

Language Translation Market Shares, Strategies, and Forecasts, Worldwide, 2011 to 2017

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Abstracts

WinterGreen Research announces that it has a new study on Language Translation Software Market Shares and Forecasts, Worldwide, 2011-2017. The 2011 study has 712 pages, 256 tables and figures. Hybrid machine translation is evolving more sophisticated software that actually works well enough to be useful, The hybrid systems provide dramatic improvement, creating the ability to use machine translation in a wide variety of situations.

Hybrid machine translation combines the features of statistical and rules based approaches. Human language technology solution combines the strengths of rule-based and statistical systems. The term hybrid in this context means statistical MT (SMT) systems use examples and apply statistical techniques to a large body of language data to perform translations combined with rules based approaches.

Statistical SMT systems learn from text alignment rather than in depth grammatical knowledge as with rules based RBMT systems. Machine translation takes into account the grammatical structure of each language and uses contextual rules to select among multiple meanings, in order to transfer sentences from the source language (to be translated) into the target language (translation).

Rule-based machine translation (RBMT) uses linguistic rules. This means that words and phrases are translated based on an in-depth knowledge of the language. That is, the most suitable words of the target language replace the ones in the source language. RBMT provides more of a human element to the translation because the rules are user-defined based on an understanding of the target language. Rule-based methods parse a text, usually creating an intermediary, symbolic representation from which the text in the target language is generated.

These methods require extensive vocabulary along with word meanings, how words are formed and how words are arranged to create meaning, all governed by large sets of rules. RBMT programs are highly advanced and allow a native speaker of the target language to comprehend what is written by the native speaker of the source language. The advantage of rule based translation is that it accommodates fairly abstract text and the informative aspects of the translation.

Rules based translation provides high coverage of a greater number of domains and types of texts. Rules support information being transferred from the source to the target language in an intelligent manner. Adequacy refers to the quality of the information that was transferred from the source to the target language. Globalization of the economy is occurring with the advent of the integrated enterprise. As companies position to sell goods and services worldwide, globalization becomes a fact of life. Teams of people work together from many different countries sharing workload and marketing efforts.

The globalization of the economy has brought into existence 1,000 globally integrated enterprises that sustain operations in 160 countries. These commercial organizations generally have more money than most countries, all but the largest countries. As such the commercial enterprise has become a global force, changing the nature of combat by their very existence. Even war is changing. Negotiated settlements are a result of the shift of military to peace keeping law enforcement. There is a fundamental shift in the nature of combat as military robots and unmanned vehicles get adopted.

Cell phone ubiquity, the globally integrated enterprise, the Internet, automated software translation all complement military robots to change the nature of combat. Armed intervention needs to have automated process, and the unmanned ground vehicles provide efficiency in the context of this changed war environment.

As people have more in common with each other, the world becomes a melting pot, with people within nations dependent on and interacting with people of other nations. Communication has become facilitated worldwide. Nationalistic passion has become an anachronism in this context.

Language Translation Software markets are growing because business is expanding in a manner that provides enterprise presence all over the world. Markets at \$575.5 million in 2010 are anticipated to reach \$3 billion by 2017.

Companies Profiled

Market Leaders

Systran
SDL / Trados Lionbridge
IBM

Market Participants

Acclaro
All Language Ltd
Alpha CRC
Asia Online
Applied Language Solutions
AVW Audio Visual
Babylon
Benesse Corporation / Berlitz
Beyondsoft
Captura Group
Ciyasoft
Comsys
Cross Language
Echo International
EQHO Communications
ForeignExchange Translations
Geo Group
Global Vibration / MSEO
Google
Government Acquisitions
HiSoft Technology
INK Innodata Isogen
iSP
Language Engineering Company (LEC)
Language Lens
Legal Translation Services (LTS)
LinguaLinx Language Solutions
Localize Technologies
Lucy Software
Luz
Matrix
Milengo
Moses

MSEO
MultiCorpora
New Market Translations
NJStar Software Company*
OmniLingua
Open Text / Nstein Technologies
OmniLingua
One Planet
Opticentre
Promt
Quagnito Rubric
RWS
SAIC
Sakhr
Sail Labs Technology
Sakhr
Arabic Language
Reverso-Softissimo
Symbio
Simultaneous Interpretation Specialists / I.S.T.S
Softissimo
Spoken Translation
SynerGlobal
TestQuest
The Big Word
TransFluenci
Translation Experts*
Translations.com
Wunderman and WPP Group / Blast Radius
Word Magic
Yahoo!
1-800-Translate

Report Methodology

This is the 460th report in a series of market research reports that provide forecasts in communications, telecommunications, the internet, computer, software, and telephone equipment. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. Forecasts are

based on primary research and proprietary data bases. Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participation in the segment. Market share analysis includes conversations with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, and companies seeking to develop measurable market share. Over 200 in-depth interviews are conducted for each report with a broad range of key participants and opinion leaders in the market segment.

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