

Will Machines Take Over?

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AppTek



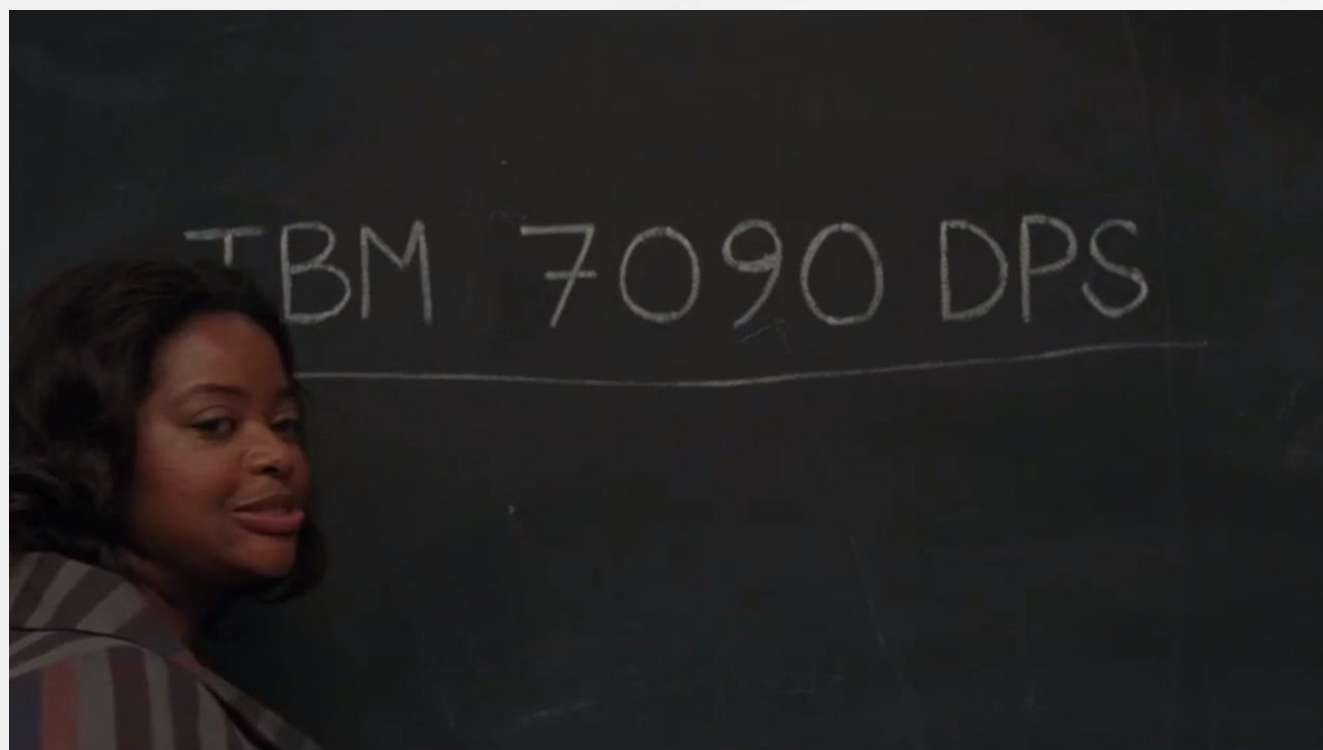
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- **Movie „Hidden Figures“**
- **2016, 20th Century Fox**
- **Director: Theodore Melfi**
- **IMDb: 7.8/10 (235k)**

Hidden Figures (Scenes #1)



Will Machines Take Over?

Yes Will a significant part of the value creation be done by machines?

Yes Will there be significant cost reduction?

Yes Will workflows change?

Yes Will workplaces change?

It never is Will it be easy?

No Is dismissing language technology an option?

Will there be fewer jobs?

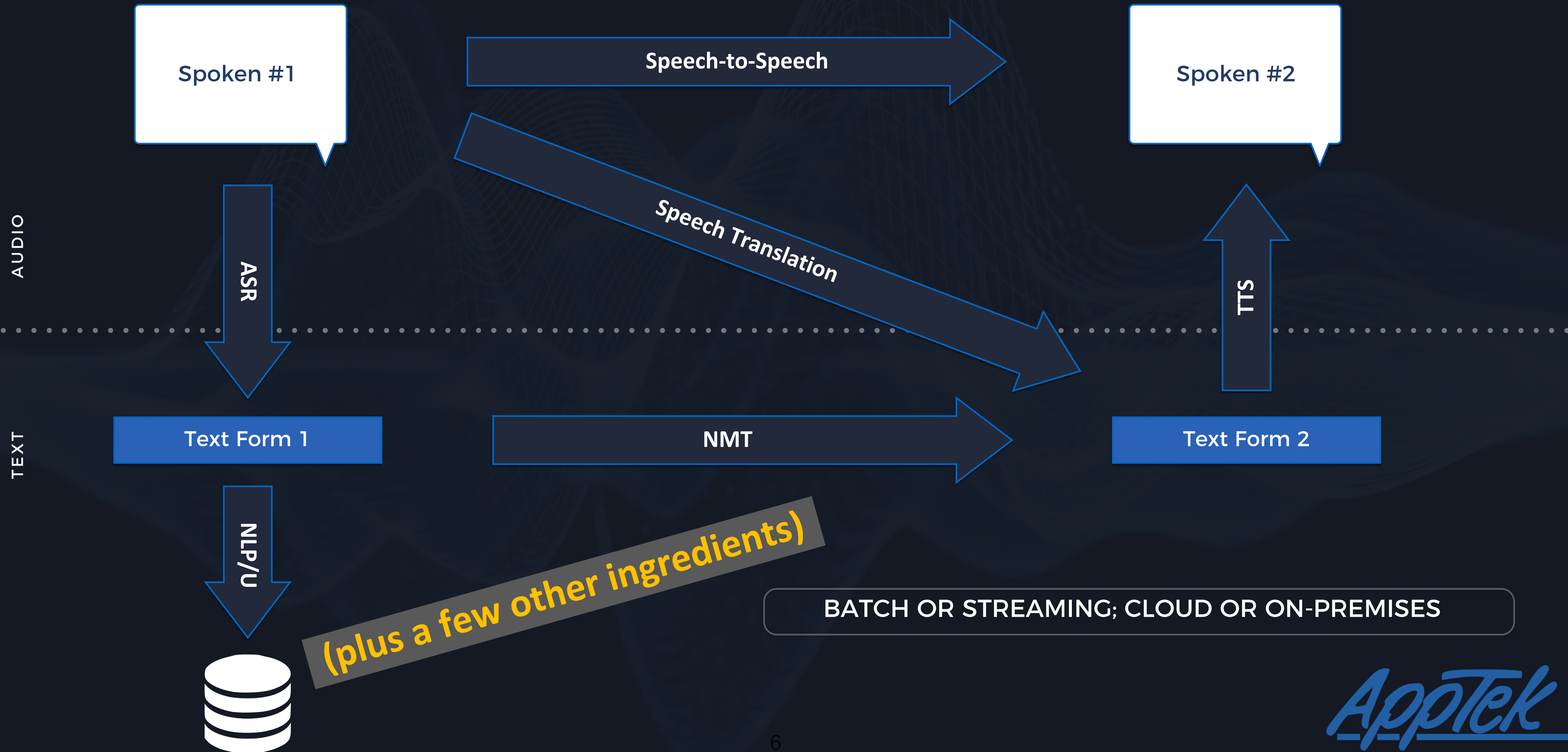
Will language professionals be in control?

Will value be migrating away?

Who will be the winner?

Let's do this later

Full Stack Human Language Technology Solutions



Demo as of Feb 2023



- **Source language: US English**
- **Several target languages**
- **Fully automatic source to target audio – no manual intervention**
- **Adaptive synthetic speech**
- **Qualitative improvement over Sep 2022 IBC demo**

The Playing Field

Content
Owners

LSPs

Workflow

Language
Professionals

Consumers

Language
Technology

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It never is Will it be easy?

No Is dismissing language technology an option?

To be decided Will there be fewer jobs?

To be decided Will language professionals be in control?

To be decided Will there be value migrating away?

To be decided Who will be the winner?

Hidden Figures (Scenes #2)



Key Take-Aways

- **Embrace language technology**
- **Do it step by step**
- **Fight quality loss**
- **Establish quality metrics**
- **Professionals, keep the upper hand**
- **Fight price erosion, seek common interest**
- **Use technology to grow and be fast**

Will Machines Take Over?

Thank you for your attention

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