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Company News: Page (1) of 1 - 08/20/13 email article print page

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Financing Specialist Sohmer Comments On Facebooks Acquisition of Mobile Technologies

AUGUST 20, 2013 --

Bohemia, NY (PRWEB) August 20, 2013

On August 20, Alec Sohmer, prominent financing specialist, comments on an article published by International Business Times, which details Facebooks acquisition of Mobile Technologies and how the company could boost its mobile advertising strategy.

According to an article published by International Business Times on August 13th titled Facebooks Latest Acquisition of Mobile Technologies Could Help Expand Its Global Reach and Mobile Presence, the social networking giant recently bought Mobile Technologies, a company that specializes in speech recognition and machine translation technologies. Mobile Technologies launched a successful app called Jibbig in 2009, which could translate over 25 languages, the article says.

The acquisition comes as no surprise, the article says. Facebook recently announced that it had plans to incorporate voice commands into its online platform in the future, which could possibly give users the ability to navigate pages by speaking. The article says, Mobile Technologies speech recognition and machine-translation expertise also could help Facebook support cross-language chats, or let users post Facebook news feeds in one language and then display them in a different language of their choice.

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Alec Sohmer, financing specialist with Plymouth Rock Capital, says this was a smart acquisition for Facebook. Mobile Technologies was a good buy for Facebook, he says. Its a medium-sized, Pittsburgh-based company with a great product that makes sense for Facebooks future. Facebook has always been a frontier, looking for the next trend in communication. As more and more people begin to use smartphones to browse social media apps, it makes sense for Facebook to acquire a company that can help make use of speech recognition. If Facebook designed a platform that responded to voice commands, it would be unlike any other social network available. Im sure that would increase its international advertising revenue and user base, leading to a bigger profit.

Alec Sohmer is a strategic business leader with 20 years of Board-level experience. He has served in many interim management positions for businesses requiring significant turnaround or restructuring He is able to increase revenue streams by utilizing a variety of line management techniques. In his two decades of experience, he has dramatically increased revenues of businesses by identifying untapped markets.

Read the full story at <http://www.prweb.com/releases/alecsohmer/08/prweb11031954.htm>.

Page: 1

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