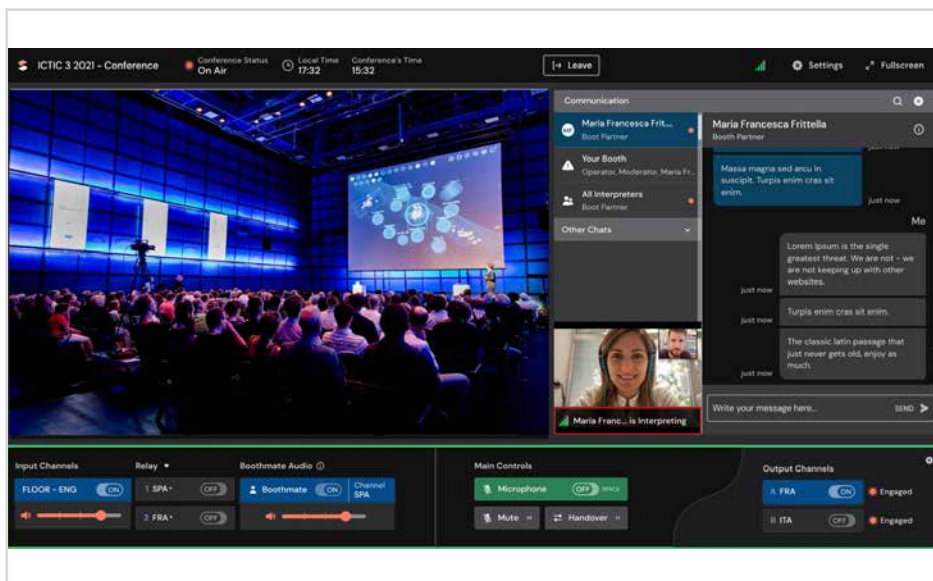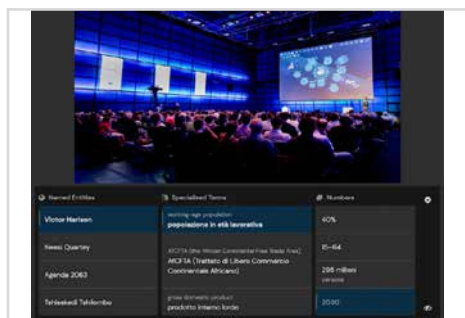# Digital Tech
SmarTerp

STARTUP CREATION: SMARTERP (SPAIN)
PARTNERS: Eidolon (Spain), UPM (Spain), Optiva Media (Spain), FBK (Italy), University of Bologna (Italy)

Smarter Interpreting-as-a-Service (SIaaS)

SmarTerp addresses inefficiencies in real-time translation by developing AI-powered tools embedded in a Remote Simultaneous Interpreting system to prevent the loss of quality derived from the adoption of virtual conference technologies

SmarTerp is a people-centric smart solution for Remote Simultaneous Interpreting (RSI) —a modality of interpretation that has grown exponentially in the wake of the pandemic and has become the new normal— that leads to a 40% reduction of costs and an 80% decrease of the CO2 footprint by eliminating the hardware rental and the need of constant travelling to onsite venues without undermining the quality of the interpretation thanks to its AI technology, improving customer satisfaction and having an overall positive ROI on a digital transformation and innovation process that require strong human interaction

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Competitive Advantages

- More opportunities on global markets: SmarTerp brings to the table a considerable competitive advantage through technology innovation allowed by economies of scale enabling competition on global markets
- More opportunities for interpreters: The cost savings generated by the SmarTerp AI-powered RSI solution open new work opportunities for interpreters
- More satisfied customers: The SmarTerp AI-powered assistance to interpreters leads to more efficient meetings and increased customer satisfaction

Target Markets

- B2B – MICE sector
1. Large companies: Professional Congress Organisers (PCO), Virtual Conference Rooms (VCR), Large Language Service Providers (LSP), Hotel chains, Convention Centres
2. SMEs and associations: AV rental and event production companies, Interpreting services providers, Interpreter Associations (AIIC, AICE, Assointerpreti, BDÜ, etc.)
- B2G sector (public institutions)
3. HEIs such as universities members of the EMCI Consortium that train the next generation of interpreters.
4. (4) National and international institutions/organisations holding multilingual meetings (in a second phase)

Status/Traction

- The Technical University of Madrid (UPM) and the Italian FBK are the technology providers of SmarTerp, the University of Bologna (UniBo) and Optiva Media will test the solution in the educational and digital TV settings respectively.
- Early testing completed and Minimum Viable Product available.
- Preparing two extensive pilots with UniBo and Optiva to test the MVP.
- Two more pilots with Tremedica and CIHEAM are planned for the autumn and a couple more pilots with two other Spanish HEIs.
- The business champion Eidolon is proposing the solution to its customer network, a number of Spanish and Italian customers are interested and tests are being scheduled with them after the summer break.

Road Map

2021
- Piloting (UniBo and Optiva) for capability demonstration
- Customer traction & sign-up

2022
- Solution launch (SmarTerp Studio)
- Investment attraction
- R&D activities (AI training)
- New use cases (SmarTerp Educational)

2023 and beyond
- Expansion to Europe, the Americas, Asian countries
- R&D activities (Advanced end-to-end NLP)
- New use cases (SmarTerp Multilingual Event Manager)
- Further investment attraction

Leveraged Technologies

- Web RTC (Real-Time Communications) Licode
- ASR (Automatic Speech Recognition) Kaldi adapted to domain-specific terminology
- MKG (Multilingual Knowledge Graph)-based NLP (Natural Language Processing)

Contact

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