Preliminary Findings of the Vision Group
Translation and Localisation

METAVISION

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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

- **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

- 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!
Visions
New Workflows

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

<table>
<thead>
<tr>
<th>Description</th>
<th>Time</th>
<th>Costs</th>
<th>Trust/Security</th>
<th>Quality</th>
<th>Personalisation/corporate ID</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outbound high quality translation</strong> (corporate, manuals, PR material, etc.)</td>
<td>Not critical</td>
<td>Can be costly</td>
<td>Medium</td>
<td>Highest possible</td>
<td>Important</td>
</tr>
<tr>
<td><strong>Inbound cross-lingual information gathering</strong></td>
<td>Must be fast</td>
<td>Must be affordable</td>
<td>High</td>
<td>Medium</td>
<td>Not needed</td>
</tr>
<tr>
<td><strong>Translation for private users</strong> (online content, communication)</td>
<td>Near realtime</td>
<td>Must be cheap</td>
<td>Medium to Low</td>
<td>Medium</td>
<td>Would be a plus</td>
</tr>
</tbody>
</table>
New Workflows ctd.

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

Specialized MT/LT Web Service Cloud

- PR Brochures
- Informal Language
- Automatic Summarization
- Int. Company Names
- Patents
- Times and Places
- Human Post-Editing
- Annual Reports

Trusted Transl. Broker
Research and Training

- **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

- **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