THURSDAY, 22 May / 9.00 – 9.10

MT in Everyday Life or the Most Popular Gisting Use Cases

Julia Epiphantseva, PROMT
<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>EF EPI Score</th>
<th>Level</th>
<th>Rank</th>
<th>Country</th>
<th>EF EPI Score</th>
<th>Level</th>
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<tr>
<td>1</td>
<td>Norway</td>
<td>69.09</td>
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<td>Italy</td>
<td>40.05</td>
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<tr>
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<td>44</td>
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</tr>
</tbody>
</table>
PROs and CONs

- Quality of MT is never flawless
- Using MT can be risky
- Using MT lowers the quality of written human languages
- Imperfect quality is better than no translation at all
- MT is improving constantly
- MT is cheap, quickly and helps to understand the gist of texts
When to chose MT for gisting?

- Understand the core message in a foreign language
- Communicate with people via emails, blogs, forums, social networks
- Find information in foreign languages in the Internet
- Shop online
- While traveling
- Learn foreign languages
- Add MT to a web-service (machine-translated content or as a service)
Gisting use cases

✓ Corporate Translation Server (Norilsk Nickel, Lukoil)
  ✓ Installation type: in-house server
  ✓ Typical content: documents, email (including confidential ones)
  ✓ Primary interface: Web UI, PROMT Agent
  ✓ Today’s case study: Norisk Nickel

✓ Internet-related projects (Cisco, TripAdvisor, Rubdol)
  ✓ Installation type: in-house server or SAAS
  ✓ Typical content: Knowledge bases, User-generated content
  ✓ Primary interface: API
  ✓ Today's case study: TripAdvisor

✓ Online-services and mobile apps (Translate.ru, SpanishDict.com)
  ✓ Installation type: SAAS and thin-client or standalone offline application
  ✓ Typical content: short phrases, standalone words, User-generated Content
  ✓ Primary interface: Web UI, mobile application
  ✓ Today's case study: Translate.RU/Online-Translator.Com
What do companies translate?

- Websites
- Technical Documentation
- Legal Documentation
- Professional Literature
- Business Correspondence
How do companies translate?

PROMT Agent: Immediate Translation Everywhere

While searching Email

Text documents

Mail

10. Disbursements:
As a condition of this contract, the Contractor acknowledges and agrees to the following requirements:

Comme une condition de ce contrat, l’Entrepreneur accepte de faire les déboursancements conformément aux exigences suivantes:

Our approach to integrated reporting

The first section of our report covers content recommended by the International Integrated Reporting Committee for inclusion in integrated reports. Our hope

La première section de notre rapport couvre le contenu recommandé par l’International Integrated Reporting Committee pour l’inclusion dans les “rapports intégrés”.

BBN News - Banks reduce loans, in spite of Funding for Lending

www.bbc.co.uk/news/business-21628303 – Перевести эту страницу

04 March 2013 - Banks reduce loans, in spite of Funding for Lending... bank lend more money

How do central banks react to Funding for Lending

More News...

Our report builder>

Los bancos reducen préstamos, a pesar de la Financiación para el Préstamo

Английский - detected    Український

The bank’s total revenue decreased from 40.6 million to 38.9 million during the same ... The assets of Nordeas pension funds grew 40 percent

Estonian news in English
Where do companies translate?

New trend: mobile applications

- Immediate access to company’s translation server
- Free mobile applications for iOS and Android
- Comfortable user interface
Say things *your* way

PROMT always makes sure to maintain and use *client’s* terminology

- **Custom**
  - User-created dictionaries.
  - Viewable, editable. Imported glossaries go here

- **Specialized Dictionaries**
  - Topic-specific dictionaries.
  - Viewable, not editable

- **General Dictionary**
  - Viewable, not editable

Overrides both General Dictionary and Specialized Dictionaries

Overrides General Dictionary

Lowest priority

PROMT always makes sure to maintain and use client’s terminology.
Case Study: Norilsk Nickel

**Client Challenges:**
- Different content in English, German, Spanish within the company
- Hundreds of users in different locations

**PROMT Solution:**
- Language Pair: English, German, Spanish ... <> Russian
- PROMT Industry Solution - Metallurgy and Mining
- Training and webinars

**Content**
- Business correspondence, legal and financial documents

**Key Outcomes for the Client:**
- The translation quality is sufficient for full comprehension
- Machine Translation allows for time saving and costs optimization when translating content that does not require professional human translation
- Confidentiality: no Internet connection, personal data and all translated information is not disclosed to a third party
Our Customers

BOSCH
CISCO
xerox
Duke University
DHL
NEC
Alcatel-Lucent
NASA
CHRYSLER
ГАЗПРОМ
Deloitte
TripAdvisor

✓ TripAdvisor® is the world's largest travel site, enabling travelers to plan and have perfect trips (21 languages, 30 countries worldwide)

✓ Main content consists of millions of user reviews from all over the world (over 75 million)

✓ The Russian version of the TA portal requires reviews to be translated into Russian
Task and Solution

Client Challenges:
✓ Translation of the user’s reviews from English to Russian
✓ High translation quality sufficient for understanding without human post-editing
✓ Integration into the workflow of TripAdvisor’s website

Linguistic challenge:
✓ User-generated content: input of different quality

PROMT Solution and Timeline:
✓ PROMT Translation Server 9.5 DE – a reliable, robust, and scalable server-based solution that allows the translation of large text volumes
✓ Trained engine for 4 weeks and regular retraining
✓ Dedicated web-service for TripAdvisor on a server hosted by PROMT
"Прекрасное место и превосходное обслуживание"

Отзыв от 20 ноября 2012
Для 2 пользователей этот отзыв оказался полезным

Мы останавливались в течение трех ночей в отеле Egerton House, и мы ощутили гостеприимство, как только мы приехали в отель. На всем протяжении нашего путешествия каждый персонал, с которым мы столкнулись, был очень предупредительный, доброжелательным и вежливым. И вестибюль и номера обставлены в таком сделанном со вкусом стиле. Расположение отеля - другой большой плюс.
Results

✓ Large text volumes are translated quickly

✓ Translation quality is sufficient for full comprehension

✓ The automatic scoring of translation quality has been implemented

✓ The translation costs for the whole content are considerably less than costs for human translation of even a small fraction of reviews
Online-services for individual users

Translate.Ru/Online-Translator.Com

✓ Translation for 7 main European languages and Japanese

✓ Over 100 Million translation hits per month

✓ About 7 Million unique users per month

✓ Service’s feature: translation profiles

✓ Translate.Ru/Online-Translator.Com API
User’s All Season Interests

✓ **Correspondence**: mobile phone number, Please contact me

✓ **Online-shopping**: Seller ships, USPS Priority Mail, Please complete payment, eBay Customer Support,

✓ **Travelling**: departure time shown, holidays,

✓ **Forums and service messages**: exceeds fixed maximum, passwords must contain, Frequently Asked Questions, successful delivery notifications, automatically generated Delivery Status Notification

✓ **History**: Civil War, World War II,

✓ **Software**: operating system, Windows 8, Mac OS
# User’s Season Preferences

<table>
<thead>
<tr>
<th>WINTER</th>
<th>SPRING</th>
</tr>
</thead>
</table>
| ✓ **New Year:** Happy new year, Merry Christmas, Chinese New Year  
✓ **Letters:** Let me, look forward, take part... Best Regards  
✓ **Online-shopping:** credit card, mail delivery, Western Union Customer Support PayPal account original packaging | ✓ **Studding:** main theme, cultural theory, includes art  
✓ **Auto brands:** Nissan, Suzuki, Mercedes, Volvo |
User’s Season Preferences

<table>
<thead>
<tr>
<th>SUMMER</th>
<th>FALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ <strong>Computer games:</strong> Mortal Kombat Armageddon, Minecraft, Skyrim, Rockstar Games, Blizzard Entertainment</td>
<td>✓ <strong>Gatgets:</strong> Microsoft, Apple, Samsung, Nokia, Mobile World, Virtual Labor Market, Computerworld</td>
</tr>
<tr>
<td>✓ <strong>Travelling:</strong> Czech Airlines, Ryanair Holdings, Lufthansa, Turkish Airlines, Holiday Inn, Air China, Air Canada, Air France</td>
<td></td>
</tr>
</tbody>
</table>
Сноуден по-английски: о чем россияне читают на иностранных сайтах
"Use of online translation considerably increases competitiveness of the service. The increased functionality of effective online translation, like PROMT's, makes it easier for our users to learn Spanish and English than it would be to simply use traditional electronic dictionaries."

Chris Cummings, CEO of SpanishDict
Mobilisation

✓ The audience switches from PCs to smart phones and tablets

![Pie chart showing a decrease in PC usage from 89% to 67% and an increase in mobile usage from 11% to 33% between Sept. 2012 and Sept. 2013.]

✓ Mobile apps Translate.Ru/Online-translator.Com - about 5 000 000 downloads within 2 years

✓ Google Play audience makes ¾ of apps users

![Pie chart showing Google Play Store at 75% and Apple App Store at 25%.]
User Opinions

24.07.2012
I've been looking for a translator that could not only translate a word but also show the transcription for it. And finally I've found it. Also the translator translates phrases and sentences very well. Seems it can translate SMS but I haven't tried it yet.

Johann

23.07.2012
Good app, really useful) really cool

Anton

22.07.2012
Super helpful for reading english books!!!

Totally beats google translate. Two minor suggestions. Please put a voice search button directly on a page for fast access. Please automatically show translation for a voice-matched word without a need to push a big green button after a word was inserted.

Kverlin

iPhone 5 ★★★★★
от Годертс
Отличная программа, для быстрого перевода!

Классно ★★★★★
от Kardinal500
Хороший переводчик, переводит все не дословно и поэтому текст получается правильный! Спасибо!

Хорошо. ★★★★★
от @Классно^^
5! Хороший переводчик, всё очень удобно, советую

BratstvoWolka ★★★★★
от Bratstvowolka
Благодарю разработчиков приложения, 5 звезд однозначно !!!

5 ★★★★★
от Black Sail
Англо-русский переводчик, разговорник офлайн на 5.
В первой строке описания по-русски написано на заборе -> англий.
Слепым ослам остаётся только надеяться на благосклонность по кредитная история позволит.

Супер 5 звезд ★★★★★
от Gagikys
Искал программу наподобие не нашел ни одной. Жаль очень д...
100% Offline translation!

- No Internet connection is required!
- No roaming charges while traveling!
- More features: one-tap translation, voice translator (Android/Windows Phone)!
Conclusions

- The need for MT is growing
  - Internet accessibility
  - Globalization
  - Travel opportunities

- People are ready to use MT

- People are getting more tolerable to the MT translation quality

- MT is more close to people owing to modern means of communication