



PROPOSED VENDOR PROGRAMME FOR JIAMCATT 2019

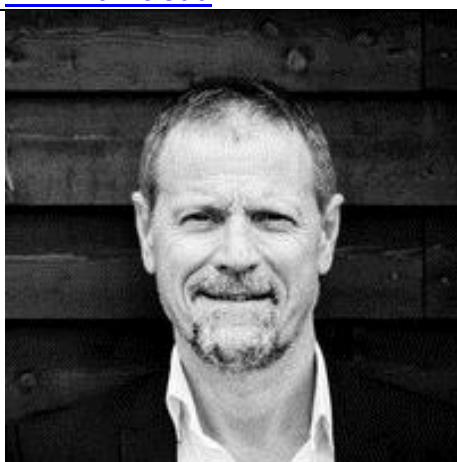
	<p>Knowledge-based MT</p> <p>Although NMT is approaching human parity the algorithms have no real understanding of text. Adding human knowledge improves the processes before and after machine translation decisively. In concert with Multilingual Knowledge Systems NMT becomes a game changer.</p>
<p>Jochen Hummel CEO Coreon www.coreon.com</p>	
	<p>The CAT Tool in the Age of AI</p> <ul style="list-style-type: none"> - A brief history of the CAT tool - Current translation technology landscape - Overview of AI-powered features in today's translation tools - The potential of AI and tomorrow's translation technology products - Are enterprise and government localization strategies ready for AI?
<p>David Canek CEO Memsorce www.memsorce.com</p>	



Andrzej Zydrón
CTO
XTM International
www.xtm.cloud

Critical Review of AI Regarding Localization

AI has garnered much hype over the past few years. Zydrón provides a realistic definition of AI: what is intelligence; how can it be defined; what is the mathematical basis for intelligence; how does it differ from so called 'expert systems', as well as detailing the theoretical limitations of AI and what is actually achievable. The presentation will detail the actual practical potential of AI as well as its limitations and pitfalls when human beings interact with AI systems.



Robert Etches
CEO
&



Anna Pietruszka
Business Model Creator
Exfluency
www.exfluency.com

Transforming the Business Model: from CAT, Commoditisation and Middlemen, to NMT + Text Enhancement, and Peer-to-peer Trust

If, in 2018, €50 billion could not even generate 0.1% of multilingual digital content, and even the EU and the UN with their expansive translation budgets cannot meet the insatiable demand for multilingual communication then, obviously, there is a need to question the current model. After 30+ years, why are we still working with word rates, CAT discounts, and stressed and disgruntled translators? Why, as seen in other business sectors, can't new technology and mindsets also be applied to language? In this UN Year of Indigenous Languages, rather than fixating on shaving half a cent off an 84% hit, we should be looking at ways to help languages thrive. What if we could create an ecosystem, a community, in which linguists, subject-matter experts and buyers all benefit? Well we can. It involves bringing together blockchain and language technology, fiat currencies and a token economy, and an irrevocable proof of trust in the ability of linguists to perform in their areas of expertise. A new business model for the 2020s.



Sara Szoc
Senior Language Engineer
CrossLang
<http://www.crosslang.com/en>

The APE-QUEST Project: Adding a Quality Gate to eTranslation

We present the APE-QUEST project, an EC-funded project (2018-2020) which involves a consortium consisting of CrossLang, Unbabel and the University of Sheffield, and adds a quality gate to eTranslation, the EC's machine translation system. The purpose of the gate is to ensure that the eTranslation output can be made suitable for users of all Public Administrations and DSIs (Digital Service Infrastructures). The latter deliver networked cross-border services for citizens, businesses and public administrations. DSIs focus on areas such as public procurement and online dispute resolution. In order to tackle terminological issues and problems related to a lack of domain-specific knowledge in the MT system, the quality gate performs automatic quality estimation (QE) of the MT output. Depending on the resulting score and the quality requirements, the following scenarios apply: the output is considered as the final output, the output is corrected through automatic post-edition (APE) and submitted to QE again, or the output is sent to a human posteditor. The QE and APE systems are trained on domain-specific post-edited MT output. The consortium will test the quality gate through several use cases, in collaboration with a number of DSIs.



Brahim Aïoun
Business Development Manager
&

How Agile & Continuous Localization Processes will impact translation teams

While “Agile” and “Continuous” are notions most often associated with software development-related activities, it has progressively impacted the way we define translation and localization processes. Most organizations with multilingual websites, applications or user interfaces are adding training on their team’s agenda in order to adhere to this trend in the mid-to-long-term. It is however not a localization process that



Agathe Saunier
Localization Customer Experience Manager
Wordbee
www.wordbee.com

can be implemented without preparation. So how do we get translation teams ready?

In this presentation, we'll address:

- the advantages and drawbacks of implementing Agile against more traditional methodologies,
- the positive impact of aligning a localization strategy with Agile development processes,
- the key steps project managers or any other stakeholder should take in order to achieve this goal.



James Anderson
CEO
Linguali
<https://is.linguali.com/en/>

Future Perspectives of Interpretation: the Good, the Bad and the Ugly

Market changes already happening now from the perspective of:

- Interpreters
- LSP's
- Equipment providers
- End customers

The dichotomy between expectations vs. what is possible.

Future perspectives :

The good: new opportunities for interpretation professionals, increased access for end users (meaning people can communicate in their own languages rather than having to use English as the global Lingua Franca c.f. language equality), overall reduction costs of accessing interpretation

The Bad & the Ugly: Uberisation and offshoring of interpreters, degraded working conditions, leading to commoditisation of interpreters / unhealthy competition, pauperisation of interpreters in wealthier countries, and substandard quality - LSP's providing interpretation solely as a means to keep translation contracts and thus not perceiving interpretation as an added-value service, grey-market and low quality equipment.