# Language Intelligence - Session 5

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

#### **Chair:** Bruno Herrmann, Member of the Board of Advisors, LT-Innovate

## **Talks**

### Machine-Generated Content: Quality Evaluation Techniques for LLM Data

AI-generated content is rapidly integrating into daily workflows with major players like Google, Amazon, and Microsoft building large language models (LLMs) into their corporate tool kits. This has enabled a fundamental shift in how global brands can create content in any desired language.

With generative AI and the LLM models such as ChatGPT and Bard, content creation can now occur directly in multiple languages. This shifts the focus from managing translation to managing content quality and validation, rendering the traditional concept of source content going into a machine translation (MT) and MT post-editing (MTPE) workflow potentially obsolete. The new paradigm allows for the generation of multilingual content in parallel, all at the same time.

However, a critical question arises: “How can we trust the quality of the data without having to review everything?”; “Based on what we see, what is the potential of this technology as it evolved into the content tech stack in its short lifespan?”; and “What are the implications in terms of security, data, and potential cost savings? In this presentation, Lena will cover these topics, among others.

| Lena MargDirector of MT & AI Operations, Welocalize[LinkedIn profile](https://www.linkedin.com/in/lenamarg/) |
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### Language Operations in Industries

At the latest since generative AI has started changing the world, developing a LangOps strategy has become mandatory for forward looking enterprises. The linguistic assets collected in content creation and translation are a treasure trove for training of LLMs. Illustrated by the example of some very different industries such as Gaming and Life Sciences the panel will present practical use cases for LangOps and AI.

| Britta AagaardChief Business Officer, Semantix[LinkedIn profile](https://www.linkedin.com/in/brittaaagaard/) | Andre HemkerCEO, Wordbee[LinkedIn profile](https://www.linkedin.com/in/andrehemker/) | Jochen HummelCEO, ESTeam[LinkedIn profile](https://www.linkedin.com/in/ceojochenhummel/) |
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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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### A Digital Transformation of the Global Customer Support Model

Today we can use AI to write content for us and guide us on how to get from A to B has we travel the world using the latest navigation tools. However there is new wave of virtual, and AI assisted customer support agents that can help drive the digital transformation of the support business function and deliver what companies needs to operate on a global level.

Many customer now cannot tell what is bot, what is AI and what is a human using AI can you?

Even if they are aware... do they really care?

| Dominik KellyLocalization Technology Solutions Director, Keywords Studios[LinkedIn profile](https://www.linkedin.com/in/dominickkelly/) |
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### Unleashing the Power of Technology in Language Schools: A Framework for Making it Work

In a recently published book called LangTech which was part of a 3-year research project, we talked with language leaders at all of the largest and/or most innovative language companies to discuss the role of technology in language education. From that we developed the PP-PS framework. The key points of this presentation will be:

* Overview of the LangTech ecosystem
* What makes a LangTech product, service or feature successful?
* Introducing the PP-PS Product Development Framework
* Practical examples to apply the PP-PS Framework

| Alex AsherCEO, LearnCube and co-author of 'LangTech'[LinkedIn profile](https://www.linkedin.com/in/alex-asher/) |
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