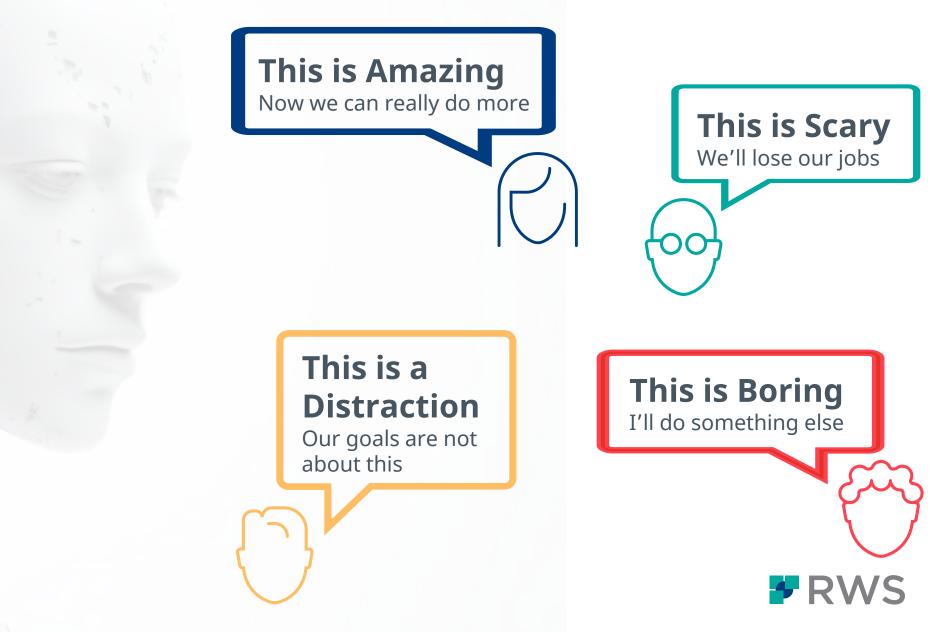
Trados

Re-imagining Translation Productivity Unleashing the power of AI and LLMs

Tracey Byrne RWS Linguistic Al

Sentiments around AI





Current Landscape

What's Possible Now

The Future...



AI

is revolutionizing the way we create, collect, manage, translate, analyse and make sense of content, in any language, globally



A Technical Take

DETERMINISTIC MODEL

built by hand and doesn't scale

Alexa

Playing your favorite song

Setting the timer

Sorry.. I don't know how to do that..

STATISTICAL MODEL

can be built by machine at huge scale

ChatGPT

Sure... here is your answer

And another answer

And another one

For anything you want



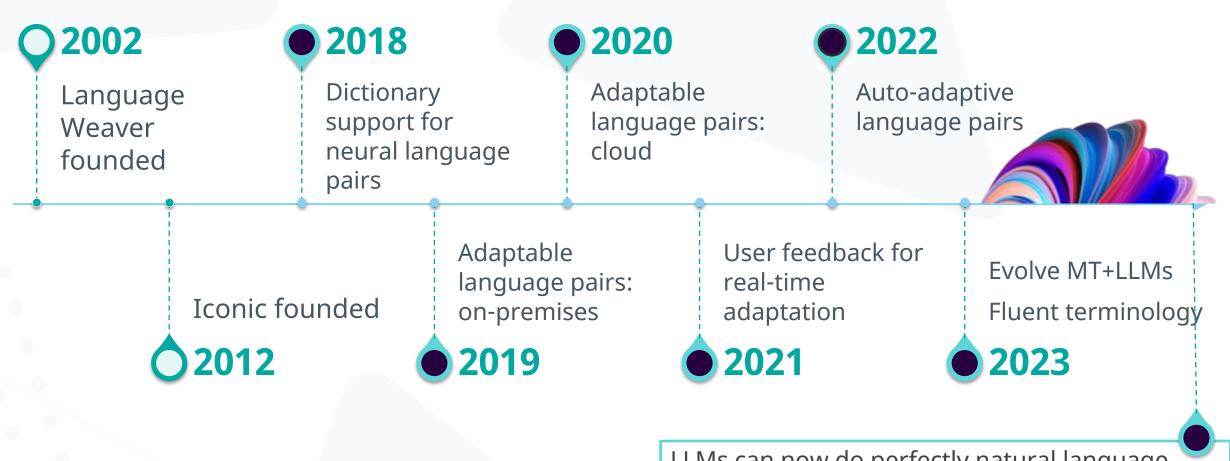
5 © 2024 RWS

What to Ask?





We know "AI"... via Machine Translation



LLMs can now do perfectly natural language generation which tends to hide the flaws

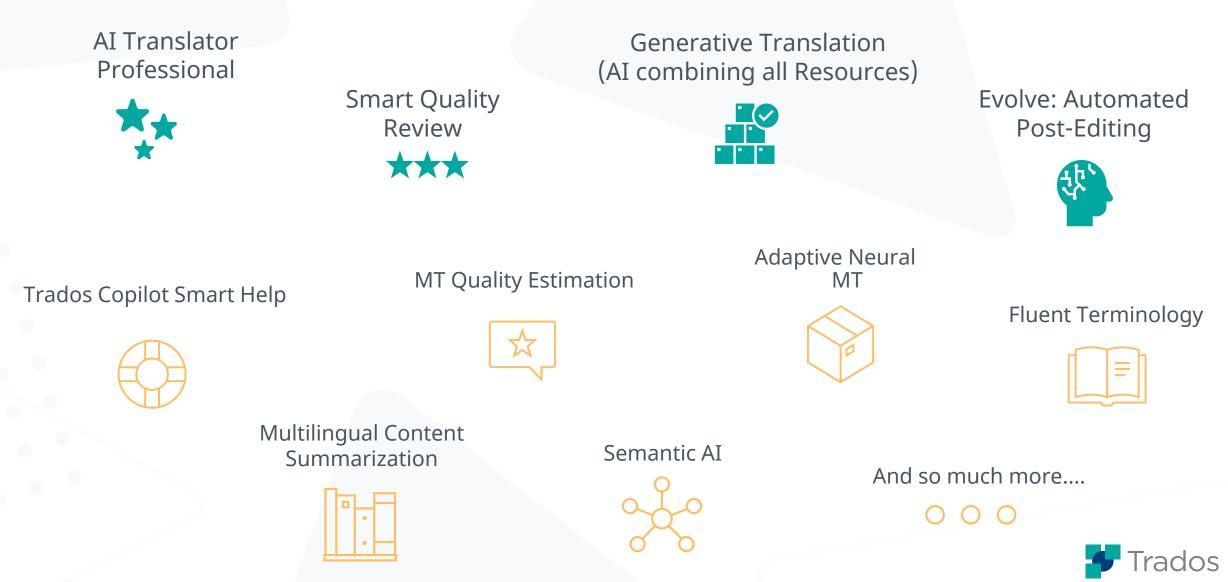


Generative AI in the Translation Value Chain

CONTENT CREATION	authoring help, creating (more) content, content variation (by target audience), easy multimedia
PREPARATION	content classification, file format conversion, term extraction, entity identification/PIIs, improper language detection
CONTENT QUALITY	tone inconsistency, readability
TRANSLATION	automatic translation, transcreation (poems, literature,), combining TM, terms and MT in one, translation variations
Linguistic Services TRANSLATION QUALITY	automatic post-editing, quality checks, quality assessment and classification



What's Possible Now



SMART HELP: Your Copilot to Search and Learn about Trados







SMART HELP: Your Copilot to Search and Learn about Trados



× 2 O **Trados Copilot** (i) The following conversation is with an artificial intelligence (AI) model and responses may not always be completely accurate. Use your own judgement when interpreting and applying the information provided. How do I make a project secure? To make a project secure, you can create a restricted project by selecting a project template with the download file restriction enabled. This will prevent all users except administrators, lead project managers, project managers, customer requesters, and engineers from downloading the project files locally. Restricted projects have a lock in front of them. Learn more: Creating restricted projects in Trados Customer Portal Restricted and Unrestricted projects Project creation and tracking Creating restricted projects from Trados Enterprise Show citations

Trados Copilot

Vous allez converser avec un modèle d'intelligence artificielle (IA) dont les réponses peuvent parfois manquer de précision. Faites preuve de discernement lors de l'interprétation et de l'utilisation des informations fournies.

~ ~ **3**

Puis-je créer un modèle de coût comportant un coût linguistique minimum?

Oui, vous pouvez créer un modèle de coût avec un coût linguistique minimum en utilisant l'option "Coût minimum" dans la section "Coûts conditionnels" du modèle de coût. Vous pouvez spécifier un coût minimum pour chaque langue et chaque projet en fonction du nombre de mots ou du coût total.

En savoir plus :

Creating pricing models for vendor order templates

Creating pricing models for Engineering tasks

Afficher les citations

× 2 0 🥼 Trados Copilot (i) 次の会話は人工知能 (AI) モデルによるものであり、回答は厳密に 正確であるとは限りません。提供された情報についてはご自身の 判断で解釈および適用してください。 プロジェクトを作成するにはどうすればよいで すか? プロジェクトを作成するには、Trados Enterprise のプロジェクトビューに移動し、新しいプロジ ェクトを選択します。必要なプロジェクトの詳 細を入力し、場所を選択します。プロジェクト テンプレートを選択し、プロジェクトのソース 言語とターゲット言語を選択します。利用可能 なカスタムフィールドを表示または編集しま す。ファイルをアップロードし、これらを参照 ファイルとして扱うか、翻訳可能なファイルと して扱うかを管理します。翻訳エンジンを追加 するか、ゼロから作成します。価格モデルを追 加するか、ゼロから作成します。ワークフロー を追加するか、ゼロから 詳細な説明: Creating project templates Creating projects from Trados Enterprise Project creation 引用元の表示



SMART PROJECTS: Settings and Insights from Similar Projects

		New Project			×	😰 Trados Copilot 🥴 🧷 🔻
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elect a template		Suggestions powered by Trados Copilot	Expand ≫		1	Canon Printer 2023_SimpleTranslation Client Printer 2023
Based on similar projects we suggest the follow PhotoPrinter Template EN-DE 2023 Suggestions powered by Trados Copilot		SampleALLPhotoPrinter	pdf	Translatable		On-time delivery for similar projects
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CONTENT ANALYZER: Automated Domain Analysis

✓ Content Analysis					
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				File Type Detection	

Smart Assignment

Dynamic Assignment

AI PROFESSIONAL: Interactive Assistance from Generative AI

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	5 The veterinarian prescribed medication for the dog's skin disease.		P	
	6 The attorney proposed a negotiation to resolve the Contract dispute .	Destroying day	P	
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SMART REVIEW: AI-powered Evaluation of Translations

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18 Press the On / Off button to turn the power on.	18 Press the On / Off button to turn the power on.			Netzkabel		
19 The photo primer initializes and the On'Off button glows steady green.	19 The photo private nuticalizes and the On Off button glows steady green. Image: Comparison of the On Off button glows steady green.			Drücken Sie die Ein- Aus-Taste, um das Gerät einzuschalten.		
		19 The photo primer initializes and the On/Off button glows steady green.			TC+	

LANGUAGE WEAVER: Automatic Post-editing

Q S	earch segment Status: All Quality Estimation: All	
1	WARREN WEAVER AND THE LAUNCHING OF MACHINE TRANSLATION	WARREN WEAVER ET LE LANCEMENT DE LA TRADUCTION AUTOMATIQUE
2	BRIEF BIOGRAPHICAL NOTE	BRÈVE NOTICE BIOGRAPHIQUE
3	JOHN HUTCHINS	JOHN HUTCHINS
4	The memorandum written by Warren Weaver in 1949 is perhaps the single most influential publication in the earliest days of machine translation.	Le mémorandum rédigé par Warren Weaver en 1949 est peut-être la publication la plus influente dans les premiers jours de la traduction automatique.
5	Written before most people had any idea of what computers might be capable of, it was the direct stimulus for the beginnings of research in the United States.	Écrit avant que la plupart des gens aient une idée de ce que les ordinateurs pourra le stimulus direct pour les débuts de la recherche aux États-Unis.
6	The background	Le contexte
7	Warren Weaver was born on the 17th July 1894 in the small Wisconsin town of Reedsburg, into a family descended from German 18th century immigrants.	Warren Weaver est né le 17 juillet 1894 dans la petite ville de Reedsburg dans le Wisconsin, dans une famille descendante d'immigrants allemands du 18e siècle.
8	Fascinated by all things mechanical and electric, in 1912 he entered the University of Wisconsin to study civil engineering.	Fasciné par toutes les choses mécaniques et électriques, en 1912, il est entré à l'Université du Wisconsin pour étudier le génie civil.
9	In late 1931 he was invited to apply for the directorship of the Natural Sciences Division of the Rockefeller Foundation, the post he was to fill with great distinction for the next 27 years.	À la fin de 1931, il a été invité à postuler à la direction de la Division des sciences naturelles de la Fondation Rockefeller, poste qu'il devait occuper avec une grande distinction pour les 27 prochaines années.
10	Among his first actions was the inauguration of a programme to support quantitative experimental biology and molecular biology, not just in the United States but in Europe and elsewhere, with crucial and far- reaching consequences (Weaver 1970).	Parmi ses premières actions, il a lancé un programme de soutien à la biologie expérimentale quantitative à la biologie moléculaire, non seulement aux États-Unis mais aussi en Europe et ailleurs, avec des conséquences cruciales et profondes (Weaver, 1970).
11	He collaborated with Richard Courant in plans for strengthening advanced mathematics research in the United States, and the establishment of the Courant Institute of New York University.	Il a collaboré avec Richard courant à des plans de renforcement de la recherche en mathématiques avancées aux États-Unis et à la création du courant Institute de l'Université de New York.
12	The home of the Courant Institute at New York University is Warren Weaver Hall.	Le stade du courant Institute de l'Université de New York est Warren Weaver Hall.
13	During the War, at the invitation of Vannevar Bush – the pioneer of the mechanical and electronic analogue calculator – Weaver joined the Office of Scientific Research and Development, directing the work of several hundred mathematicians on operations research.	Pendant la guerre, à l'invitation de Vannevar Bush, pionnier de la calculatrice analogique mécanique et électronique, Weaver a rejoint le Bureau de la recherche scientifique et du développement, dirigeant les travaux de plusieurs centaines de mathématiciens sur la recherche opérationnelle.

LANGUAGE WEAVER: **Input and Output Improvements**

Generic Model – input pre-processed by LLM / output post-processed to be more formal

English ~	₽	French - Generic GenericQE ③ 穆
helo how are you?		Bonjour, comment vous portez-vous aujourd'hui ?
It's acutally ten time to write something that sounds wierd		Il est temps à présent de rédiger quelque chose qui peut paraître singulier.
We'll remein togehter untill teh end of times		Nous demeurerons ensemble jusqu'à la fin des temps.

Source pre-processed by LLM to improve and fix the input before translation

English ∽ ≓	French - Generic GenericQE ⑦ ⑧
helo how are you?	Bonjour, comment allez-vous ?
It's acutally teh time to write something that sounds wierd	Il est en fait temps d'écrire quelque chose qui semble étrange.
We'll <u>remein togehter untill teh</u> end of times	Nous resterons ensemble jusqu'à la fin des temps.



LANGUAGE WEAVER: Adapt the use of Terminology in MT

German 🗸	₽ English ✓ Generic 8.6.2 ✓ ♦ Choose Label
Der ist zwar nur halb so groß, wie die Leipziger Anlage, aber für die Heimfans besser zu erreichen.	Although it is only half the size of the Leipzig facility, it is easier for home team fans to reach it.
Sie verkauft Muscheln am Meeresstrand.	She sells <mark>seashells</mark> on the <mark>sea shore.</mark>
Er hat das Auto abgestellt und ist ausgestiegen.	He <mark>stopped</mark> the car and got off.

SOURCE (GERMAN)	TARGET (ENGLISH)	
abstellen	stop	
Meeresstrand	Sea Shore	
Muschel	Seashell	
Heimfan	Home Team Fan	
besser	Easy	

Fluent
 Proper capitalization
 Inflections
 Grammar correctness

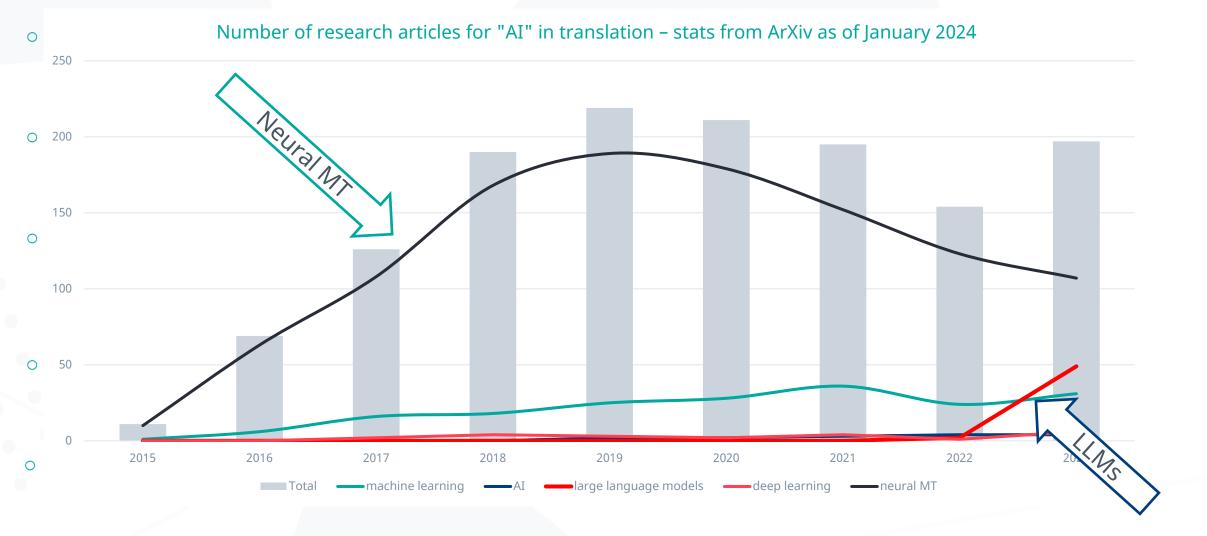


What Else can we use LLMs For?

AI LQA	Evaluating the translation quality
SOURCE OPTIMIZATION	Improving the source text in terms of language and style
TERM EXTRACTION	Extracting key term candidates from a source text
VOICE CONVERSION	Converting formal language into informal
BEST TRANSLATION	Identifying the best translation for a single source segment out of multiple available translations in the translation memory
VARIANCE GENERATION	Providing multiple translation variants for a given source
SMART TERM CHECK	Detecting terminology issues
TERM CHANGE IMPLEMENTATION	Replacing an outdated term by a new one Trados

Linguistic Services

Research, Past and Present





Fear? Human replaced by AI

Human – AI Collaboration

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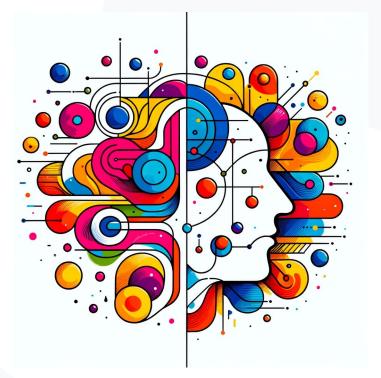
GENUNE INTELIGENCE

The future of human-machine collaboration



What does the Future Hold?





Orchestration

System 1 vs. System 2 Thinking Multimodal

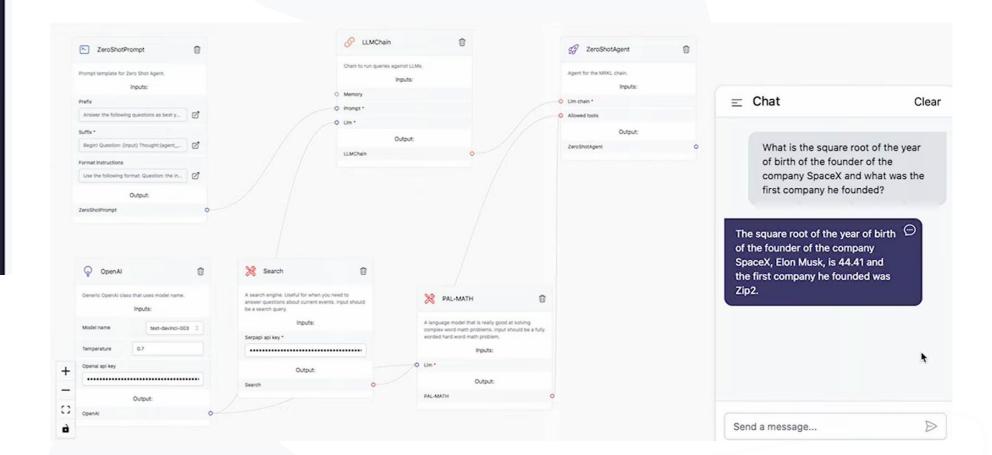


> Entering new AgentExecutor

chain....

Orchestration

I need to find out the year of birth and the first company he founded. Action: Search Action Input: Year of birth and first company of Elon Musk Observation: Elon Musk ; Born: June 28, 1971 (age 51) Pretoria South Africa ; Founder: PayPal SpaceX Zip2 ; Early life. Musk was born to a South African father ... Thought: I need to find out the square root of the year of birth Action: PAL-MATH Action Input: What is the square root of 1971 Observation: name 'solution' is not





Source: <u>https://www.youtube.com/watch?v=zJxDHaWt-6o</u>

Analytical "System 2" Thinking

"What is the impact of climate change on global temperatures?"

SYSTEM 1

The Language Model, using its vast database of information, **quickly** generates a response based on patterns and associations it has learned...

"Climate change leads to rising global temperatures, which can result in more extreme weather events and disruptions to ecosystems."

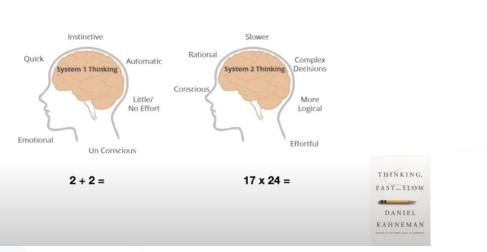
System 1: quick, but **not** simple

SYSTEM 2

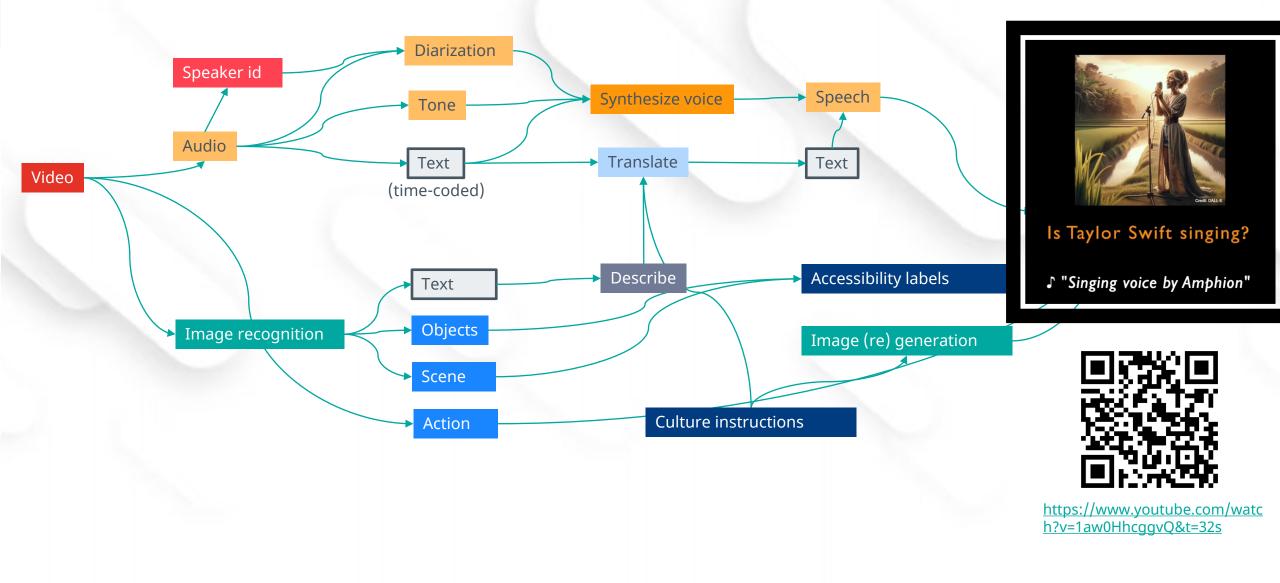
Better answer by considering the complexities of climate science, examining various contributing factors, and evaluating empirical evidence

This might include discussing greenhouse gas emissions, feedback loops, historical temperature records, and the potential long-term consequences of climate change

System 2



Multimodal



Where Next?

1000+ ideas

Business Applications embedding Generative AI



- Human experience makes language truly resonate
- In all transformation leaps, we continue to see human specialists persist
- Immense potential of generative AI in the translation space
- GenAI enables a wider spectrum of professionals to utilize generative AI effectively
- Together, we can bridge the gap between languages, cultures, and people, creating a more interconnected world





Questions?

LEARN MORE: https://www.rws.com/artificial-intelligence/