Based on machine learning

We use deep learning and advanced statistical methods to learn new languages, topics and word connections automatically. This enables us to get a deeper sense of the meaning of text, when we analyze.

Unlike traditional linguistic methods, we:

→ Add new languages quickly.

→ Can easily do specialized learning on certain types of language (news, social media, scientific, medical, etc).

→ Get deeper meaning of language automatically from existing text. We know for example that *Messi*, *football* and *goals* are related; and literally millions of other connections.

→ Are robust against grammatical errors and misspellings.

→ Use no user-defined dictionaries ⇒ quick deployment. Easy to dynamically modify categories and explore data.