Author: Barbara Werderitsch. Copy editor: Anne-Kathrin Koch. February 1, 2023

# „SmarTerp&Me" reaching out:

**You now have the opportunity to collaborate and test the ST&Me solution & become an ST Terp**

This complete Language-as-a-Service solution for remote simultaneous interpreting (RSI) supports and empowers interpreters in many ways. It was developed under the lead of Susana Rodriguez Verdugo in close cooperation with EIT Digital, CDTI, GING, Ontology Engineering Group, Fondazione Bruno Kessler, the University of Bologna, the University of La Laguna, Optiva Media and the Spanish Confederation of the Deaf.

I have had the pleasure to try it out on several occasions where I used it together with **SmarTerp-CAI,** the 4th generation built-in CAI tool. As a consequence, I now am certain that artificial intelligence (AI) can be leveraged as a real-time support for simultaneous interpreters to improve performance in the booth, **if there is a loving human mind and hand behind it** who feeds the algorithm. What I particularly liked about the SmarTerp interface is that it displays text in a way that is easy to read for the interpreter while not losing sight of the speaker, even when viewing the screen out of the corner of their eye.

When Susana presented the solution at TerpSummit 2023: The Coopetition Edition, she brought up a new feature: the **automatic extraction of terminology** from relevant documents to help interpreters create their **glossaries** in SmarTerp-prep. The **SmarTerp-prep** app gives interpreters the option to build digital glossaries in up to 25 languages with integrated database connections to sources like IATE or Wikidata. It also offers machine translation from NMT engines like DeepL and OpusMT. Furthermore, interpreters can feed their digital glossaries into the **ST-CAI** tool to get an automatic prompting of their content in the ST-RSI session.

Another highlight of the SmarTerp-RSI solution are personal video and audio links that are embedded both in the **virtual interpreting booth** and the technician interface. That way, boothmates have their own channel to communicate without being overheard by the audience. This can be especially helpful in cases where the working interpreter needs a specific, recurring term or is searching for the right spot in the presentation.

The above-mentioned applications are going to be used as part and parcel of the SmarTerp&Me platform. **Interpreters** are NOW invited to contribute in think tank sessions to the requirements-gathering phase with a view to develop a meaningful

platform for the interpreting community. **The deadline for filling in the questionnaire is 28 February**.

SmarTerp **empowers interpreters… not only in the booth** or when preparing assignments 😉.

## A new business and marketing proposal – at eye level

As established, SmarTerp technology empowers interpreters in the assignment preparation phase and in the booth, but there is even more to this approach: SmarTerp&Me has taken a leap into the future by crafting a **pioneering business proposal** implementing s**mart contracts** based on a permissioned **blockchain** network.

The World Bank defines **blockchain** as *"one type of a distributed ledger. Distributed ledgers use independent computers (referred to as nodes) to record, share and synchronise transactions in their respective electronic ledgers (instead of keeping data centralised as in a traditional ledger). Blockchain organises data into blocks, which are chained together in an append only mode."*

*"**Blockchain / Distributed Ledger Technology (DLT)** are the building block of "internet of value" and enable recording of interactions and **transfer "value" peer-to-peer**, without a need for a centrally coordinating entity. **"Value" refers to any record of ownership of asset** -- for example, money, securities, land titles -- and also ownership of specific information like identity, health information and other personal data."*

## Smart contracts by SmarTerp&Me

The SmarTerp&Me interface will provide **interpreters** with an individual account that allows them to take on different roles, such as account administrator, event coordinator, interpreter or technician in a **co-opetition ecosystem.** This model is thus different from traditional business models utilising **Customer Relationship Management (CRM)** systems.

Customer relationship management (CRM) is a technology and overall strategy for businesses to structure and document their customer interactions in a centralised database. CRM systems compile data from a range of different channels, including a company's website, phone, email or live chat communication as well as customer interaction with marketing materials and social media. CRM systems provide insight into behavioural patterns of their target audience, thus facilitating tailored experiences for customers. This leads to better customer retention as well as company growth through new clients. CRM technology retains data from past, present or potential customers in a centralised database.
In summary, Customer Relationship Management is a corporate strategy for direct communication and interaction with clients as well as prospects. It is an integrated, holistic approach covering marketing, sales and service units of a company.

**Distributed Ledger Technology (DLT)** or blockchain technology, **on the contrary,** refers solely to the technological infrastructure and protocols that allow simultaneous access, validation, and record updating in an immutable manner. This process is carried out across a network that is spread across multiple entities or locations.

A distributed ledger is the consensus of replicated, shared, and synchronised digital data that is geographically spread (distributed) across many sites, countries, or entities. In contrast to a centralised database, a distributed ledger **does not require a central administrator.**

**SmarTerp&Me DLT and smart contracts** eliminate the need for a central system administrator, granting **interpreters privacy** towards their clients. At the same time, they allow the creators of the SmarTerp technology to keep control over their tech solution, since **SmarTerp's ambition** is to solely be a **technology provider.** Interpreters are responsible for managing their clients and their needs, whereas SmarTerp oversees developing and updating their platform as well as maintaining their servers. On top of that, SmarTerp's services include monitoring of digital events.

In a nutshell, SmarTerp&Me will offer **fully digital management of multilingual events,** while allowing for **decentralisation of data,** fostering trust, loyalty, and fair working conditions via their smart contracts. Blockchain technology guarantees data security and privacy as well as self-sovereign identity and **zero-knowledge architecture**.

## Transparent pricing

Within the scope of this new business model, interpreters negotiate prices independently with LSPs, PCOs and their own customers and ST&Me charges a flat fee over the total bill. New customers coming directly to the platform are assigned to one of the ST trusted interpreters, who will provide comprehensive onboarding and general guidance.

## Interpreters now have the opportunity…

… to contribute to the requirements-gathering sessions where needs will be discussed among interpreters and documented by the ST&Me development team. In a second phase, interpreters will also be able to thoroughly **test the SmarTerp&Me solution** including all its apps: **ST-RSI, ST-prep, ST-CAI, ST-edu, and become an ST trusted interpreter.**

If you prefer to first take a closer look at the **SmarTerp-RSI** and **SmarTerp-CAI** (3rd generation) solutions, you may register here and will then be able to log into the system where you can enrol in the SmarTerp Full Interactive Course.

**Please feel free to share this piece where you see fit to spread the good news!**