



AsLing 2019

Peter Reynolds, memoQ

9.30

Keynote speaker

⊕ Jochen Hummel (Coreon)

How to Unlock Machine Translation

For decades the basic architecture of Computer Assisted Translation (CAT) has been left unchanged. The advances in Neural Machine Translation (NMT) have now made the whole product category obsolete. While translation service providers pitch the concept of “augmented translation” to preserve their established way of operations, NMT is achieving “human parity”. That changes everything. But only if actors, tools, workflow, and business models are remodeled. When done right, human talent creates multilingual knowledge, disruptive workflows offer incredible opportunities for new players, and Language becomes the key asset for data-driven organizations.

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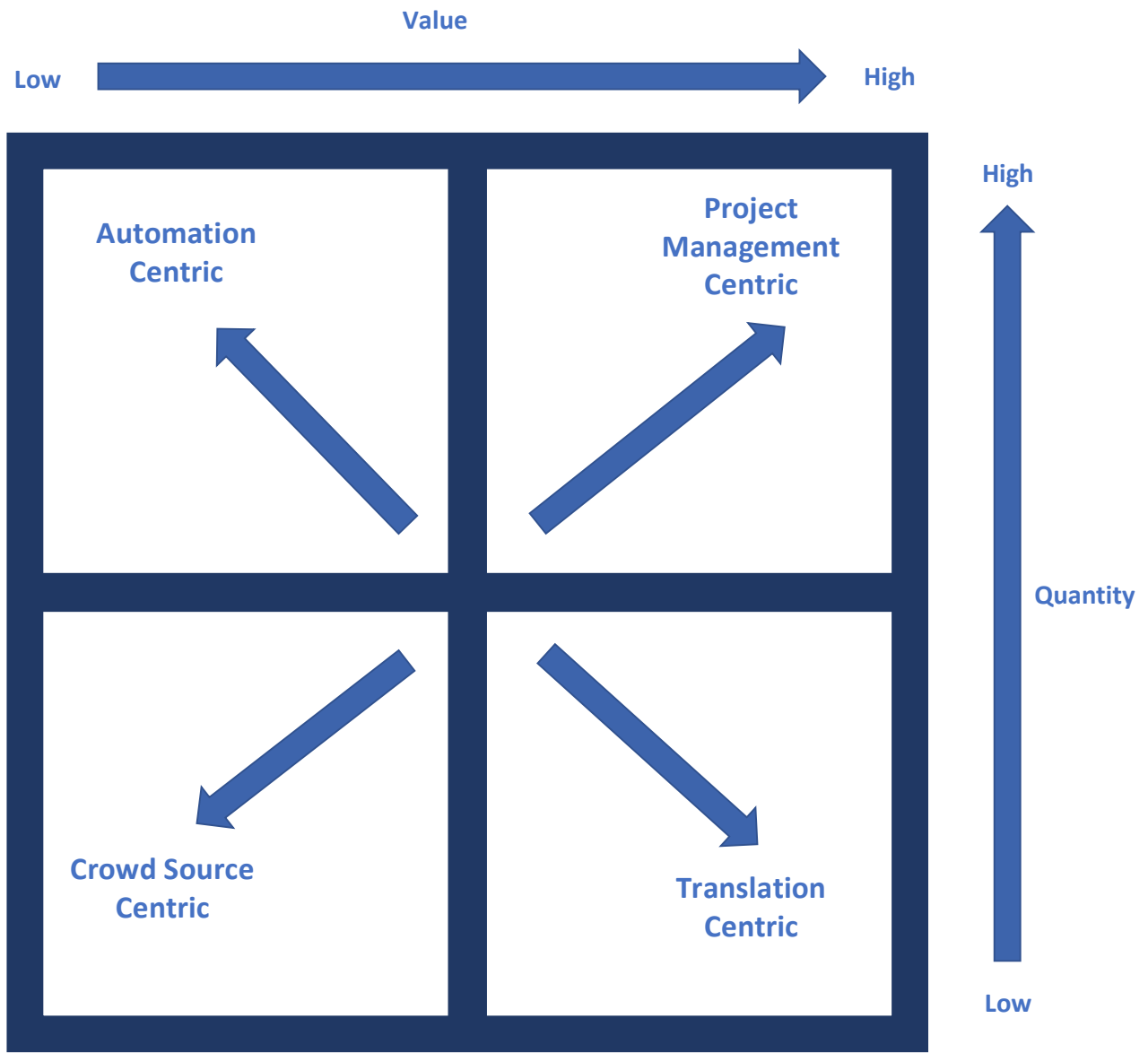
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Translation Industry



Augmented translation

Augmented reality (AR) is a direct or indirect live view of a physical, real-world environment whose elements are "augmented" by computer-generated perceptual information.

Augmented translation (AT) uses Artificial Intelligence (AI) to provide the translator with a more powerful set of tools.

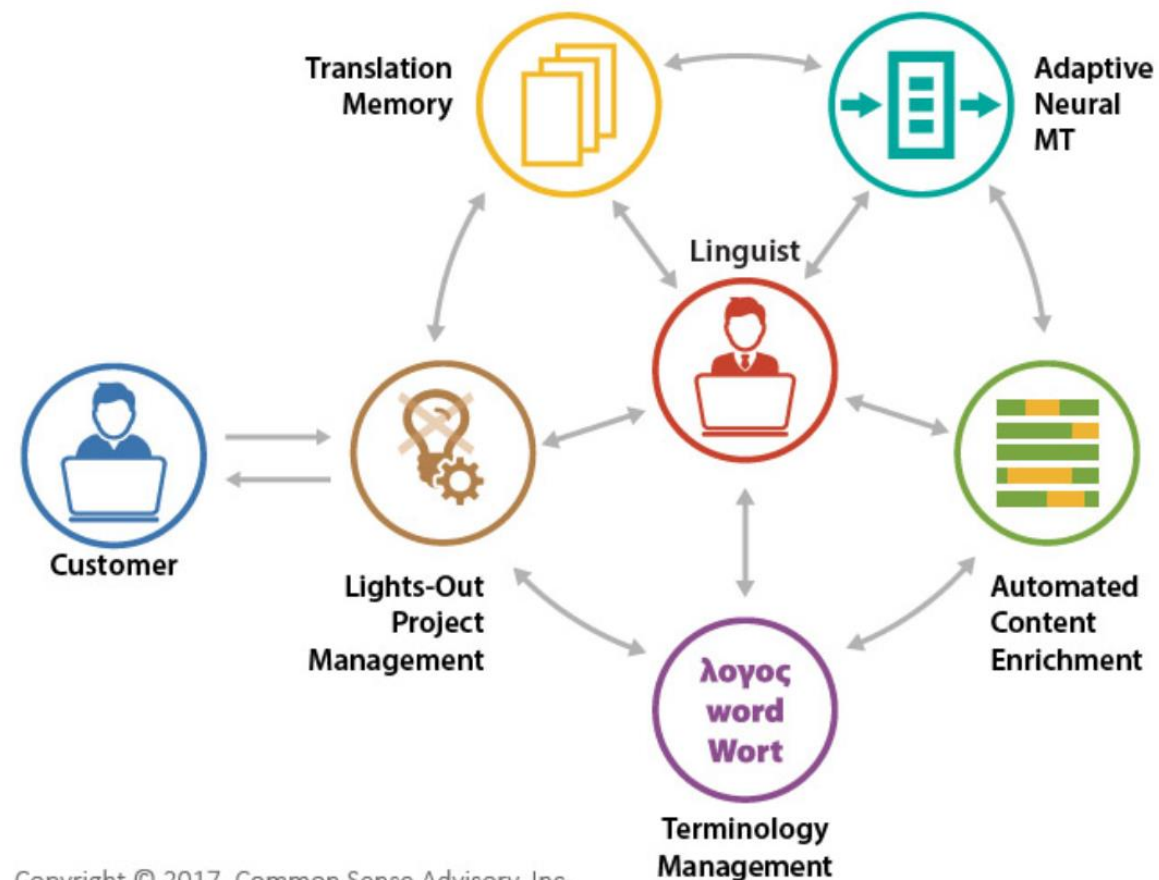


Common Sense Advisory view

- Augmented Translation puts linguists at the centre

Components

- Adaptive machine translation
- Neural machine translation
- Lights-out project management
- Automated content enrichment (ACE)



Augmented Translation



Translator

Linguistic
memory
Terminology
NMT Machine QA
Translation
Corpus
Sub-segment leverage

Technology



Personalisation

Thank you!

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