

A more comprehensive internet service from Immowelt.de thanks to Voice Reader Web

Immowelt AG

Real estate information is one of the most frequently searched topics on the internet. Immowelt AG is the leading provider of a full range of IT services for the real estate sector and runs one of the most-visited real estate portals in Germany, Immowelt.de. Their success is measurable: every month, 64 million advertisements are viewed, and 960,000 real estate offers to buy, sell and rent are posted. Particular value is placed on ensuring that the property is presented clearly and on excellent user-friendliness. The Linguattec Voice Reader Web online read-aloud function is integrated into the real estate descriptions and thus complements the complete multimedia package of the popular and successful real estate platform.

Automatic reading aloud of websites

Voice Reader Web is an online service that automatically reads aloud the content of websites. The lean Java tool is discreetly incorporated into the website via a Read button. The page content can be played as required at the push of a button by means of a specially adapted Flash Player. No additional installations are required by visitors to the website. The excellent quality reading voice uses a pleasantly natural pronunciation and correct intonation. This outstanding service is made possible by the Voice Reader technology, which is based on extensive speech recordings of trained speakers.

New audio texts are composed automatically from the smallest phonetic units using the sample recordings. The natural sound pattern of the sentence is realized by intelligent algorithms.

Appeal and efficiency – even on the move

For real estate professionals it is clear: choosing the right property requires careful consideration. However, it is still all too easy when reading on a computer screen to glance through a description too quickly and consequently overlook relevant information. The Voice Reader Web read-aloud service, which is free of charge to the customer, allows visitors to the website to listen to the texts and take in the images simultaneously. The files can be downloaded in mp3 format, so customers can also listen to any advertisements which catch their eye without having to sit at the computer. The property descriptions can therefore be listened to on the move on an mp3 player or mobile, as well as on an iPod or iPhone.

Creating added value through an additional service

"The aim is to ensure that our customers find the right property for them, and to see to it that they can do so in peace," explains Ralph Stegmann, Head of Internet Development at Immowelt. The read-aloud function is at the same time a unique selling point, which reinforces Immowelt.de's position as one of the most important real estate portals in Germany. "Immowelt.de is one of the front runners in terms of price-performance ratio, satisfaction and service quality," says Carsten Schlabritz, CEO of Immowelt AG. "With the innovative read-aloud function we are offering another convenient service that clearly sets Immowelt.de apart from other real estate portals."



Requirements for the desired dubbing software:

- professional pronunciation and natural emphasis for good audibility
- simple and quick creation of audio files
- excellent sound quality
- convenient pronunciation correction





Outstanding pronunciation quality

The critical factor when it came to purchasing Voice Reader Web was the convincing pronunciation quality. "Even in the evaluation phase, we were very impressed by the pleasant voice and good audibility of the read-aloud service," states Stegmann. During a test phase, online services from different providers were compared. It wasn't just the pronunciation quality that put Voice Reader Web in front. Combined with the fact that it offered extremely good value for money, its outstanding quality clinched the decision to purchase.

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Overwhelming response

The number of customers using the service has surpassed even the high expectations of the Product Management team. "We were astounded by the huge response," says Stegmann. Even during the startup phase the service was surprisingly well-used, which proves website visitors' high level of interest in the read-aloud service.

Support and advice from Linatec

Installation of the read-aloud service involves the simple implementation of a Read button, which is then customized to match the corporate design of the website. "We are very happy with Linatec's support. The service is extremely simple to install and use; minor queries are rectified quickly and without problems." As a result of the great success, Immowelt plans to extend the dubbing of the website beyond the central advertisements in the future.

Linatec is the leading provider of language-technology software for office use. Key areas are automatic translation, language recognition and speech output. Linatec offers software ranging from desktop solutions to comprehensive solutions for multilingual corporate communication in internal company networks.

References:



Further application areas can be found on our website: www.linatec.net.

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