



# Talk to Me: Speech Translation Goes Mainstream

## SpeechTrans and Intel Work Together on Workplace Transformation

The idea of a universal translator—one that can translate between any two languages nearly instantaneously—has long been a staple in the world of science fiction. But with our current generation of powerful processors, advanced machine learning algorithms, and seamless cloud computing, science fiction is fast becoming reality.

“You could say that it’s the oldest problem in the world. But it’s one that we can finally solve using today’s technology and the power of crowdsourcing” said Yan Auerbach, chief operating officer of SpeechTrans Inc. That’s exactly what the five-year-old New Jersey company has done in creating an advanced speech-to-speech translator that enables people to conduct complete conversations with anyone in the world in a wide range of languages.

SpeechTrans does this by seamlessly integrating leading-edge technologies including Speech-2-Speech (S2S) translation software, Automatic Speech Recognition (ASR), Language Translation,

and Text-To-Speech (TTS) systems. SpeechTrans employs cost-effective machine translation whenever possible, boasting accuracies of up to 95 percent for 44 supported languages. SpeechTrans also offers users the option to request a live translator for the most vital situations. Drawing from a team of about 2,500 community-sourced interpreters, this pushes accuracy levels effectively to 100 percent with any of 144 languages.

These types of metrics have boosted speech translation from the nice-to-have category into the realm of an essential—and sometimes critical—business solution. Consider the use of SpeechTrans in healthcare. As Auerbach explained, institutions that choose to remain eligible for Medicare must provide interpreters to any language group that comprises more than 5 percent of all clients. In business cases such as these, speech translation can offer a decisive business advantage.

Next, consider situations requiring remote collaboration. Companies can now conduct

virtual face-to-face meetings using a powerful video collaboration tool—HP MyRoom\* with SpeechTrans. This gives companies the benefit of being able to interact directly with global customers and colleagues, with language barriers removed. For these and other businesses, the transformative power of cost-effective speech translation in the workplace is evident.

Consumers too, are discovering how fun and convenient speech-to-speech translation can be, both when traveling and while closer to home. SpeechTrans is available on the most popular platforms including Android\*, iOS\*, and Windows\* 8, with the SpeechTrans Ultimate app painlessly eliminating language barriers. Taking “cool” to another level, the SpeechTrans Bluetooth\* Wearable Wristband further allows people to use their phone without requiring them to reach for it. Coupled with the SpeechTrans Ultimate app for Android and iPhone\*, next-generation communication has now truly arrived.

SpeechTrans credits a lot of its success, as well as its ability to quickly scale its products and services, to a series of key technology partnerships. This includes teaming with Intel to optimize its applications on x86 devices based on Intel® architecture and leveraging Nuance Communications’ speech recognition technology. Being part of the **Intel Business App Portfolio** additionally provides SpeechTrans with the opportunity to showcase its solutions to users around the world.

SpeechTrans also publishes its application programming interface (API) to enable developers worldwide to integrate the company’s technology

into new products and technology applications, including the Internet of Things (IoT). Developers could, for example, use the SpeechTrans API to add voice-control to any Internet-connected device, even if the device doesn’t include a microphone.

For SpeechTrans and Intel, it’s all about continuing to work together to make communication tools easier to use, more accurate, and truly universal. Improving collaboration experiences is one of the objectives embodied in the Workplace Transformation initiative embraced by Intel and the industry.

SpeechTrans is pushing back the border between science fiction and reality. “We think it’s possible that by 2020 every phone—and conceivably many other devices—will have a built-in speech translator,” predicted Auerbach, deeply impacting the way we interact and communicate. He added, “Intel has always been ahead of the curve in seeing the possibilities and sharing our vision.”

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