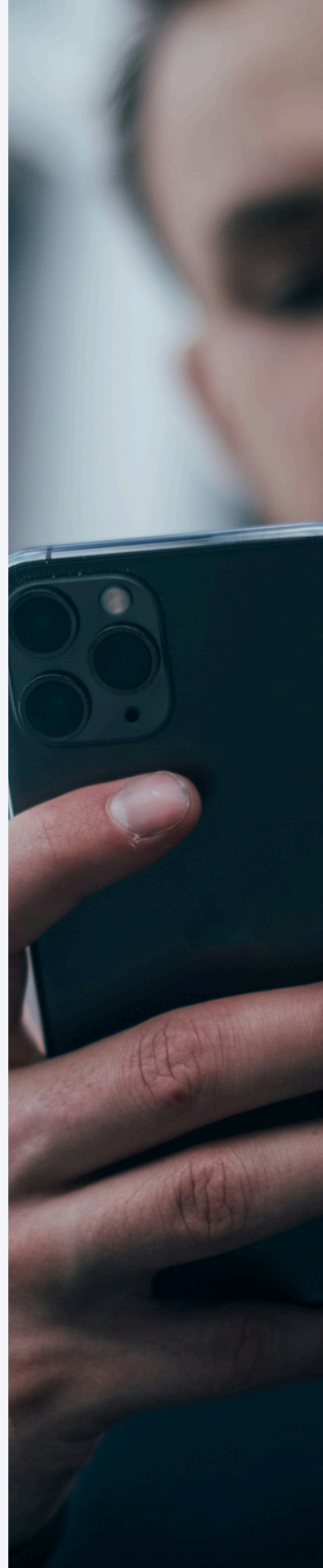


**Oxford**Languages

# MobiSystems Case Study





## The Product

For more than 20 years, [MobiSystems](#) has partnered with Oxford Languages to deliver world-class dictionary solutions to users across the globe. Their flagship product, the Oxford Dictionary Mobile App, brings together 15 authoritative Oxford dictionaries in one seamless experience, offering unmatched linguistic precision and comprehensive coverage.

Designed for a diverse audience, from professionals and academics to students and word enthusiasts, the app supports users in mastering vocabulary, pronunciation, and effective communication. With advanced features like voice search, camera search, audio pronunciations, and offline access, the Oxford Dictionary app is more than a reference tool — it's a dynamic language companion.

Whether users are preparing for exams like IELTS or TOEFL, crafting impactful content, or navigating multilingual environments, MobiSystems ensures they have the trusted resources they need at their fingertips.

[Learn more about MobiSystems.](#)

## The Oxford Dictionary app offers:

- **Multilingual support:** English, French, Spanish, German, Russian, Italian, Portuguese, Chinese, Japanese, Hindi, and more.
- **Advanced search features:** Voice search, camera search, fuzzy search, and autocomplete.
- **Offline access:** Full dictionary functionality without internet connectivity.



*Our mission is to empower effective communication and continuous learning, offering users the tools to explore language's richness at their own pace.*

**Bilyana Elenkova-Georgieva**

Marketing Expert | MobiSystems



# The Problem

As the digital landscape evolved, MobiSystems faced a critical challenge: how to transition Oxford's renowned print dictionaries into a mobile-friendly format without compromising on quality or reliability.

Users demanded instant access, portability, and accuracy, but existing solutions often fell short, especially when it came to pronunciation, synonym discovery, and intuitive search.

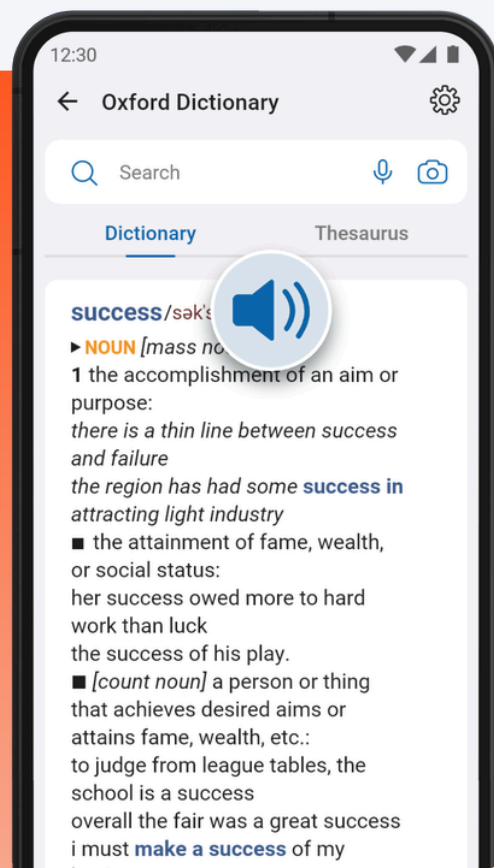
The need for a comprehensive, authoritative, and user-friendly language tool became increasingly urgent. MobiSystems recognized that their users required a solution that could meet diverse linguistic needs in real time, across multiple languages and contexts.



*People were moving away from bulky physical books and needed real-time access to accurate word definitions, pronunciations, and synonyms — especially when on the go.*

**Bilyana Elenkova-Georgieva**

Marketing Expert | MobiSystems



## Key challenges

01

Transitioning from bulky print formats to mobile-friendly solutions.



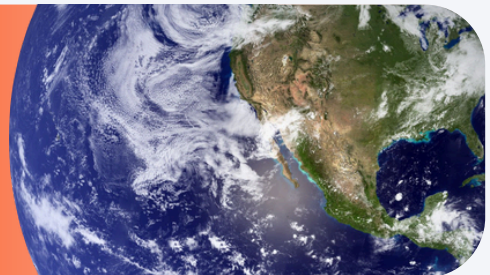
02

Ensuring linguistic precision and reliability in a digital environment.



03

Meeting the diverse needs of global users across different languages and professions.



04

Providing offline access and intuitive search capabilities.



05

Delivering high-quality audio pronunciations to support spoken language learning.





## The Solution

MobiSystems turned to Oxford Languages to meet this challenge head-on.

By integrating Oxford Languages' trusted linguistic data into their mobile app, they transformed the user experience — bringing the depth and authority of Oxford Dictionaries into the digital age.

This enabled  
MobiSystems to offer:

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Over 1 million words, phrases,  
and definitions across 15  
languages.

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Audio pronunciations by native  
speakers for precise learning.

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Advanced search tools including  
fuzzy, voice, and camera search.

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Offline access, ensuring usability  
anytime, anywhere.

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Specialized content for  
academics and professionals.



Behind the scenes, MobiSystems used custom scripts and Google Cloud infrastructure to deliver fast, reliable access to Oxford's data.

The implementation was smooth and flexible, allowing users to switch between online and offline modes effortlessly.

## The results

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User engagement increased significantly



App ratings and feedback improved

MobiSystems praised Oxford Languages not only for the quality of the data but also for the freedom to innovate, the responsiveness of support, and the trust placed in their technical expertise.



## *Mobilingo*: The next chapter in language learning

Building on the success of the Oxford Dictionary Mobile App, MobiSystems launched *Mobilingo*, a dedicated subsidiary focused on redefining the mobile language-learning experience. Mobilingo inherits the same commitment to excellence that made the Oxford Dictionary app a global success, and is now expanding its reach with a fresh vision for the future.

Mobilingo's mission is to empower users through innovative mobile apps, meaningful content, and intuitive tools that support lifelong learning. Inspired by the precision and authority of Oxford's linguistic data, Mobilingo is developing new solutions that help users unlock their full potential — whether they're mastering a new language, preparing for exams, or simply exploring the richness of words.

With a user-first approach and a passion for continuous improvement, Mobilingo is shaping the next generation of language-learning technology.

Learn more about Mobilingo here:

[mobilingo.ai](https://mobilingo.ai)

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*The combination of Oxford's authoritative data and our tech-driven solutions has enabled us to create something truly impactful for our users.*

**Veselina Neycheva**

Managing Director | Mobilingo



## Learn more about Mobisystems

Explore MobiSystems and discover how their innovative apps are helping millions master language and communication.

Visit their website:


[mobisystems.com](https://mobisystems.com)


DOWNLOAD THE OXFORD DICTIONARY APP:



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