META-NET

Preliminary Findings of the Vision Group Translation and Localisation

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About the Speaker

□ Translator, terminology management, corporate communication and language technology business for 20 years

□ Project manager Machine Translation at Volkswagen HQ, Germany

Vision Group
Translation and Localisation

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- ❑ **Fields:** Technical documentation, consumer information, official bulletins, user interface localisation, translation services, information gathering etc.

- ❑ **Stakeholders:** Software companies, large users of translation and localisation services, Language Service Providers, etc.

- ❑ **Organizers:**
  - ▪ Hans Uszkoreit (DFKI, Germany)
  - ▪ Josef van Genabith (DCU/CNGL, Ireland)

- ❑ **Meetings:**
  1. Berlin, 23 July 2010
  2. Brussels, 29 September 2010

Needs

Demand and Observations

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- ❑ Translation is an emotional topic that needs to be handled with care.

- ❑ Despite progress, the problem of HQMT remains unsolved, while "quality" still is a major problem.

- ❑ Translation is not only a linguistic business:
  - ▪ Context and common sense knowledge play a decisive role.
  - ▪ The value is in the information, entertainment, etc., not in the translation itself.

- ❑ Translation workflows and business models are not up-to-date:
  - ▪ Data and software migration are very difficult.
  - ▪ In some areas too many documents are translated with no real need.
  - ▪ *A lot of money is wasted non-productively!*

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Visions

New Workflows

Different demands require **customised solutions**, e.g.,:

|	Time	Costs	Trust/ Security	Quality	Personali- sation/ corporate ID
Outbound high quality translation (corporate, manuals, PR material, etc.)	Not critical	Can be costly	Medium	Highest possible	Important
Inbound cross-lingual information gathering	Must be fast	Must be affordable	High	Medium	Not needed
Translation for private users (online content, communication)	Near realtime	Must be cheap	Medium to Low	Medium	Would be a plus

New Workflows ctd.

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Example of a new workflow: **going upstream**

- Many (if not most) problems arise from the poor quality of source texts to be translated (spelling and grammar errors, ambiguity, missing context, terminology etc.)
- Integration of content production and translation on demand

New Architectures

- **New MT technology and infrastructure**
  - Drawing on (artificial) knowledge heavily (user needs, ambient semantics, web, etc.)
  - Sharing of data and resources: Standards needed urgently!
- **Translation brokering**
  - Brokering service sends input to domain/language/style/genre/corporate/user/etc. adapted services
  - Huge farm of highly specialised LT/MT services
  - SMEs as well as big companies offer these specialised LT/MT services
  - On demand translation
  - Transparent cost calculation

Translation Brokering

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Research and Training

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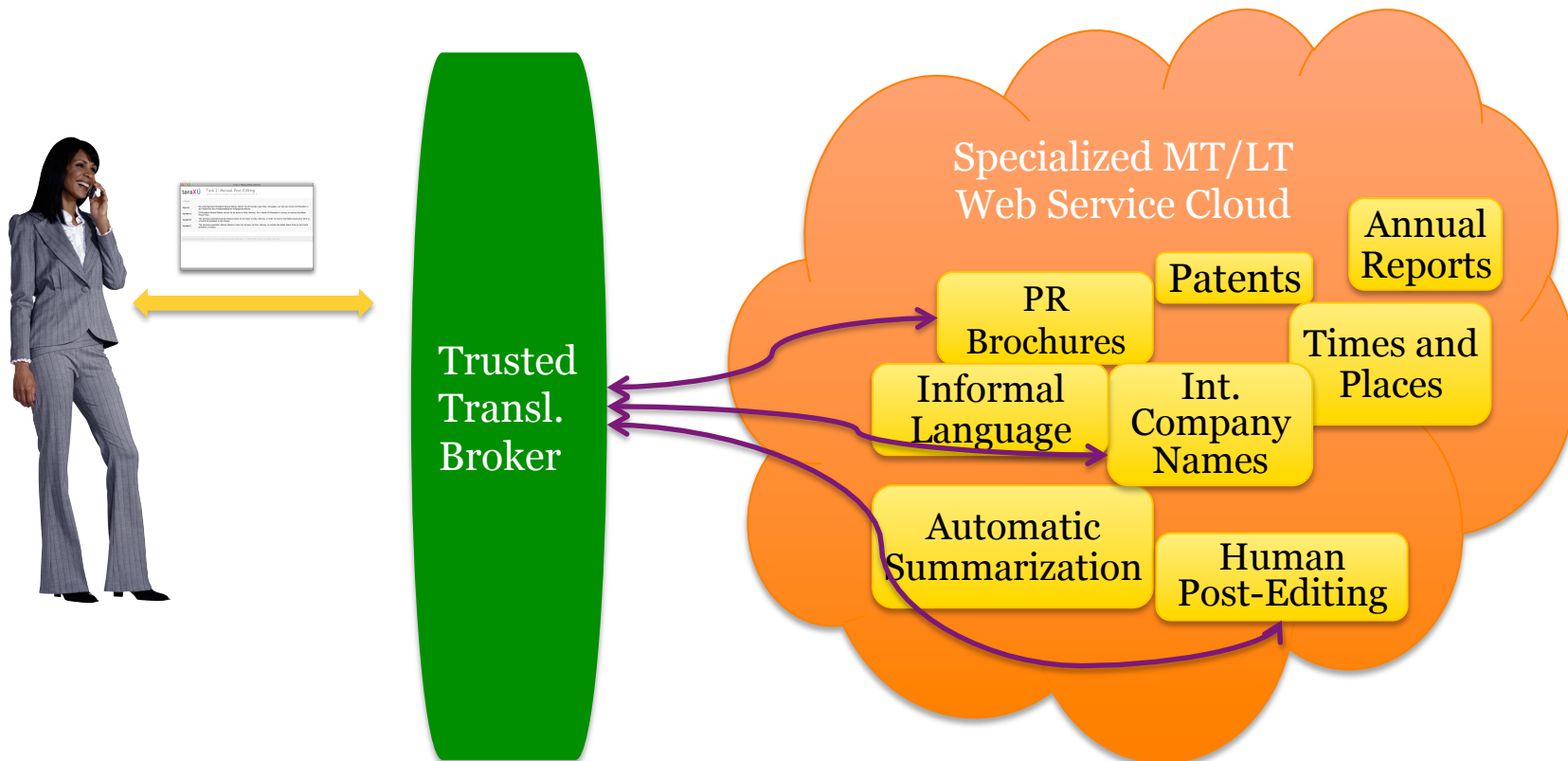
- ❑ **New Human-Centred Research Paradigm in MT:**
    - ▪ Truly hybrid processes of machines (robots?) and humans
    - ▪ Humans as providers of data, insights, quality judgements, critique, etc.
    - ▪ Humans as test users and evaluators of early MT prototypes

- ❑ **New training of people for pre- and post-editing** of MT texts (missing in current curricula for translators)

- ❑ MT/LT students should be trained in translation.

Topics with Visionary Potential META VISION

- **Domain specific**
  - New modes of research studying and involving translating humans
  - A new role for the human in the machine translation process

- **Domain independent**
  - New, transparent business models
  - New computing/deployment models
  - New ways of sharing resources and knowledge in R&D

A Final Vision:
Ambient Translation Projection