

- This is a case study of a company that is reporting the release of their new MT system.
- Consider anything that may be methodologically a problem or largely hyperbolic.
- With your group, highlight and discuss what in the brief you would question. Do not forget to include your own suggestions on how to improve it!
- At the end, present the report and describe what your group agreed as questionable and report your suggestions.

**System Name:** NewsWave Translator

**Content Type:** News Articles

**Domain:** General

**Human Evaluation Metrics Used:** Adequacy, Comprehensibility, Usability

**Evaluators:** Company Engineers

**Automated Metrics Used:** BLEU, COMET, TER

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**Press Release:** NewsWave Translator Breaks Barriers in Contextual and Gender-Neutral Translation

*September 23, 2024*

TechWave Innovations is thrilled to announce the launch of NewsWave Translator, a cutting-edge machine translation system designed to revolutionise news content translation across the globe. This innovative tool offers unparalleled accuracy and context awareness, setting a new benchmark for general domain translations.

In our extensive evaluations, NewsWave Translator achieved exceptional scores on leading automated metrics, including BLEU, COMET, and TER. These impressive results underscore the system's capability to produce high-quality translations that closely mirror the nuances of the source material.



**Module:** Machine Translation Quality Assessment  
**Lecturer:** João Lucas Cavalheiro Camargo  
**Instructions - Lab 4 - Ethics in Evaluation**

Our team of skilled engineers, who also served as evaluators, conducted comprehensive human assessments focusing on adequacy, comprehensibility, and usability. Their technical expertise ensured that NewsWave Translator delivers translations that are not only precise but also natural and easy to understand. The evaluations highlighted the system's effectiveness in correctly translating gendered terms and detecting contextual subtleties, even when processing sentences independently.

A standout feature of NewsWave Translator is its advanced approach to eliminating gender bias in translations. By leveraging sophisticated algorithms and diverse datasets, the system ensures that gendered language is handled appropriately, promoting inclusivity and fairness. Feedback from our evaluators indicated a strong preference for the system's gender-neutral translations, affirming our commitment to ethical AI practices.

The development of NewsWave Translator was guided by a dedication to cost-efficiency without compromising quality. Our streamlined quality assurance process, managed solely by our experienced engineers, allows us to offer this advanced technology at a competitive price point. We firmly believe that our engineers' dual roles enhance the system's performance, as they bring both technical and evaluative expertise to the table.

NewsWave Translator is poised to transform the way news is consumed internationally, breaking down language barriers and fostering global understanding. We invite news organizations, publishers, and content creators to experience the future of translation technology.

For more information or to schedule a demonstration, please visit our website or contact our sales team.