



INA expands international operations with Softissimo's support

How to make large volume contents available on an international scale? (audiovisual archives, news database ...)

OBJECTIVES

- Increase Inamediapro exposure and turnover
- Provide international public with instant access to audio-visual archives
- Improve archives readability and indexing in French

SOLUTION

Reverso – Softissimo:

- Standard proofing and translation software
- Specific developments (dictionaries, integration...)

BENEFITS

- More than 6 million notes improved, for a harmonized content made available to all
- More than 3,7 million notes translated into English and indexed in data bases and worldwide search engines.
- A customized system that can be used in real time for new notes

With 70 years of soundtracks and audiovisual programs archived representing over 3 million hours, the French Audiovisual National Institute (INA) is the first center of audiovisual archives in the world and the first bank of digital archives in Europe.

Reverso-Softissimo is a worldwide recognized leader in linguistic technologies and multilingual solutions for corporations and government agencies, as witnessed by successful collaborations with more than 200 customers in the world and more than 150 linguistic projects achieved.

Within the framework of its globalization process, INA selected Reverso-Softissimo flagship solution to open its archives to the international audience: Reverso-Softissimo was entrusted with a mission representing 9 million notes to be translated from French into English.

A dual challenge: gain international recognition and increase business

While internationalizing its commercial activity, the leading player in the sale of audiovisual archives has a twofold objective:

- **Improve exposure:** international customers may find and consult INA archives in English, which is THE international language of the audiovisual market.
- **Increase its turnover:** international customers can also buy archives through the website available in English.

At first, the project consisted in translating several millions of French notes into English to reach international customers while being referenced and published on foreign websites. Afterwards, a work of harmonization and correction has been achieved on the French content to improve both reading and quality of the translations. The budget of such a project as well as the high volume of the translations made it impossible to call on the services of professional translators. Given these cost barriers, INA naturally called upon Reverso - Softissimo to automatically translate its notes and correct the French content.

A large scale project for immediate and tangible results

Beyond a standard automatic translation solution, INA selected Softissimo for its extensive expertise combining both high performance correction capabilities and translation tools with specific developments and customized services tailored to meet INA particular needs.

Colette Lustière, Responsible for Methods at INA underlined:

« Reverso is a true productivity tool that enabled us to significantly improve the quality of our French notes while making them available for a large number of people. »

KEY FIGURES

- 30% growth of the turnover on an international scale between 2004 and 2007

- 22% of new users are English-speaking

- A budget under 1% of the cost of human translators

- A ROI measurable in less than a year

1. Customization and integration of Reverso for optimal translation :

On this kind of project that is strategic for the business of a company aiming at globalization, Softissimo recommends linguistic customization to fit in the context and terminology of the company. Specific terms are identified to create a « custom-made » dictionary for a significant improvement of translation accuracy and quality.

Example : The French word « manchette » was automatically translated by « cuff » in English, and became « headline » after the customization, so that the meaning of this word in the journalistic and movie fields was not betrayed.



The portal www.inamediapro.com, site and earches both in English and French

2. Data processing and indexing in French :

Softissimo implemented a number of corrective processes to harmonize text databases provided by INA. French notes represented a disparate content (spelling mistakes, words split or stick together...) that could impact the quality of the English translation. Softissimo linguistic expert team operated on the French notes content to enhance reading and understanding and to optimize the search.

Example : A large number of notes were written in upper case that made difficult the reading of whole notes. Softissimo applied an automatic corrective treatment so that the use of upper and lower cases were respected and readability was significantly improved.

Béatrice Schneider, Inamediapro Project Director concluded :

« Reverso enabled us to meet our strategic objectives while allowing people to find and consult information, note or video through a search in a foreign language, but also in French ... »

About Reverso – Softissimo:

Reverso-Softissimo both **publishes and integrates linguistic technologies and multilingual solutions** for corporations, governments and the consumer market. The company proposes a unique expertise allowing both optimization and adaptation of the translation tools to the client's specific needs.

Reverso-Softissimo offers a large product range including a **consulting offer** (requirements analysis, recommendations), high-performance and comprehensive **productivity tools** ([electronic dictionaries](#), [instant translation software](#), [professional solutions](#) for corporate translation management) and **integration/customization services** (linguistic customization, engineering solutions, support to implementation).

Reverso – Softissimo has over five million users on the Web and an installed base of over three million users in the corporate environment, including prestigious global customers as well as large government bodies and international institutions.