

LD4LT Position Statement

Phil Ritchie

Chief Technology Officer, VistaTEC

CEO, Digital Linguistics

Statement 1 - Provenance

Context

- VistaTEC acts as a single outsourced QA provider supervising the performance of multiple translation suppliers.

Desire

- Combine authoring data from client, translation data from LSP, and quality data from QA to build process provenance model.

Benefits

- Complete audit trail.
- Discover relationships between:
 - authoring and quality;
 - translators and linguistic reviewers;
 - individual translators.

Statement 2 – Metaphor Modelling

Context

- VistaTEC provides marketing translation and transcreation services for highly emotive, branded, prospective customer facing content types.

Desire

- Gerald Zaltman in "*Marketing Metaphoria*" defines 7 core metaphors which engage target audiences – e.g. Balance, Transformation, Connection, Resource, Control, etc.
- Use these as a basis or weighting to expand inferential searches and build suggested phrasing or wording.

Benefits

- Prompt translators with suggested translations based upon historic/approved metaphor, simile and analogy models.

Statement 3 – Semantic Similarity

Context

- Digital Linguistics produces and sells a statistical based quality assurance service called "*Review Sentinel*" based on algorithms licensed from CNGL.
- Can quality assure large volumes of machine translation/crowd-sourced content and direct post-editing/reviewer effort.

Desire

- Within our tool suite complement the stylistic, syntactic capabilities with semantic functionality.

Benefits

- Further improve semi-automated quality assurance.