Cognizant AI-Powered Localization Framework

Leverage Generative AI and Azure services to bring a scalable, cost-effective localization strategy

Cognizant's AI-Powered Localization Framework is a comprehensive and scalable solution that covers the entire media localization workflow, from content ingestion to content delivery. The solution provides a cost-effective way for organizations to customize various localization and translation workflows to suit their customers needs.

Localize your content faster and more cost effectively.

- **Content Ingestion**: Ingest media content from various sources and formats, such as video, audio, text, and images. The solution also extracts metadata and transcripts from the content using Azure Media Services and Azure Cognitive Services, Azure OpenAI Services.

- **Content Analysis**: Analyzes the content and its metadata to understand the context, meaning, tone, and sentiment of the content. The solution also identifies the source language and the target languages for localization using Azure Cognitive Services

- **Content Localization**: Uses GenAI to generate translations and dubbing for the content in the target languages. GenAI includes Azure OpenAI, a service that provides access to large-scale AI models, such as GPT-3.5, that can generate natural and fluent text and speech. GenAI also includes Azure Cognitive Services, such as Speech and Translator, to enhance the quality and accuracy of the translations and dubbing.

- **Prompt Refinement**: Uses contextualization techniques, such as entity recognition, sentiment analysis, and cultural adaptation, to ensure that the translations and dubbing are relevant and appropriate for the target audiences.

- **Content Delivery**: Deliver localized content to the target platforms and devices, such as web, mobile, TV, and streaming services

- **Monitoring**: Provide reporting and analytics on the performance and feedback of the localized content using Azure Data Services.