

MEDIA RELEASE
FOR IMMEDIATE RELEASE
June 14, 2018

DEVELOPED IN MANITOBA **Welcome to the launch of CanNECT™!**

WINNIPEG – Today The Friends of Upper Fort Garry unveiled CanTalk (Canada) Inc.'s new multilingual application, **CanNECT™** – CanTalk's **N**ext **E**volution **C**ommunications **T**ool, a multilingual application that allows iOS and Android users to access language choices within a content rich environment that includes high resolution graphics, in-language text, audio and video.

CanNECT™ is a ground-breaking application made in Manitoba for iOS and Android devices, seamlessly pairing multiple languages with any visitor experience to this historic site.

As part of their exploration of the Upper Fort Garry Provincial Park, visitors can broaden their learning opportunities by accessing the site's stories in either written text or audio – choosing from 11 different languages.

The introduction of this application includes English, French, Arabic, Cantonese, Cree, German, Japanese, Mandarin, Ojibway, Tagalog, and Ukrainian – all ready for downloading.

"The stories which define this park, can now be read and heard in the languages selected by the individual," explained Maureen Mitchells, CanTalk Canada's Founder, President and CEO. "This will significantly broaden and deepen visitors' appreciation of the site."

And where else can the **CanNECT™** language application be applied? "The possibilities are endless. It will work anywhere that there is a need to convey information in other languages. That spectrum includes parks, museums, tourism from a to z, the arts, interpretive sites, airports, schools, workplaces, city, provincial and national venues, really more than we can name!" explained Mitchells.

The CanTalk **CanNECT™** technical component was led by Ken Beaudry, CanTalk's Director of Information Technology. "The intent of **CanNECT™** is to deliver a rich multimedia experience, without the expense of custom hardware needing to be installed at the site," said Beaudry.

Other key team members who played an integral role in the development of **CanNECT™** are Gary Gerra, COO & VP of CanTalk, and Keith Lim, CanTalk's Director of Operations & Client Services.

"CanTalk is pleased to link our vision of multilingual services, and its multiple uses, with the Friends of Upper Fort Garry in a real meeting of the minds," said Mitchells.

"It is an inspiring cooperative initiative!" she added.

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BACKGROUND

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DEVELOPED BY CANTALK (CANADA) INC. What is CanNECT™?

WINNIPEG – CanTalk (Canada) Inc.'s new interactive, multi-language venue guide, **CanNECT™**, allows mobile users a unique opportunity to access languages, as part of their exploration of Upper Fort Garry Provincial Park. Building on CanTalk Canada's language service experience, information at the park's points of interest can now be presented to the end user in a number of languages. These languages include: English, French, Arabic, Cantonese, Cree, German, Japanese, Mandarin, Ojibway, Tagalog, and Ukrainian.

"This means, that for the first time, visitors will have the opportunity to understand and appreciate Upper Fort Garry in their preferred language," said Maureen Mitchells, Founder, President and CEO of CanTalk Canada Inc. "And the list of languages offered today as part of this launch is something that will continue to expand!" she pointed out.

The principal architect of **CanNECT™**, was Ken Beaudry, CanTalk's Director of Information Technology whose experience includes a 20 year span of technical support, systems architecture and multi-platform software development. "The intent of **CanNECT™** is to have iOS and Android users receive the text, video and in-language audio of the selected languages in a manner that is more accessible, flexible and customizable", said Beaudry.

The content delivered to the end user includes high resolution graphics, professionally recorded audio, and text in the chosen language. Looking ahead, future enhancements will include more languages and location-aware images displayed on the device.

Once a visitor enters the park – after adjusting their user settings – they see the images, hear the audio or read the points of interest in the language selected.

"By placing language in the palm of your hand, this takes ordinary moments, and makes them extraordinary. It opens up the park to literally everyone from everywhere in the world!" noted Mitchells.

There are 17 points of interest that focus on the original site buildings of the Fort, including the Governor's House, the Bastion, the Yellow Store, and the 1859 House. In the near future, icons will display the ribbon of history as visitors walk along the Manitoba Liquor and Lotteries Heritage Wall providing enhanced interaction, directly through the **CanNECT™** application.

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DEVELOPED BY CANTALK (CANADA) INC. And what else can CanNECT™ do?

WINNIPEG – There are amazing possibilities for **CanNECT™**, according to Maureen Mitchells, Founder, President and CEO of CanTalk (Canada) Inc., the developer of this new language application.

“**CanNECT™** will bring the world to your doorstep. We are a richly diverse city and province. Let's open more doors, allow more people to understand and share what we have to offer. It's good for doing business, great for developing relationships, incredible for signaling to the world that we are ready and want you here,” said Mitchells, looking at the future of CanTalk's new iOS and Android application.

“The visitor experience will be greatly enhanced at Upper Fort Garry Provincial Park, through the introduction and use of **CanNECT™**. Learning opportunities are enhanced through visualizing, listening and reading. By providing this information in multiple languages, we share this valuable experience with the broadest range of newcomers, visitors, and tourists to our city. There are so many more possibilities, so many areas in everyday living, where this exciting, inclusive technology can be applied,” Mitchells stated.

Mitchells' list of possible uses for **CanNECT™** includes:

- in the workplace, creating clarity and understanding about do's and don't on the production floor
- in airports, where evolving security regulations need to be clearly understood
- at city attractions, such as zoos, where all visitors can now learn about Canada's wildlife beyond just a look-see
- at provincial sites, where public meeting places can be a bridge to a deeper understanding of points of interest, cultural interpretation, and local events
- museums where history is brought alive as an enriching experience
- in schools, helping newcomer children
- as an option for individuals who are hearing impaired
- for governments and corporations – delivering instructions on the completion of forms, legal documents, or where and when specific actions are required, etc.

“What CanTalk has developed is an incredibly simple and versatile way to access information about the city of Winnipeg or province of Manitoba – from the historical to the practical – whether you are in a car, bus or boat, or even just walking down the street!” said Mitchells.

CanTalk is a Manitoba-based language service support company that has operated in Winnipeg for more than 20 years. It specializes in ON DEMAND language and cultural services, 24 hours a day, by phone, on-site, e-mail and internet – to clients across North America and around the world.

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DEVELOPED BY CANTALK (CANADA) INC. The CanNECT™ advantage

WINNIPEG – The **CanNECT™** platform is available as a customized branded venue application, or as a multi-venue CanTalk branded application. **CanNECT™** clients are offered the option of customized design to fit the needs of the user.

CanNECT™ has flexibility of use. It can be initiated with one or all of the following triggers:

- manual selection
- QRCode scanning
- iBeacon proximity
- geofencing

“It saves on cost, and delivers on quality!” said Ken Beaudry, CanTalk’s Director of Information Technology and principal architect of **CanNECT™**.

Beaudry emphasized, “**CanNECT™** allows venues to provide a high tech, multilingual, multi-media experience to all visitors without the deployment of costly hardware or hard to maintain on-site software. Visitors can explore all the venue has to offer in one of the available languages, in a manner that is easily accessible and flexible.”

CanNECT™ is also convenient. The software is installed on a device that the visitor already owns, their phones or tablets and that alone reduces implementation and maintenance costs.

“The beauty of **CanNECT™** is that it originates right from the source at CanTalk, where all multilingual resources can be managed, technology maintained, changes made, and customizations implemented,” said Maureen Mitchells, Founder, President and CEO of CanTalk (Canada) Inc.

“From design to full service, you have the CanTalk team, experience and attention to detail – one company, full service. It’s an all in one package of convenience.”

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DEVELOPED BY CANTALK (CANADA) INC. How does CanNECT™ work? A technical peek!

WINNIPEG – “CanTalk (Canada) Inc’s **CanNECT™** application(s) utilize the company’s backbone infrastructure to provide content,” explained Ken Beaudry, CanTalk’s Director of Information Technology and technical developer of this new application.

“Content is transmitted from the CanTalk data center to the application. CanTalk’s backend server infrastructure in turn responds, streaming the formatted visual data (text, images and video). A URL pointing to the selected language audio for the point of interest is included in the data packet.”

“Then, the **CanNECT™** application begins a background stream of the sampled audio on the end user’s device,” added Beaudry.

“If the user presses the back button on the navigation bar, the stream terminates, and the user is directed back to the main application menu. Content is displayed through the **CanNECT™** dynamic viewer. This view automatically formats all multimedia content to be displayed in-language,” he said.

Beaudry has more than 20 years of experience in the technical sector, ranging from support, systems architecture, and multi-platform software development.

Other key team members who played an integral role in the development of **CanNECT™** are Gary Gerra, CanTalk COO & VP, and Keith Lim, CanTalk’s Director of Operations & Client Services.

The development of **CanNECT™** was an ongoing process, alongside many concurrent activities at this vibrant, Winnipeg-based company.

Beaudry summed up the process this way, “Developing this application was as fun, as it was intriguing. The more we worked at it, the more it revealed itself to us. Taking away, adding back in, adjusting and perfecting – it’s all part of the creative process. At CanTalk we’re a close group feeding off each other’s energy and creating new ideas!”

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DEVELOPED BY CANTALK (CANADA) INC. **CanNECT™ developed as a partnership**

WINNIPEG – The new **CanNECT™** application was developed by CanTalk (Canada) Inc., in close cooperation with the Friends of Upper Fort Garry.

CanTalk donated the development of the initial application to the Friends, who allowed the company to explore its potential at Upper Fort Garry Provincial Park.

The Friends then supported extended development of the prototype through funds received from the Province of Manitoba, Municipal Relations, Community Initiative Grant, and from CIBC, along with donations made to the Friends of Upper Fort Garry.

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CanNECT™ DEVELOPED BY CANTALK (CANADA) INC. What is CanTalk?

WINNIPEG – Maureen Mitchells, CanTalk's Founder, President and CEO, is eager to share when asked what her company is all about. "At CanTalk it's live language services, delivered by real people, in real time – 24/7/365."

"We offer more than 200 languages, connecting clients requiring interpretation over the phone, to a network of translators/interpreters within a minute, or within seconds in the case of customer care language services."

"Very quickly, we can become a seamless, and highly effective language extension to the existing operations of any business," she explained.

As the first language company of its kind in Canada in 1995, CanTalk specializes in IMMEDIATE language and cultural services provided by phone, on-site, e-mail and the internet.

Today CanTalk's language products and services are conveniently and affordably accessed throughout the North American and global marketplace by businesses, governments, and not-for-profits.

Starting out on Empress Street in Winnipeg more than 20 years ago, in a four-seat language centre, today CanTalk is located in a nearly 10,000 square foot space in Winnipeg's historic Exchange District, where all its assets, management and technical resources, language delivery platform, interpreter management network, advanced technology and telecommunications infrastructure are all under one roof.

"CanTalk's business premise is to provide language services when, where, and how the client needs it," Mitchells noted. "Our company is all about agile customization, quality delivery, and the personalization of each account with end-to-end service."

CanTalk focuses on customized, high quality, immediate and rapid response language services, supported by unique delivery methods.

"CanTalk believes the use of languages is a important value add that helps businesses effectively communicate with new customers. This can significantly increase a client's revenue base, speaking directly to their bottom line," Mitchells pointed out.

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CANTALK (CANADA) INC. Who uses CanTalk language services?

WINNIPEG – “Experience aplenty!” is how Maureen Mitchells, Founder, President and CEO describes the work her company has done. “CanTalk has a depth of experience,” she says. “We leave no language stone unturned.”

“At a national and global level we have adapted, innovated, designed, and delivered project language support to many diverse client groups. And, over the span of more than 20 years CanTalk has successfully provided language services to major clients,” Mitchells explains.

Examples past and present include:

- **Insurance Corporation of British Columbia (ICBC)** - telephone interpretation, document translation, voice recordings, and IVR implementation.
- **Teleglobe Canada** - telcom service in 90 countries, with associated language support including directory assistance, global collect calling, calling card services, and prepaid cards
- **Jenny Craig, Orvis, Sears, and Spiegel Brands Inc., Costco** (subcontract), **Office Depot** (subcontract) – a full spectrum of contact centre assistance, including bilingual CSR support
- **State of California 911** – emergency language support
- **Accenture** – interpretation over the phone (IOP) support, extending to their vast base of international clients
- **Winnipeg Regional Health Authority** (subcontract) – interpretation over the phone (IOP)
- **Employment and Social Development Canada, Service Canada, Public Health Agency of Canada, Department of Foreign Affairs and Trade, Elections Canada, Department of Consular Affairs, Service Ontario** – language support services.
- Many other **provincial departments** across Canada, numerous provincial **police services** throughout the country, as well as a number of **legal aid departments** – language support services.

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CANTALK (CANADA) INC. Testimonials

CanTalk is one of Accenture's preferred channels for over the phone interpretation services. Our relationship started with CanTalk, servicing our Canadian clients, but has since expanded to CanTalk servicing many of our global clients. The relationship continues to expand. CanTalk consistently provides a high level of quality service. CanTalk is responsive and resourceful. I am truly grateful to have such a great partner.

Jonathan Whittaker, Sourcing Specialist, Accenture

*As past chair of the Friends of Upper Fort Garry, the development of **CanNECT™** was an idea that started as a mere lunch conversation. It took on a new life as CanTalk's mind, spirit and creativity gave new form to the idea of multilingual support for the park.*

It was amazing how quickly CanTalk took a concept, and with a steady and structured process, developed this application that aligned itself so well to this distinctive site. We wanted visitors to have a new experience when visiting the park, this application did just that!

*This is a functional and practical application, that is revolutionary in its principle, because of its overall simplicity and ease of use. CanTalk is so well grounded in the work they do – **CanNECT™** was a natural extension of their experience and expertise."*

Jerry Gray, Past Chair, The Friends of Upper Fort Garry

CanTalk is a proactive company ... in each aspect of a campaign – from streamlining processes, to proposing creative new ideas, CanTalk demonstrated a thorough understanding of our needs and those of our customers.

Marilyn Riley, Senior Manager of Operations, Spiegel Brands Inc.

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CANTALK (CANADA) INC.
Testimonials (continued)

The World Trade Centre Winnipeg worked closely with CanTalk as a partner providing language services to our premiere international event, Centralia, held in Winnipeg in 2016.

For the entirety of the three-day conference, they organized and managed, in a proactive and effective manner, the conference's language requirements in every aspect.

They vetted all 50 language volunteers, and tested their level of language fluency before these volunteers were assigned positions throughout the conference.

CanTalk selected, secured and scheduled simultaneous interpreters, managed the audio booths and ensured all the sessions requiring language support received the highest quality and care.

Furthermore, CanTalk could be particularly counted upon to respond to changing language requirements as often happens with live events.

In every way they proved that respecting and offering language on the spot, is the great adjuster in developing business relationships that become meaningful for the future.

Derek Earl, Vice President, World Trade Centre Winnipeg

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