# Boostcast EP 5 - V2

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**SPEAKERS**

Stefan Huyghe, Speaker 1, Kareem Alnassag, Speaker 2, Dieter Runge

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**S** **Stefan Huyghe** 00:00

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**D** **Dieter Runge** 00:30

Welcome back to boost cast. Thank you, everyone. My guests today, Stefan Huey, Director of Community and Social Media from the laying ops Institute and Kareem Anas, technical director from the Lang ops Institute, super excited today. This is, in my estimation, every once in a while, a new movement happens in the language industry, and I am super excited to share the Lang ops story with you all today with my two fine guests here today and and welcome gentlemen, thanks. Thanks for joining us here on boost cast. Thank

**S** **Speaker 1** 01:08

you for having us. Thank you for having us. I'm staying up late just for you guys today. How's that? I

**D** **Dieter Runge** 01:13

super appreciate. It's the fun you know, the likes that you go to to support me. I love it. I know I love it well. And, yeah, it's defined you. You and I orbit each other a lot at different events and everything. So we do have some history there, and always enjoy catching up with you to find out, you know, dig up what you're seeing in the industry. And so it was fantastic to find out that you were, you know, have joined the Lang ops movement and and introduced me, of course, to

Kareem, and we had an opportunity to to chat about the organization and the Institute. And I thought, you know, a lot of people probably unfamiliar with Lang ops, and so maybe the first thing we do is sort of, since Lang Ops is still relatively new term in the industry, I was hoping that you guys could define in simple terms, for those of us that are in the audience, that may be unfamiliar with the term or the or the movement.

### S Speaker 1 02:23

I can give you the short definition, and the long one will start with the short one maybe first. It's essentially the movement from language operations, from content into data. So we're broadening the scope of localization, and we are integrating language with AI operations and technical a technical approach that allows us to do a lot more things in a holistic, scalable approach that is AI driven and data driven in its decision making, and it allows for language to have a much more strategic role than it had under the traditional localization. That's maybe in a nutshell what it is, but I'm sure we're going to deepen that out a little bit in the next hour. Kareem, you want to add something to that.

### K Kareem Alnassag 03:21

Just one one other thing is that all the things that Stefan mentioned also means accessibility at a larger scale for all stakeholders, both internal and external. When we say leg ops, we mean everything that is related to language, which is what everyone uses in their day to day work. So as the Fauci mentioned, we're moving from content to data, but we create the data and language and how we operationalize this and make it accessible to everyone, so that everyone is on the same page and have easier access to customers and everything. That's one of the main things about Nate ops as well,

### D Dieter Runge 04:01

yeah, well, when I heard, first heard the term, you know, I paused for a second, then I thought about it, I'm like, Yeah, you know, the certainly in the technology sector, the concept of DevOps, you know, development operations is has been well accepted. And I think one of the areas that our industry, you know, has perpetually struggled in, is identity within, you know, the larger schema of of the corporate world and, you know, inserting us into the mindset, you know, of the corporate buyer or the, you know, the The private sector and the government sector to think about language as component to to the mission moving forward and and so, yeah, I really, it really resonated with me that, yeah, let's, let's, let's call it Lang ops, and let's get it into. The collective unconscious of business and industry as a term that they can identify exactly what it means. So maybe you could paint some color on how this laying ops organization, what inspired the creation of the movement and maybe some of the key challenges in the language industry that inspired its creation. How does it differ from some of the traditional, you know, more historical localization translation stories in our industry, and you know, the initiatives and strategies that have brought us sort of to this point.

### S Speaker 1 05:39

You know, as much as we have called it, localization over the past, say, 20 years beyond our

You know, as much as we have called it, localization over the past, say, 20 years beyond our industry, there's very few people that know what localization is and everything is really still rooted, if You want, in the translation, in the translation sector, and what we're doing with technology, and what we're about to do with technology right now is going to go way, way, way beyond just translation. We We were for the longest time, moving content from one language into another. That's a one directional flow of content, but with the technological capabilities that AI brings along, that is sprung wide open now, and we're going to be quickly in an in an era where our customers are going to be talking back to us, and thus the flow of content is going to go both directions, and we're talking about something that looks completely different, both from an output point of view and the different mediums that are going to be employed. Companies that are going to stay with the times, they're going to have to adapt and be ready to talk to their customers in real time, in a way that was unimaginable before. I actually was talking to somebody in Seattle a couple of months ago that works for the big gaming company, and they're experimenting right now with gaming modules in which you'd be maybe working in Australia or playing in Australia on a game, and Kareem might be talking Arabic to somebody in Montreal who is speaking in French, and with the adaptations that the gaming industry is doing right now, they would never know that from each other, that they would be speaking a different language, because Kareem would be listening to that person in Arabic, although they would be speaking into the microphone in French Canadian and in the in the other direction, the same thing. So we're going from one directional to bi directional to multi directional. Omni directional communication is really what's in the future, and that's a model that completely sets our traditional workflows on their head. So you you have to give that kind of thing a different name. I think it's not localization anymore, because it deals with all kinds of different technologies and output factors that we're not used to. Additionally, there's new technologies that are going to come into play that are going to be based on on language, but that are much more data driven. We can talk to we can talk about things like heat mapping and and other data derivatives, so to speak, that that take us way outside of the scope of traditional localization workflows. Yeah,

D  Dieter Runge  09:03

I couldn't agree more, and you're right. I mean the immediacy now by which we have the means to communicate. You know, in all different settings. Love that word Omni, Omni channel, omni directional. Yeah, that's, that's a huge thing to to put out there, because it is true, you know. I mean, you're absolutely right. My, my, you know, son will play video games with friends in San Francisco and in Switzerland, you know, ostensibly, in the near future, he'll be playing games against folks that may or may not be communicating in English. And it'll be a completely seamless experience. And and that's an exciting time to to be, to be going through, and you. Uh, the path forward is exactly, I think, as you've pointed out, is the term localization is, is too constricting, because there are so many components to the operations to make language omni directional. Uh, yeah, I love it. What

S  Speaker 1  10:22

do you what do you think I'm not the host here? I know Dieter, but it just prickles my my interest to know what, what you think are some of the evolutions in interpreting you think that this technology could bring along that we haven't seen in the past.

D  Dieter Runge  10:46

**Dieter Runge** 10:45

Yeah, absolutely. Well, you know, obviously I am very keen to see where interpreting, as you know, a component of language operations, where that fits in. And and I definitely feel intrinsically motivated to chime in and contribute to that, that conversation. We're already seeing it right now with the tools where interpreters, particularly remote interpreters, are leveraging technologies to caption what is being said, you know, real time, multilingual, simultaneous interpreting happening in additional languages, where at a conference, an interpreter is being, you know, is interpreting, but then also being captured in other language the same time. And now we're seeing, with great velocity, some really amazing speech to speech tools that allow you know someone to speak in a particular language and then at the same moment, with no latency, you have a conversation in multiple different languages. And you know, we're all we're just the tip of the iceberg with that technology. So the spoken word sector of the language industry is a huge component and truly a growth industry right now in the language sector as well. So seeing how interpreting is component to the workflow of language operations, and placing it there, along with with all the other tools and and technologies that we're using to streamline language access. It's just, it's just fascinating, exciting to watch and be a part of that and moving that forward. And so that's why, you know, the mission of Lang ops seems very important at this time, that this is this juncture in the language industry,

**Speaker 1** 13:01

there's going to be all kinds of technologies that we haven't even thought of. I saw a demo the other day. Was it? It was a girl who was deaf, and she was wearing glasses, and they were interpretation glasses. Now, have you ever seen that? So she was in a conversation with a couple of people, and as they were talking to her, she had the text running on her, in her glasses, and she could follow along while she was you're not able to hear what the people were saying. It was mind blowing. She was actually very emotional, because she was able to follow the conversations, probably for the first time in her life, she was just reading the text in her in her glasses. Pretty amazing.

**Dieter Runge** 13:41

It really is going to have a profound effect on accessibility everywhere. You know, absolutely. I mean, I've read and seen a little bit about that. I'm tracking the use of holographic, three dimensional transmissions, particularly in the ASL space. I find that uniquely suited for serving the Deaf and the Hard of Hearing communities. There's no doubt about I might just put that question back to you, because you guys are the ones embedded in the Lang ops team. Where do you see innovation and development in the space becoming a component to the advancement of interpreting you have you had any thoughts around that yet?

14:27

Nate you want to take a stab at it?

**Speaker 2** 14:31

Um, interpretation is, is not my strongest suit, but I can speak from the technology side. Just as you said, there are so many tools coming up now with the advances of AI synthetic voices and the focus on accessibility, as you said, for so many people, these tools are just like popping up all the time, and they will only get better from here, right? Nate loves as. As as the name implies, is about language, and both written and spoken. So it will be inevitable that people will be companies, organizations or clients will start wanting to include these more into their own to their own systems and their own operations, like right now on my phone, for example, I can, as you mentioned, this speech to speech conversation is something that I can already do on my phone, right? I can speak someone can speak to me in Japanese, and I speak to them in Arabic. And it will be, you know, having a functional conversation, just just on your phone, without having any added things or added software. So it's coming. It's all about, you know, what the technology will be, or what, what the innovators will do. And if history teaches anything, it will just, you know, people will think crazy stuff, and they will make it happen. And it will. It may take some time to adapt due to cost, maybe, or difficulty, but it's getting a lot a lot easier with AI, which is not just about, you know, the generative AI, but also talking about optimization workflows processes, and managing on the agents, and how these all just make workflows a lot easier. But what would take you a day or two to manage before it's just a matter of minutes now, and that's just, you know, again, speaks to accessibility and makes life easier for everyone. So it will get there. I'm very excited about to see how it will be and how it would serve me as a customer myself, or just as a user in general. Yeah.

S **Speaker 1** 16:38

You know, one of the reasons I think we feel so, so strongly about laying ops as the future, is because we realize that the way technology is going to influence all business arrangements, it's going to become necessary for us to adjust and adapt as well. There's tech. There's technological advances that are going to make us behave in a completely different, different way. I'll give you one example that I heard about just recently that blew my mind. I'm heavily involved on the content creation site and social media activity, and a lot of what we see and interact with on social media is determined by algorithms. These algorithms are controlled by the social media giants, and for now, we don't really have a lot of say in how they behave. However, I foresee a future not too long from now, where we will maybe have open source algorithms in which we can move the levers in a in a non complicated way to determine what we're going to be interacting with and what we're going To be be seeing much more. There's a definite trend throughout the business community to more personalization, and the word hyper personalization is often used, yeah, I think that's something the localization industry is is going to get sucked into heavily as well, by default, because we've been in customer relations the whole time, and now it's becoming even more important. All these influences are going to make it so that we have to move, move along with with the technologies and adapt and the way we're going to be consuming content in the next 10 years is going to look vastly different than the way we're doing it now. I think people are going to get a lot pickier. It's often said that our attention span is getting shorter, that all that it moves the thing in the same direction where I'm going to expect when I'm experiencing things as a customer, that I'm going to be served and cater to a lot more personally than I was able to be catered to In the past.

D **Dieter Runge** 19:19

Yeah. Yeah. Digital entitlement, level of entitlement that we didn't have before, right? Where it's literally, it is about me, absolutely. And I want the algorithm to understand that. Let's

**Speaker 1** 19:34

we see it all the time, right? I mean, how many times has it happened? You have a conversation about something in the kitchen, and an hour later, you open up your phone and there's an ad for the very thing you were talking about with your wife. And you think this is weird, and how it feels intrusive in a way, but it is rather nice in another way that the technologies and. What our preferences are. When I turn on YouTube, my YouTube knows exactly what I want to what I want to watch for 20 minutes before I go to bed. Yeah, anyone breaks my heart? Difficult to find. You know

**Dieter Runge** 20:14

what breaks my heart? Number a number of times I've had conversations with my wife in the kitchen. Both our phones are out, and I address how nice it would look to have a brand new sea do in the driveway, and yet it has, so far to date, not materialized in my driveway. I thought we were already technology was already there, but, yeah,

**Speaker 1** 20:38

that's because you guys are hanging upside down is the technology hasn't gotten there. Really can

**Dieter Runge** 20:42

be the only reason. Can be the only reason. I want to, I want

20:47

to raise an idea for a startup.

**Dieter Runge** 20:51

I want to, want to keep talking about AI a little bit in the way that you both see the way it's transforming the way Lang ops, language operations, is managed in businesses today. What are the core principles in the Lang ops manifesto, which I really enjoyed going to that as a driver of you know what language Ops is about? One of the one of the core principles is, try AI first. Can you maybe splash some color on what some of them the more successful AI driven use cases you've seen in multilingual business operations today, like, are there certain examples from some of the organizations that you've been working with and initiatives that you've been involved with? Are there any

**Speaker 1** 21:41

good example. So we don't have to, we don't have to move very far outside. I mean, we can stay right in, into localization, and take a look at the way we're thinking about QA. It has completely changed. QA used to be a purely human endeavor, and now a lot more, I think it's becoming an automated endeavor where we're making the AI, QA, the machine translations for potential issues. Those issues get categorized and they get highlighted, and then the the translations go through a human in the loop, yeah. So Excel process, and they can be, they can be brought back in, yeah. And on the back end, they get brought back in, into the system, and we can actually teach our our system now with AI implementations, it used to be that everything we did in localization, certainly from a written format, was very, very linear. A text string gets translated in another text string. That's what translation memories would look like it. They would essentially be glorified Excel spreadsheets, their databases, yeah, but they're very rigid and not very flexible right now, with AI, we can actually submit the full body of content that exists at a company. Think how many companies there are that that are multilingual worldwide, but the core language of operation was always English, because that was the only practical way of doing it in the future. That's all out of the window, because we can just grab the whole content repository in whatever language it is submitted to an LLM, and have the LLM go and learn and draw the conclusions, and that becomes a lot more a lot more flexible. There is not the same rigidity. Actually wrote an article in my AI, in Luke newsletter, not too long ago that dealt with the prediction that we're probably not going to continue to have traditional translation memories because they don't make a lot of sense anymore. We have a lot more unstructured data, and now we have the intelligence to teach the LLM how to deal with the unstructured data. And we keep, we can keep any tool you know, the repercussion of that is that we can teach any tool that needs to, let's say, a chat bot for a particular large entity that needs to stay between the guard rails. We can teach that chat bot what the rules of the enterprise are just by giving it the whole body of work. And I'm oversimplifying this, obviously it's a bit more complicated than what I just explained, but in essence, it's that, yeah, to add to that,

**Speaker 2** 24:59

I can. Give you an example of a workflow that I actually worked on before that uses AI and orchestration and all the cool stuff, which is say we have, what we did was a podcast like this one that needed to be summarized and distributed to multiple users, the audience, in different languages. So what we did is that once the once the podcast was recorded, we had AI to transcribe it, edit it, make it more legible for the long form, and then summarize it, and then send it to a send it to a tool that added it to the your CRM tool, where it was just added to specific format, and someone at the end, just all that they did before was just what they need to do is look at the summary, make sure it's all right and good. The translations were done using a combination of AI and just regular machine translation, and got reviewed by human, and then sent away a whole process that used to take, like, as I said, a couple of days, probably just to get this thing done, was done in about 10 minutes until the until it reached the human. So from from from transcription to human was about 10 minutes or so. So that was a life example where you just the power of AI and orchestration and the optimized workflows is just shines. And that's, this was not something that was easily attainable a few years ago. So, yeah, that's, that's just one of the examples of what it could do. Yeah,

**Dieter Runge** 26:38

yeah. The whole, the whole concept of the lingua franca, it goes out the door, right? I mean, it no longer, no longer matters, and it is a great leveling of the of the, you know, the playing field, right? Where, yeah, we can communicate quite seamlessly and almost effortlessly with these these new tools to really have everyone participate in the conversations that are happening and in the decisions that are being made, and contributing to whatever communication is required in those moments. So yeah, it's, it's definitely, and it's, it's happening at a fever pitch these days. I I am, it's really hard to keep up with these days. Sometimes I definitely see that

## Speaker 1  27:36

it's, it's not going fast enough to I'm one of those people that raise their kids bilingual, so I raised my son French and English, and he still tells me that he doesn't really need to practice his French, because he'll get one of those chips that, you know, and they'll be speaking all the languages.

## Dieter Runge  28:00

Yeah, I don't, I never say never on any of that stuff. I definitely, definitely do not. One of the other Lang ops principles that I noted was understand all customers, no matter what language they use. And I think that's sort of piggybacks on what we've just been talking about. Are you able to maybe share some of the practical steps that organizations companies might take to to make this laying off vision an actual reality. How have you consulted or or helped organizations in this in this fashion?

## Speaker 1  28:37

I think, I think that particular principle is something that I have Johan humbled heard talk about quite a few times, and I really like his take on this, so I'll paraphrase it Sure. A lot of times the companies in in look, in localization, are solely focused on making you understood. But laying UPS is really about understanding your customer in all circumstances, and it's specifically focused on the BI directionality of the communication flow that we have not been servicing in the localization industry in the last, say, 30 years, it's been a broadcasting function that we've been supporting, and that's what's fundamentally changing in the workflow. It's the communications are going real time that was never possible. There is an enormous amount of content that is being translated right now. People are always surprised when I say this statistic, but there's 99% of the content that's being translated to today is being translated in some kind of an automated format. Think it. It's most surprising for the many. Translators that are still active in our field, because they feel the pinch very heavily now, but I think they're actually in a pretty good position, because the amount of content that is being translated is exploding because of the technological capabilities, and while the sliver of content that needs human interaction is very thin. Since the amount of content is growing so much, there's going to be enough work for translators for a long time to come. They might have to adjust, and they might not be doing the same repetitive, boring work in the past, but if they're willing to adapt, I think that we're still going to see a lot of a lot of human intervention, and possibly also a lot of new potential jobs for linguists that weren't necessary in the past that now will have more to do with keeping the llms in line, so to speak. So I don't know, I veered off of the core of your question a little bit. Sorry. That's

**D** Dieter Runge 31:11

a very, very important message to give. We you know, I find myself joining in a lot of conversations about current state of enrollment and engagement in the language, you know, learning space, post secondary education, universities, enrollment is down, there is a palpable concern that students are choosing not to pursue career in in language and and I think this makes a profoundly important statement around, hey, listen, the jobs are definitely going to be there, and they're going to come Even more important, just going to require some, you know, up technology, lifting your skills a little bit. And you know, therefore, it's going to be important to get, you know, these technologies, into the into the into the schools, and get some hands on with that, for sure. But the premise that the demand or the need for the professional linguist not going to be there. I think that's we need to course correct that and steer that shit back around again, because I think more more so ever than before the there will be demand for professional linguists and students learning how to use these, these new language, empowering tools.

**S** Speaker 1 32:47

Yeah, what's and if I can, if I can, piggyback on on that argument Dieter, for a second, that reminds me of another thing that really plays heavily into this, I think, and it's the the movement towards continuous localization and continue a continuous flow of data that needs to be updated. When I was interviewing Marina Markowitz from Yahoo a couple of months ago, we were talking about how a lot of the content that's being translated right now, just a couple of years ago, would never be touched because it would be ineligible to be translated, because waiting to translate it, or having to wait to translate a couple of days, would would take too long. It would be outdated by the time we could, we could localize it. Nowadays, those content flows are in a continuous localization mode, and the content is continuously updated in a bunch of languages and checked, checked for quality assurance may be in different ways as well. Scott schwalbach told me a story a couple of years ago about how they're doing quality issue, or are they how they are not doing quality assurance? I believe he works for Amazon. Forgive me, Scott, if I'm if I'm getting it wrong. But it's one of the big tech companies, and they, they essentially are not doing QA in a traditional way on a lot of the content anymore. They they check the interaction the content causes or, or the, how shall I say the engagement is the word I was looking for. There they check the engagement levels of the content, and if, if the content gets a serious dip, for example, that might be cause for somebody go, take. A look at whether the quality has an issue or they also have feedback channels in which somebody can leave a comment, and at that point, they will go check the QA levels, so to speak. So all these new technologies, they are getting us away from the traditional, rigid workflows that we were used to just a couple of years ago in localization,

**D** Dieter Runge 35:28

what do you feel are the biggest, bigger or the biggest? Excuse me, what are the biggest barriers to the adoption of a Lang ops framework. How can organizations address them? What are you seeing as an impediment to moving this concept of language operations inside the organization? What are some of the Yeah, what are some of the barriers, impediments to moving this forward? What do you see out

**S** Speaker 2  36:09

there? The there are a few things that affect this. Maybe the one of the first things is the traditional view of localization as a last step into the workflow of of the of the work that we do, which, as anyone who worked in localization, or any in language industry in an English related field, We always try to promote, no, it doesn't. We shouldn't be our last step. We should be thinking about this from the start. You have to there are so many things that you need to think about before you you do this. And this is something that successful organizations implement, which is like, okay, localization is important. When we need to do this once, when they listen to the experts on the field, they start doing implement these things, and you'll find yourself that you the Okay, the the process is integrated from as it should. That's why it's it's always important. One of the biggest thing is getting the buy in from the the the whole organization, especially the the executive level, to understand what is language operations or localization. Localization is due to the history. It's a bit limited now as a term into like what it means and what it represents. So it's more about Lang ops. Language operations, all your content, all your all the stuff you do and all the things you do, it have to be considered from the start. So it requires a big buy in from the from the top. Another thing is understanding how to implement the Lang ops, all the language operations, properly for your organization, right? A lot of people jump on the AI wagon and just like, Okay, let's, let's do it. Let's do the AI and all this stuff. It's just like, okay, that's, that's fantastic that you have this, this enthusiasm about it. But what is the right implementation for you? What is the best way of doing this for your needs and requirements. So that's, that's another thing, like, there should be a bit of careful planning into how we do this, and it's not iterative process as with anything really, that's just, you know, we try this. If it doesn't work, we we fix it, we change it, we do and so on. So I think the biggest is, biggest obstacles, just to recap, is like changing our view towards language as a general. It's not a sort of inf, it's an asset that you need to invest in and just get the support and the buy in from everyone into your organization to make this happen, because without it, you really don't have much collaboration going on.

**S** Speaker 1  39:04

So that's the that's a technical that's a technical challenge. Kareem, but I spend much of my days on the marketing and sales side, and so I think there's, there's an additional challenge for the laying UPS movements in in this sense that typically the people that we've had interaction with are those that are active in the localization field when you're implementing laying UPS technologies, specifically when we're talking about language large language models, and we're talking about activities that are going to involve all the data of the company, not just the translation work, but all the content and all the data activities that are going to be mining that data. That and doing activities way beyond what the traditional localization involvement was. When we talked to the people in localization, they realized quickly that any laying offs initiative is going to involve a lot more levels of management at a company than there would be necessary to do localization activities for so I think that is it's an opportunity for the localization and language industry in particular, to break out of the silo of being an afterthought at the end of the production cycle and taking a more prominent role. Ever since I've been active in the localization industry, we've lamented the fact that we had difficulty getting a seat around the board room table in order to show how important our activities were. And now with the new technologies, I think we have that opportunity, but there's a challenge with the opportunity

we're going to have to convince people in it and all different levels of the organization that we are worthy to play that role in language that is much beyond just the translation activities that we've been executing in the past 30 years or

### Dieter Runge 41:43

so, I couldn't agree more, and I think you have both touched upon something that really calls out the paradigm shift in thinking that needs to happen, that we've not done a great job to date. It can happen, and hopefully with Lang ops, we have an opportunity here. I find it remarkable that, you know, even now, we continue to have to have the conversation about thinking about language at the beginning and iteratively throughout the process, and not as something that happens at the end of a of a process when we, when I talk to folks, you know, building software, and, you know, I always have this conversation beginning, it's, you know, are you going to international, start internationalizing your code today, or you're going to wait when you have a million strings of code? When do you think it's going to be easier? What do you think is be easier in that particular process? And time after time, it is well and truly an afterthought, and then finance like, Oh, we're moving into this particular market. I'll use Canada as an example. Easy example. Our code is not internationalized, and our product needs to be multi directional in French Canadian, okay, what does that entail? Yeah, it's, it's as simple a case study as that.

### Speaker 1 43:15

And we're now trying to, you know, we're now trying to convince enterprises that we should really house everything in a in a content repository, and we should mine it, not just from a linguistic point of view, but we should also examine the data and draw conclusions about what customers, customers want in a particular region that might be different from another region. There's intelligence implications with this. There's tentacles that go out into marketing and sales that go out into customer experience, you name it. That's the that's the opportunity when, if it's it's true that large language models essentially sprouted forth out of out of the activities that we've been doing with neural machine translation in the language industry, so we have expertise in this particular realm, and we can help the industry move forward into these new arenas, but it's going to require a lot of adjusting and broadening of the horizons. That's precisely the argument we're having with some of the more traditional LSPs. I think we're still a bit reluctant to accept the term laying ops. I've even heard people say that it's just another fancy name for localization. We vehemently disagree with that particular argument. And what we're here, what we're doing here in in your podcast, Dieter is making the argument about why it is much different than just localization. We're not talking about adapting text from one language to another. We're actually talking about switching our whole horizon from just content to data, yeah,

### Dieter Runge 45:24

a holistic approach, and articulating that vision of that holistic approach to language inside the organization and across the planet, I want to take half a second. I've been tracking a lot of the recent legislation around governance and AI, and I want to take just a half a second. I think it's important to look at some of the ethical and strategic considerations around AI in language.

What steps in your estimation should an organization take, and should Lang ops try to represent in terms of ensuring a responsible, responsible and ethical use of AI usage, particularly in multilingual communication? Where do you where do you see that landing, and where does Lang ops, uh, stand on that particular

S **Speaker 1** 46:29

so I think this, the situation, actually, in the last three weeks, has changed tremendously. And there's, there's one particular fact that has changed everything a little bit, and that's the arrival of deep seek, the release of deep seek on the market. Up until just a month ago, maybe it was impossible, from a financial point of view, for any mid sized organization to develop its own large language model, which meant by default, that you would have to piggyback on an open AI or a Gemini and give up the goods To the big guys in order to play along with the release of deep seek, we have actually lowered the costs by 30% and we've made it possible, because it's open source, to develop a large language Model internally. And that's fundamentally changing the argument. I'm not a legal expert, but I can tell you that from the people that I talk in the industry, they are very excited about the fact that they will have to worry less about the legal implement implement implications, because you can now have a large language model that you train just within the boundaries of the of the organization, so to speak, and you don't have to worry about the content going off of the reservation as much anymore as were before with so many of The implementations we see in localization in particular, people are just tapping into the big llms Like Gemini and open AI and yeah. So hopefully, in the future, this will become less of an issue, because people will be able to do that kind of development in house and train a smaller, large language language model just for their particular organization, without having to worry of losing losing the data.

S **Speaker 2** 48:46

Yeah, and in addition to that, on the ethical side, there are regulations now that require any company using AI at any capacity to train their employees on using AI, so that they don't fall into any of the, you know, problematic practices around the usage of that some, some of the like, just mentioning deep seek is actually I got in the news a couple of days ago. It says, banned some, some big companies here in Australia, banned by the New South Wales Government, for example, and so on. So there's lots of concerns around how it's going to the idea is how to navigate through that and how to use it properly. It's something that think it's an emerging, emerging field of ethics into this age, and a lot of people will need training or need more information about how to use it properly and the proper way, without compromising data in. Information, personal data, personal information, or company resources and assets and things just don't allow everything to be there. So, yeah, it's, it's an emerging field, and we'll be, we are following it very closely, and you

D **Dieter Runge** 50:16

all feel like it's a an obligation for laying offs to to be communicating, sort of, you know, where, where this is at the moment. I mean, I we all work in this industry, and I gotta admit, I am bewildered by the conflicting messaging coming out of Europe versus, you know, the US versus Asia, Pacific region. The posture, the AI governance posture of different governments right now

is so hard to track, and it has changed from one day to the next, almost tracking the AI summit that just happened recently, this last past week, the message is almost like, don't worry about it coming from the US side of the fence. And then I look at some of the compliance and governance

## Speaker 1  51:13

talk politics, right? Dieter, no, I won't, I won't

## Dieter Runge  51:16

take us down that rabbit hole, but I will say that I think, for the for the you know, organizations out there that are deploying AI multilingual solutions, I think it becomes more and more incumbent upon organizations like this and those of us in the language industry to to have a handle on where this is headed and provide maybe some some guidance on it. I think the onus is on us, since we are in it, to win it, you know, to own it and provide at least as close as a fair and balanced view of this as we can right? I, I, you know, I just don't know where folks can turn to these days sometimes ago. Here's what's being said. Here are some things to think about. And here are some suggestions, you know, with the safe AI group, which I think has done a great job for this industry. Laying up seems to me like another, another place where we can, we can sort of provide some perspective, at least at the very

## Speaker 1  52:33

I don't know that I trust the government. I don't know that I trust the government very much to play the arbiter of this, but that would get us into politics really quick. I think the fact that we're that we're, maybe can have private, large language models going forward, is very exciting to me, because that gets it. The main consideration with AI up until now has been that it's only been maybe a half a dozen purveyors that have been able to put something on the market, and everybody was dependent on that, including all all the solutions in the localization industry that exists right now are tapping into the handful of AI solutions that are out there. There's very few people that have developed their own and so now that it's become a lot more cost effective to do that, I can only applaud that. I think that will solve the market, will solve some of the uneasiness about this, because we're going to find a solution ourselves, for for the data, the data considerations, I think in this realm, I'd much rather solve it that way than to put a lot of stringent regulation in place that is going to hold a particular segment of the world back, certainly in Europe, it seems to be that the regulations Are a lot more stringent. So it's a lot more to compete over there. I don't know how it's in Australia, I suspect it's probably a bit more like Europe than the United States. I don't think we know either.

## Dieter Runge  54:14

I'd have to agree with you there, most regions are trying to get in front of it. But it's absolutely true, and the idea of democratizing, you know, the LLM space appeals to me. I also am terrified of robots with flame floors on their heads.

**S** Speaker 2  54:38

Yeah, it's going to be, it's going to be, I feel like, at this stage that we're in is going to be very heavily lenient or leading on the organization itself to figure out what's the best way to navigate this new reality with in compliance with the existing. Laws and regulations, so that it's not just on us as language experts, language people is also on the legal and privacy people and and technology, how, how we, how we're all going to work on this, and just figure out the best way to do it within the country relations, and maybe predict some of the problems that could happen in the future that probably not aware of now, and try to anticipate them and just put some measures and until, like, until these privacy issues and concerns are actually more pronounced and more established and easier to understand, it's unfortunately a very tough job for The for the organization, so to figure out what, how to do it and, and that's, that's the reality of it at the moment. Yeah,

**D** Dieter Runge  55:46

I think that's a fair assessment. I want to, but before we head on out of here, there's a couple more things I want to, I want to jump into and, and I want to, wanted to get to in our conversation today, the one of the stated missions for Lang ops, particularly the Lang ops Institute, is to be at the forefront of investing in research and innovation. And I wanted to maybe talk about some of the emerging trends and technologies that you too believe will define future of Lang ops, and maybe some more detail around what that means for Lang ops in terms of investing, uh,

**S** Speaker 1  56:28

in research and innovation. One of the one of the advantages of working at the Lang ops Institute is that you get to see some of the people that are working on the newest technologies and get an idea of what what's coming down the pike before everybody else. So I really like that aspect of it, and I know in our launch event, Joe grassa from MBA actually verbalize it very well, he said, and I'm paraphrasing, he said, something to to the effect of, I'm super excited to see the first provider come up with a real, true laying UPS platform. I know at least three organizations that are working on what I would call a true laying ops platform, something that goes way beyond the Nate the regular realm of translation and is focused on things like automated content creation and integration with chat bots and content repositories and connected large language models that sift through data and provide data points and capabilities to the companies that will implement these systems that we have not seen before. Those are the kind of things that I can't wait to see those be put into practice, and see the evolution of that in the real world, rather than to just observe it from afar right now and kind of getting a taste of what the future could hold. I think it's super it's super exciting. And, yeah, the world is going to look vastly different, I think, from a customer experience point of view in particular, in the next 10 years, I think our minds going to be blow, be blown away by what what technology is going to offer us in the short future.

**S** Speaker 2  58:45

Yeah, as Stefan said, We are lucky to be exposed to the latest and greatest in in the Lang ops

fields and the companies that or technologies that are aspiring to be more on the line of sight and adopting this mentality, my favorite technology that is, I think, is going to change the way we operate a lot, is the orchestration technologies, things that technologies or platforms that provide you with integrations that you need to make whatever you dream of happen. And I say that like not exaggerating, but it's basically just, it is it is such, such great tools, where that enables you to do, to connect all these different components, all these different technologies, together in a way that, as I said, reduces your workflow from a couple of days to 10 minutes, not exaggerating on that front either. So that's, that's, that's very exciting, and it will get in with, with, with more adoption of the API mentalities and people developing their own APIs, their own technologies, to just. It to be easier to connect with other technologies. This will only grow bigger and feature the features will be just fantastic. And for any company of any size, this will be an extremely useful tool set that that will be so I'm really excited about what's happening on that space? Yeah, I was

D    Dieter Runge  1:00:21

just gonna say, when I look at the list of folks connected to or part of the Lang ops movement and Institute, it's like a who's who of thought leadership in our space. It's really an amazing, diverse cross section of folks that are doing super cool things, like you said, in our space. And so I don't doubt that you will, you both will have a view into the future of language, technology and operations. I thought it might be before we, before we jump out of here. Maybe important to I'm going to hear about what's next for the line ops Institute. Any cool upcoming events or partnerships or things like that I wanted to make on the on the calendar,

S    Speaker 1  1:01:08

yeah, I wanted to, I wanted to make, before I do that, Dieter. I wanted to say, and maybe use your platform to to do an unbridled pitch for people that are interested in Lang ops, and I truly hope that maybe boostlingo is going to become a visionary partner of us in the near future and work more closely with us, but I think there's a real opportunity for any organization that's interested in Lang ops, And what the future has to offer for the language industry and has an interest in moving forward, there's a real opportunity to join us as either a visionary partner, or at least become part of our community, so that you can be part of the conversation on laying ups and get in on some of these technologies that we're going to be teaching. We have a free webinar coming up on Tuesday that's kind of a primer, if you want, for people that want to get an idea of what laying UPS is about. And that will be a free webinar run by Pascal Trombley. I will be doing a post about that tomorrow morning, so if people want to check they can check my profile on LinkedIn, and, yeah, there's all kinds of classes coming up as well that are going to be super interesting if you, if you stay connected with me or Kareem, you're going to be in the know about those and get informed on LinkedIn.

D    Dieter Runge  1:02:48

Yeah, fantastic. I was going to say we probably should make a distinction that they're there. Actually there's the Lang ops as the organization, organization and movement, and then there's the laying ops Institute. Maybe you can provide a little more contrast for the folks joining us today. Yeah. So,

**Speaker 1**  1:03:07

so the Lang ops Institute is really the educational arm of Lang ops, and we have made a conscious decision to gather some of the foremost experts in AI and the technical advanced technologies, in order to be able to give classes and make so that people can get educated for the future, and also to put The right thought leaders in touch with one another. At the Institute, we're trying to build a group of forward thinking companies that can collaborate with each other, that are going to get certified in some of the AI technologies to the laying UPS Institute, and with that certification, the laying up certification, they'll be able to get business in in the new in the new economy. We we envision

**Dieter Runge**  1:04:07

fantastic Well, listen, I really enjoyed learning more about the Lang ops Institute and the Lang ops movement in general. I am really looking forward to seeing things progress and grow and see where this leads to I think we have exciting times ahead of us, probably well worth checking in with each other in due time again. So I want to thank both of you gentlemen. Kareem Stefan, thank you so much for joining me here today, and

**Speaker 1**  1:04:37

thank you so much for having us, and I'm looking forward to buying you a beer in Mexico in a month or so, when we see each other and we're going to break bread together there. I'm sure I'm looking forward to that Dieter. Thank you for having us.

**Dieter Runge**  1:04:52

What could possibly go wrong with you and I hanging out in Mexico City. I can't even entertain that thought. I. Gentlemen, thank you so much looking forward to looking forward to that. By the way, we're, we're talking about the vamos clintos conference in Mexico City. If you have a bunch of tickets yet, there's still some left, come and join Stefan and I in whatever Hi Jinx we get up to. All right, thank you everyone, and thanks for joining us here on boost cast. Thank you. You.