

# Language Studio™ Newsletter July 2016

In this issue of the Language Studio™ Newsletter;

- Language Studio™ Version 4 in Action
- LSP Case Study: EQHO Gets Strategic With MT to the Core
- Asia Online at Localization World Dublin 2016
- Introducing Language Studio™ “Industry Engines”
- Language Studio™ Now Supports Vietnamese

Welcome! This month sees Language Studio™ Version 4 in action, with full automation allowing users to perform their own instant MT engine updates and customizations. The premium “Professional” human expert driven MT engine customization is of course also available for the highest quality output. Furthermore, a new payment model makes Language Studio™ more accessible than ever before. *“No other MT provider can match Language Studio™ for quality or productivity gains. With Language Studio™ V4.0 even small organizations can gain access to the power of Language Studio™ with ease and simplicity”*, Says Dion Wiggins, CTO.

We have a new Case Study of a client using Language Studio™ strategically to deliver impressive productivity and margin gains. The exhibit stand at LocWorld Dublin was the venue to meet up with many new and existing friends for demonstrations of the new release. We now support Vietnamese! Read on... - *Team Asia Online*

## Language Studio™ Version 4 in Action

The latest release of Language Studio™ incorporates greater automation into the platform to enable rapid MT engine customization and quality improvement, and also offers a range of solutions irrespective of a user’s size. Utilize one of the Industry Engines “out of the box” or add your content on top of these ready to use engines with immediate fully automated training. Customization options range from Do-It-Yourself Basic custom engines, to the high quality Professional custom engines that are guided and manufactured by Language Studio™ Experts, tailored to your very specific needs.

Language Studio™ now has an innovative and new ‘Unit’ based pricing model. Users now purchase Units which are then spent upon translation, engine training, and a host of other linguistic processes.

Language Studio™ V4.0 includes new Advanced Data Manufacturing processes, which eliminates a major barrier to adoption by providing the tools to build a custom engine even when you have no data to start with. Language Studio™ is tried and proven by some of the world’s largest Language Service Providers, Enterprises and Governments, with our largest deployment translating more than 1.2 billion words per day. This latest release makes all of our most advanced features available to even the smallest of businesses at cost competitive rates.

Sign up for a Free Trial Account :- <http://www.languagestudio.com/freetrial>

**Book a Private Demonstration Now ([sales@asiaonline.net](mailto:sales@asiaonline.net))**

## **Case Study – EQHO Gets Strategic with MT to the Core**

After unsuccessful attempts with Machine Translation in the past from a different vendor, EQHO Globalization brought in Asia Online's Language Studio™ for a difficult project with very tight timelines. The success of this project has led EQHO to implement Language Studio™ at a strategic level in their workflow, and the LSP aims to have MT behind the majority of all translations in the very near future.

Yvan Hennecart, the EQHO COO, had experience from a former company with Language Studio™ and was looking for ways to make EQHO more cost effective, efficient and competitive that would help them grow market share. A 1 day workshop with senior management of both companies was organized to implement Language Studio™ MT as part of the strategic roadmap.

An initial translation project of 6000,000 words of English to Thai in the Sci-Fi gaming domain was challenging, especially with only 1 month for delivery. A high quality 'Professional' MT engine was customized with minimal data sets available using the Language Studio™ Advanced Data Generation tools and processes. The increased productivity of the MT plus human post edit workflow made the project deliverable within the timeline with greater profit margins than expected.

*"MT based on the Language Studio platform and Asia Online's MT Maturity Model is now an integral part of our business growth strategy"* Yvan Hennecart, EQHO COO.

EQHO's management quickly understood that MT as a tool sometimes only gives marginal benefits, whilst MT as a strategy was necessary in order to gain greater benefits to their business overall. Key to this understanding was the Language Studio™ MT maturity model **LINK**. Establishing EQHO's current level of MT maturity, and developing a plan for EQHO to advance through the maturity model over a defined time period was successful in convincing management that adopting MT as a strategic goal would help EQHO differentiate the company from competitors and accelerate their business development.

Download the Case Study:- <http://www.asiaonline.net/EN/Resources/CaseStudies/Default.aspx>

## **Asia Online at Localization World Dublin 2016**

From June 8 to 10 Asia Online exhibited the Language Studio™ Machine translation platform at the Localization World Conference in Dublin. Dion Wiggins, Asia Online's CTO and Tim Cox, LSP Sales Manager were manning the Booth, and met with attendees interested in learning about machine translation.

With around 600 attendees, this year's event was one of the largest LocWorlds that we have seen. There was a wide range of exhibitors and many interesting sessions and presentations illustrating the ever changing and fascinating world of localization. Continuing pressures on delivery times and budgets are

always pushing the industry for productivity gains, and Machine Translation is for many a key factor in ensuring project success.

The Gala Dinner was held at the historic Croke Park Stadium. This is the fourth largest sports stadium in Europe and Ireland's premier event venue. Good food and great company was rounded off by entertainment from the sponsors.

*A big Thanks to all those who visited our stand at LocWorld, and we look forward to meeting up with you at future industry events!*

## **An Introduction to Language Studio™ Industry Engines**

### ***Opening up effective MT to a wider user base!***

An integral part of the new Language Studio™ Version 4 is the introduction of Industry engines: MT engines that are ready for use off-the-shelf, and are already customized for specific subject domains. With a low cost pay-as-you-go model, Language Studio™ is now accessible to all sectors of the market.

Industry engines also form the foundation upon which users can create their own Basic custom MT engines. By uploading Translation Memories, and other available data sets, users can create custom MT engines instantly for specific customers or projects. The Basic customization is a mid-range solution, with the Language Studio™ Professional customization still delivering the highest quality MT output available today.

Asia Online is progressively building out Industry engines in the following subject domains across the over 5000 language pairs that Language Studio™ supports.



## Language Studio™ Now Supports Vietnamese

Language Studio™ continues to grow the number of language pairs supported after already adding both Myanmar and Tagalog this year. The list of language pairs is now 540 - more than any other commercial MT provider.

Vietnam is a progressive and rapidly growing nation in South East Asia. The business environment has been changing fast as the central Government pushes many new industries to keep the economic motors of growth humming. Manufacturing, information technology and high-tech industries now form a large part of the national economy. With trade liberalization and joining the WTO, Vietnam has been rapidly developing for many years now, and with its population rising over 90 million, the nation has become a South East Asian powerhouse.

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