

AI Translation & Captioning Technology Guide



Embrace the World
with AI-Powered
Live Translation &
Captioning



The fast, easy, affordable way to make meetings & events more inclusive, accessible, and engaging.



Introduction

Navigating today's multi-national, multilingual world requires enhanced communication options. Participants from around the world attend industry conferences and company meetings - both in-person and virtual. Video calls, the new normal post Covid, shrink the world even more, allowing team members from every nation to join a meeting on short notice. Even small organizations often have employees, members, customers, and partners distributed across the globe.

Communication is so important, thousands of books have been written on the topic, and corporations spend billions of dollars a year on communication skills training. Yet, despite its importance, many organizations ignore language as the primary barrier stifling effective communication. In fact, a report published by the American Council on the Teaching of Foreign Languages titled, "Making Languages Our Business: Addressing Foreign Language Demand Among U.S. Employees,"

included new data that underscored the ramifications of language barriers in the workplace.

Nearly one in four U.S. employers surveyed acknowledged losing or being unable to pursue a business opportunity because of the lack of foreign language skills. That means around 8.2 million businesses have lost money by leaving this issue unaddressed.

Typically, company executives or the meeting hosts will pick the language everyone will use, most commonly English. And conference planners often select the primary language for their event, too, and require all sessions to use that language.

However, this model doesn't take into account that some team members and participants lack fluency in that language. Not only does this drag out meetings much longer than necessary, but the content is often misunderstood and outcomes are not universally shared by everyone. All these inefficiencies can end up wasting a lot of time and money.



The obstacles present themselves more often than one would think. In fact, only around 1/8th of the global population identifies as “proficient in English”. Even if an individual spoke English as a second or third language, they’d still have a difficult time following a conversation, as they’d need to constantly devote mental bandwidth to processing, translating, and interpreting the speakers vocabulary.

More importantly, there is a huge loss to innovation that has gone unmeasured. Employees who are subject matter experts often do not speak up for fear of speaking incorrectly or getting distracted by having to put undue thought processes to translate their ideas into a language they are not familiar with.

But, these costs are difficult to quantify: how much money and time do companies lose through miscommunication and misunderstanding? How many great ideas get missed because meeting participants simply can’t get their thoughts across to one another over the language barrier? How many would-be attendees choose not to go to conferences that they really want to attend because they feel they’ll miss too much of the content to make it worthwhile?

Multi-language Use Cases

There are many use cases where organizations may have participants who speak multiple languages.

Whenever there are participants whose primary language is different from the presenters, there is a risk that there will be communication issues.

Providing live translation helps make sure all participants are fully engaged in the event - leading to a more inclusive and accessible experience for everyone.

Common multi-language event types include:

- All Hands Meetings / Town Halls
- Training Sessions
- Sales Presentations
- Industry Conferences
- Community Events
- Customer Webinars

There are many different types of participants who attend these sessions:

- Employees
- Partners
- Customers
- Local Residents
- Organization Members

Meetings and Events Are Delivered Through a Variety of Formats



In-person Meetings



Virtual Webinars



In-person Trainings



Virtual Conferences

Translation Options

There are three primary options to add live translation to an event.

Do Nothing

The most common solution is to do nothing. While this is obviously the cheapest and least time consuming in the short term, as noted earlier in this guide, there are significant long run costs when participants are unable to understand the session contents and do not fully engage.

Use Human Translators

Human translators have been used for centuries and are the most common option today. Everyone has watched prominent events like global sessions at the UN Headquarters in NYC where attendees from 100+ countries around the world listen in real time to a presenter speaking in a language they are not familiar with. Human interpretation is a good option for large, complex events which are planned months in advance and supported by large budgets and teams to coordinate all of the logistics. But, the time and cost of offering human interpretation often makes this option not viable for private companies, industry associations, and local governments.

Use AI Translation

The fastest growing option is AI translation, also known as Machine Interpretation. These tech solutions are powered by an Artificial Intelligence (AI) platform and integrated with a secure cloud infrastructure, removing the need for human interpreters. It is being implemented across a wide range of markets, including financial services, healthcare, technology, government, non profits, and religious organizations.

The ABCs of Translation

The language services field has many terms which are important to understand when investigating interpretation and translation solutions. A few key ones include:

Translation

Process of translating words or text from one language into another - translation focuses on text input.

Interpretation

Process of translating spoken language from one language into another - focuses on voice input.

Remote Interpretation

When the interpreter is not at the same location as the speaker or attendees.

Simultaneous Interpretation

Process of translating the message from the source language to the target language in real-time. It allows participants to hear a spoken translation of the speaker's source language at the same time the speaker is speaking. The speaker does not pause and wait for the interpreter to deliver their translation (which is known as consecutive interpreting).

Tip - The words translation and interpretation are often used interchangeably by people.

How AI-Powered Translation Works

Step 1

The presenter speaks in their preferred language into a device connected via the internet or mobile network to the Translation Platform from any location in the world. The device can be their laptop, desktop, tablet, or mobile phone.



Step 2

The Platform uses AI technology to translate the spoken content into the preferred languages for each participant. Machine Translation Platforms can process and translate speech simultaneously into 50+ languages. The AI engine processes the spoken language and completes the translation in less than 0.5 seconds, providing the output in near real time. The translation software is capable of understanding different dialects and accents, so you can feel confident that the translation will be accurate and understood by all attendees.

Step 3

Attendees can read along with closed captions or listen in their preferred language on their own computer or mobile device.

The captions provide a good alternative to sign language for attendees who are hearing impaired, making meetings more accessible and addressing compliance requirements.

With real-time simultaneous interpretation, team members join an in-person or online meeting without worrying about the language of the meeting. They can listen to the presentation on their headphones and see the text on their device's screen translated into the language of their choice.

Global meetings can be just as effective as local meetings when participants understand each other. And companies can accomplish twice as much without lengthy follow-ups and post-meeting reviews. AI Powered Translation empowers global teams and engages all team members regardless of their fluency in English or other designated event languages.

What to look for in an AI-Powered Translation Solution

Recommended features to look for in an AI-powered translation solution.

How many languages can the solution translate?

Ensure your current and future needs are met. Common examples include: Arabic, Chinese, English, French, German, Hindi, Japanese, Portuguese, and Spanish.

What browsers does the solution support?

Ask about Chrome, Firefox, Safari, and Edge.

Is there a mobile app solution?

Make sure the mobile app works on Android and iOS.

Do participants need a paid account?

Pursue a solution that is free to participants and does not require a download or any personal information from the participants.

Can you create custom glossaries?

Look for solutions where Hosts can create custom glossaries including names of people, products, and acronyms to improve transcription and translation accuracy.

Can you create transcripts?

Look for a solution where Hosts can download transcripts in any language.

What integrations are supported?

Look for a solution that supports a wide range of integrations with meeting and conferencing platforms such as Zoom and Cvent - as well as the ability to work without a meeting or event platform.

How fast and accurate is the output?

Test the solution to make sure it is both fast and accurate.

Is the solution easy to use?

Make sure it is easy to implement - and easy for attendees to use.

Is the solution proven and widely adopted?

Check to see how many customers are using the solution and read their customer reviews.

How Wordly Helps

Wordly is an award winning Silicon Valley based technology company offering a next gen Live Translation and Captioning Platform powered by AI which transforms how organizations manage real-time voice collaboration across multiple languages. Wordly enables you to unlock the full potential of global teams and global markets by removing language barriers.



The Wordly platform captures speakers' audio either by integrating directly into the meeting platform, or via streaming to the Wordly cloud infrastructure. With a large technical vocabulary and customizable glossaries, Wordly rapidly translates meetings of any size and length. Presenters can speak in their preferred language and attendees can read and/or listen to translations on a computer, tablet or smartphone in the language of their choice.

Wordly provides translation and captioning for meetings and conferences. Speakers' words are automatically transcribed and translated into 50+ languages for attendees to choose from.

Wordly is easy to use, highly scalable, and works for all types of meetings and events.

Wordly Benefits

- Improve attendee comprehension
- Grow audience size
- Increase attendee engagement
- Increase accessibility and inclusivity
- Leverage a larger talent pool of presenters
- Set up in minutes - no special hardware or sound booths
- Supports virtual, in-person, and hybrid events
- Audio and caption output options
- Meets enterprise class security and privacy compliance standards
- Works with any event platform
- Very affordable - get 50+ languages for one low price

1,000+ Companies Across a Wide Range of Industries Trust Wordly For Live Translation and Captioning



Conclusion

AI-Powered Translation Creates More Productive, Inclusive Events

The globalization of event planning means that every meeting needs to accommodate the needs of people from every walk of life, often speaking different languages. Normally, each language represented at an event requires its own interpreter. Not only is this time consuming to arrange, but expensive to execute. New tools like Wordly use sophisticated AI algorithms to make it easy for participants to hear presentations in the language of their choice in real-time. Not only does this make live translation cost-effective, but it increases participant inclusion and satisfaction.



Contact Wordly

For more information about Wordly - including scheduling a demo, visit www.wordly.ai.