



TRANSLATION AUTOMATION ROUNDTABLE MEETING

BARCELONA, MAY 30, 2006

(AT LOCALIZATION WORLD CONFERENCE)

Different Approaches to Machine Translation

DIFFERENT APPROACHES TO MACHINE TRANSLATION

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TAUS & LOCALIZATION WORLD

TAUS is a networking community for users and providers of translation and localization technologies and services. The ambition to automate translation more than what until now seemed humanly possible is what brings companies and institutions together in TAUS.

TAUS focuses on the whole spectrum of authoring, translation and globalization processes and technologies. Simply by enabling members to share information, identify best practices, find technologies and experts, benchmark processes and leverage their buying influence, TAUS helps companies to save management time, avoid the risk of mistaken investment decisions, and save money. By exchanging experiences and insights TAUS members cut back dramatically on the learning and implementation costs of new translation technologies. Download the TAUS Membership flyer for more information: <http://www.translationautomation.com/>

For more information on the Localization World conference in Barcelona from May 30 till June 1, see the conference web site: www.localizationworld.com.

AUDIENCE AND FORMAT

The TAUS Roundtable is a focused one-day meeting for users and providers of translation and localization technologies and services. The format of the meeting is one of open exchange of ideas and insights in issues related to managing the continuous publishing of documentation and software in multiple languages. Each topic on the agenda will be briefly introduced by one participant. This will be followed by an open discussion. The Roundtable meeting will be moderated by Jaap van der Meer, co-organizer of Localization World and director of TAUS. A report will be written on the meeting and distributed to the participants.

This Translation Automation Roundtable meeting will be part of the Localization World Conference. Participants in the Roundtable meeting may register for the pre-conference day session separately or for both the TAUS Roundtable and the conference. The audience is limited to a maximum of thirty participants.

BACKGROUND

The organizers of Localization World Conferences have experienced that users and providers of translation and localization technologies and services value the opportunity of networking meetings where they can exchange insights and compare their processes in an open atmosphere and perhaps establish a framework for collaboration. Although translation and localization services for different vertical industries may have unique requirements, the convergence of industries and proliferation of information technology make it very interesting for corporate buyers from the automotive, IT, medical and other vertical markets to benchmark their processes and learn from each other. At Localization World Conferences corporate users and providers of services and technologies can meet both with 'colleagues' who share their specific interests and they can mingle with suppliers and corporate users from other vertical sectors within the field of authoring, translation and localization. This creates a unique learning experience with sufficient room for cross-fertilization.

BENEFITS

The TAUS Roundtable Meeting offers the opportunity to exchange unbiased information. Companies planning for automation of their translation and localization processes can lose an inordinate amount of management time searching for information about technologies, products, specifications, standards, processes, test results, implementation costs, prices, talking to multiple providers of tools and solutions. At this Roundtable Meeting participants can establish contacts with peers in the industry and exchange valuable information which potentially saves them a lot of time. The open exchange of experiences and insights in translation automation at this Roundtable Meeting may help to avoid the risk of uninformed investment decisions.

TAXONOMY

TAUS has developed a taxonomy for the field of 'translation automation', consisting of eight head categories: Translation Memory, Machine Translation, Terminology Management, Controlled Authoring, Translation Workflow, Localization Applications, Service Vendors and Standards. This Roundtable meeting will focus on Machine Translation and cover the usage models and implementation scenarios.

PROGRAM COMMITTEE

This TAUS Round Table is prepared by the following Program Committee:

- Marie Laure Poëte, Cross Language
- Rafa Moral, Lionbridge
- Johann Roturier, Symantec

AGENDA: 9.00 – 16.45

Following is a provisional agenda for this TAUS Roundtable Meeting. A final agenda will be tuned to the specific interests of the participants, and will be circulated to them around mid May. The meeting starts at 9.00 and ends at 16.45 on May 30.

- 1) INTRODUCTION. Two minutes introduction by each participant covering:
 - Company, department, place in organization.
 - Current level of translation automation
 - Plans and ideas for translation automation
 - Objectives for the meeting
- 2) DIFFERENT APPROACHES TO MACHINE TRANSLATION. A short history. The different types of engines, customization and training efforts and usage models. An overview presentation by Andrew Joscelyne.
- 3) BEST PRACTICES IN POST-EDITING MT. In a publishing usage models machine translation is most likely to be integrated with translation memory and the 'fuzzy machine translation matches' will require post-editing. Several organizations and service companies have gathered extensive experience in post-editing machine translation. Andrew Joscelyne will provide an overview of best practices.
- 4) MEASURING MACHINE TRANSLATION QUALITY. One of the main barriers to the adoption of machine translation technology in a professional publishing environment is the difficulty of

predicting the output quality. Several methodologies have been developed to measure linguistic quality. How relevant and helpful are these methodologies. An introduction by Rafa Moral.

- 5) PRECONDITIONS FOR THE USE OF MACHINE TRANSLATION. How can content be best prepared for machine translation processing. An overview of standardized and controlled authoring rules and tools. Introduction by Johann Roturier.
- 6) CUSTOMIZING AND TRAINING MT SYSTEMS. Customizing rule-based systems require very efficient terminology mining and extraction exercises. And the 'training' of data-driven engines requires usually large corpora of bilingual text. How much is enough and how do these processes work. An introduction by Marie Laure Poëte.
- 7) BUSINESS CASE FOR MACHINE TRANSLATION. Discussion of several user cases of machine translation for publishing, customer support, knowledge base integration, gisting on internal and public networks. What are the business and economic models, costs and returns-on-investment. Introduction by Jaap van der Meer.

MODERATORS AND REPORT

This TAUS Roundtable Meeting will be moderated by Andrew Joscelyne., TAUS Managing Consultant. A report of the meeting will be made available to all participants after the meeting. The report and results of the TAUS Roundtable will remain confidential and only accessible for participants to the meeting and to members of the Translation Automation User Society.

REGISTRATION

Participants should follow the registration procedures for the Localization World Conference Barcelona (May 30 till June 1) and select the "Different Approaches to Machine Translation" Roundtable on May 30. TAUS members will receive 20% discount on the registration fees. Jaap van der Meer and Andrew Joscelyne will follow up with the participants by phone or email.

ABOUT TAUS

TAUS is an initiative of Localization World, Ltd. The organization is directed by Jaap van der Meer. The portal is hosted by Multilingual Computing Inc.

The Advisory Board of TAUS consists of the following members:

- Aiman Copty, Oracle Corporation
- Fred Hollowood, Symantec
- Jessica Roland, EMC
- Arnaud Daix, Hewlett-Packard ACG

Founding members of TAUS are: acrolinx, AuthorIT, Autodesk, Cisco, CLS Communication, Cross Language, Delta International, EMC Software Group, European Patent Office, FileNET, GambroBCT, Grafidata, Hewlett-Packard ACG, Idiom, Intel, Language Weaver, LinguaNET, Lionbridge, Logrus International, Maquet Critical Care, McAfee, McDonald's Corporation, Molina Healthcare, Multicorpora, Oracle, Philips, SDL, Siebel Systems, Siemens, Spacelab Medical, Sun Microsystems, Swift, Symantec, Transco, Watchguard, WH&P, Yamagata Europe, Zacco.