



PROGRAMME

24 JUNE

AUDITORIUM

[ROOM C]



DO YOU HEAR THE SOUND OF INTELLIGENCE?
How Language Intelligence Transforms Your Business

10.00 Welcome by [Christoph Prinz](#), LT-Innovate Chairman

10.10-11.30

Opening Panel:

Moderator: [Harley Lovegrove](#), The Bayard Partnership

[Kurt De Ruwe](#), Signify

[Azad Ootam](#), SDL [PDF](#)

[Claudio Palmolungo](#), Expert System [PDF](#)

[Christoph Prinz](#), Sail Labs [PDF](#)

11.30-12.30

Presentations:

[Moshe Wasserblat](#), Intel: Challenges and Future Directions in Deploying NLP in Commercial Environments [PDF](#)

[Paulo Dimas](#), Unbabel: Language Technologies Beyond Customer Satisfaction [PDF](#)

[Kirti Vashee](#), SDL: Using Machine Translation and Linguistic Artificial Intelligence as a Strategic Technology to Drive Digital Experience [PDF](#)

12.30-13.30

WALKING LUNCH



LANGUAGE INTELLIGENCE: THE GOLD RUSH FOR SPEECH & DATA IN FINANCIAL SERVICES

13.30-15.00

Moderator: [Philippe Wacker](#), LT-Innovate

[Arthur Wetzel](#) & Christian Swenson

24translate: Security Standards for Multilingual Document

Management in Switzerland – A Case Study [PDF](#)

[David Sciamma](#), Yseop: Natural Language Generation for Financial Services – NLG at Scale for Augmented Value Creation [PDF](#)

[Kelly Stone](#), Proxem: Customer Intelligence & Customer Care in Retail Banking [PDF](#)

[Ariane Nabeth-Halber](#), Bertin IT: From Traders Conversations Surveillance to Call-bots and Mobile Voice Memos, is Speech Becoming a Global Asset in Finance? [PDF](#)

13.30-15.00

TECHNOLOGY HIGHLIGHTS

[Vincent Nibart](#), Kairntech.com: An Artificial Intelligence Platform to Generate High Quality Datasets and Models from Unstructured Content (Text, Audio...) [PDF](#)




[Ilan Kernerman](#), K Dictionaries: Lexicala API: Transforming Lexicographic Products into Cross-lingual Lexical Data Services [PDF](#)

[Kaspars Kaulinš](#), Tilde: New AI-enabled Paradigm for Government and Citizen Engagement [PDF](#)

15.00-15.30

COFFEE BREAK



 <p>LANGUAGE INTELLIGENCE: EMPOWERING SMART MANUFACTURING & MOBILITY</p>	<p>15.30-16.30 Moderator: Agnese Di Paolo, The Bayard Partnership André Schlotz, SDL: Linguistic Artificial Intelligence Empowering Transformation in Automotive PDF Siem Uittenhout, Artificial Solutions: Use cases of Conversational AI in the Automotive Industry PDF</p>	<p>15.30-16.30 TECHNOLOGY HIGHLIGHTS (cont'd) Ewandro Magalhaes, Kudo: Through the Walls and Around the World: The Power of Live Multilingual Streaming PDF Todd Brennan, Interpretify: Interpretify - A Disruptive Interpretation Technology Platform PDF</p>
 <p>LANGUAGE INTELLIGENCE: COGNITIVE SERVICES GOING MAINSTREAM FOR THE MEDIA?</p>	<p>16.30-18.30 Moderator: Margaretha Mazura, EMFS Christoph Prinz, Sail Labs: Countering Extremism and Foreign Influence PDF Daniel Fazekas, Bakamo Social: The Changing Face of Migration PDF David Mekkaoui, EurActiv: Language Technology for Media, the Holy Grail of a European Public Sphere PDF Steny Solitude, Perfect Memory: DAM-as-a-Brain: The Rise of a New Standard for Digital Asset Management PDF Maarten Verwaest, Limecraft: Maximising Exposure of Audio-visual Content Through Automatic Localisation PDF</p>	<p>16.30-18.30 TECHNOLOGY HIGHLIGHTS (cont'd) Andrew Payne, 24translate: Implementing Enhanced Quality MT and Post-editing to Power-up Businesses PDF Alexander Gigga, Lengoo: Custom-trained vs. Generic: A Comparative Study of Post-editing Performance PDF Anna Máté, Clementine: Hanga – The Best Shift in Customer Service PDF Raniero Romagnoli, Almagawave: Natural Language & Artificial Intelligence to Reshape Customer Experience PDF</p>
	<p>19.30 DINNER (by invitation only)</p>	

25 JUNE

AUDITORIUM

Keynote:

09.00: [Karl-Heinz Lambertz](#), President, European Committee of the Regions



09.20-10.30

Presentations & Discussion:

[Jean Senellart](#), Systran - [Luc Meertens](#), CrossLang: Commoditisation of Neural Machine Translation, New Market Challenges & Opportunities for Professional Users **PDF**

Presentation:

[Nils Adie](#), Semantix & [Andrea Tabacchi](#), Memsources: Driving Business Value from Predicting Machine Translation Quality **PDF**



10.30-11.00

COFFEE BREAK



11.00-13.00

Moderator: [Philippe Wacker](#), LT-Innovate

[Krzysztof Zdanowski](#), Summa Linguae: Practical Innovation – A Digital Roadmap for Small and Mid-size Language Service Providers **PDF**

[Jochen Hummel](#), Coreon: Sunsetting CAT **PDF**

[Casper Grathwohl](#), Oxford University Press: Adventures in the Pursuit of Semantic Interoperability **PDF**

	<p>Diego Bartolome, Transperfect: <i>AI for Translation: TransPerfect's Lessons Learned</i> PDF</p> <p>Jérôme Selinger, Pitney Bowes & Olivier Libouban, Lingoport: <i>Continuous Globalization</i> PDF</p> <p>Andrzej Zydrón, XTM: <i>Cutting through the hype: A Critical Review of Artificial Intelligence Regarding Localization</i> PDF</p>
	<p>13.00-14.00 LUNCH</p>
	<p>14.00-15.30</p> <p>Mihir Sarkar, ENGIE Digital: <i>Speech as Interface to Intelligent Machines: History and Future Perspectives</i> PDF</p> <p>Jacques Barreau, Translations.com: <i>Artificial Intelligence and Language Dubbing: A Rocky Relationship</i> PDF</p> <p>Armin Hopp, Speexx: <i>The Future of Learning: Artificial Intelligence, Augmented Reality, Virtual Reality</i> PDF</p> <p>Leen Segers & Diana del Olmo, LucidWeb: <i>Virtual Reality Voiceover</i> PDF</p> <p>Angélique Remacle, University of Liège: <i>Validation of a Virtual Environment for Learning Vocal Skills</i> PDF</p>
	<p>15.30-16.30 WORKSHOP: <i>The Language Technology Market and Components Taxonomy</i></p> <p>Thomas Thurner & Artem Revenko, Semantic Web Company; PDF</p> <p>Gerhard Backfried, Sail Labs PDF</p>
 <p>THE BEST IN LANGUAGE TECHNOLOGY Awarded since 2012 by LT-Innovate The Association of the Language Technology Industry www.lt-innovate.org/award</p>	<p>16.30-17.00 LT-INNOVATE AWARD CEREMONY The 2019 LTI Awards will be presented by Christian Gsodam, European Committee of the Regions</p> 
	<p>17.15 AWARD NETWORKING COCKTAIL</p>

SPEAKER PROFILES & PRESENTATION ABSTRACTS

Speaker First Name	Nils
Speaker Last Name	Adie
Organisation	Semantix
Position in Organisation	Director of Technology
Organisation Website Address	www.semantix.com
LinkedIn Profile Address	www.linkedin.com/in/%20nils-adie-a005201
Twitter Handle	www.twitter.com/Semantix_sv
Presentation Title	Deriving Business Value from Predicting Machine Translation Quality
Presentation Abstract	The application of machine translation is ubiquitous within the localization industry. Our world is moving from being linguist-centric to being language-asset-centric as the success of language intelligence is shifting the poles of localization. We have already seen that machine translation quality estimation adds a new dimension to the application of machine translation. During our evaluation this spring we have built on results from 2018 to delve into predictive accuracy and associated gains in linguist productivity.

Speaker First Name	Gerhard
Speaker Last Name	Backfried
Organisation	Sail Labs
Position in Organisation	Head of Research
Organisation Website Address	www.sail-labs.com
LinkedIn Profile Address	www.linkedin.com/in/gerhard-backfried/
Twitter Handle	www.twitter.com/saillabs
Presentation Title	The Language Technology Market and Components Taxonomy
Presentation Abstract	In the course of the projects European Language Grid (www.european-language-grid.eu) and Pret-a-LLOD (www.pret-a-llod.eu) a taxonomic description of fields, subdomains, techniques, solutions, components and entities is needed to foster exchange and interaction of the European Language Technology Sector - in both - research and industry. In a joint effort, the mentioned projects are now driving a process, where such a taxonomy is built up, maintained and provided openly to the sector. As a goal, the Language Technology Market and Components Taxonomy will be published in its first version in late 2019. A series of consultations and workshops cornerstone the efforts of the group. Join us now!

Speaker First Name	Diego
Speaker Last Name	Bartolome
Organisation	TransPerfect
Position in Organisation	Director of Artificial Intelligence
Organisation Website Address	www.transperfect.com
LinkedIn Profile Address	www.linkedin.com/in/dbartolome
Twitter Handle	www.twitter.com/TransPerfect
Presentation Title	Artificial Intelligence for Translation: TransPerfect's Lessons Learned
Presentation Abstract	According to Gartner, deep learning, and therefore neural machine translation is at the top of the hype. On the other hand, companies often find it difficult to apply AI in practice, and often the expectations are not on par with reality. Therefore, at TransPerfect we are sensible in the implementation of AI for clients, and throughout our journey we have learned very valuable insights we would like to share in this presentation.

Speaker First Name	Jacques
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Speaker Last Name	Barreau
Organisation	Translations.com
Position in Organisation	Vice President, Media & Interactive Entertainment
Organisation Website Address	www.translations.com
LinkedIn Profile Address	www.linkedin.com/in/jacquesbarreau
Twitter Handle	www.twitter.com/translationscom
Presentation Title	Artificial Intelligence and Language Dubbing: A Rocky Relationship
Presentation Abstract	From his original voice placement modelling developed years ago to help actors worldwide re-create iconic animation voices to the latest technology used in the language dubbing world, Jacques will take a look at the status of AI in Dubbing and will try to visualize what it can do in the future for the localization world.

Speaker First Name	Todd
Speaker Last Name	Brennan
Organisation	Interprefy
Position in Organisation	Senior Sales Manager
Organisation Website Address	www.interprefy.com
LinkedIn Profile Address	www.linkedin.com/in/toddbrennan
Twitter Handle	www.twitter.com/interprefy
Presentation Title	Interprefy – A Disruptive Interpretation Technology Platform
Presentation Abstract	Interprefy is a Swiss technology company that has developed and operates a cloud-based platform for Remote Simultaneous Interpreting (RSI) at conferences and similar events. Interpreters work remotely and conference delegates use their smartphones as receivers. Since the interpreters do not need to travel and no heavy equipment must be installed on-site, cost savings compared to conventional interpreting technology are substantial. This also enables conference organisers to offer simultaneous interpreting for smaller events such as workshops and seminars. Clients can use their own interpreters or hire them from professional agencies Interprefy works with.

Speaker First Name	Kurt
Speaker Last Name	De Ruwe
Organisation	Signify
Position in Organisation	CIO
Organisation Website Address	www.signify.com
LinkedIn Profile Address	www.linkedin.com/in/kurtderuwe
Twitter Handle	www.twitter.com/Signifycompany
Presentation Title	Do You Hear the Sound of Intelligence? How Language Intelligence Transforms Your Business
Presentation Abstract	The panel will demonstrate that 'Language Intelligence' is the underlying force for transformation from data-driven to intelligence-driven processes and highlight the potential efficiency gains corporates can reap from deploying multilingual communication and cognition technologies i.e. a mix of artificial intelligence (AI), machine learning (ML) and natural language processing (NLP).

Speaker First Name	Paulo
Speaker Last Name	Dimas
Organisation	Unbabel
Position in Organisation	VP of Product Innovation
Organisation Website Address	www.unbabel.com
LinkedIn Profile Address	https://www.linkedin.com/in/paulodimas
Twitter Handle	https://www.twitter.com/Unbabel
Presentation Title	Language Technologies Beyond Customer Satisfaction

Presentation Abstract	Up to now, the main driving powers of the AI adoption in customer service have been customer experience. However, in the world of tomorrow, the employee experience will be as important, if not more so, than customer satisfaction. In this talk, we will discuss why and how AI will play an important role in the process of creating one of the most important assets of any business: the great company culture. In particular, we will focus on multilingual aspects of the Customer Service (CS) agent-customer communication by the example of the AI-powered, human-refined Unbabel solution that provides multilingual support for both customers and CS agents. We will cover the key technology blocks and design solutions that bring together artificial and human intelligence to deliver native-quality translation at scale. We will consider different scenarios in which AI working side-by-side with a crowd improves request handling time, optimizes backlog, and both customer and agent satisfaction.
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Speaker First Name	Agnese
Speaker Last Name	Di Paolo
Organisation	The Bayard Partnership
Position in Organisation	Partner
Organisation Website Address	www.bayardpartnership.com
LinkedIn Profile Address	www.linkedin.com/in/agnesedipaolo
Twitter Handle	www.twitter.com/BayardPartners
Role	Panel Moderator

Speaker First Name	Daniel
Speaker Last Name	Fazekas
Organisation	Bakamo Social
Position in Organisation	Founder & CEO
Organisation Website Address	www.bakamosocial.com
LinkedIn Profile Address	www.linkedin.com/in/danielfazekas
Twitter Handle	www.twitter.com/BakamoSocial
Presentation Title	The Changing Face of Migration
Presentation Abstract	Bakamo read millions of conversations online about the changing face of migration in Europe during 2019. The outputs of this seminal study have informed migration debate, European policy, political empathy and changed business behaviour. This has shone a new narrative on how migration is perceived. This was achieved using genuine augmented intelligence - humans and machines working together.

Speaker First Name	Alexander
Speaker Last Name	Gigga
Organisation	Lengoo
Position in Organisation	CMO
Organisation Website Address	www.lengoo.de
LinkedIn Profile Address	www.linkedin.com/in/alexandergigga
Twitter Handle	www.twitter.com/lengooTweets
Presentation Title	Custom-trained vs. Generic: A Comparative Study of Post-editing Performance
Presentation Abstract	Neural Machine Translation has been superseding all other machine translation approaches for a few years now. All major machine translation providers only scratch the surface of the technology's potential. The true power of Neural Machine Translation lies in the possibilities to tailor the engines exactly to your needs with a relatively low amount of own data. In this micro-talk, we share our experience with post-editing these highly specialized machine translations

compared to generic machine translations in terms of quality and speed for a couple of enterprise cases.

Speaker First Name	Casper
Speaker Last Name	Grathwohl
Organisation	Oxford University Press
Position in Organisation	Academic Technology Director & President, Dictionaries Division
Organisation Website Address	www.oup.com
LinkedIn Profile Address	www.linkedin.com/in/casper-grathwohl-586a285
Twitter Handle	www.twitter.com/OxUniPress
Presentation Title	Adventures in the Pursuit of Semantic Interoperability
Presentation Abstract	The presentation will follow how Oxford University Press has evolved from a world-class dictionary publisher to a language data supplier specializing in low-resource language corpora development, sense-linked lexical content, and topologies/ontologies. It will then outline the work OUP has been doing in these areas with a particular focus on potential collaboration opportunities.

Speaker First Name	Christian
Speaker Last Name	Gsodam
Organisation	European Committee of the Regions
Position in Organisation	Advisor to the Secretary General
Organisation Website Address	www.cor.europa.eu
LinkedIn Profile Address	www.linkedin.com/in/christian-gsodam-73805858
Twitter Handle	www.twitter.com/EU_CoR
Role	LT-Innovate Award Ceremony Keynote Speaker

Speaker First Name	Armin
Speaker Last Name	Hopp
Organisation	Speexx
Position in Organisation	President & Co-Founder
Organisation Website Address	www.speexx.com
LinkedIn Profile Address	www.linkedin.com/in/armin-hopp-speexx
Twitter Handle	www.twitter.com/speexxtweets
Presentation Title	The Future of Learning: Artificial Intelligence, Augmented Reality, Virtual Reality
Presentation Abstract	Armin Hopp, President and Co-Founder of intelligent language learning platform Speexx, will give a presentation on how AI is used at Speexx. He'll discuss how AI improves the user learning journey as well as helps companies with their employee needs assessments, predicts user behaviour, and serves for accurate budget matching and allocating. Armin will also share his insights and predictions on AI will bring for language learning in the next 10 years or so, and how technology and tools like AI, VR and AR might enhance learning (and where real "teachers" fit in all this).

Speaker First Name	Jochen
Speaker Last Name	Hummel
Organisation	Coreon
Position in Organisation	CEO
Organisation Website Address	www.coreon.com
LinkedIn Profile Address	www.linkedin.com/in/ceojochenhummel
Twitter Handle	www.twitter.com/JochenHummel

Presentation Title	Sunsetting CAT
Presentation Abstract	For decades the basic architecture of Computer Assisted Translation (CAT) has been left unchanged. The advances in Neural Machine Translation (NMT) have now made the whole product category obsolete. While translation service providers pitch the concept of “augmented translation” to preserve their established way of operations, NMT is achieving “human parity”. That changes everything. Different actors using innovative tools in reengineered workflows demand new business models. Multilingual Knowledge Systems are a key enabler for this disruptive change.

Speaker First Name	Kaspars
Speaker Last Name	Kauliņš
Organisation	Tilde
Position in Organisation	International Business Development Director
Organisation Website Address	https://www.tilde.com
LinkedIn Profile Address	www.linkedin.com/in/kaspars-kaulins-2439095
Twitter Handle	www.twitter.com/TildeCom
Presentation Title	New AI-enabled Paradigm for Government and Citizen Engagement
Presentation Abstract	Recent advances in AI for natural language processing and understanding have transformative power in both private and public sector. Latvia has become a pioneer in using language technologies to facilitate faster, targeted government communication with citizens and non-citizens alike. By aggregating the power of multiple advances in AI such as Neural Machine Translation, speech recognition, text-to-speech as well as smart virtual assistants Tilde has brought the newest social media inspired channels to foster government-to-citizen interaction. Tilde will showcase two exciting examples: HUGO.lv – a multilingual communication platform for eGovernment, and the first virtual government clerk in Europe, UNA, employed by the Latvian Registry of Enterprises. These cases will illustrate how the timely and strategic introduction of AI technologies improves customer engagement and satisfaction, streamlines customer support processes. This leads to a transformative epiphany on the roles of the customer support staff and creating new communication experiences for employees and clients.

Speaker First Name	Ilan
Speaker Last Name	Kernerman
Organisation	K Dictionaries
Position in Organisation	CEO
Organisation Website Address	www.kdictionaries.com
LinkedIn Profile Address	www.linkedin.com/in/%20ilan-kernerman-66b22a156
Twitter Handle	
Presentation Title	Lexicala API: Transforming Lexicographic Products into Cross-lingual Lexical Data Services
Presentation Abstract	The Lexicala API provides access to K Dictionaries' quality cross-lingual resources across 50 languages. It enables flexible search options of complete dictionary entries or specific components, including detailed syntactic and semantic information, sense definitions and various means of disambiguation, examples of usage, multiword units, and translations to multiple languages. The API is RESTful and returns JSON responses, allowing easy processing and seamless integration with other applications for NLP professionals, application developers, language learning, translation and localization services.

Speaker First Name	Karl-Heinz
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Speaker Last Name	Lambertz
Organisation	European Committee of the Regions
Position in Organisation	President
Organisation Website Address	www.cor.europa.eu
Profile Address	www.cor.europa.eu/en/about/president
Twitter Handle	www.twitter.com/EU_CoR
Role	Keynote Speaker

Speaker First Name	Olivier
Speaker Last Name	Libouban
Organisation	Lingoport
Position in Organisation	VP Product Development
Organisation Website Address	www.lingoport.com
LinkedIn Profile Address	www.linkedin.com/in/olivierlibouban
Twitter Handle	www.twitter.com/Lingoport
Presentation Title	Continuous Globalization
Presentation Abstract	<p>Pitney Bowes is century-old company that constantly evolves and innovates in new technologies. From the physical mail business, we have been moving to the digital world to continue helping our clients communicate in a borderless world. One of our innovating SAS/Mobile tracking product has embraced Agile methodology with Globalization in mind since day one, with a clear and ambitious target: an initial, concurrent release in 9 countries. This has constituted a huge challenge for the Globalization team, as most CAT tools are not designed to work in such a fast-paced elaborate environment: multiple blockers resulted in workarounds, fixes and constant attention from the Globalization PM. Research was made on what the market had to offer, and one solution struck our attention. The solution allows us to build an end-to-end automated workflow in a complex, multi-branch GIT repository through a seamless integration in our engineering systems: without any CAT tools knowledge, developers can initiate the localization process with a simple command line in Slack. Thanks to the solution, the Globalization PM can concentrate on high-added value tasks including educating developers about 110n best practices, providing consultancy to UX specialists and helping Product Management reach new international markets. All file preparation, handling, and post-processing is now a thing of the past.</p>

Speaker First Name	Harley
Speaker Last Name	Lovegrove
Organisation	The Bayard Partnership
Position in Organisation	Co-Founder & Chairman
Organisation Website Address	www.bayardpartnership.com
LinkedIn Profile Address	https://www.linkedin.com/in/harleylovegrove
Twitter Handle	https://www.twitter.com/BayardPartners
Presentation Title	Do You Hear the Sound of Intelligence? How Language Intelligence Transforms Your Business
Presentation Abstract	<p>Panel Moderator</p> <p>The panel will demonstrate that 'Language Intelligence' is the underlying force for transformation from data-driven to intelligence-driven processes and highlight the potential efficiency gains corporates can reap from deploying multilingual communication and cognition technologies i.e. a mix of artificial intelligence (AI), machine learning (ML) and natural language processing (NLP).</p>

Speaker First Name	Ewandro
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Speaker Last Name	Magalhaes
Organisation	KUDO
Position in Organisation	VP of Communications
Organisation Website Address	www.kudoway.com
LinkedIn Profile Address	www.linkedin.com/in/ewandro
Twitter Handle	www.twitter.com/KUDOWay
Presentation Title	Through the Walls and Around the World: The Power of Live Multilingual Streaming
Presentation Abstract	Digital transformation has reached the conference halls and the whispering winds of change are being felt far beyond the walls. The technology is finally here that allows us to meet beyond geographic and language barriers. In this day and age of instantaneous connectivity, being able to localize content and information in as many languages as possible in real-time has become a survival skill. Clients want to be spoken to in their own language. Are you ready to do it? Join Ewandro Magalhaes in an exploration of the pros and cons of the new, cloud-based multilingual collaboration platforms and what they mean for clients and event planners, in and out of the room.

Speaker First Name	Anna
Speaker Last Name	Máté
Organisation	Clementine
Position in Organisation	Analyst
Organisation Website Address	www.clementine.hu
LinkedIn Profile Address	www.linkedin.com/in/anna-mate-89698366
Presentation Title	Hanga – The Best Shift in Customer Service
Presentation Abstract	Hanga is an innovative IVR solution based on artificial intelligence. Customers explain their complaints with their own words more easily than finding the needed submenu in a pre-set complex hierarchy. Hanga processes the human speech, understands the reason of the call and directs the customer the right endpoint automatically. Abolishing switching and shortening the duration of calls can reduce operating costs and the customer support staff can be relieved. Released human resources can be used for manage other creative value-adding processes. Hanga is a virtual customer service representative, who with understanding natural human communication is able to provide various customer service tasks. The customers are free to formulate their request, which processed by advanced voice and text analytics algorithms, identifying the caller's intention. Hanga is able to answer independently, makes the suitable self-service functions available to the customer or connects the appropriate customer service operator. The advantage of the solution compared to the traditional IVR menu system is the one-handed customer management, the fact that the complex IVR structure remains hidden from the client, and the customers can express their intention with their own words. Ultimately, the system adapts to the client, not the client to the system.

Speaker First Name	Margaretha
Speaker Last Name	Mazura
Organisation	European Marketing & Financing Services
Position in Organisation	Director
Organisation Website Address	www.emfs.eu
LinkedIn Profile Address	www.linkedin.com/in/margarethamazura
Role	Panel Moderator

Speaker First Name	Luc
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Speaker Last Name	Meertens
Organisation	CrossLang
Position in Organisation	CEO
Organisation Website Address	www.crosslang.com/en
LinkedIn Profile Address	www.linkedin.com/in/luc-meertens-08766a
Twitter Handle	www.twitter.com/crosslang
Presentation Title	Commoditization of Neural Machine Translation, New Market Challenges & Opportunities for Professional Users
Presentation Abstract	

Speaker First Name	David
Speaker Last Name	Mekkaoui
Organisation	EURACTIV Media Network
Position in Organisation	CEO
Organisation Website Address	www.euractiv.com
LinkedIn Profile Address	www.linkedin.com/in/davidmekkaoui
Twitter Handle	www.twitter.com/EURACTIV
Presentation Title	Language Technology for Media, the Holy Grail of a European Public Sphere
Presentation Abstract	We believe in more and better Europe. And the way we stand by our ideal is by building a European Public Sphere of Media. EURACTIV is a media network with multiple partners in 12+ EU capitals. Languages are our new borders. We provide original and localised policy news in 12 languages, reaching more than a million readers every month. Along the last few years, we tested several LT technologies to connect our different newsrooms and reader communities. This session will help you understand the solutions we found and the challenges we still face. I am also looking forward to opening up the dialogue and listening to your suggestions to translate high quality news content efficiently.

Speaker First Name	Ariane
Speaker Last Name	Nabeth-Halber
Organisation	Bertin IT
Position in Organisation	Director, Speech Solutions strategic line
Organisation Website Address	www.bertin-it.com/en
LinkedIn Profile Address	www.linkedin.com/in/anabeth
Twitter Handle	www.twitter.com/Bertin_IT
Presentation Title	From Traders Conversations Surveillance to Call-bots and Mobile Voice Memos, is Speech Becoming a Global Asset in Finance?
Presentation Abstract	<p>Along the years, financial institutions have been deploying speech applications that used to be siloed and tailored to just one need, like specific voice enabled IVR applications for contact centres, specific dictation applications for business users, specific voice discovery tools for legal and compliance teams etc. Each application had a limited scope, required tuning and heavy professional services to reach its production target, and would rely on a different speech engine.</p> <p>We are seeing a shift from this tactical approach to a strategic approach as financial institutions consider speech and audio data as a global asset, which should be capitalized as part of their digital transformation. This coincides with recent advances in speech technology that allows top speech-to-text engines to easily serve multiple purposes and go well beyond previous limited scope applications. We will be illustrating that trend by examining real world customer cases within financial institutions using the Bertin IT MediaSpeech engine, namely :</p> <ul style="list-style-type: none"> -Investment banks monitoring the daily conversations of traders; -Retail banks deploying callbots and augmented agents in customer relationship;

-Institutions using mobile voice memos and in-meetings assistance for their staff. We will review the pros and cons of this multi-purpose approach of speech technology and reflect on where it may lead to in the coming years, in other words, what promises and obstacles lie ahead of this 'speech as a global asset' strategy at financial institutions.

Speaker First Name	Vincent
Speaker Last Name	Nibart
Organisation	kairntech
Position in Organisation	Co-Founder
Organisation Website Address	www.kairntech.com
LinkedIn Profile Address	www.linkedin.com/in/vincent-nibart-a8117b
Twitter Handle	www.twitter.com/kairntech
Presentation Title	An Artificial Intelligence Platform to Generate High Quality Datasets and Models from Unstructured Content (Text, Audio...)
Presentation Abstract	We propose to demonstrate our new AI platform which enables companies to industrialize the creation of high quality datasets from unstructured content (text, audio...) then to build and deploy document process automation solutions leveraging Machine Learning and Knowledge Graph technologies. Then we'll demonstrate one concrete Use Case in legal (compliance) or in Life Science (information discovery).

Speaker First Name	Azad
Speaker Last Name	Ootam
Organisation	SDL
Position in Organisation	Chief Transformation Officer
Organisation Website Address	www.sdl.com
LinkedIn Profile Address	www.linkedin.com/in/azad-ootam-aa33b42
Twitter Handle	www.twitter.com/sdl
Presentation Title	Do You Hear the Sound of Intelligence? How Language Intelligence Transforms Your Business
Presentation Abstract	The panel will demonstrate that 'Language Intelligence' is the underlying force for transformation from data-driven to intelligence-driven processes and highlight the potential efficiency gains corporates can reap from deploying multilingual communication and cognition technologies i.e. a mix of artificial intelligence (AI), machine learning (ML) and natural language processing (NLP).

Speaker First Name	Claudio
Speaker Last Name	Palmolungo
Organisation	Expert System
Position in Organisation	Executive Vice President Europe
Organisation Website Address	www.expertsystem.com
LinkedIn Profile Address	www.linkedin.com/in/claudio-palmolungo-34a0151
Twitter Handle	www.twitter.com/Expert_System
Presentation Title	Do You Hear the Sound of Intelligence? How Language Intelligence Transforms Your Business
Presentation Abstract	The panel will demonstrate that 'Language Intelligence' is the underlying force for transformation from data-driven to intelligence-driven processes and highlight the potential efficiency gains corporates can reap from deploying multilingual communication and cognition technologies i.e. a mix of artificial intelligence (AI), machine learning (ML) and natural language processing (NLP).

Speaker First Name	Andrew
Speaker Last Name	Payne
Organisation	24technology
Position in Organisation	CEO
Organisation Website Address	www.24translate.de
Xing Profile Address	www.xing.com/profile/Andrew_Payne4
Handle	www.twitter/24translate
Presentation Title	Implementing Enhanced Quality MT and Post-editing to Power-up Businesses
Presentation Abstract	The capability and simplicity of machine translation coupled with ever increasing globalization has led to explosive growth in the quantity of machine-translated texts. Whilst some critical texts will always require human translation, organisations are looking critically at the space in between where machine-translation is not enough, and pure human translation is too expensive. Learn how 24translate's experience helps these organisations to couple the cost savings of MT with the benefits of great quality translations.

Speaker First Name	Christoph
Speaker Last Name	Prinz
Organisation	Sail Labs
Position in Organisation	CEO
Organisation Website Address	www.sail-labs.com
LinkedIn Profile Address	www.linkedin.com/in/christoph-prinz-80a8374
Twitter Handle	www.twitter.com/saillabs
Presentation Title	Countering Extremism and Foreign Influence
Presentation Abstract	Preventing foreign influence and safeguarding the integrity of elections and referendums has become one of the main tasks of intelligence services in the Western world. Technology has allowed foreign actors to interfere in our democratic process in order to spread division, create instability and ultimately advance their foreign and trade policy agenda. This talk will examine examples of foreign influence in the US presidential election and the Brexit referendum, as well as the support of extremist parties in Western Europe.

Speaker First Name	Angélique
Speaker Last Name	Remacle
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Position in Organisation	Researcher
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Profile Address	https://www.researchgate.net/profile/Angelique_Remacle
Twitter Handle	https://www.twitter.com/UniversiteLiege
Presentation Title	Validation of a Virtual Environment for Learning Vocal Skills
Presentation Abstract	In health care, there is incredible potential for new technologies (AR, VR...) in both the medical and psychological fields. For their application as diagnostic and treatment tools, scientific validation is essential with respect to evidence-based practice. The scientific approach is 1) to assess the benefits of such new technologies over other existing methods, and 2) to detect potential adverse effects (e.g. cyber-sickness for VR technologies). This presentation focuses on the validation of a VR environment within the field of speech therapy, which is designed for teachers' voice care. During the training sessions, the application is used to help teachers acquire appropriate vocal skills and practice these skills in a simulated teaching context.

Speaker First Name	Artem
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Speaker Last Name	Revenko
Organisation	Semantic Web Company
Position in Organisation	Head of Research
Organisation Website Address	www.semantic-web.com
LinkedIn Profile Address	www.linkedin.com/in/artemrevenko
Twitter Handle	www.twitter.com/semwebcompany
Presentation Title	The Language Technology Market and Components Taxonomy
Presentation Abstract	In the course of the projects European Language Grid (www.european-language-grid.eu) and Pret-a-LLOD (www.pret-a-llod.eu) a taxonomic description of fields, subdomains, techniques, solutions, components and entities is needed to foster exchange and interaction of the European Language Technology Sector - in both - research and industry. In a joint effort, the mentioned projects are now driving a process, where such a taxonomy is built up, maintained and provided openly to the sector. As a goal, the Language Technology Market and Components Taxonomy will be published in its first version in late 2019. A series of consultations and workshops cornerstone the efforts of the group. Join us now!

Speaker First Name	Raniero
Speaker Last Name	Romagnoli
Organisation	Almawave
Position in Organisation	CTO
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LinkedIn Profile Address	www.linkedin.com/in/valeria-sandei-3a242810
Twitter Handle	www.twitter.com/Almawave
Presentation Title	Natural Language & Artificial Intelligence to Reshape Customer Experience
Presentation Abstract	For the past 10 years Almawave has been investing in AI, focusing on Natural Language Technology on voice & text, to support a comprehensive transformation in Customer Experience Management (Engagement and Analytics). This enabling technology spans over 32 languages with highly advanced features, such as real-time voice content detection, conversational agents for text and voice, process automation and guidance, semantic knowledge management, speech analytics, etc. Blending language technology innovation with other key tech components (such as multi-channel, unified desktop, big data), Almawave has developed an integrated suite of products, relying on 13 different modules, addressing marketing, operational, compliance and sales needs by understanding the voice of the customer, analysing and interacting according to their intent. Various modules of the platform have been implemented for large corporate customers on an international scale in different industries. Now Almawave counts over 100 projects and supports over 10,000 agent positions in large enterprises and Gov. Almawave technology has already been reviewed by more than 30 analysts by 3 major international analyst firms, and mentioned in more than 50 reports, including Hype Cycles (among which: Hype Cycle for Analytics & BI, Hype Cycle for Data Science & Machine Learning), several Market Guides, one Magic Quadrant (visionary players for innovative technologies supporting CM BPO services). Almawave has additionally been awarded several EU-based awards (the most recent being the Frost & Sullivan Enabling Technology Leadership Award – Europe) and prizes (CEBIT - Europe's Business Festival for Innovation & Digitalization, MIT Technology Award Italy: Almawave among Top 10 Disruptive Innovation Companies 2015, to name some), and its technology is currently regarded and acknowledged as a European platform of excellence within the global Customer Experience landscape. More, Almawave holds 2 US technology patents. The Company headcounts about 200 professionals, with a presence in 3 Regions (EMEA, LATAM and North America), and active projects also in other theatres.

Speaker First Name	Mihir
Speaker Last Name	Sarkar
Organisation	ENGIE Digital
Position in Organisation	Head of Data
Organisation Website Address	www.engie.com
LinkedIn Profile Address	www.linkedin.com/in/mihirsarkar
Twitter Handle	www.twitter.com/gootelbug
Presentation Title	Speech as Interface to Intelligent Machines: History and Future Perspectives
Presentation Abstract	Voice control has long been considered the holy grail of human-computer interaction. Earlier this year, venture capitalist Marc Andreessen predicted that audio was going to be "titanically important" thanks to AirPods ("a voice in your ear any time you want") and to speech as user interface: voice powers smart speakers, which have quickly become ubiquitous, and provides compelling use cases for VR/AR platforms. Speech and audio technology has been around for decades – from powering early dictation systems to the latest social robots. Over time, however, shifts have occurred in techniques, markets, and mindsets. For example, algorithms have moved from device to cloud to gain compute power, and now back to the device to safeguard privacy. Ethical questions are also becoming important topics of discussion, both as a factor for social impact and a business consideration. Looking at the future, two questions arise: 1. What can we learn from past inventions and current research to help us better understand the next innovations shaping speech technology and the voice industry? 2. What can we predict about the future of language technology and its applications?

Speaker First Name	André
Speaker Last Name	Schlotz
Organisation	SDL
Position in Organisation	Vice President Global Automotive and Manufacturing Solutions
Organisation Website Address	www.sdl.com
LinkedIn Profile Address	https://www.linkedin.com/in/andré-schlotz-2990491
Twitter Handle	https://www.twitter.com/sdl
Presentation Title	Linguistic Artificial Intelligence Empowering Transformation in Automotive
Presentation Abstract	The automotive industry is in a multi-dimensional transition impacting business models, technology and processes. In this presentation you will learn 1. how this transformation is impacting the automotive content supply chain, 2. where and how Linguistic AI can help to transform this supply chain and, 3. how Linguistic AI empowers intelligent content operations.

Speaker First Name	David
Speaker Last Name	Sciamma
Organisation	Yseop
Position in Organisation	Senior Vice President Product
Organisation Website Address	www.yseop.com
LinkedIn Profile Address	https://www.linkedin.com/in/dsciamma/
Twitter Handle	https://www.twitter.com/yseopAI
Presentation Title	NLG for Financial Services – NLG at Scale for Augmented Value Creation
Presentation Abstract	Yseop is an international AI software company and a technological frontrunner in NLG Technology. In financial services, professionals are confronted to a threefold problem: too many regulations, too much data, and too little time. How can they save time, ensure compliance, and leverage data assets? Building on over 10 years of experience, Yseop has developed a strong expertise in automating report writing for financial institutions. 80% of the largest Western banks rely on our solutions to streamline their business processes, making

financial reporting and complex analytical data easy to digest. In our presentation, we will share the key success factors for NLG technology adoption and spread of use through practical use cases.

Speaker First Name	Leen
Speaker Last Name	Segers
Organisation	LucidWeb
Position in Organisation	Founder
Organisation Website Address	www.lucidweb.io
LinkedIn Profile Address	www.linkedin.com/in/leensegers
Twitter Handle	www.twitter.com/lucidw3b
Presentation Title	Virtual Reality Voiceover
Presentation Abstract	LucidWeb is a fast-growing technology startup focused on the democratisation of VR/AR content, via the browser. It is working closely with larger online publishers by supporting them in making their content instantly available across three devices: desktop, mobile and VR headsets. In the session, LucidWeb will highlight two experiences, one in news and one in travel, where voice over was used to maximise the feeling of presence in the VR experiences.

Speaker First Name	Jérôme
Speaker Last Name	Selinger
Organisation	Pitney Bowes
Position in Organisation	Principal Globalization Program Manager
Organisation Website Address	www.pb.com
LinkedIn Profile Address	www.linkedin.com/in/jerome-selinger-91685912
Twitter Handle	www.twitter.com/PitneyBowes
Presentation Title	Continuous Globalization
Presentation Abstract	Pitney Bowes is century-old company that constantly evolves and innovates in new technologies. From the physical mail business, we have been moving to the digital world to continue helping our clients communicate in a borderless world. One of our innovating SAS/Mobile tracking product has embraced Agile methodology with Globalization in mind since day one, with a clear and ambitious target: an initial, concurrent release in 9 countries. This has constituted a huge challenge for the Globalization team, as most CAT tools are not designed to work in such a fast-paced elaborate environment: multiple blockers resulted in workarounds, fixes and constant attention from the Globalization PM. Research was made on what the market had to offer, and one solution struck our attention. The solution allows us to build an end-to-end automated workflow in a complex, multi-branch GIT repository through a seamless integration in our engineering systems: without any CAT tools knowledge, developers can initiate the localization process with a simple command line in Slack. Thanks to the solution, the Globalization PM can concentrate on high-added value tasks including educating developers about l10n best practices, providing consultancy to UX specialists and helping Product Management reach new international markets. All file preparation, handling, and post-processing is now a thing of the past.

Speaker First Name	Jean
Speaker Last Name	Senellart
Organisation	SYSTRAN
Position in Organisation	CEO
Organisation Website Address	www.systrangroup.com

LinkedIn Profile Address	www.linkedin.com/in/jeansenellart
Twitter Handle	www.twitter.com/SYSTRAN
Presentation Title	Commoditization of Neural Machine Translation, New Market Challenges and Opportunities for Professional Users
Presentation Abstract	Intelligent language processing needs smart data, technology excellence for neural engines training, human expertise, computing power, and plug & play translation tools for end-users. How to cover all these needs in a single end-to-end solution? Jean Senellart will have the pleasure to offer an exclusive preview of SYSTRAN MarketPlace to LT Innovate Summit attendees.

Speaker First Name	Steny
Speaker Last Name	Solitude
Organisation	Perfect Memory
Position in Organisation	CEO
Organisation Website Address	www.perfect-memory.com
LinkedIn Profile Address	www.linkedin.com/in/stenysolitude
Twitter Handle	www.twitter.com/Perfect_Memory
Presentation Title	DAM-as-a-Brain: The Rise of a New Standard for Digital Asset Management
Presentation Abstract	<p>This talk aims at showcasing a new generation of solutions to collect, interpret and make any data or document available for the users in their own context (internal, providers, partners, customers). We will discuss the new technical paradigm that allows companies to take into account their needs of flexibility, interoperability, accessibility and agility expected from modern digital asset management systems:</p> <ul style="list-style-type: none"> -Flexibility: Allow the IT to collaborate seamlessly with the business lines (connect new data channels, improve knowledge base, manage customers' profile evolution). -Interoperability: Allow the business to remain connected to its ecosystem, being able to collect and integrate any source of information from suppliers, partners or customers. -Accessibility: Allow to contextualize user experience and enrich it, offer a more intuitive user experience vs. existing systems -Agility: Allow the platform to evolve with companies and their ecosystems. <p>The talk will focus on the needs of accessibility in order to deliver the value of data provided by Bertin IT and its speech-to-text products.</p>

Speaker First Name	Kelly
Speaker Last Name	Stone
Organisation	Proxem
Position in Organisation	International Business Developer
Organisation Website Address	www.proxem.com
LinkedIn Profile Address	https://twitter.com/KellyVStone
Twitter Handle	www.twitter.com/proxem
Presentation Title	Customer Intelligence & Customer Care in Retail Banking
Presentation Abstract	Opinion and sentiment analysis helps to better understand consumer expectations and transform them into appropriate products and services. As in most other NLP tasks, the essential element here is to define a tailor-made semantic analyzer to "make the corpus speak" and understand how customers express their needs, in their own words. The use of a hybrid approach mixing rules and neural networks nowadays gives the best results. It is also possible to share linguistic resources between opinion mining and intent-detection for a chatbot.

Speaker First Name	Andrea
Speaker Last Name	Tabacchi
Organisation	Memsource
Position in Organisation	Solution Architect Lead
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LinkedIn Profile Address	www.linkedin.com/in/andreatabacchi
Twitter Handle	www.twitter.com/memsource
Presentation Title	Deriving Business Value from Predicting Machine Translation Quality
Presentation Abstract	The application of machine translation is ubiquitous within the localization industry. Our world is moving from being linguist-centric to being language-asset-centric as the success of language intelligence is shifting the poles of localization. We have already seen that machine translation quality estimation adds a new dimension to the application of machine translation. During our evaluation this spring we have built on results from 2018 to delve into predictive accuracy and associated gains in linguist productivity.

Speaker First Name	Thomas
Speaker Last Name	Thurner
Organisation	Semantic Web Company
Position in Organisation	Head of Transfer
Organisation Website Address	www.semantic-web.com
LinkedIn Profile Address	www.linkedin.com/in/thomasthurner
Twitter Handle	www.twitter.com/semwebcompany
Presentation Title	The Language Technology Market and Components Taxonomy
Presentation Abstract	In the course of the projects European Language Grid (www.european-language-grid.eu) and Pret-a-LLOD (www.pret-a-llod.eu) a taxonomic description of fields, subdomains, techniques, solutions, components and entities is needed to foster exchange and interaction of the European Language Technology Sector - in both - research and industry. In a joint effort, the mentioned projects are now driving a process, where such a taxonomy is built up, maintained and provided openly to the sector. As a goal, the Language Technology Market and Components Taxonomy will be published in its first version in late 2019. A series of consultations and workshops cornerstone the efforts of the group. Join us now!

Speaker First Name	Siem
Speaker Last Name	Uittenhout
Organisation	Artificial Solutions
Position in Organisation	Presales Consultant
Organisation Website Address	www.artificial-solutions.com
LinkedIn Profile Address	www.linkedin.com/in/siemuittenhout
Twitter Handle	www.twitter.com/ArtiSol
Presentation Title	Use cases of Conversational AI in the Automotive Industry
Presentation Abstract	The automotive industry is now changing very quickly, as technology is bringing brands closer to consumers. The innovation opportunity is huge and conversational AI is transforming the customer experience. Whether it is voice-enabled in-car communication, intelligent infotainment systems, chatbots for customer support or intelligent website assistants for online sales, the use-cases are very broad. Siem Uittenhout will share some real examples of advanced conversational AI systems for the automotive industry and will highlight at the same time some challenges automotive brands face when implementing this kind of solutions.

Speaker First Name	Kirti
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Speaker Last Name	Vashee
Organisation	SDL
Position in Organisation	Language Technology Evangelist
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LinkedIn Profile Address	www.linkedin.com/in/kvashee
Twitter Handle	www.twitter.com/sdl
Presentation Title	Using MT and Linguistic Artificial Intelligence as a Strategic Technology to Drive Digital Experience
Presentation Abstract	This session will focus on the possibilities of MT and NLP technologies to enhance and enable leading-edge digital experience in this era of the digital marketplace. We live in an era where 1 trillion words a day are translated by MT, where it has become an essential element of any global digital strategy. The session will explore several MT use cases that go beyond localization and efficiency improvement scenarios and enable new kinds of customer insights, and enable more agile and customer connected services to be deployed across the globe. The session will also touch on the importance of the enterprise digital footprint and how other NLP technologies can also be used to understand, communicate, and deliver relevant content to customers, partners and employees.

Speaker First Name	Maarten
Speaker Last Name	Verwaest
Organisation	Limecraft
Position in Organisation	CEO
Organisation Website Address	www.limecraft.com
LinkedIn Profile Address	www.linkedin.com/in/maartenverwaest
Twitter Handle	www.twitter.com/Limecraft
Presentation Title	Maximising Exposure of Audio-visual Content through Automatic Localisation
Presentation Abstract	While broadcasters and distributors of audio-visual content are obliged to provide complementary subtitles for the deaf and hard of hearing, research shows that up to 80% of the content distributed via social media is consumed without audio at all for various reasons. Because the production of subtitles comes at a significant cost, Limecraft provides producers and post-production facilities with the services to automatically produce subtitles. The latest release of Limecraft Flow includes machine translation services, so subtitles in different languages can now be tent distribution to another level. In this presentation, you will learn about the practical use of Artificial Intelligence and Natural Language Processing, the challenges and how we solved them to create a product for professionals. We will illustrate the different use cases by real-world examples of the BBC (UK), NPO (the Netherlands) and Ilunion (ES).

Speaker First Name	Philippe
Speaker Last Name	Wacker
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Position in Organisation	Executive Director
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LinkedIn Profile Address	https://www.linkedin.com/in/philippewacker
Twitter Handle	https://www.twitter.com/LTInnovate
Role	Event Host & Panel Moderator

Speaker First Name	Moshe
Speaker Last Name	Wasserblat
Organisation	Intel AI Product Group

Position in Organisation	DL and NLP Research Group Manager
Organisation Website Address	www.intel.com
LinkedIn Profile Address	www.linkedin.com/in/moshe-wasserblat-8977632
Twitter Handle	www.twitter.com/IntelAIRsearch
Presentation Title	Challenges and Future Directions in Deploying NLP in Commercial Environments
Presentation Abstract	Natural Language Processing (NLP) has made a major leap in the past decade both from theoretical capabilities as well as its integration into broadly deployed industry solutions. The field seems poised to continue its precipitous advance in mastering the distinctly human capability of using and understanding natural language. However, there are a couple of material challenges when deploying NLP for the industry that needs to be addressed – improving focused learning from a small set of examples and scaling the solution across different domains. Moshe will present the challenges and a few recent technology innovations and practices that show great promise in materially improving NLP results, scalability and robustness but also impose a shift in how business organizations consume computing resources and deploy NLP applications.

Speaker First Name	Arthur
Speaker Last Name	Wetzel
Organisation	24translate Holding
Position in Organisation	Managing Director and CSO
Organisation Website Address	www.24translate.de
LinkedIn Profile Address	www.linkedin.com/in/arthur-w-078816
Twitter Handle	www.twitter.com/24translate
Presentation Title	Security Standards for Multilingual Document Management in Switzerland – A Case Study
Presentation Abstract	No matter if humans or machines get your translation done, confidential and classified documents need a secure way to getting translated, rapidly and efficiently. Security workflows need to be embedded for certain clients and certain documents and they need to run glossaries and translation memories in the same workflow. How does 24translate ensure seamless security workflows today for banking and insurance client as well as for governments? Have a peak insight into the workflows that makes the product portfolio of 24translate unique.

Speaker First Name	Krzysztof
Speaker Last Name	Zdanowski
Organisation	Summa Linguae Technologies
Position in Organisation	CEO/Founder
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LinkedIn Profile Address	www.linkedin.com/in/krzysztof-zdanowski-3926b322
Twitter Handle	www.twitter.com/SummaLinguae
Presentation Title	Practical Innovation – A Digital Road Map for Small and Mid-size Language Service Providers
Presentation Abstract	If you think that the lack of budget for R&D sets you back in the technology race, you're wrong! The speech will focus on macro trends in the LSP industry and will answer questions about how to foresee what's about to come and how to adapt your business to the ever-changing technology landscape. In his speech, Krzysztof Zdanowski will address centralization of services and solution architecture as two macro trends dominating the industry. Then, he will navigate you through intricacies of digital transformation and will advise you how to focus on the full content cycle rather than translation alone.

Speaker First Name	Andrzej
Speaker Last Name	Zydroń
Organisation	XTM International
Position in Organisation	CTO
Organisation Website Address	www.xtm-intl.com
LinkedIn Profile Address	www.linkedin.com/in/azydron
Twitter Handle	www.twitter.com/xtmint
Presentation Title	Cutting Through the Hype: A Critical Review of AI Regarding Localization
Presentation Abstract	AI has garnered much hype over the past few years. As with many trends in IT, expectations are often at odds with reality. Zydroń provides a realistic definition of AI: what is intelligence; how can it be defined; what is the mathematical basis for intelligence; how does it differ from so called 'expert systems', as well as detailing the theoretical limitations of AI and what is actually achievable. The presentation will detail the actual practical potential of AI as well as its limitations and pitfalls when human beings interact with AI systems.