japan and a Conexus alliance member, the app seeks to boost the confidence and sense of adventure in every traveler as they sample local dishes, an essential part of every cultural experience.

With the Menu Translator app, users only need to point their camera at the name of the dish they wish to translate. Equipped with the latest word recognition technology, the app instantly interprets the word's image and shows its translation to the language set by the user. For example, the app may read Japanese characters and translate these to "ramen" or "noodles." The Japanese-English dictionary of the app also easily translates the Japanese characters for "donburi" and "tonkatsu" to "a bowl of white rice topped with various ingredients" and "pork cutlet," respectively.

The app was initially launched in Japan in October 2012, and was introduced to mobile users in Hong Kong last September. It may now be downloaded for free on Google Play Store by Conexus subscribers in Indonesia, Korea, the Philippines, Singapore, Taiwan, Thailand and Vietnam.

"A traveler's experience is not complete without having a taste of a country's local cuisine. However, many hesitate in sampling local dishes when they don't have a clue of what's on the menu and translations are not at hand," said Jeffrey Gee, Conexus Board

Chairman. “The Menu Translator app equips travelers in these situations and allows them to order food with greater ease and confidence. I’m sure it will help many to open up to more gastronomic experiences,” Gee added.

Up to 8,000 menu translations

The user-friendly app works on any Android smartphone with a functional rear camera. Users need to install the app, as well as their desired dictionary (for example Japanese to English).

The Menu Translator app covers up to 8,000 menu translations. It may translate menus in Japanese to English, Korean, traditional and simplified Chinese, Thai and Vietnamese.

The app also readily translates menus in English (to Japanese and traditional Chinese); Korean (to Japanese, traditional Chinese and simplified Chinese); traditional Chinese (to Japanese, Korean, simplified Chinese and Indonesian); and simplified Chinese (to Japanese, Korean, Indonesian and Vietnamese).

Moreover, the app is capable of translating menus in Thai (to Japanese); Indonesian (Japanese, traditional Chinese and simplified Chinese); and Vietnamese (to simplified Chinese).

No need for mobile internet

Once installed, the app may be used without the need for mobile internet connection. Subscribers only need to install the app’s dictionary option to use it wherever they are.

When online, however, users may make use of the app’s unique word sharing option, which allows mobile users to further search the translated word on Google or Twitter, and even email it to someone else.

With the Menu Translator app, Conexus aims to further contribute to a richer cultural exchange in the Asia Pacific region, which remains to be a hot spot for international tourism, drawing over 350 million international visitor arrivals in 2012 alone or a 5 percent annual growth, according to the Pacific Asia Travel Association.

Aside from NTT DOCOMO, Conexus alliance members include StarHub (Singapore), Indosat (Indonesia), Smart (Philippines), Far Eastone (Taiwan), Olleh KT (Korea), Hutchison Telecom Hong Kong (Hong Kong), True (Thailand), MTNL (India), and Vinaphone (Vietnam). The alliance boasts a combined customer base of about 280 million mobile subscribers in its members' markets. #

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About Conexus

Established in April 2006, Conexus Mobile Alliance is one of Asia's biggest mobile alliances. The alliance is formed to primarily develop and enhance international roaming and corporate mobile services for greater convenience and ease of use for its members' customers. The alliance boasts a combined customer base of over 280 million mobile subscribers and is committed to promoting voice, video and data roaming via its members' GSM/GPRS, W-CDMA networks and/or LTE networks.

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