



## **Project *PlaceHow***

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Founder and CEO

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# Agenda

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Presenter information

Proposed project: PlaceHow

PlaceHow approach

What ForeignIQ can offer

Demo videos

Possible collaboration avenues

Q&A and next steps

# Presenter Information

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## Dr. Andre Valente

- ▶ CEO, Founder of ForeignIQ
- ▶ Start-up

## Earlier experience

- ▶ CEO, Founder of Alelo Inc
- ▶ CS Researcher at Univ. of Southern California (USC)
- ▶ IT manager and consultant
- ▶ Published 50+ technical articles, 3 books

## Education

- ▶ PhD in Computer Science (University of Amsterdam)
- ▶ MBA (USC Marshall School of Business)

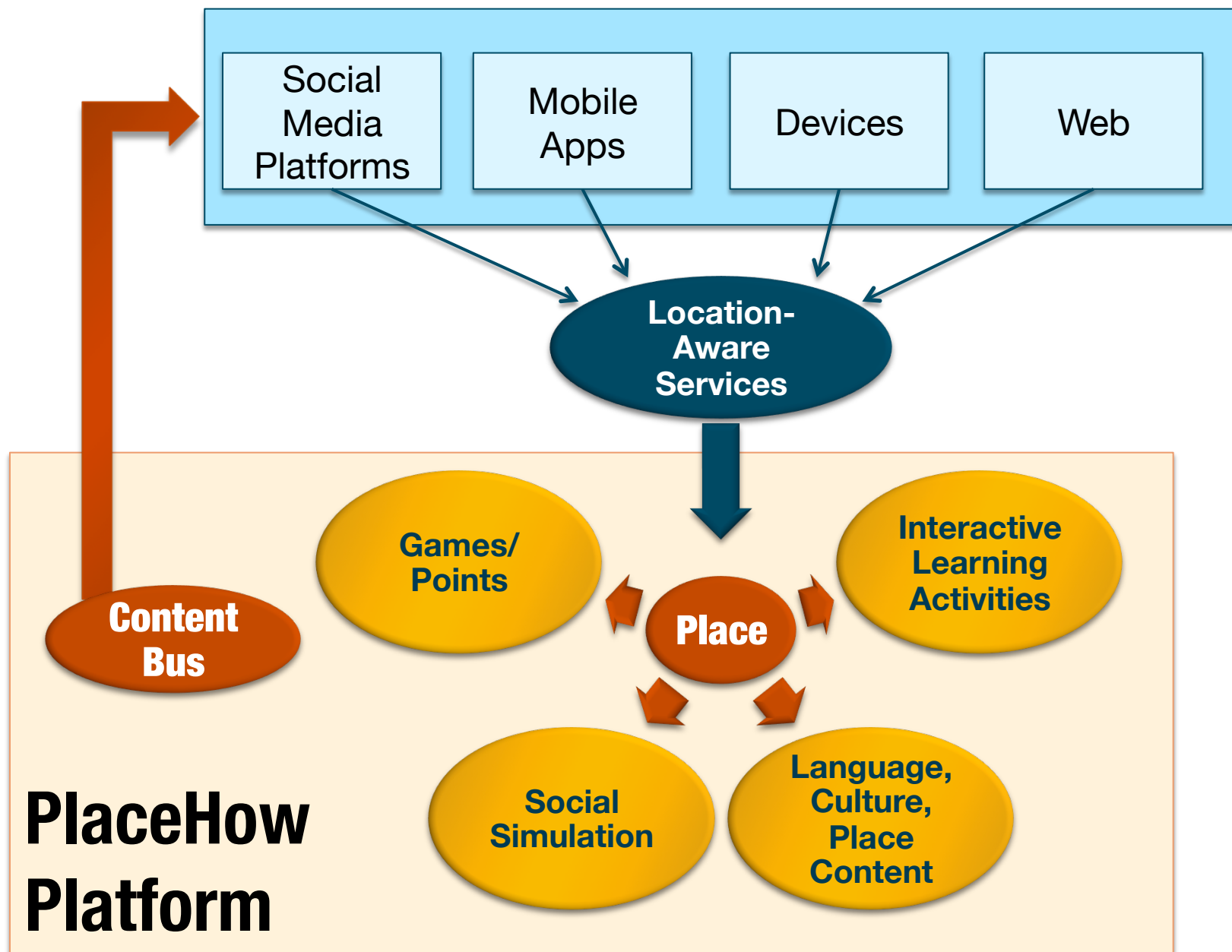
# Project PlaceHow

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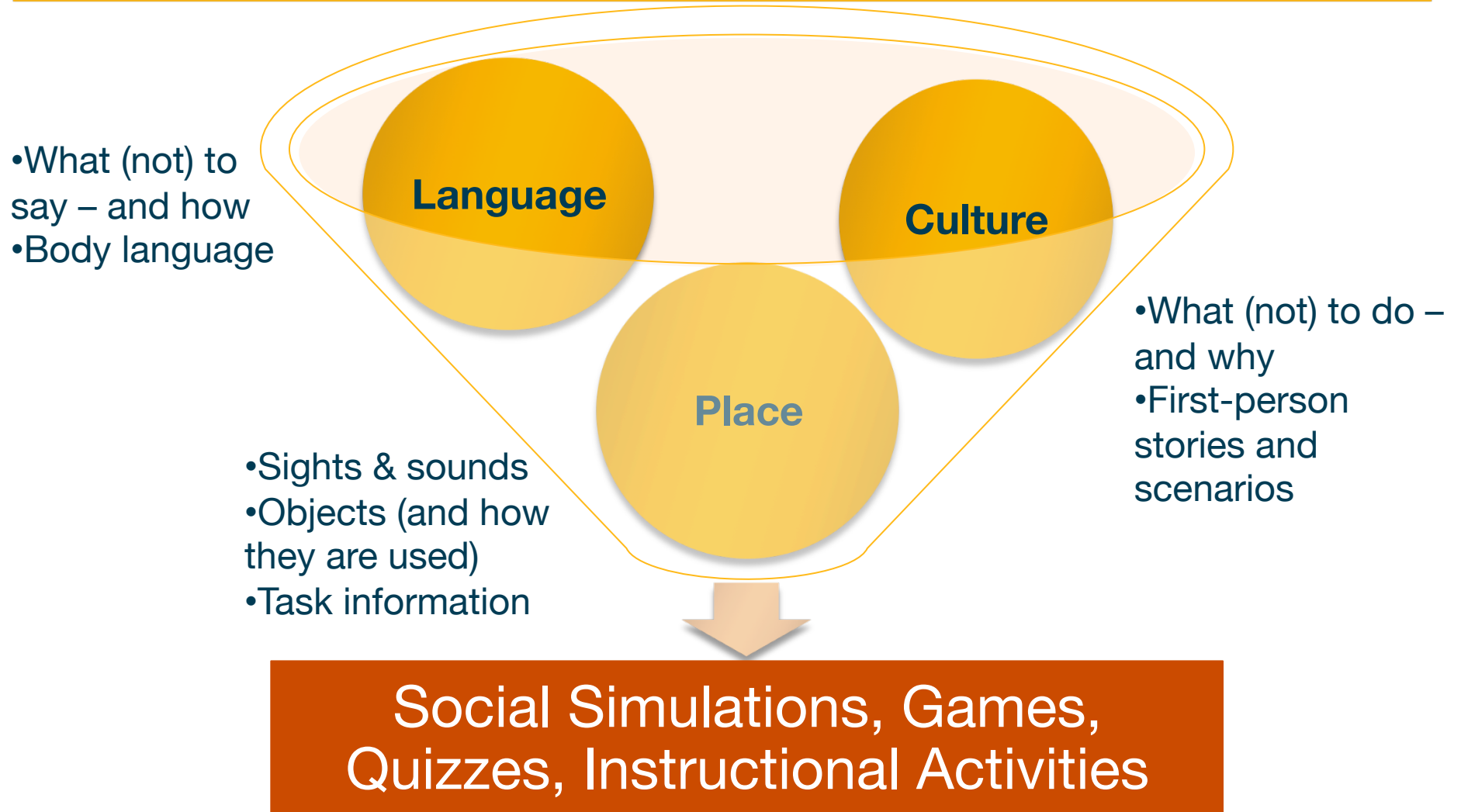
ForeignIQ developed over the past 9 years advanced technology to produce and deliver digital media to help people communicate across different cultures and languages

PlaceHow is a new platform that leverages and extends ForeignIQ technology to produce and deliver inter-cultural, how-to digital media on demand to mobile devices via location-based services

We propose to establish joint ventures with Daegu companies and research groups to develop and commercialize the PlaceHow platform



# PlaceHow Content Approach



# We Offer Proven Technology to Develop Intercultural, How-to Digital Media

ForeignIQ has proven, patented technology to teach task-based communication across languages, cultures

- ▶ Used by more than 30k US troops going to Afghanistan, Iraq, etc.
- ▶ Real science (pedagogy, linguistics, anthropology, AI)

Technology and content developed over past 9 years (\$20M investment) by ForeignIQ and its predecessors (Alelo, USC)



***[What I learned] allowed me to create a stronger bond with the people [...] our area was more stable and the people began to aid us in our mission. (US Marine quote about using Tactical Iraqi)***

# Brief History

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**2002-2005:** DARPA Tactical Language project develops initial technology and prototypes (Iraqi, Levantine Arabic)

**2004-2010:** Advanced technology and products to teach language and culture delivered to US, Australia, UK military & intelligence personnel

- ▶ Tactical Language trainers for Iraqi, Pashto, French, Dari, Indonesian
- ▶ Virtual Cultural Awareness Trainers (VCAT) for Horn of Africa, North Africa, Afghanistan, South America

**2010-2011:** Development of digital media products to help consumers communicate across different cultures and languages



# Demo Videos

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Social Simulations

Games

Quizzes

Language and Culture Instructional Activities  
(Mixed-reality virtual humans)

# Daegu/ForeignIQ Collaboration Avenues

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## Possibilities:

- ▶ Joint research project with ForeignIQ, Daegu researchers (possibly UCI)
- ▶ Joint venture with Korean companies
  - ▶ Telecom (NK Telecom)
  - ▶ Media (NHN)
  - ▶ Mobile devices (Samsung, LG)

## Sample target applications/prototypes:

- ▶ PlaceHow Daegu Virtual Tourist Aide
- ▶ Daegu Virtual Medical Center
- ▶ PlaceHow Virtual US Mall