

# META strive: Making a paradise garden out of the jungles

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# GALA: The association for Europe



- 170 European companies
- 55% of GALA membership
- 32 European countries
- Most active companies
- LSPs, technology, clients



# Current [dizzoo]array



- 100 types of **DATA**
  - 1100 **CMS** systems
  - 50 **TMS** systems
  - 10 **TM** tools
  - 10 major **MTs** and 2000 Moses systems 😊
  - 50 **LANGUAGES**
- = 27,500,000,000 problems

What interoperability?

## Current disconnect:



- Process friction is high and only seems to be getting worse;
- MT is not ready for deployment, requires technological level beyond LSP capabilities;
- Technologies are like zoos; standards are not implemented;
- Clients, however, demand price level as if HQMT is real;
- LSPs are forced to juggle with skills and tools that have no relation to translation, language and SME knowledge;
- No unified technological platform exists;
- Technical overhead is too high; skilled translators and PMs spend time on operations which are not paid for by the clients;
- Technologies in general are either too expensive or proprietary;
- Tools developers seem to be absorbed with their own vision;
- Data (content) creation process lacks understanding of localization needs;
- Lack of rich metadata to ease multilingual translation process.

# Result:



LSP are trying to survive in a stormy ocean of incompatible technologies and processes, trying to swim with whatever tools are within reach.

The most advanced develop their own technologies.

Let's have a look at some shiny bits and pieces we have now:



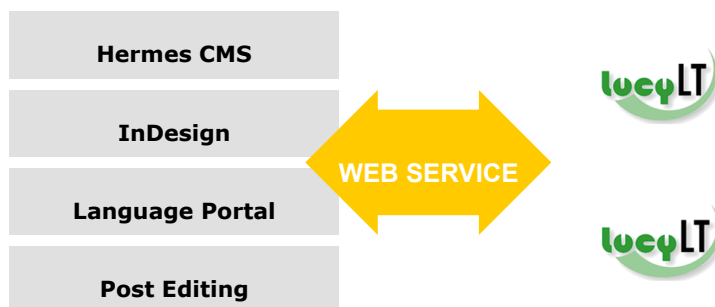


“Thinking about what customer wants and exceeding expectations.”



## La Vanguardia: Daily Quality Publication based on MT

“Rule-based linguistic system with a deep analysis and a transfer approach.”



### Environment

- Load-balancing configuration
- High reliability
- High performance
- High availability

### Hard Figures

#### Volume

- 70,000 words/day

#### Tight timeframe

- 5 hrs

#### Team

- 8 linguistic post-editors
- 20 journalists



**SUCCESS: Increase + 4% of copies, + 7% of readers**  
All other newspapers in Spain: -2% to -16%

# Text & Form: terminology focus



The screenshot shows the tf-term web application interface. At the top, there is a navigation bar with the logo 'tf & term' and language options 'ENGLISH | FRANÇAIS'. Below this is a menu with items: TERMSUCHE, TERM VORSCHLAGEN, TERMLISTE, TERMEKTRAKTION, TERMINOLOGIEN, EXPORT, IMPORT, BENUTZER, OPTIONEN, HILFE, t&f Administrator, and Logout. The main content area is divided into several sections:

- Search Section:** Includes a search box labeled 'Term suchen', a 'Suchhistorie' dropdown, and a 'Terminologien' dropdown. Below these is the text 'SEW-EURODRIVE'.
- Language Selection:** Two dropdown menus for 'Ausgangssprache' (set to 'Deutsch') and 'Zielsprache' (set to 'Englisch (USA)').
- Search Results:** Two results are displayed side-by-side:
  - Drehfeld:** Status: Erlaubt. Created: t&f Administrator 25.05.2010 14:33:04. Last modified: t&f Administrator 08.04.2011 08:50:12. Grammatical category: Nomen Neutrum. Description: 'Als Drehfeld wird in der Elektrotechnik ein **Magnetfeld** bezeichnet, das sich fortlaufend um eine Rotationsachse dreht. Drehfelder werden erzeugt, um die Wellen von **Drehstrommotoren** und selbstständig anlaufenden **Wechselstrommotoren** anzutreiben. Das Drehfeld zieht den koaxial auf der **Welle** des Motors befestigten **Rotor** magnetisch mit.'
  - rotating field:** Status: Erlaubt. Created: t&f Administrator 25.05.2010 14:33:04. Last modified: t&f Administrator 25.05.2010 14:33:04. Grammatical category: Description: 'A rotating magnetic field is a **magnetic field** which changes direction at (ideally) a constant angular rate. This is a key principle in the operation of the **alternating-current motor**.'
- Image:** A diagram of a gear with a central rotor and a blue arrow indicating rotation.
- Translations:** A list of translations for 'Drehfeld' in various languages: el περιστερόμενο πεδίο, es campo de giro, fi kiertokenttä, hu forgómező, it campo rotante, nl draaiveld, no rotasjonsfelt, pt-BR campo girante, pt-PT campo rotativo, sl vrtilno polje, sv roterande fält, tr döner alan, zh-CHS 旋轉磁場.

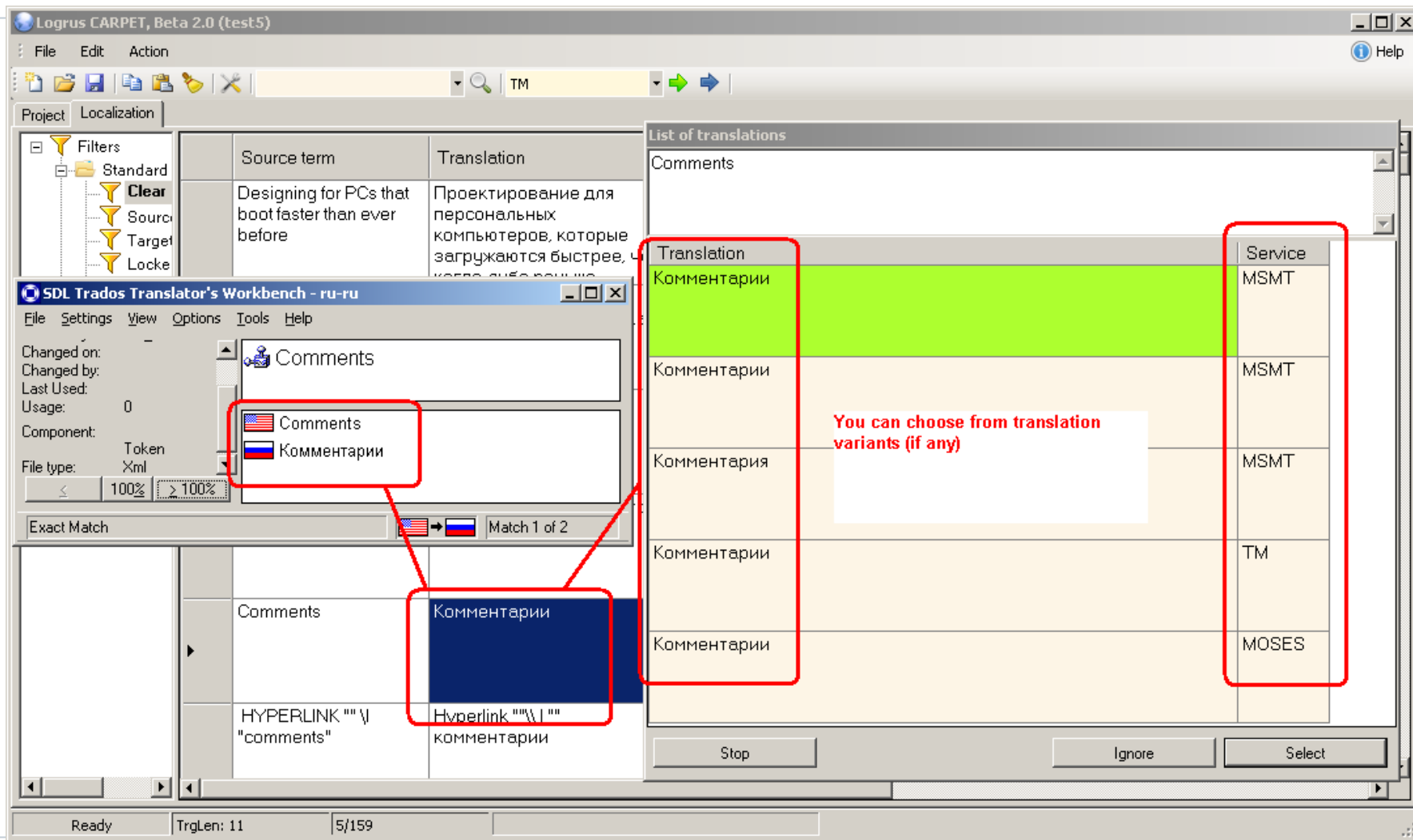


# SYSTRAN: advanced MT



- How SYSTRAN innovates in language technology?
  - **Systran Hybrid MT engine:** SYSTRAN introduced the first product (SYSTRAN ENTERPRISE SERVER 7) powered by a hybrid machine translation (MT) engine. Why investing on Hybrid Technology? Combining Rules-based Linguistic processing with Corpus-based Statistical processing gives the ability to get top quality translations.
  - **Systran Training server:** by collecting training data and running initial trainings, Systran helps enterprises to build their own customization resources (translation memories, dictionaries, glossaries). Train the software to any specific domain or business objective allows Systran customers to achieve cost-effective publishable quality translation.
- Beyond MT: the multilingual tool box!
  - Based on linguistic descriptions of 27 different source languages, Systran is now developing new derived applications:
    - Multilingual sentiment analysis
    - Multilingual name entity recognition
    - Multilingual word sense disambiguation
    - Multilingual speech translation

# Logrus: TM+MT workflow center



**Logrus CARPET, Beta 2.0 (test5)**

File Edit Action

Project Localization

Filters

- Standard
- Clear
- Source
- Target
- Locked

Source term Translation

Designing for PCs that boot faster than ever before	Проектирование для персональных компьютеров, которые загружаются быстрее, чем раньше.
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**List of translations**

Translation	Service
Комментарии	MSMT
Комментарии	MSMT
Комментария	MSMT
Комментарии	TM
Комментарии	MOSES

You can choose from translation variants (if any)

SDL Trados Translator's Workbench - ru-ru

File Settings View Options Tools Help

Changed on:  
Changed by:  
Last Used:  
Usage: 0  
Component:  
File type: Xml  
100% > 100%

Exact Match

Comments	Комментарии
HYPERLINK ""\  "comments"	Hyperlink ""\  комментарии

Ready TrgLen: 11 5/159

# The FUTURE?



How do we make sure that those (and other) shiny variety of nuts and bolts will not turn into rust, but will be used to build the machine of the future?



# What next?



- We need removal of duplication of effort that will engage the most advanced ideas of today (cloud);
- With so many various technologies clearly there's a big and concrete need for innovative language technologies;
- We need serious open investment of effort into the translation technology of the future and collaboration;
- Standardization and interoperability are key;
- Data is the key; we need to change the authoring process; add massive metadata; standardize; create common, non-proprietary technology platform for productive engagement.

# META attempt



- META-NET is the attempt to bring together a fragmented field (including LT researchers, language communities, language professionals, LSPs, translators, funding agencies, politicians, etc.) under one umbrella organization: META (Multilingual Europe Technology Alliance)
  1. **GALA will bring to META knowledge of the industry – practical problems and needs – and will help to identify research themes for future research and development.**
  2. **GALA will help to prepare the architecture for a future platform of seamless multilingual linguistic services for the Europe and beyond.**
  3. **LSPs are the source of information about real production problems: what metadata is required to ease the process; what standards are working, call for common, non-proprietary technology platform for productive engagement.**
  4. **GALA has the experience of collaboration to share.**



Thank you!



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### **About GALA**

The Globalization and Localization Association is the largest global non-profit association within the language industry, providing resources, education, ideas and research for companies working with translation services, language technology and content localization. GALA member companies are vendors and buyers of language services and technologies. They deploy sophisticated multilingual strategies and proven tools to take content and products to markets around the world.