# Language Intelligence

##### Session 4 (LI)

#### **Time:** 22 September 2023 - 10:15 to 13:00

#### **Chair:** Arthur Wetzel, Member of the Board of Advisors, LT-Innovate

## **Talks**

### From Homegrown to Prefabricated: Automatic Speech Recognition over the Last Decade

The last few years have seen a dramatic paradigm change in the world of automatic speech recognition. Whereas previously technology and models were typically created and trained from the ground up, today’s settings often entail large pre-trained models which are produced by a few select players and fine-tuning by speech recognition experts. The trend to build upon and refine others’ products is likely to continue and will allow non-experts to create models in a “no-code” manner in the near future. In this talk we give a brief overview of the development of speech recognition technology in the last years, present the current trends and try to provide an outlook for the near future.

| Erinç DikiciSenior Research Engineer, HENSOLDT Analytics[LinkedIn profile](https://www.linkedin.com/in/erincdikici/) |
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### HITL Is All You Need

An In-Depth View of the Significant Role of Embedded Human Experts in the LLM Application Development Life Cycle.

| Michel LopezCEO, E2F[LinkedIn profile](https://www.linkedin.com/in/michellopez/) | Jean-Charles RischHead of Technology, E2F[LinkedIn profile](https://www.linkedin.com/in/jean-charles-risch/) |
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### AI, the Next Frontier in Dubbing?

AI: these 2 letters start scaring a lot of people in the dubbing community. Will machine learning and AI be a threat or a support for dubbing professionals?

In this presentation we’ll talk about what AI is currently able to achieve in terms of voice and nuance reproduction and see what this means not only for the dubbing actors, but for the dubbing industry in general:

* AI is everywhere
* Actors' likeness
* Emotion, emotion...the latest trend
* Speed, the real game changer
* Can AI help the dubbing industry?
* Conclusion

| Jacques BarreauDean of Dubbing & Vice President – Media & Interactive Entertainment, Transperfect[LinkedIn profile](https://www.linkedin.com/in/jacquesbarreau/) |
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### Don’t Look Up: Multilingual Content Creation with GenAI

In this spotlight session we will explore the way that Generative AI and Large Language Models are changing the content creation process and understand the value and the challenges that this new AI brings to the content creation and localisation functions at an enterprise level. We will discuss the capabilities and limitations of using AI for these tasks and look at the role that human experts will play in the wider workflow. We will show how GenAI enables native content creation in multiple languages from a single brief, offering more control than Custom NMT and even surpassing the control provided by human copywriters. Anyone looking to harness the use of GenAI in their company should attend to learn how the merging of localisation and content creation can create significant shifts and can present challenges and opportunities.

| Konstantin SavenkovCEO, Intento[LinkedIn profile](https://www.linkedin.com/in/savenkov/) |
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### Dealing with the Complexity of Enterprise Content Operation- Architecting Effective Content Operations – a Technology-focused View

The complexity of Enterprise content flows has increased dramatically over the past years from what used to be authoring and translation to now including web content, SEO, graphical design, audio-visual content and relates tasks such as subtitling, dubbing, transcription and more. Having 10’s of CMS systems, multiple systems for specific content tasks such as for example Translation Management Systems (TMS) for translation or Authoring tooling, etc. is no exception in a typical enterprise environment. Combine that with 100’s of different business processes, a globally distributed operation, the need for agility and cost effectiveness as well as increasingly shorter time to market needs and it becomes clear why content teams are increasingly challenged. In this talk we review the current situation and challenges and discuss solutions and best practices..

| Yvan HennecartCRO, Loquell[LinkedIn profile](https://www.linkedin.com/in/yvan-hennecart-911540/) |
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### Technology Advancements from Bi-text to Semantic Similarity

Once upon a time, bi-text was a revolutionary approach within the localisation industry. This allowed identification of reference documents, retrieval of matches greater than segments, and more. But over time, wording changes. Names change. Phrasing changes. Different authors unknowingly re-use content in various formats. What if you could still identify these highly-relevant documents, based on semantic similarity? Learn about this new approach, based on large language models, and the practical use cases that are unlocked by combining this cutting-edge technology with traditional translation methodology.

| David PooleySenior Product Manager, RWS[LinkedIn profile](https://www.linkedin.com/in/davidpooley/) |
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### Practical Uses of Large Language Models in Localization

The presentation will cover the topic of recent advances in the world of AI and latest achievements of the XTM AI NLP Team. Are the astonishing human-like AI bots ready to become professional employees in business scenarios? How to make them useful? Will they take our jobs or create more occupations? These topics are not futuristic fantasies - they are becoming our reality.

| Rafał JaworskiLinguistic AI Expert, XTM International[LinkedIn profile](https://www.linkedin.com/in/rafal-jaworski-poznan/) |
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