# Language Intelligence - Session 5

##### Session 5 (LI)

#### **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.

| 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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### Machine Translation Quality Prediction - AI for More Efficient Post-editing

Only three technological advances have radically increased the efficiency of human-quality translation:

1. the translation memory (TM)
2. machine translation post-editing (MTPE)
3. machine translation quality prediction (MTQP)

Quality prediction is AI that predicts if a machine-translated segments requires human post-editing or not. This "hybrid translation" approach has made high-volume post-editing workflows up to 5x more efficient.

Join us to learn about this new technology, the use cases, the results, the requirements, adoption and how to get started.

| Adam BittlingmaierCEO, ModelFront[LinkedIn profile](https://www.linkedin.com/in/bittlingmayer/) |
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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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