

Overcoming cultural barriers through language technology – the pioneering work of Adriane Rinsche

The Language Technology Centre opened 15 years ago in London. Today the company is active across Europe and also has an office in Washington. Important clients and partners include the E.U., Deutsche Telekom, Deutsche Post, the Fraunhofer Institut, DaimlerChrysler, EDAG, DEKRA und die IG Metall.



The institutions of the E.U. operate in a total of 23 official languages nowadays. "Overcoming language barriers is therefore a central question in Europe", says Adriane Rinsche, the owner of the Language Technology Centre Ltd (LTC), in London. The entrepreneur, who was born in Westphalia, is a pioneer in the field of multilingual technology. Among other activities at LTC, the multilingual processes in internationally operating companies are analysed and optimised with the help of software.

The German national founded her company in 1992. Today the company has over 30 employees and is active in three interoperate business areas. "We develop information systems for multilingual

business processes, offer language specific services, such as computer-supported translation, website and software localisation, a multilingual call centre, and advise multinational companies and public institutions, among others the institutions of the European Union", explains the doctor of computer linguistics.

LTC Worx is a software programme developed by the company to organise workflow processes. The target group are language services in large companies and language-specific service providers, offering services such as interpreting, translation, seminars or intercultural consultancy work. The new version of the software will be on the market by the second quarter of this year. The programme is designed to precisely direct the workflow of a company, from bid tendering to invoicing while at the same time being tailored individually to the needs of the client company. "The question of whether a company adapts its workflow processes to a management software programme or develops its own proprietary software solution becomes irrelevant when using LTC Worx", says Adriane Rinsche, as LTC Worx tailors itself to the company's unique workflow needs. The programme is an evolution of the existing LTC organiser.

A further product from the company is the „LTC Communicator“. This software is currently being trialled in the tourism sector. The LTC Communicator should, for example, allow a tour group leader to write messages such as mobile phone texts in their own language and then send them to the members of a tour group. The recipients then receive the message in their respective native languages. Under the auspices of the E.U., LTC is working with highly respected partners such as the Fraunhofer Society and the University of St. Gallen in developing this project.

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The company is one of the technology partners in a project called EUCAM, supported by the E.U. Within this framework, LTC is working with DaimlerChrysler, EDAG, the IG Metall trade union and further European partners on a multilingual infrastructure for an E-learning system in manufacturing. The computer terminals for the e-learning system have been installed in various different countries. LTC's task is to ensure that each worker can use the terminal in his or her mother tongue. EUCAM is one of the biggest projects for LTC to date.

LTC also provides services for Small to Medium-sized Enterprises (SMEs), helping clients to translate their local Internet presences into different languages and offering telephone support with multilingual agents. This help and advice from LTC allows SMEs to become active internationally without the need to open expensive branches in other countries or employ experienced multilingual personnel.

Adriane Rinsche, however, does not work towards overcoming language barriers and cultural prejudice using technology alone. Her company employs staff from almost all of the countries in the European Union and from all five continents. Young people from the various European states, who are looking for internships, also have a good chance with the 52-year-old; 8 young people successfully completed their internships at her company last year.

Source:

Image: Dr. Adriane Rinsche

More Information:

Dr. Adriane Rinsche

Language Technology Centre Ltd, London

Telephone: +44-(0)20-85492359 ext. 201

Internet: www.langtech.co.uk

E-Mail: adriane.rinsche@langtech.co.uk

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