



Medialocate is a leading full-service localization company that provides global interactive language solutions to multilingual businesses around the globe. Founded in California in 1988, Medialocate has enjoyed continued success over the years managing some of the largest localization projects in the world. A technology agnostic company, Medialocate leverages a wide range of translation tools to ensure maximum efficiencies for client projects – the team of experts carefully examines their client’s challenge before deciding on the most productive translation tools and processes to implement.

Challenge

In 2012, the leadership team at Medialocate decided to further establish the company’s position as a leader in translation technology applications. To do this, Medialocate needed to implement a new technology to its business: Machine Translation.

Solution

KantanMT’s cloud-based platform was the ideal solution for Medialocate to further develop its technology offering. Medialocate could use their Translation Memories, uploaded as .tmx files to develop in-domain Machine Translation engines saving time on data generation. During their trial period, the team could also test the quality of their KantanMT engines using KantanMT’s Quality Evaluation technologies, after which they could make engine refinements to reduce post-editing effort.

To further increase the quality of their MT output and reduce post-editing requirements Medialocate added the following data types to its engines:

- **Monolingual Data** – The inclusion of monolingual target data can greatly increase the *fluency* of KantanMT engines.
- **Glossaries** – Using glossaries means that the KantanMT engine will mirror the client’s terminology throughout the translation, dramatically reducing post-editing requirements. Glossaries are uploaded to the ‘Client Files’ tab through the dashboard or via the API and should be in .tbx format.





Maximising efficiencies

Medialocate's Information Architect, Marcelo Rizzo uses the KantanMT API to automate some of the company's MT process. Currently he is making use of the following API applications:

- **Auto Retraining** – this allows the team to automatically retrain their KantanMT engine without having to rebuild the engine.
- **Translation Retrieval** – Medialocate have integrated KantanMT into their translation workflow so that translators can access machine translated segments in real-time.
- **Automatic Uploading** – the team can easily upload material for engine building using the API. They can also queue translation jobs in the cloud which further reduces manual effort.



"We ran MT tests into 12 languages and the results were extraordinary. KantanMT was easy to use, supports a wide variety of language pairs, as well as a number of stock engines. Their support is phenomenal. And with the addition of the API, integrating KantanMT into our translation management system will be a breeze."

Marcelo Rizzo, Information Architect, Medialocate

For more information about Medialocate, please go to: www.medialocate.com.

KantanMT provides Machine Translation Solutions to a wide range of companies, spanning many different industries. To book a personalised demonstration of the KantanMT platform, or to discuss your MT engine customization process, please email Niamh Lacy (niamhl@kantanmt.com) who will happily look after all your queries.

