

Using MT as Enabler for Differentiated Quality Levels

Eric Blassin
Chief Technologist
Lionbridge

`eric.blassin@lionbridge.com`

Rafa Moral
Director of R&D
Linguistic Services
Lionbridge

`rafa.moral@lionbridge.com`

Machine translation has often disappointed in the past because of unreasonable expectations. Lionbridge has taken from early on a pragmatic approach, starting from what MT can do and building offerings around it (rather than starting from what many people dreamt what MT could do).

Combining MT engines with a strong service wrapper delivered by experts, we have expanded the well-known triangle Cost/Quality/time, enabling new service levels and broadening the choice for the customer.

Although conceptually simple, this strategy had to address and resolve multiple practical problems, going from quality and specifications of final output, down to enhanced linguistic resources and data lifecycle management controlling and preventing data contamination.

We will explore those along this presentation.