

BigAdda users can now type in eight regional languages

BigAdda, a social networking site that recently achieved a user base of over 1.5 million in a just six months, has now gone a step further and given its users an option of typing in eight Indian regional languages.

Users will now be able to chat in Hindi, Marathi, Gujarati, Bengali, Tamil, Telugu, Malayalam and Kannada.

Siddhartha Roy, chief operating officer of BigAdda.com, said in a press statement: 'Friends in a group converse in a language they're most comfortable with, where every English sentence is interspersed with colloquial terms and vice versa.'

'Most people use their mother-tongue and colloquial terms while chatting with friends. Providing a service like this not only adds an element of fun to the messages shared between friends, but also facilitates online physical behaviour.'

This venture will not only bring about personalisation to many communities across the country, but will also take BigAdda's services to a larger segment.

The unique factor in the service is that unlike older translation systems on various websites, BigAdda users are not expected to type their regional language messages by following rigid and predefined mappings.

The technology used by the networking site allows users to type intuitively, where phonetic inputs from users are automatically converted to the desired Indian language output.

The users can also type English words; will automatically get translated to the target language, without converting the actual spelling of a word to its phonetic spelling.

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