The Ascendance of Machine Translation

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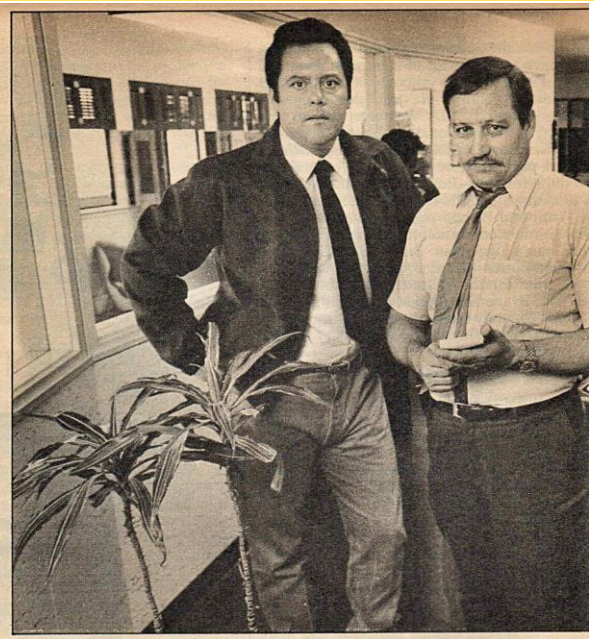
1982: On Demand Interpretation via Language Line



In a nation where 12 million people speak no English, Jeff Munks and Mike McFerrin created a phone company in which 1,100 translators make sure America can talk to itself.

CALL forwarding

By Frank Viviano

ASIA	
CHINESE	
CANTONESE 廣東話	TOYSHANESE 台山話
FUKIENESE 福建話	SHANGHAI 上海话
TAIWANESE 台灣話	CHAO-CHOU 潮洲话
CHUNGSHANESE 中山話	HAKKA 客家话
MANDARIN 國 語	
JAPANESE 日本語	
KOREAN 한국말	
BURMESE မြန်မာစကားပြော	
LAOTIAN ພາສາ ລາວ	
KHAMU ພາສາ ຂມຸ	
MIEN ພາສາ ມ້ຽນ	
HMONG LUB HMOOB	
THAI ภาษาไทย	

PHOTOGRAPH BY GARY PARKER

The New York Times

TIME

The Washington Post

WALL STREET JOURNAL

Los Angeles Times

THE TIMES of LONDON

San Francisco Chronicle

CBS

abc

CNN

NBC

The Sunday Telegraph

San Jose Mercury News

Europe

70 **Albanian** — Shqip
Tregoni me gisht gjuhën që flitni.
Do të gjejmë një përkthyes për ju.

72 **Armenian** — Հայերէն
Ծոյց տուէք ո՞ր մէկ լեզուն կը խօսիք՝
որպէսզի թարգմանիչ մը կանչել տանք.

136 **Basque** — Euzkera
Zeure izkuntza atzamarragaz erakutzi.
Euzkeratzail bateri deituko deutsagu.

69 **Bulgarian** — Български език
Посочете Вашия език.
Ние ще извикаме преводач за Вас.

132 **Catalan** — Català
Assenyali amb el dit el seu idioma.
Es trucarà a un intèrpret.

67 **Croatian** — Hrvatski
Molim Vas, pokažite nam Vaš jezik.
Zvat ćemo tumača za Vas.

63 **Czech** — Česky
Ukažte, který je váš jazyk.
Zavoláme tlumočníka.

55 **Danish** — Dansk
Peg på dit sprog.
En tolk vil blive tilkaldt.

56 **Dutch** — Nederlands
Wijs uw taal aan.
Wij zullen u een tolk geven.

77 **Estonian** — Eesti Keel
Näidake oma emakeelele.
Me muretseme teile tõlgi.

52 **Finnish** — Suomi
Osoittakaa teidän kielenne.
Tulkki kutsutaan auttamaan teitä.

58 **French** — Français
Montrez-nous quelle langue vous parlez.
Nous vous fournirons un/e interprète.

57 **German** — Deutsch
Zeigen Sie auf Ihre Sprache.
Wir rufen einen Dolmetscher an.

71 **Greek** — Ελληνικά
Δείξτε ποιά γλώσσα μιλάτε και
θα κληθεί ένας διερμηνέας.

65 **Hungarian** — Magyar
Válassza ki az ön által beszélt nyelvet.
Kapcsoljuk a tolmácsot.

133 **Icelandic** — Íslenska
Bentu á þitt tungumál.
Það verður hringt í túlk.

59 **Italian** — Italiano
Faccia vedere qual è la sua lingua.
Un interprete sarà chiamato.

75 **Lithuanian** — Lietuvių Kalba
Parodyk tavo kalbamą kalbą.
Vertėjas bus pakviestas.

68 **Macedonian** — Makedonski
Посочете молим Ваш јазик.
Ке викаме преводилас Vas da doide.

54 **Norwegian** — Norsk
Pek på ditt språk.
En tolk vil bli tilkalt.

62 **Polish** — Polski
Proszę wskazać na swój język ojczysty.
Tłumacz zostanie poproszony do telefonu.

61 **Portuguese** — Português
Aponte seu idioma.
Providenciaremos um intérprete.

66 **Romanian** — Românește
Indicați limba pe care o vorbiți.
Veți fi pus în legătură cu un interpret.

78 **Russian** — Русский Язык
Укажите, на каком языке Вы говорите.
Сейчас Вам вызовут переводчика.

148 **Serbian** — Српски
Молим Вас, покажите нам Ваш језик.
Звaћемо тумача за Вас.

64 **Slovak** — Slovensky
Ukážte na vašu reč.
Zavoláme tlmočníka.

60 **Spanish** — Español
Señale su idioma.
Se llamará a un intérprete.

53 **Swedish** — Svenska
Peka ut Ert språk.
En tolk kommer att tillkallas.

76 **Ukrainian** — Українська Мова
Покажіть, якою мовою ви говорите.
Зараз викличуть вам перекладача.

135 **Yiddish** — ייִדיש
ווייזט אן אויף אייער שפראך.
מע וועט אנקלינגען אן איבערזעצער.

Pacific Islands

120 **Akan** — Akanon
Ituro mo ro atong hambae.
Magtawag kami et mag-interprete.

127 **Fijian** — Kaiviti
Dusia na nomu vosa.
Ena qai kacivi edua mi vakavaka dewa.

113 **Ilocano** — Ilokano
Itudom iti saom.
Umayab kam iti interprete.

50 **Indonesian** — Bahasa Indonesia
Tunjukkan bahasamu.
Jurubahasa akan disediakan.

51 **Malay** — Bahasa Malaysia
Tunjukkan yang mana bahasa anda.
Seorang jurubahasa akan diberitahu.

126 **Samoan** — Gagana Samoa
Tusi lou 'a'ao i lau gagana.
O le a vala'auina se tasi e fa'amatala 'upu mo 'oe.

117 **Tagalog** — Tagalog
Pakituro mo nga ang iyong wika.
Magpapatawag ako ng interprete.

128 **Tongan** — Tonga
Tuhu'kihe lea 'oku ke lea 'aki.
'E fetu'utaki kihe fakatonulea.

India, Pakistan, and Southwest Asia

84 **Bengali** — বাংলা
আপনি কোন ভাষায় কথা বলেন - জানান ।
আপনার সেবার জন্য একজন অনুবাদক আসবেন ।

85 **Bhojpuri** — भोजपुरी
तोहरके मातृभाषा का ह ?
तोहरलेन एगो दुभाषिया बोलावेल जाई ।

83 **Gujarati** — ગુજરાતી
તમારી ભાષા બતાવો.
તમારા માટે ભાષાંતર કરનાર બોલાવી આવશે.

82 **Hindi** — हिन्दी
अपनी भाषा इशारे से दिखाइये ।
आपके लिए दुभाषिया बुलाया जाएगा ।

88 **Malayalam** — മലയാളം

81 **Nepali** — नेपाली
आफ्नो भाषा देखाउनु होस् ।
तपाईको भाषा बोल्ने व्यक्ति बोलाइने छ ।

80 **Punjabi** — ਪੰਜਾਬੀ
ਆਪਣੀ ਬੋਲੀ ਦਿਸਾਰੇ ਨਾਲ ਦਸੋ ।
ਤੁਹਾਡੇ ਵਾਸਤੇ ਪੰਜਾਬੀ ਬੋਲਣ ਵਾਲਾ ਦੁਭਾਸ਼ੀਆ ਬੁਲਾਇਆ ਜਾਵੇਗਾ ।

89 **Sinhalese** — සිංහල
ඔබේ භාෂාව දැල්වීමේ සොයාගන්න.
පිංතූර පසෙ පරිවර්ථකයෙක් කැඳවයවි.

157 **Tamil** — தமிழ்

79 **Urdu** — اُردو
آپ کون سی زبان بولتے ہیں بتائیں
آپ کی مدد کیلئے ایک ترجمان کو بلایا جائے گا.

AT&T

Language Identification Card

This card will help you identify what language a person speaks. It lists languages commonly encountered in the United States and Canada, grouped by regions of the world.

- When face-to-face with a non-English speaker, make your best guess as to what part of the world he or she comes from.
- Open the Language ID Card to that section, and show the person the languages listed.
- The message underneath each language tells the non-English speaker to point to his or her language and that an interpreter will be called.

Sample:

English — English
Point to your language.
An interpreter will be called.

- Call AT&T **Language Line**® Services and ask for the language you need, following the instructions on the next panel of this card. In most cases, an interpreter is available within moments.
- Tell us if you are unable to identify the language, and we will initiate a language identification process.

Please note: *Listing of languages within this card does not guarantee availability of interpreters in these languages. This list is subject to change based upon demand.*

AT&T Language Line Services

Brief History and Milestones of MT (Text & Voice)

1984: Trados Launched

1990: FEDGOV invests in MT

1996: Systran offers free translation of small text

2000: Google, Facebook, Microsoft & FEDGOV invest billions in MT (Text & Voice)

2001: Phraselator developed for military use (70% accuracy claimed)

2006: Google Translate introduced and begins competitor roll-ups and force-outs

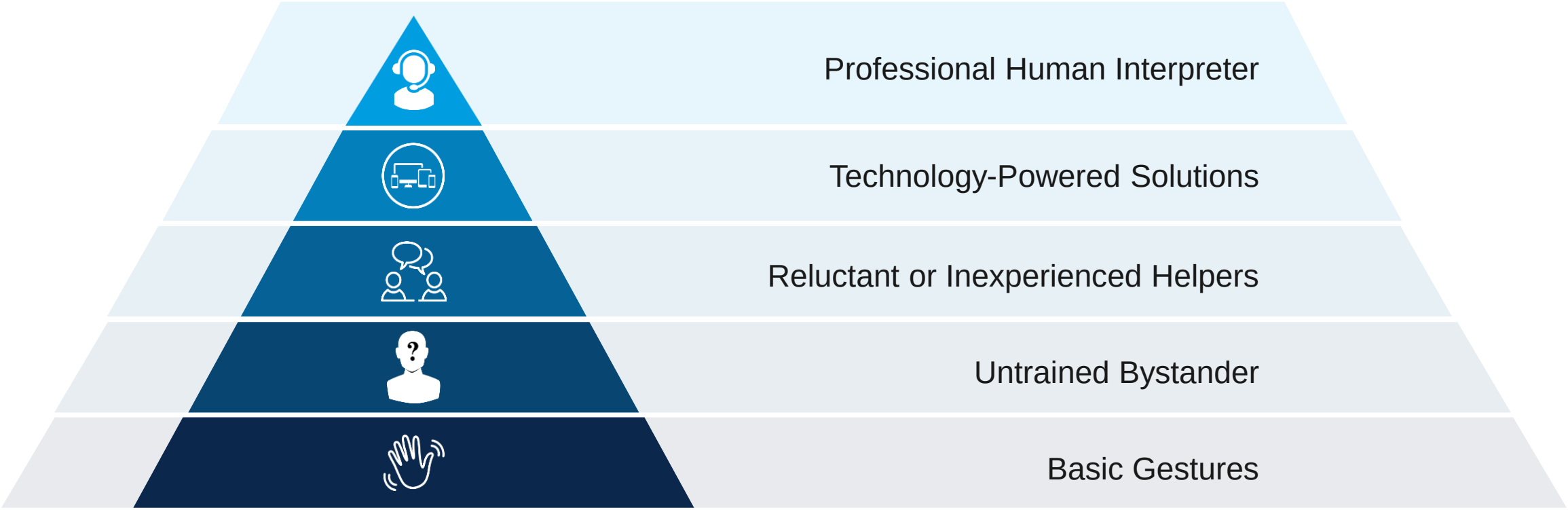
2014: MT based on neural networks (whole sentences versus words or phrases)

2020: Facebook using AI to translate between pairs other than those in their system

Pocketalk Background

- **Origin:** Designed as a mobile, enterprise-based interpretation & translation solution
- **Worldwide Presence:** Offices in Palo Alto, London, Tokyo
- **Enterprise Focus:** For public safety, government, healthcare, education, logistics, and more
- **Success:** 2M sold and over 1B interactions completed
- **Solution:** Hardware and software solutions for multiple markets

Hierarchy of Language Resources



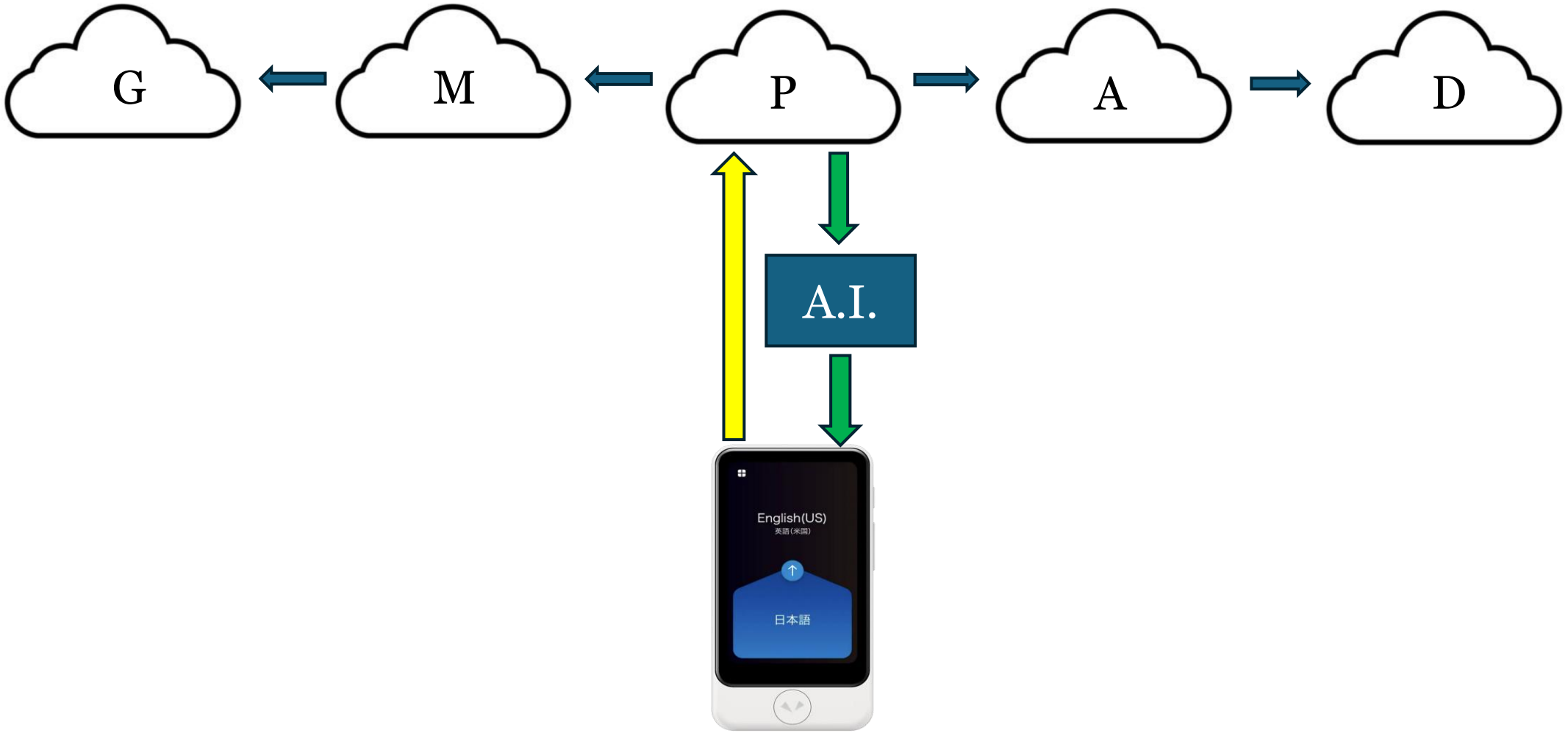
Traditional hierarchy works when there are no consequences

Pocketalk Features

1. Small Form Factor - Ruggedized
2. Touch Screen
3. Select Languages
4. Switch Between 84 Languages
5. Voice Volume Control
6. Press Button to Speak, Release to Listen
7. Exceptional Voice Quality
8. Camera for Instant Text Translation
9. Global eSIM (Auto-Reg.) and Wi-Fi
10. Noise Canceling, Directional Microphones
11. Strong Throw-Weight Speakers
12. Charger Included
13. No Subscription Fees
14. No Usage Fees
15. HIPAA & GDPR Compliant
16. Available as an app on any smart device

App based solutions – Not secure

Pocketalk Leverages Its Own & Other Translation Engines



84 Languages at the Push of a Button…
…Immediately

- No Subscription Fees
- Real Time Translation & Interpretation
- Text-to-Translate Camera

- 84+ Languages Supported
- Global eSIM & WiFi (5 yrs. no cost)
- 2 Noise-Canceling Microphones

ISO 27017 COMPLIANT
ISO 27001 COMPLIANT
HIPAA COMPLIANT
GDPR COMPLIANT
CHILDREN'S ONLINE PRIVACY PROTECTION ACT iKeepSafe COPPA
FAMILY EDUCATIONAL RIGHTS & PRIVACY ACT iKeepSafe FERPA

Total Telemetry on the Linguistic Demographics of any Service Area

Pocketalk Ventana

Analytics & Reporting

Ventana provides a secure, encrypted, centralized administrative panel for all Pocketalk Devices.

- Manage a fleet of devices
- Assign devices by individuals, teams, and/or locations
- Reports on usage and language from grand to granular
- Download data, including complete transcripts from interpreted events
- Gain insights on linguistic demographics of service areas

Pocketalk Ventana – Secure Administrative Portal

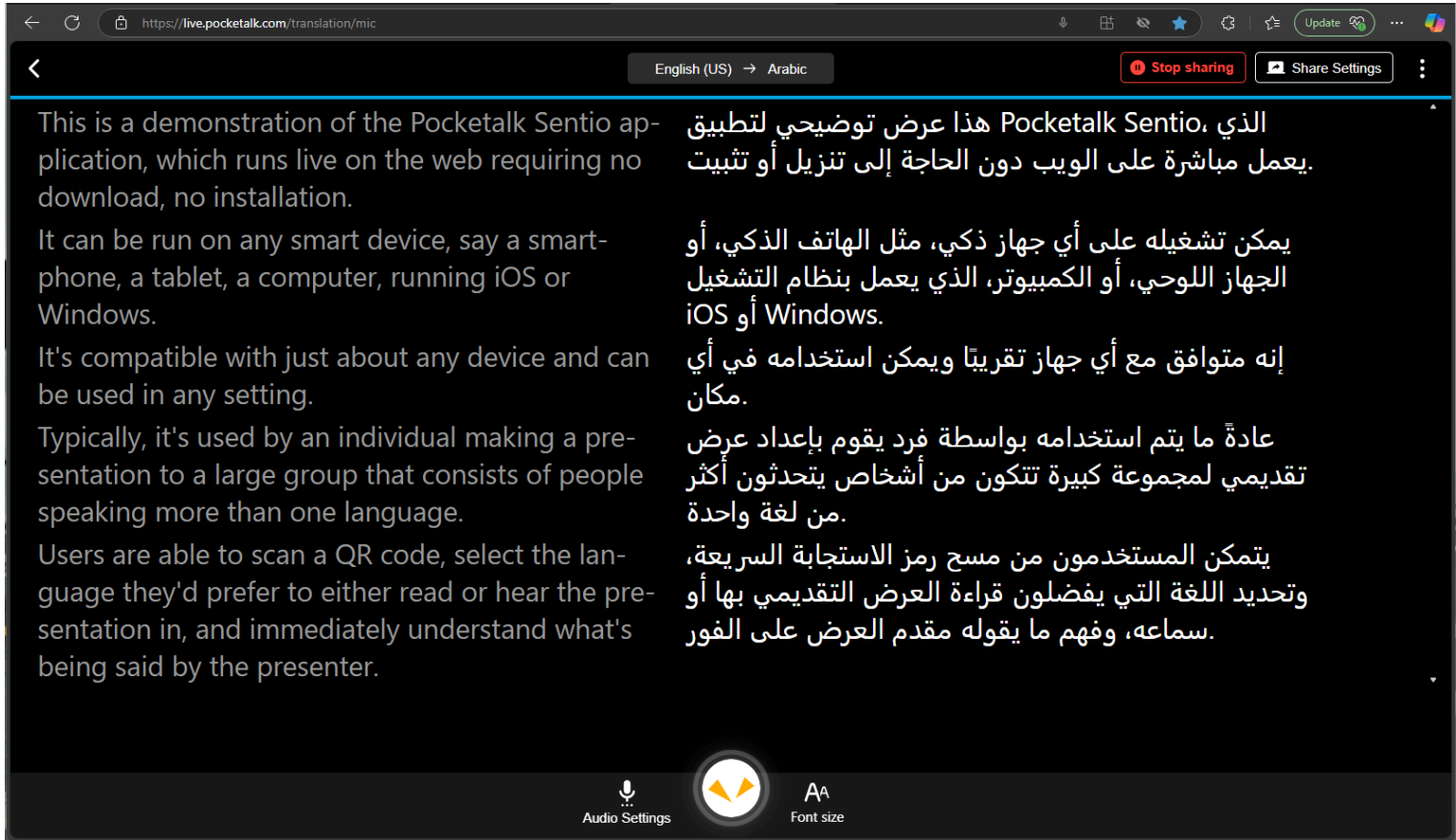
Ventana provides organizations full visibility to all devices and ability to remotely manage settings, security, and status. Additional features include:

- Total number of devices
- Total interpretations (by week, month, or year)
- Individual device status
- Average number of interpretations (by week, month, or year)
- Languages users interpret from
- Languages users interpret to
- Export log data (including transcripts of all interpretations)

Pocketalk Sentio

AI-powered, live translation & interpretation solution for addressing from 1 to 84 languages simultaneously

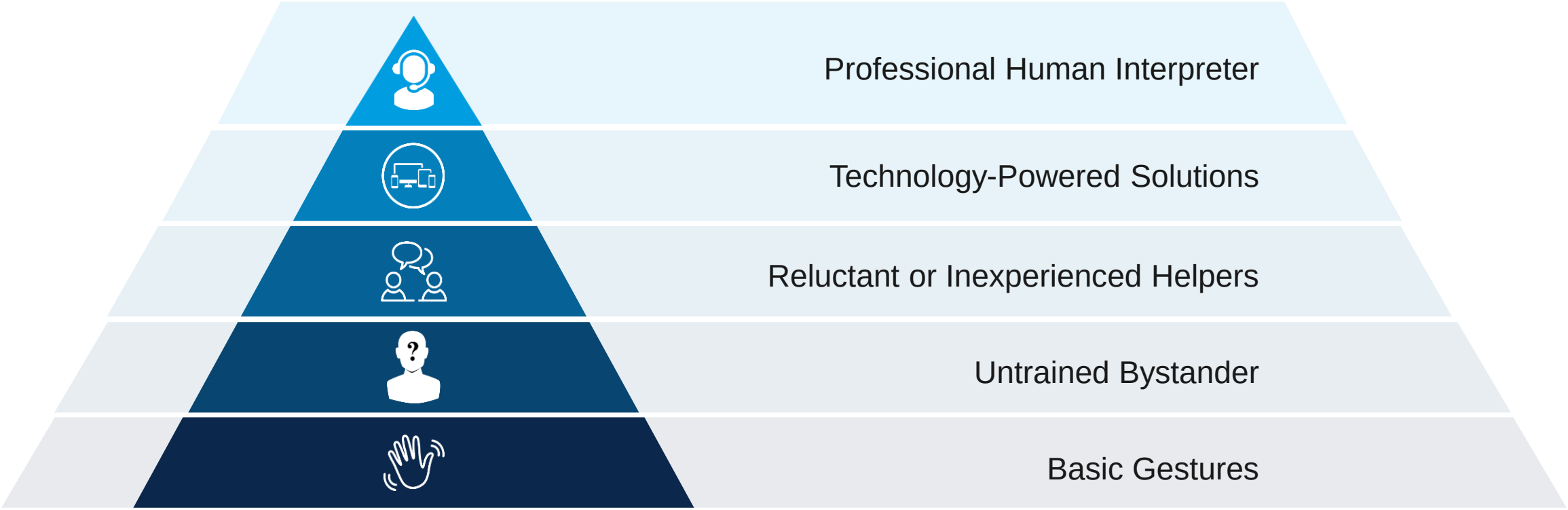
- Immediate, accurate, and secure translation & interpretation in 84+ languages from smart phone, tablet, or computer
- Compatible with Zoom, Microsoft Teams, and Google Meet
- No Installation required



Impact of Pocketalk on Organizations

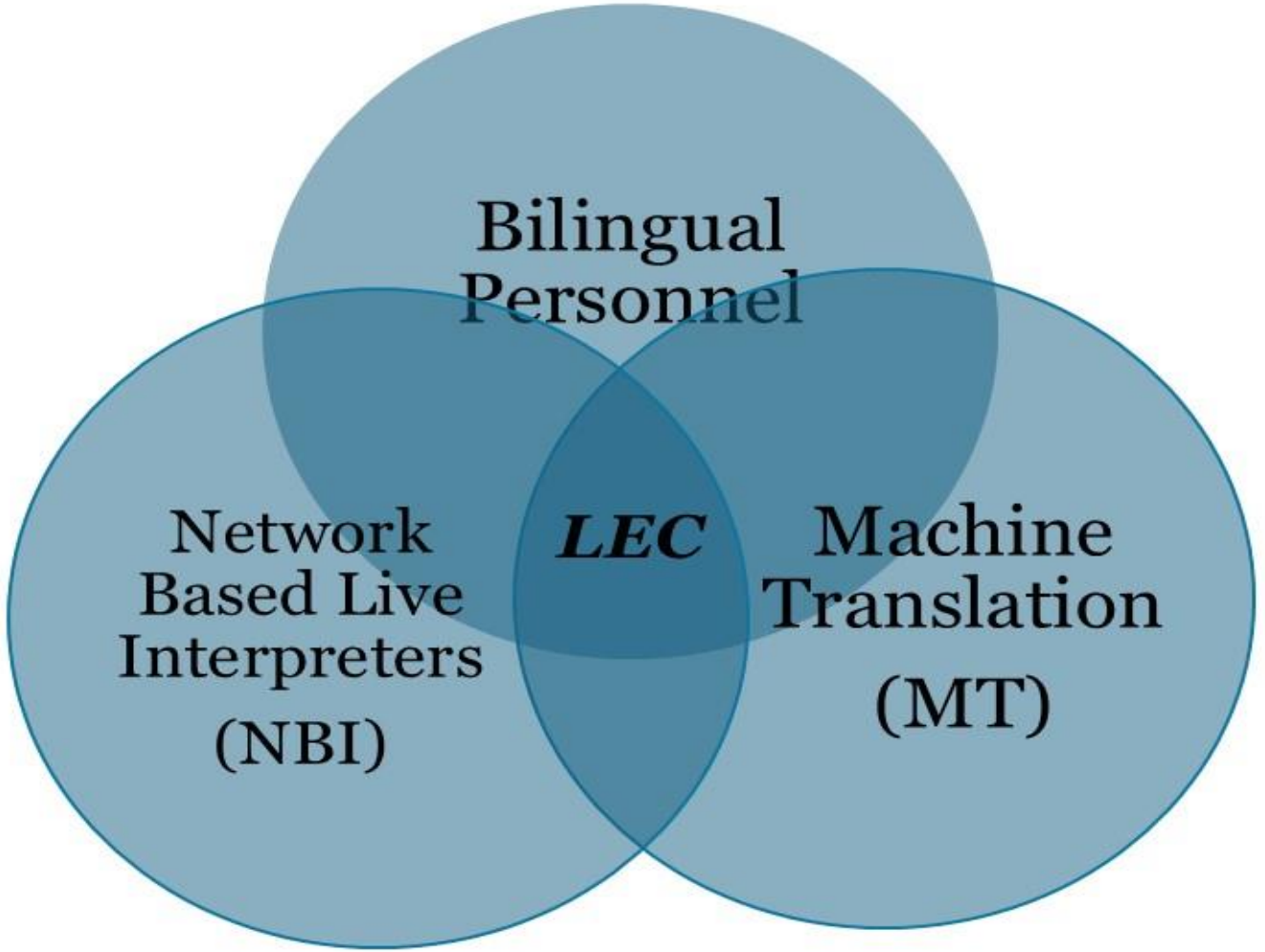
- Immediately available, saving time vs waiting for interpreter
- Expanded communication where previously it didn't happen *(traffic stops, spontaneous interactions, home or office visits, town hall meetings)*
- *No risk of interpreter bias*
- Cost savings
- Good will in market – community

Hierarchy of Language Resources



Traditional hierarchy works when there are no consequences

Language Services Triad = Language Equipped Community



50+ Police/Sheriff's Departments – and Growing

“These devices have empowered our staff to be more effective in their communications with non-English speaking clients and families.”

Tracy Fricano Chalmers
Director of Public Health
Niagara County, New York

POCKETALK™

For additional information, contact:

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