



NEWSCI™

INSIGHT RESERVOIR™

NATURAL LANGUAGE PROCESSING

All the talk about qualitative data analysis is for naught if you can't understand language as it is spoken. That is what Natural Language Processing (**NLP**) is all about.

Just as you know what a person is saying when you hear, "I'm hungry, I want an apple" vs. "I really want an Apple™ instead of a PC," so now can a computer.



NewSci NLP

gleans actionable insights from your unstructured data including:



EMOTION

Joy; sadness; anger; fear; and disgust.



LANGUAGE

Confident; tentative; and analytical.



SOCIAL TENDENCIES

Openness; agreeableness; conscientiousness; extroversion; and emotional range.



CONVERSATIONAL TONE

Frustrated; sad; impolite; neutral; polite; excited; and satisfied.



SENTIMENT IN CONTEXT

Positive; neutral; and negative.



ENTITIES

The people, places, and things important to your organization.

NewSci SPEECH RECOGNITION

uses models customized to your organization; the domain in which you operate; the quality of your recordings; and even local and regional dialects to deliver the highest level of transcription accuracy.

NewSci ONTOLOGY

captures your organization's domain and unique characteristics to enable deep [Natural Language Understanding*](#) analysis and [Natural Language Generation*](#). Your NewSci Ontology will be your Rosetta Stone for unlocking the value hidden in your unstructured data.



* NLU

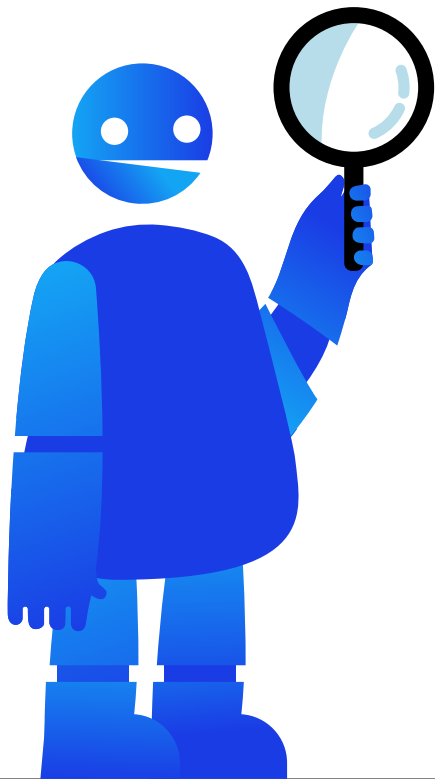
NATURAL
LANGUAGE
UNDERSTANDING

* NLG

NATURAL
LANGUAGE
GENERATION

NLU breaks down text into its parts, the same way your brain does. It recognizes nouns, verbs, and adjectives as well as entity types: people, places, and things. **NLG** is then able to generate natural language based on a knowledge base.

YOUR
NEWSCI
ONTOLOGY



Cognitive Computing

Understands natural language

Generates and evaluates evidence-based hypothesis

Adapts and learns from training, interaction, and outcome

CONTACT

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