

# Machine translation: engaging consumers and citizens in Europe

Rihards Kalniņš  
ELRC/Tilde





The language of  
Europe is translation.

Umberto Eco



# Translation for e-Commerce

✕

Language Currency Region

Choose your language:

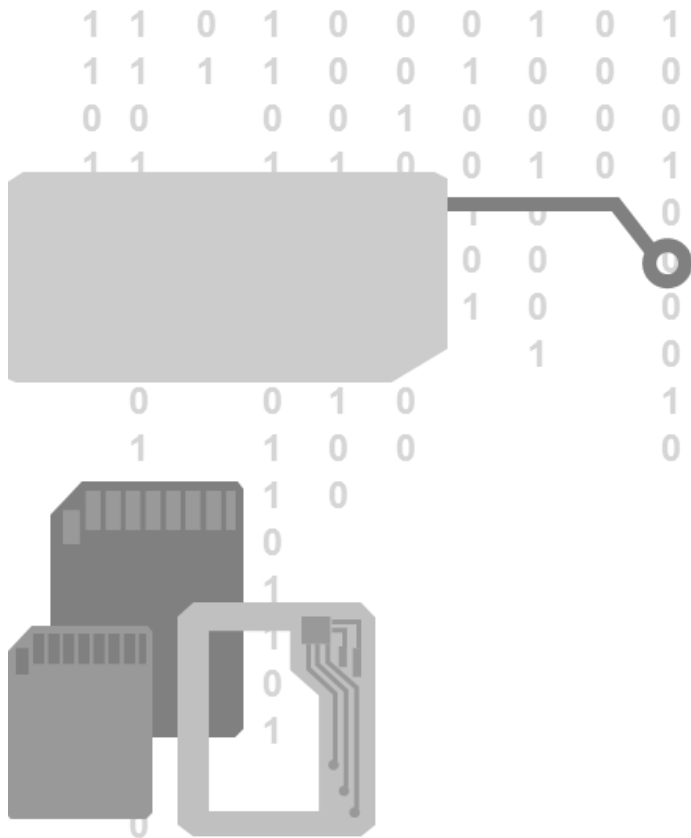
- Deutsch
- English (UK)
- English (US)
- Español
- Français
- Italiano
- 日本語
- Nederlands
- Português
- Русский

View the site in English (US).

English (US) / kr Danish Krone DKK / Denmark

Save Cancel

# e-commerce goals



- **Increase** rate of purchasing activity
- **Reach** diverse groups of consumers
- **Expand** access to goods and services
- **Engage** communities of customers



42% of Europeans never purchase products or services in a language other than their own

Machine translation has the **power**  
**to engage consumers** across Europe  
– and the world.



New customer? [Start here.](#)

fireTVstick  
\$39<sup>99</sup>



ALL-NEW  
fireTVstick  
with Voice Remote  
\$49<sup>99</sup>



Shop Cyber Monday Holiday Deals [See All](#)

CYBER MONDAY DEALS WEEK

DEAL OF THE DAY

ELECTRONICS

TOYS & GAMES

COMPUTERS & ACCESSORIES

amazon launchpad  
Smart-Living Devices from Amazon Launchpad  
[Learn more](#)



Shop by category

All Categories

Search

Advanced

Following

Today

Fashion

Electronics

Collectibles & Art

Home & Garden

Sporting Goods

Motors

Daily Deals

## CYBER WEEK DEALS ARE NOW ON!



0.50ct TDW Black & White Diamond Open...

US \$34.99



Apple iPhone 6 Smartphone Factory...

US \$599.99



Blendtec Classic 560 1560W 3 Hp 4 Speed...

US \$299.99



Sony PlayStation 4 Star Wars Battlefront...

US \$329.99

Don't miss out!

SHOP NOW

41% OFF

**TOP DEAL**

Limited time

Panasonic Lumix DMC-GH4...  
US \$879.00

*Wish Bigger*

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Today's Featured Collections



# WELCOME HOME

Rent unique places to stay from local hosts in 190+ countries.

[How It Works](#) →  ▼

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Sign in



Clothing & Accessories

Jewelry

Craft Supplies & Tools

Weddings

Entertainment

Home & Living

Kids & Baby

Vintage

**Gifts for kids & babies**

Shop now

Discover items you can't find anywhere else



EDITORS' PICKS

**Holiday gift guide**



EDITORS' PICKS

**Gifts for every budget**



agrandir

Détails de l'article

★★★★★ (2 635)

Livraison & Conditions

Cette fiche produit est affichée dans sa langue d'origine, mais Etsy peut en proposer une traduction automatique.

Traduire en français

Some styles just knock it out of the park, time after time. Consider our O'Malley sunglasses inspired by the classic frame worn by LA Dodgers' former owner. These sunglasses remain one of the most recognizable styles in eyewear history and one of our most popular items. Featuring a round acetate frame, a keyhole bridge and retro pin details, the look is a total home run. At these prices you don't need to own a baseball team to try them all.

1

### Vue d'ensemble

- Vintage
- Matériaux : Plastico, Metal, Tortoise Shell
- Envoi dans le monde entier depuis : Etats-Unis
- Evaluation : 2635 avis
- Mis en favoris par : 709 personnes

Ajouter au panier

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0



AmericanDeadstock

provenance : Etats-Unis



Redford lunettes de soleil...

€17,35 EUR



O ' Malley autour de tortu...

€17,35 EUR



O ' Malley Tortoise Frame ...

€17,35 EUR



O ' Malley rond noir Lunet...

€17,35 EUR



Avis laissé par [Brian Peterkin](#) le 27 octobre 2015



### Lunettes de soleil o ' Malley rond Tortoise Frame lunettes de la lentille verte



Classic frames make for a classic look!! These affordable, yet stylish frames are a winner!! Thanks ADS for keeping the stylish good times rolling!!!

 Traduit

Faire des cadres classiques pour un look classique!! Ces trames abordables, mais élégants sont un gagnant!! Merci annonces de conserver les style bons moments rouler!!!



## j'ai un probleme avec les paiement par mois



barbara gisbertz from recupdesign 6:55 am Oct 3, 2013 EDT

je trouver que c'est mal explique pour la vente,je ne pas envie de rester à vie sur un site ou je vends rien,il y a pas moyenne de s'deinscrire ,je déjà arette mon produit sur le site et je voudrais bien me desabonnet qui n'est pas possible,par contre je recois de mail pour une modique somme de 0.20 usd ,que si je paie sa me coute plus au frais par la visa.qui peut m'aide svp

Translated

I find that it is poorly explained for sale, I do not want to stay at life on a website or I sell nothing, there is no average of is unsubscribe, I already arette my unit on the site and I'd me desabonnet that is not possible, however I am receiving mail for a nominal \$ 0.20 usd If I pay its me listening more to the charge by the visa.qui can help me please

17

## Responses



feltplanet de feltplanet 7:08 am 03 oct. 2013 EDT

Think she's saying she didn't sell anything, stopped her listings, doesn't want to stay where she sells nothing, but has fees to pay. Wants help.

Traduit

Pense qu'elle dit qu'elle n'a pas vendre n'importe quoi, a cessé ses listes, ne veut pas rester où elle vend rien, mais a des frais à payer. Veut aide.



€169 Per Night

Check in  Check out  Guests

[Request to Book](#)



Maria I.

### Atelier d'Artiste @ Montmartre

Paris, Île-de-France, France ★★★★★ (34)



Entire home/apt



4 Guests



2 Bedrooms



2 Beds



[Translate reviews to English](#)



Johanne & Nicolas

L'appartement est fidèle à sa description et aux photos, c'est vraiment un lieu unique en plein coeur de Montmartre. Au-delà de l'appartement en lui-même qui est un ancien atelier d'artistes meublé avec de nombreuses antiquités, je crois que ce qui nous a le plus charmé et impressionné est la cour-jardin privée que se partagent les résidents. Ce calme et cette sérénité en plein coeur de Paris font rêver ! Aussi, la rue Lepic toute proche et ses nombreux commerces permettent d'en faire un lieu à vivre et pas uniquement à visiter.

August 2015

[Helpful](#)



Viktoria

Первая приятная встреча была с Марией - хозяйкой квартиры! Гостеприимной, отзывчивой и внимательной девушкой! Вторая приятная встреча была с самой квартирой - самой стильной, которую я и мои подруги, видели в последнее время! Квартира сразу создала настроение Парижа и сделала наш отдых еще более ярким! Уютно, чисто, светло и атмосферно! Мы остались в полном восторге !

[Helpful](#)



Sylvain

Bel appartement au calme. Agréable à vivre dans un beau regroupement d'immeubles.

October 2015

[Helpful](#)



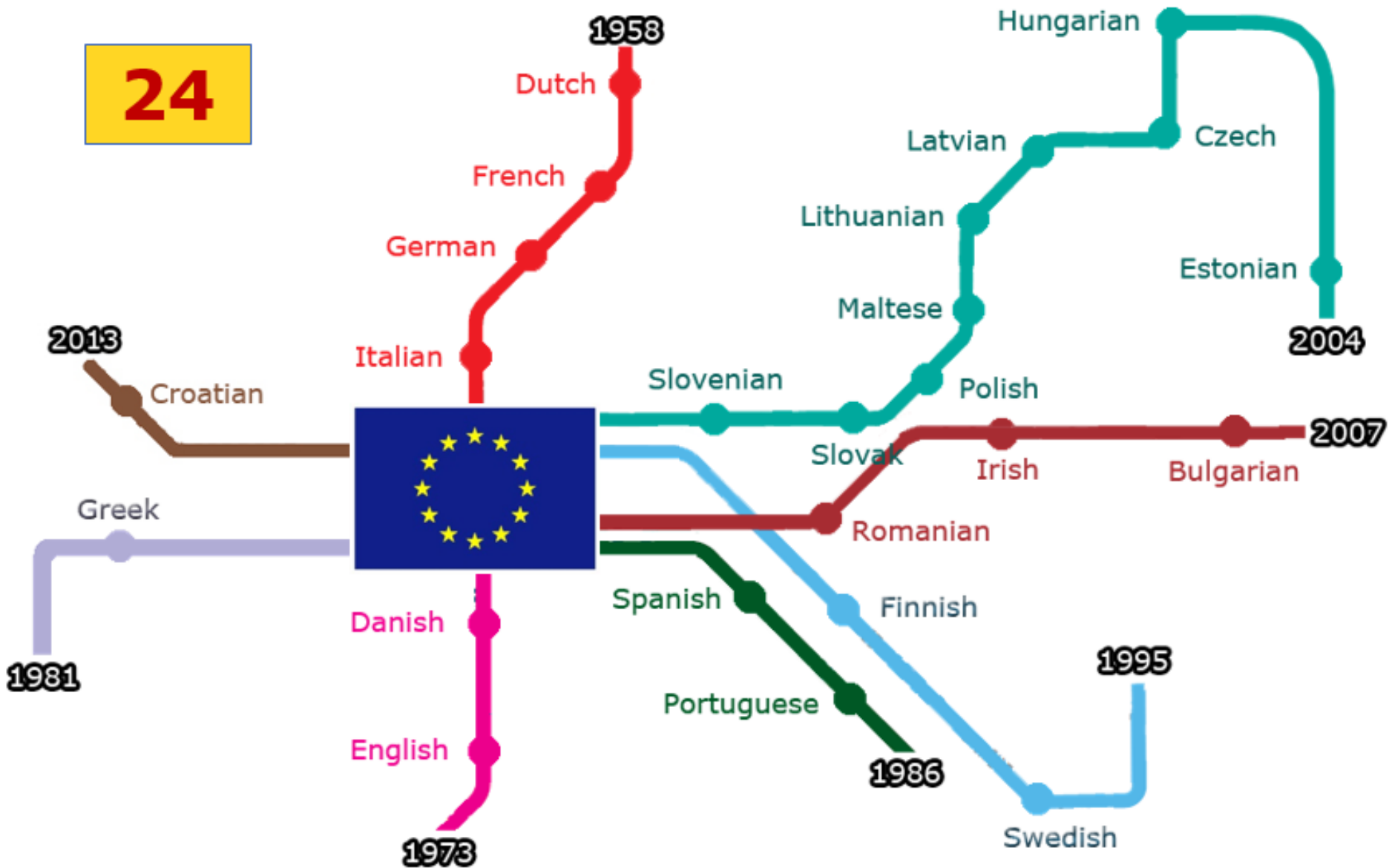
Cristina

L'accoglienza é stata ottima e in tempo. Appartamento secondo aspettative pulito ben arredato in quartiere fantastico. Silenzioso. Abbiamo soggiornato in 5 persone e gli ambienti erano spaziosi e confortevoli.

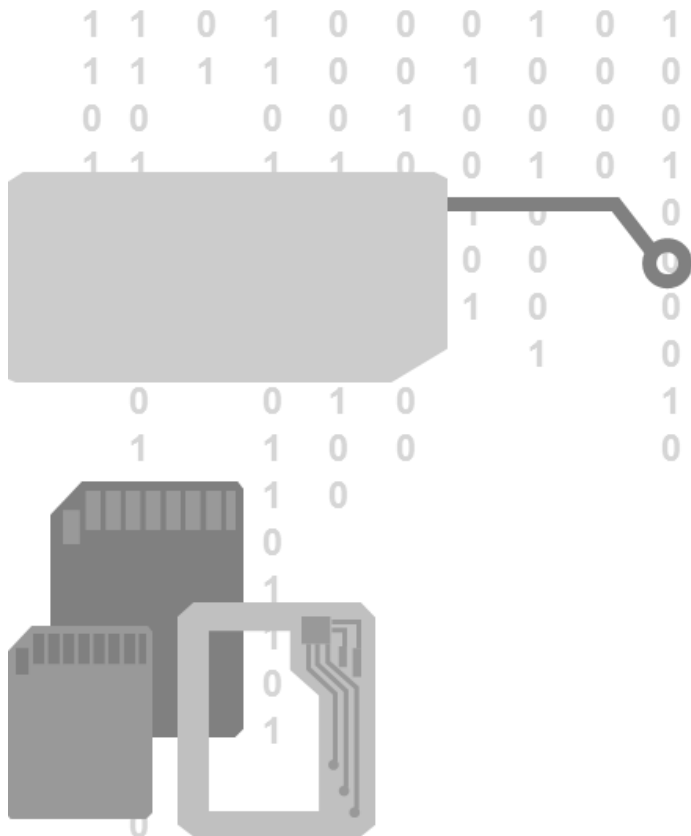
[Helpful](#)

# Translation for-government

24



# e-government goals



- **Increase** citizen participation in e-government
- **Reach** marginalized groups of citizens
- **Expand** access to e-services
- **Engage** communities of citizens





Machine translation has the **power**  
**to engage citizens** across Europe –  
and the world.





# MT for Latvian e-Gov



36% of the Latvian population speaks Russian at home.

Challenge: **Enable residents** to use e-services in their native language.



The Latvian language has  
**less than 2 million** native speakers.

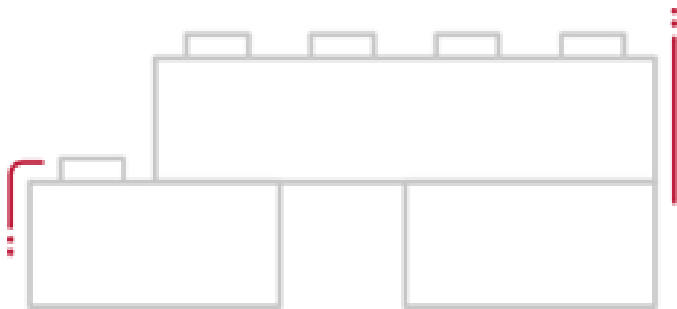
Challenge: **Empower access** to  
information for all residents and  
visitors.



Solution: Comprehensive, large-scale  
**machine translation service** for the  
public sector, fully integrated into  
government platforms



# Building a MT service for the public sector



- Novel methods of **corpora collection**
- Balanced various types of texts and **language models** to get the optimal results
- Over 100 million sentences of **training data** (in multiple languages)
- Addition of public sector **specific terminology**



LATVIA  
TRANSLATES WITH

# HUGO.LV

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- MT service for the Latvian public sector
- **Securely** translates texts, documents, websites
- **Adapted** for the Latvian language and public sector texts
- **Integrated** into e-services and government websites
- Languages
  - Latvian-English
  - English-Latvian
  - Latvian-Russian

Developed by



Culture Information  
Systems Centre  
Republic of Latvia

📄 Translate text 📄 Translate document 🌐 Translate website

Latvian - English (general) ▼

Translate

Open

Delete

**Ministru kabineta noteikumi Nr.219**

Rīgā 2009.gada 10.martā (prot. Nr.17 24.§)

**Kārtība, kādā veicama obligātā veselības pārbaude***Izdoti saskaņā ar Darba aizsardzības likuma 15.panta pirmo daļu***I. Vispārīgie jautājumi**

1. Noteikumi nosaka kārtību, kādā veicama obligātā veselības pārbaude (turpmāk – veselības pārbaude) tiem nodarbinātajiem, kuru veselības stāvokli ietekmē vai var ietekmēt veselībai kaitīgi darba vides faktori, un tiem nodarbinātajiem, kuriem darbā ir īpaši apstākļi.

2. Noteikumi neattiecas uz veselības pārbaudēm, kas veicamas jūrmiekiem, karavīriem, gaisa kuģu apkalpes locekļiem un gaisa satiksmes vadības dispečeriem, kā arī lekšlietu ministrijas sistēmas iestāžu un leslodzījuma vietu pārvaldes amatpersonām ar speciālajām dienesta pakāpēm.

3. Veselības pārbaudi veic personām:

3.1. kuras ir nodarbinātas vai kuras paredzēts nodarbināt darbā, kur viņu veselības stāvokli ietekmē veselībai kaitīgi darba vides faktori (1.pielikums);

3.2. kuras ir nodarbinātas vai kuras paredzēts nodarbināt darbā īpašos apstākļos – bīstamos darbos, kur pastāv augsts nelaimes gadījumu risks pašam nodarbinātajam vai apkārtējiem (2.pielikums).

4. Uz veselības pārbaudi šo noteikumu 3.punktā minētajos gadījumos nosūta:

**Cabinet regulation No. 219**

Riga on 2009 March 10 . No 17 24 . § )

**Procedures by which mandatory health examinations shall be performed***In Programmes of the Law onlabour protection 15 , Paragraph one of***I. General questions**

1 . Regulations prescribe the procedures for mandatory health examinations ( hereinafter – Health Check ) those employees whose health condition affects or may affect the working environment factors harmful to health , and those employees who work there are special circumstances .

2 . Regulations shall not apply to health checks to be carried out by the sailors , soldiers , air crew and air traffic controllers as well as Ministry of the Interior system institutions and the Prison Administration officials with special service ranks .

3 . The Health checks are carried out by persons :

3.1 . who are employed or who are due to be employed in work , where their health condition is affected by the working environment factors harmful to health ( Annex 1 ) ;

3.2 . who are employed or who are due to be employed workin special circumstances – dangerous work where there is a high accident risk to the employee himself or others ( 2 ) .

4 . These Regulations on health inspection during the 3 cases



SOCIAL SERVICES, EMPLOYMENT

Meklēt

Restore original: Latvian Machine translation with Hugo.lv

The Home > Public services > Social services, employment

Print

- ▶ The job search
- ▶ Disability Services
- ▶ Social paybacks
- ▶ Services for persons with disabilities
- ▶ Assistance in solving housing issues, public housing
- ▶ Pensions and pension payouts
- ▶ Social insurance
- ▶ State and municipal social assistance

**LIFE EVENTS**

- Where to obtain information about my old-age pension electronically
- How to apply for state social benefits
- How to apply for unemployment benefit

**PUBLIC SERVICE CATALOGUE**

- ▶ Social services, employment
  - Family
  - Business
  - Money and taxes
  - The house and the environment
  - Culture, sport, tourism
  - The protection of rights
  - Education
  - Consular services
  - Transport
  - Health
  - The cross-border provision of services

**QUICK LINKS**

- Likumi.lv
- SRS Electronic Declaration
- State Employment Agency

Meklēt



Restore original: Latvian  
Machine translation with Hugo.lv

Original

Pasākumā atbalsta ieguldījumus zvejas un akvakultūras produktu apstrādē, kas: - veicina enerģijas taupīšanu vai mazina ietekmi uz vidi; - uzlabo drošības, higiēnas, veselības un darba apstākļus; - atbalsta tādu komerciālu zivju nozvejas apstrādi, kuras nevar būt paredzētas lietošanai pārtikā; - attiecas uz galvenajās apstrādes darbībās radušos blakusproduktu apstrādi; - attiecas uz bioloģiskās akvakultūras produktu apstrādi saskaņā ar Regulas (EK) Nr.834/2007 6. un 7.pantu; - kuru rezultātā rodas jauni vai uzlaboti produkti, jauni vai uzlaboti procesi vai jaunas vai uzlabotas pārvaldības un organizācijas sistēmas. 1.kārtas publiskais finansējums ir EUR 8 000 000

Suggest a translation

products processing sector. The measure to support investments in processing of fishery and aquaculture products which: - promote energy saving or mitigating the environmental impacts; - improve safety, hygiene, health and working conditions; - support of commercial catches of fish processing, which cannot be intended for human consumption; - concerns the processing of by-products generated in the processing operation; - concerns the processing of organic aquaculture products in accordance with Regulation (EC) No 834 / 2007 6 and 7 of this Law; - resulting in new or improved products, new or improved processes or new or improved management and organizational systems. 1 .kārtas public funding of EUR 8 000 000

### ► Natural disasters and catastrophic events and agricultural production potential introduction of appropriate prevention actions e!

1. The sub-measure "Supporting preventive measures to mitigate the potential consequences of the spread of" The aim is to provide support for particularly dangerous infectious diseases of animals (epizootics) to mitigate the risk by providing for the implementation of preventive measures in areas where the disease has already been found, as well as preventive measures for holdings situated outside the territory of the introduction of epizootic disease, in order to reduce the risk of spreading rapidly to other areas; 2. The sub-measure "Aid for

## FILTERS

### CATEGORY TYPE

- Extra e-service (5)
- Service (14)

### THE AREA

More than 9 filter values available

No values selected

Select from list

### THE NATIONAL AUTHORITIES

- Investment and Development Agency of Latvia
- Rural Support Service
- Riga Planning Region
- State Education Development Agency

## TOPICAL

Declared place of residence  
Your social contributions

## CASH AND TAXES

- Discount application
- Reports, statements, declarations
- EU support payments
- EU funding
- Payments in agriculture
- Money Exchange
- Fees, taxes

SERVICES

Meklēt



Restore original: Latvian  
Machine translation with Hugo.lv

The Home > Public services > Money and taxes > EU funding

## EU funding

### The processing of fishery and aquaculture products

The measure aims to encourage investment in the processing sector. The measure to support fishery and aquaculture products which: - promote energy saving or mitigating the environmental impacts; - improve safety, hygiene, health and working conditions; - support of commercial catches of fish processing, which cannot be intended for human consumption; - concerns the processing of by-products generated in the processing operation; - concerns the processing of organic aquaculture products in accordance with Regulation (EC) No 834 / 2007 6 and 7 of this Law; - resulting in new or improved products or new or improved management and organizational systems. 1. kārta public funding of EUR 8 000 000

### Natural disasters and catastrophic events

potential introduction of appropriate prevention actions

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Original

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Translation

The measure to support investments in processing of fishery and aquaculture products which: - promote energy saving or mitigating the environmental impacts; - improve safety, hygiene, health and working conditions; - support of commercial catches of fish processing, which cannot be intended for human consumption; - concerns the processing of by-products generated in the processing operation; - concerns the processing of organic aquaculture products in accordance with Regulation (EC) No 834 / 2007 6 and 7 of this Law; - resulting in new or improved products, new or improved processes or new or improved management and organizational systems. 1. kārta public funding of EUR 8 000 000

Suggest Close

- Riga Planning Region
- State Education Development Agency

## TOPICAL

Declared place of residence  
Your social contributions

## CASH AND TAXES

- Discount application
- Reports, statements, declarations
- EU support payments
- EU funding
- Payments in agriculture
- Money Exchange
- Fees, taxes



Hugo.lv enables  
**multilingual communication** in the  
public sector and empowers access  
to information and e-services.





**Better  
than  
Google**



**EU2015.LV**

# 2015 Presidency of the Council of the EU



**EU2015.LV**

- 1 680 Presidency events
- 25 300 participants
- 800+ journalists from 40 countries
- 197 EU policy meetings





eu2015.dk

DANISH PRESIDENCY  
OF THE COUNCIL OF THE  
EUROPEAN UNION 2012

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journalists with  
editorial texts,  
images and videos  
about Denmark

# Adapting Hugo.lv for EU Presidency texts

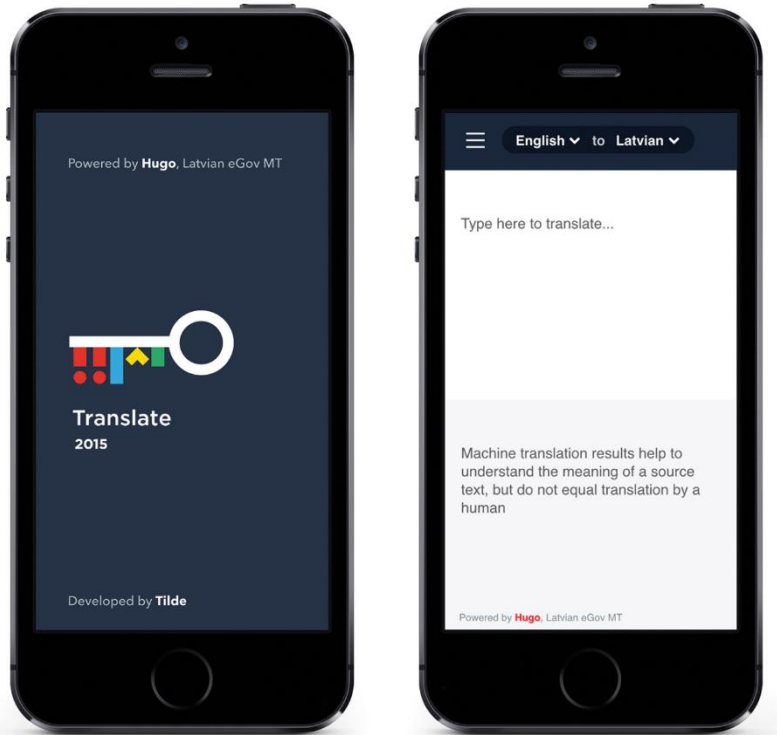


**EU2015.LV**

- **Analyzed** specific EU Presidency terminology, added these terms to the system
- **“Taught”** MT to use the right terms in the right inflectional forms – a challenge for SMT and morphologically rich languages



# EU Presidency Translator



- **Desktop application** providing translation of texts, documents, websites
- **Mobile app** for journalists, delegates, and Presidency visitors
- **Translation kiosk** at the official headquarters of the EU Presidency







Translate


2015

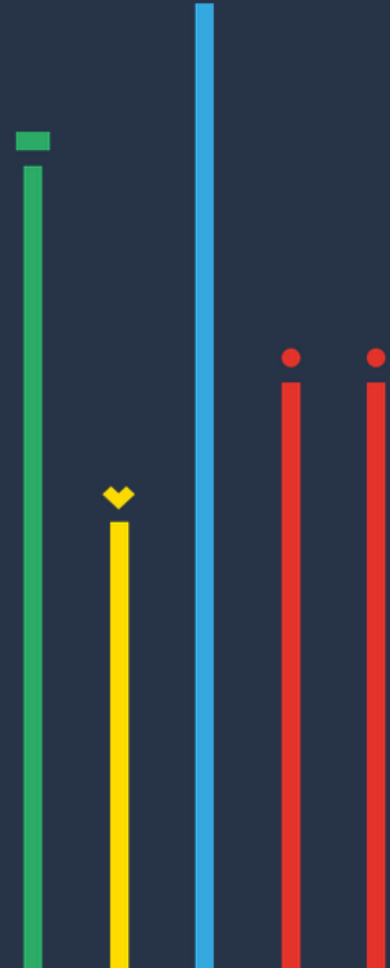
# A better translation tool. Designed for the EU Presidency.

What would you like to translate?

 Text >

 Document >

 Website >





Translate  
2015

Text

Documents

Website

About Translate 2015 >

Get the Mobile App >

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Latvian eGov MT

From **English** to **Latvian**

## Tilde launches new cloud services for automated translation

October 29, 2014

European language technology company Tilde is launching a new set of cloud services for automated translation at the world's largest localization conference, Localization World, in Vancouver on October 30-31. To meet the translation needs of global customers, Tilde has integrated intelligent machine translation services, next generation terminology services, and a huge library of multilingual data into a single online platform.

Users can now select from several Ready-to-Use MT systems for multiple domains and language pairs, or build their own MT system using Tilde's online facilities. For organizations with specialized requirements, Tilde offers to develop Custom MT systems tailored to a customer's needs, customized with user data, and securely integrated into their platforms. Tilde CEO Andrejs Vasiljevs: "We are proud to provide a new breed of online services that unleash the power of the cloud for diverse translation needs. Our new services aim to satisfy the growing need for high quality automated translation, customized to specific requirements."

Save

press release.docx

## Sabiedrība Tilde izsludina jaunas automatizētās tulkošanas pakalpojumi

29. oktobrī, 2014

Eiropas valodas tehnoloģiju uzņēmums Tilde ir izveidojusi jaunu mākoņa pakalpojumu automatizētās tulkošanas pasaules lielākajās pasaules valūta, lokalizāciju, Vankūverā 30-31. gada oktobrī. Lai apmierinātu globālās vajadzības tulkot, Tilde ir integrētas inteligentās mašintulkošanas pakalpojumu, nākamās paaudzes pakalpojumu terminoloģiju, un milzīga bibliotēka, daudzvalodu datus vienā tiešsaistes platforma. Lietotāji tagad var izvēlēties no vairākiem Ready-to-Use MT sistēmu valodu pāriem un vairākus domēnus, vai izveidot savas, izmantojot MT sistēmu Tildes interneta iespējas. Ar speciālas prasības, Tilde piedāvā izstrādāt pielāgotu MT sistēmas pielāgotas klienta vajadzībām pielāgotas ar lietotāja datiem, un droši integrēt savas platformas.

Tilde vadītājs Andrejs Vasiljevs: "Mēs esam lepnī, lai radītu jaunu šķirni, kas atraisītu tiešsaistes pakalpojumu enerģijas mākonis dažādas tulkošanas vajadzībām. Mūsu jaunā pakalpojuma mērķis ir apmierināt augošo pieprasījumu pēc augstas kvalitātes automatizētās tulkošanas, pielāgot specifiskām prasībām." Tilde MT ir arī jauni instrumenti, kas izraisīs revolūciju

Developed by Tilde



Translate  
2015

Text

Documents

Website

About Translate 2015 >

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Powered by Hugo  
Latvian eGov MT

From **English** to **Latvian**

Address

**Translate**

# Type web address here

Links to Latvian media and information resources:

**Letonika.lv** >  
Online encyclopedia

**LSM.lv** >  
Public news service

**Diena** >  
Daily newspaper

**db.lv** >  
Business news

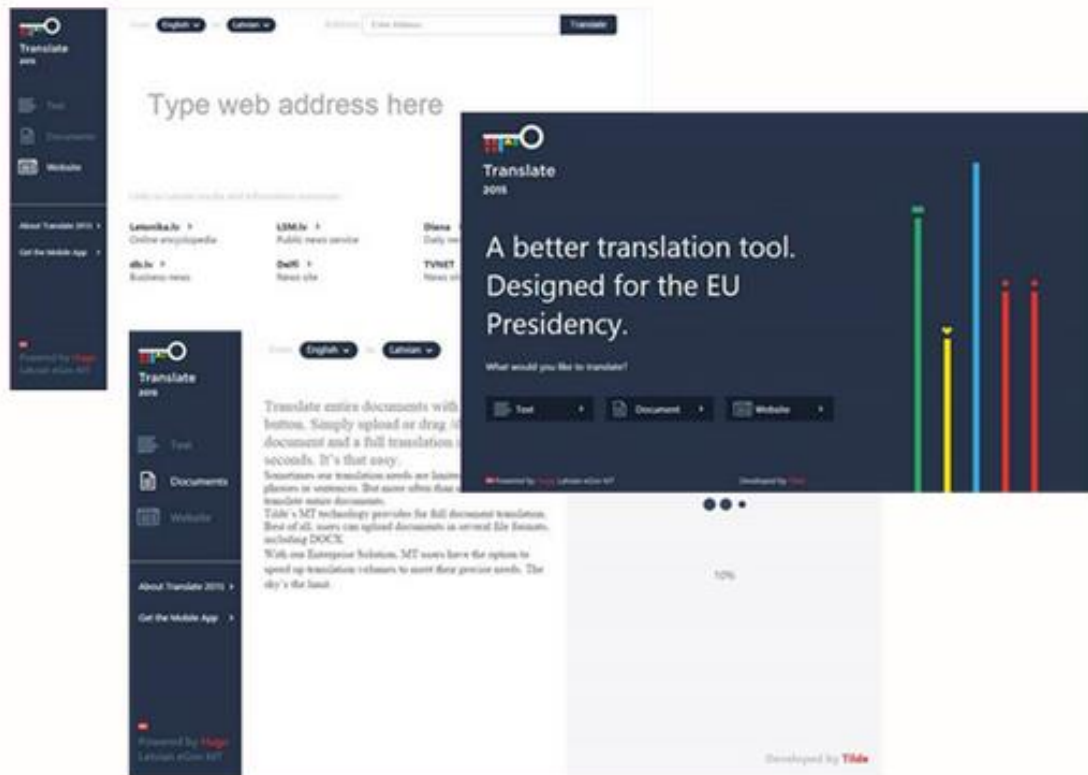
**Delfi** >  
News site

**TVNET** >  
News site

Developed by **Tilde**

- Translate text
- Translate document
- Translate website

## Translate 2015



### DESKTOP APP

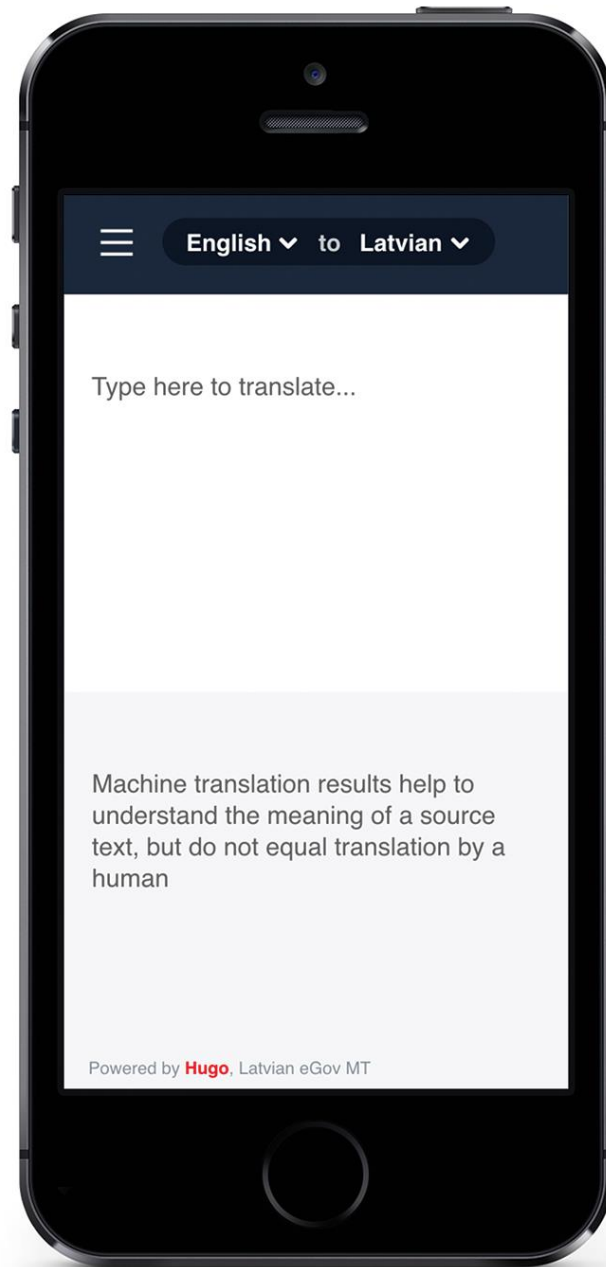
Instantly translate texts, full documents, and websites on your desktop (Latvian-English-Latvian). Available for Windows 7 and 8.

Download

[hugo.lv/translate2015](http://hugo.lv/translate2015)









Mobile MT kiosk for the EU  
Presidency headquarters at the  
Latvian National Library –  
**translation as a utility**

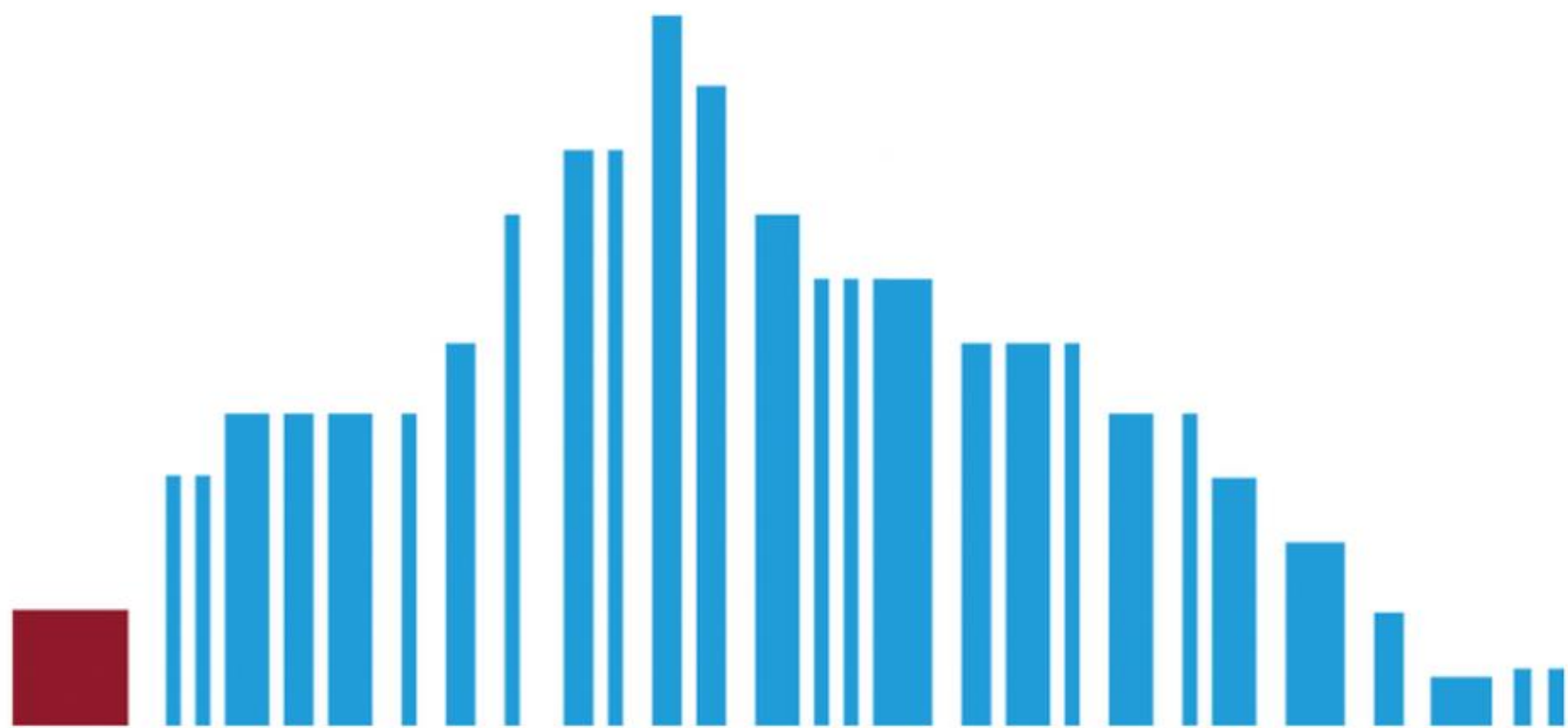








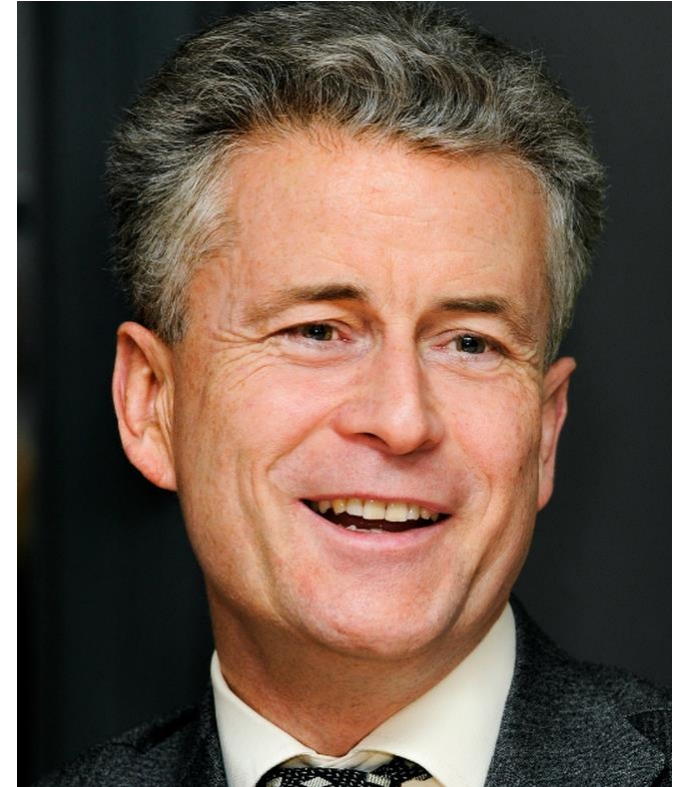




**DIGITAL ASSEMBLY 2015 RIGA**  
17-18 JUNE #DA15eu



“There will be no digital single market without **multilingualism**, as few people feel comfortable operating in their second or third language.”

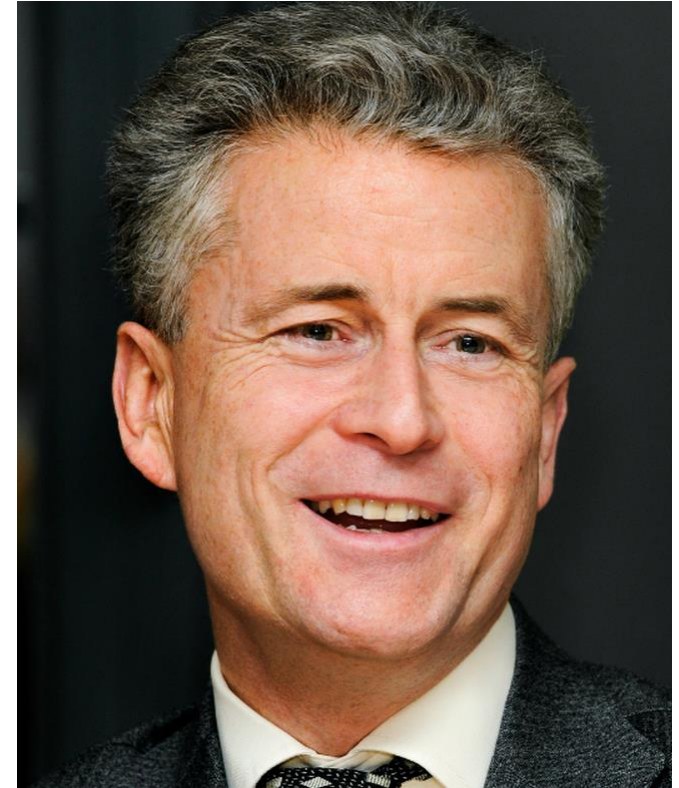


**Robert Madelin**

Chief Innovation Officer,  
European Commission

Four elements are necessary for the take-up of an inclusive Digital Single Market:

1. Focus on digital skills
2. Special attention to gender and age balance
3. Local involvement and local outreach actions
- 4. Increased considerations for language diversity**



**Robert Madelin**  
Chief Innovation Officer,  
European Commission



NATIONAL NOMINEE 2015

Rihards.kalnins@tilde.com

Thank you!

tilde.com

lr-coordination.eu

