



LIONBRIDGE HELPS GLOBAL TECH GIANT TRAIN ITS NEW GENAI MODEL

Sparking a new era of accessibility in consumer technology

13
LANGUAGES

200,000+
SENTENCES

100%
ON-TIME DELIVERY

Our customer developed a proprietary Generative AI (GenAI) model that would be integrated into the operating system of its new generation of products, starting with a mobile phone. This on-device AI support system would offer real-time voice interpretation and text translation in 13 languages without the need for internet connectivity. The proprietary AI-driven keyboard would also be accessible via third-party messenger apps and provide functions such as spelling/grammar correction, tonal/formality modulation, and alternative phrasing suggestions to improve interlingual understanding. Our customer would also roll out AI-driven note-taking features such as text summarization, meeting minutes generation, and even script transcription for up to 10 simultaneous speakers.

THE CHALLENGE

At the time of our collaboration, the Large Language Model (LLM) had yet to be fully seeded, and large volumes of data were needed to train the AI database.

Our customer required:

- » Validation of **200,000+** sentences in **7** language pairs
- » Creation and translation of **50,000** novel sentences
- » Summarization of **10,000+** sentences
- » Batch changes to tone, formality, and format of **10,000+** sentences

This monumental task had a strict timeline of only 1.5 months and rigorous quality standards. Our customer understood the incredible challenge at hand and elected to work with Lionbridge, their trusted partner of over 25 years.

ABOUT THE CUSTOMER

Our customer is a global tech giant that specializes in consumer electronics, appliances, and industrial equipment, including mobile devices, personal computers, household appliances, semiconductors, memory chips, integrated systems, and more. The company operates in over 70 countries and employs over 250,000 people. As one of the world's largest multinational conglomerates, our customer is a leader in multilingual communications and accessibility — and they rely on Lionbridge to stay at the forefront of technological innovation.

THE SOLUTION

We worked to build a team of 50+ linguists for each language, utilizing our robust infrastructure and experienced project managers to connect teams in Seoul, Beijing, Jinan, and Yokohama. With our Gengo, Automated Post-Editing (APE), and Content Remix solutions, we developed an AI-driven, Human-in-the-Loop validation process that yielded lower costs and faster turnaround times without compromising data quality. Lionbridge delivered the full volume of required data within the designated 1.5-month timeframe.

- » Cutting-edge proprietary Generative AI technology
- » Expertise in LLM training
- » Trustworthy Human-in-the-Loop methodology
- » Expert project management teams and rapid onboarding
- » Robust Infrastructure and global footprint
- » Intimate knowledge of our customer’s brand and processes
- » Follow-the-sun working model

AUTOMATED POST-EDITING (APE)	CONTENT REMIX
An LLM-based service that improves Machine Translation output	An LLM-based tool that repurposes existing content
Applies rules and corrections based on source and target languages, domain, and client preferences	Generates different language versions of content
Reduces the time and cost of post-editing	Generates content in different formats and tonalities
	Reduces the time and cost of AI database training
	Increases content ROI by enabling users to recycle and repurpose content without human capital

THE RESULTS

Thanks to Lionbridge, our customer was able to unveil their new products to massive success. The AI functionalities received rave reviews and set a new precedent for multilingual communication and accessibility among leading tech companies. This new technology poses real-life improvements and demonstrates the positive implications of AI.

Our customer was thankful to be in the hands of Lionbridge, whom they knew could be trusted for superior data quality and on-time delivery.

“Regarding the work on the features of [our new product], I am truly grateful to the country manager, Director Kim, and everyone at LB for providing emergency support day and night during this holiday season.”