



Press release, February 10th, 2014

Are Smart Technologies Leading to Smart Translations?

Conference Languages & The Media in November in Berlin

Berlin, Germany. In a world where multilingualism is becoming the norm, new technologies for the creation and dissemination of content are also creating new challenges for media producers, distributors, consumers and translators. At the tenth annual **Languages & The Media** conference, delegates will discuss the challenges, opportunities and most recent developments impacting audiovisual translation and teaching. The conference will take place from November 5th - 7th, 2014, at Hotel Radisson Blu in central Berlin, Germany.

The theme **“Smart Technologies, Smart Translations”** will guide discussions in the workshops and conference presentations. In recent years, developments in machine translation, cloud storage, digital television and voice recognition have had wide-reaching ramifications for the media and translation sectors, as well as for consumers. Are these smart technologies leading to smart translations? Under this overall theme, discussions will explore the new employment landscape for those in audiovisual media, the need for global broadcasting to accommodate conflicting demands for diversification and localisation, and how social media is empowering ‘prosumers.’

The conference will serve as a meeting place for decision makers and language and media practitioners from science, academia and business. Conference themes will appeal to distributors of audiovisual media products and services, broadcasters, producers, film festival organisers, software and website developers, translators, subtitling and dubbing companies and language industry specialists. The **Languages & The Media** conference will be accompanied by an exhibition for producers, vendors and service providers showcasing the latest in translation technology, subtitling systems, newest mobile devices and modern communication tools.

The deadline for submitting presentation or session proposals is **Wednesday, April 30th, 2014**. For more information on how you can be part of the Languages & The Media conference, please visit www.languages-media.com.

Languages & The Media (Sprachen & Medien)

10th International Conference on Language Transfer in Audiovisual Media

November 5th - 7th, 2014, Hotel Radisson Blu, Berlin

Registration fees:

Standard EUR 400 (Early Bird: EUR 370); Supporting organisations EUR 340; Students EUR 200

Organiser: ICWE GmbH, Leibnizstrasse 32, 10625 Berlin, Germany

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