

**Oxford**Languages

# Kobo Case Study





## The Product

Kobo Inc. is renowned for its award-winning eReaders and innovative applications that bring the joy of reading to users worldwide. Their eReaders are celebrated for their high-quality displays, user-friendly interfaces, and extensive features that cater to diverse reading preferences.

Kobo offers a wide range of eReader models, each tailored to meet specific needs and preferences. They have a global user base, with a vast range of models, including the Kobo Elipsa, Kobo Forma, Kobo Libra H20, Kobo Clara HD, and Kobo Nia, each providing unique features ranging from mark up to waterproofing.

Their eReaders are supported by an ecosystem of applications and services. The Kobo app allows users to access their library across multiple devices, ensuring they can pick up where they left off, whether they're on their eReader, smartphone, or tablet. They also offer a vast online bookstore with millions of titles, from bestsellers to indie publications.

Kobo's commitment to enhancing the reading experience extends beyond hardware and software. They actively engage with the global reading community, offering personalized recommendations, curated reading lists, and exclusive content. Their dedication to innovation and user satisfaction has earned them a loyal customer base and numerous accolades in the industry.

# The problem



eReader users often encounter words they are unfamiliar with, which disrupts their reading experience. This interruption can be particularly frustrating when engrossed in a compelling story or complex text. To understand the meaning of these unfamiliar words, users typically need to pause their reading and turn to a separate resource, like an online dictionary or search engine. This process not only breaks the flow of reading but also requires additional time and effort, detracting from the overall enjoyment and efficiency of using an eReader.

Users prefer a seamless and uninterrupted experience. This challenge is compounded for users who may not have immediate access to the internet. As a result, the convenience and portability of eReaders are undermined by the need for external tools to enhance vocabulary comprehension.





# The solution

The Kobo team developed a look-up dictionary and translation tool within the eReader. They wanted to make definitions, example sentences, and translations immediately accessible, to create a seamless experience for their readers.


They needed data to do this, and by partnering with Oxford Languages, we worked together to determine the best solution for their dictionary display needs. As a result, utilizing a range of our monolingual and bilingual datasets, across a wide range of languages, we developed a bespoke solution for Kobo's built-in dictionary feature, allowing their users to simply highlight unfamiliar words and access a definition within the device.


Kobo receive dedicated data structure support from Oxford Languages to assist with the integration stage, enabling smooth ingestion of new languages. With a variety of data formats available to us, we offered a uniform structure across all datasets and languages. This allowed for easy integration and enabled Kobo to offer a wide range of languages to their end users, including our Spanish, Portuguese, German, Swedish, Turkish, Italian, and English monolingual and bilingual lexical data.

With Oxford Languages' data, Kobo is able to provide a seamless experience for their users, with the confidence that our comprehensive coverage and regular updates allow their customers to access the most up-to-date dictionary content. Our longstanding partnership provides Kobo with reputable data they need to keep their award-winning products up-to-date, and positively impacts their end user experience. Oxford Languages offers one point of contact, one source, for all their dictionary data needs.

# Contact us.

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language data.

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