

Human Signal Processing Comes of Age

Translation: Revenue Opportunity for Rental & Staging Providers

Executives from America's Fortune 500 companies have long faced the need to communicate to foreign clients, vendors, government officials, and the public. And while the US market has traditionally allowed for simple technical solutions based on assistive listening market developments, the days when we just rolled out some Spanish interpretation are gone. More and more conference planners around the globe find themselves in need of managing large groups, in as many as 18+ languages at one time. Sounds tough, but with the right gear, and the right talent, good service is available.

At a recent IBM session in San Francisco targeting strategy and global positioning, the magic translation technology words were: full relay capability. This allows interpreters in all participating languages to digitally interface with one other, working as a



Interpreter booths at Ritz Carlton Hotel during IBM International Manager's Conference

team, not just a one-way language facilitator. Without hesitation, the presenter can answer questions as they are delivered to his earpiece... this is simultaneous translation at its best. The IBM executives presented on stage in English, and participants from all over the world selected their own native language via wireless receivers. It got tricky when all of a sudden the

Chinese head of delegation got up during a Q&A and spoke in his best Mandarin dialect. This is where the system was put to the test.

The language interpretation system in the conference room was powered by the Interkom B2 main unit, affectionately called "the brain", in addition to seven interkom iDL12-2 dual interpreter desks. Mark

Simultaneous Translation Solutions

Depending on the number of languages being translated, there are various solutions currently available for interpretation. In simple terms, the technology works as follows: the interpreter listens to the original language, and then translates it real-time into the second language. The language being translated is then distributed from the base unit of the system through either wired, via radio frequency (RF) or infrared (IR) transmission technology to be heard by the other participants.

The desk used by the interpreter can be equipped for either single or dual use, depending on the number of interpreters needed. The transmission technology can either be wired or wireless.

Recently, at an international conference held at the Singapore Expo Center for Herbalife, Prolingo (www.prolingo.com) set up 15-channel Interkom i12 interpretation system with 15 interpreter booths. Interkom i12 main station B2 was expanded up to 15 languages, in addition to use of seven iDL12-12 dual interpreter

desks with RF body-pack receivers for attendance. Each participant was able to select and listen to the discussions in his/her language of choice via the receiver. With the relay function of the Interkom i12 system, interpreters were able to quickly switch between the original and interpreted output channels. Adding more B2 units would have made it possible to increase the number of available channels to 24+.

Demands in the rental market for microphone conference systems with built-in speakers that can be daisy chained without need of automatic mixer are increasing. The iCL conference system is a single daisy chain cable system that can be installed very quickly. The various speaking modes of the iCL conference system include: request to speak, voice activation, push to talk, and auto mode. The system combines iCL-P president station, iCL-D delegate stations, and iCP-2000 power supply. There are XLR input and output, in addition to tape output in the power supply. The system can be expanded easily to up to 2000 delegate terminals. The digitally controlled iCL conference system and is an ideal choice for the economical, yet quality-conscious user.

Interkom iCL conference system with microphone and built-in 2-way loudspeaker



Small wonder that the demand for interpretation and translation equipments and services has undergone a double-digit yearly increase due to globalization of businesses and organizations, the war on terrorism, and a huge influx of non-English speaking people in the United States. The simultaneous interpretation rental market in the United States has grown significantly as a result of globalization and the increasing number of multilateral, multilingual conferences and seminars being held throughout the world. Currently, there are few companies in the United States focusing on this market, but the number of major rental houses looking to break in the market is increasing everyday. As the number of international events with multi-lingual purposes increase, rental companies are at an advantage to expand the technology solutions they provide to their clients.

audio

Audio for Live Events

Stammel, CEO and final decision maker on all equipment purchases for ProLingo, an Orlando based rental and staging firm, commented: "Before we decided to operate with the Intercom system, we virtually had to run miles of cables, interface not really compatible gear and still try to generate a signal good enough for recording, all while clients kept adding and removing language requirements based on on-site registration. The other systems are just not fit for this kind of challenge. Maybe four to six languages, but that is without relay when the interpreter's English becomes the source for all other languages while a presenter goes at full speed in Japanese. When that happens, most firms are just clearly unprepared. The Interkom-system is the technology we have been looking for."

Instead of miles of cables, a single

An interkom DMC Digital Multimedia Conference System with camera control feature and 12 language capability, in Brussels, Belgium.



D-sub cable feeds each interpretation booth, connects it to the ID12-2 dual interpreter control, offering the interpreter double the convenience while eliminating interpreter/user error.

ProLingo was requested to set up a

system with studio audio quality and digital signal coverage in the room via wireless receivers. The other challenge was relay function.

"We were able to set up the i12 Interkom simultaneous interpretation system and the interpreter booths within a few hours", said Stammel. "The system set-up and ease of use was unprecedented. Interpreters and conference participants were equally impressed by the system, particularly the audio quality. And that's all that matters." ■

Fardad Zabetian is president and founder of Media Vision USA, Inc., a conferencing, electronic voting, and simultaneous interpretation solutions provider, and a member of NSCA and ICIA. Media Vision USA is the U.S. distributor of Interkom equipment. Zabetian holds a Masters of Engineering in Computer & Communications from San Francisco State University. He can be contacted at fardad@mediavision-usa.com.

For More Information

- ProLingo
www.prolingo.com
- Media Vision USA
www.mediavision-usa.com
- Interkom electronic
www.interkomelectronic.com

BOYNTON PRO AUDIO

Worldwide suppliers of
Professional Audio Equipment since 1953!

Simply the Best in Pro Audio!

call: 800-772-8916

or Fax: 607-263-2373

e-mail: sales@boyntonproaudio.com

www.boyntonproaudio.com