EU★BRIDGE **TECHNOLOGIES**

EU-BRIDGE Partners

KIT for English ASR and English-French Translation engines;
KIT for online Webinar Language Model adaptation;
Pervoice for the infrastructure;
PJIIT for English_Polish translation engine.

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Serenty a webinar platform for
enhanced multi-lingual business communication

Description and Exploitable Knowledge

Serenty aims at delivering the end-user with real-time webinar captioning and webinar translation. This product addresses corporate clients for their cross-border webinars as well as professional users interested in foreign-language webinars.

Primary target language pairs are English-French and English-Polish.
Serenty's objective is to integrate a translation tool within an online communication system so as to enhance multi-lingual business communication. As a consequence:

- It lowers the communication barriers between businesses based out of different countries
- It creates new markets for businesses who could not address certain markets

Each participant to the conference sees the content of the webinar within a browser on a device of its choice. It also receives the original audio (e.g. spoken by the presenter) and a translation in text form into his/her own language. The translation in the target language is delivered as subtitles. The transcript of the original audio in the original language might also appear on screen, in addition to its translated counterpart, as chosen by the user.

We shall highlight in particular the full web "no-plug-in" and "immediate-play" property of Serenty which is a key element of the system and represents a clear innovation compared to the state-of-the-art.

Infrastructure

Automatic Speech Recognition (ASR)
A cloud-based ASR engine receives a continuous audio stream sent by the unified communication platform. It returns the transcript in text form of what is being said during the webinar. This transcript also serves as a basis for machine translation. Prior to the webinar itself, if the webinar content is made available to Serenty (e.g. in form of slides), a Language Model adaptation module analyses this content in order to detect specific product names and/or acronyms that are not part of the basic ASR engine's vocabulary. These words will be added to the ASR vocabulary for allowing their recognition.

Machine Translation (MT)
A cloud-based Machine Translation service takes the ASR transcript as input and return as output a sentence translated in the target language.

The source language is English, first target Languages are: French and Polish. More language pairs involving German, Russian etc. can be provided upon request.

Unified Communication Platform (UC)

The Unified Communication platform handles the webinar session, the slides, the audio and text inputs and outputs. It interfaces with the other required components (ASR, MT, LM adaptation). It also supports the cross-border webinar User Interface on HTML-5 browsers.

Application Sectors

The proposed show-case addresses corporate clients for their cross-border webinars.
Serenty allows:
• Companies to present their products and services to a multilingual audience, thus having a maximum market impact;
• Executive management and VPs to address directly international markets or to be part of presentations lead by local sales-forces.

The technology is used as a complementary assistance tool rather than a critical communication component: It is aimed at webinars conducted in a chosen common language – English – but involving non-native speakers, who will benefit from subtitles in their native tongue to help them follow the webinar.
The domain is restricted to "sales&marketing" webinars, to "partners training & products updates" webinars, or in general to "corporate communication" webinars.

The technology approach as a "no-plug-in" solution allows the system to be compliant with all the webinar systems of the market (WebEx, AdobeConnect…)

Technical Requirements

User Device:
• HTML-5 browser (e.g. Chrome)
• Device with microphone and speakers (best is a headset)
• Link to Serenty
Fast Internet Connection

Terms of Availability

Please contact Andrexen for availability terms.

IPR Protection

No IPR protection has been considered at publication date of this document.