

Text Perfect - How it Works

1. WHAT IS TEXT PERFECT?

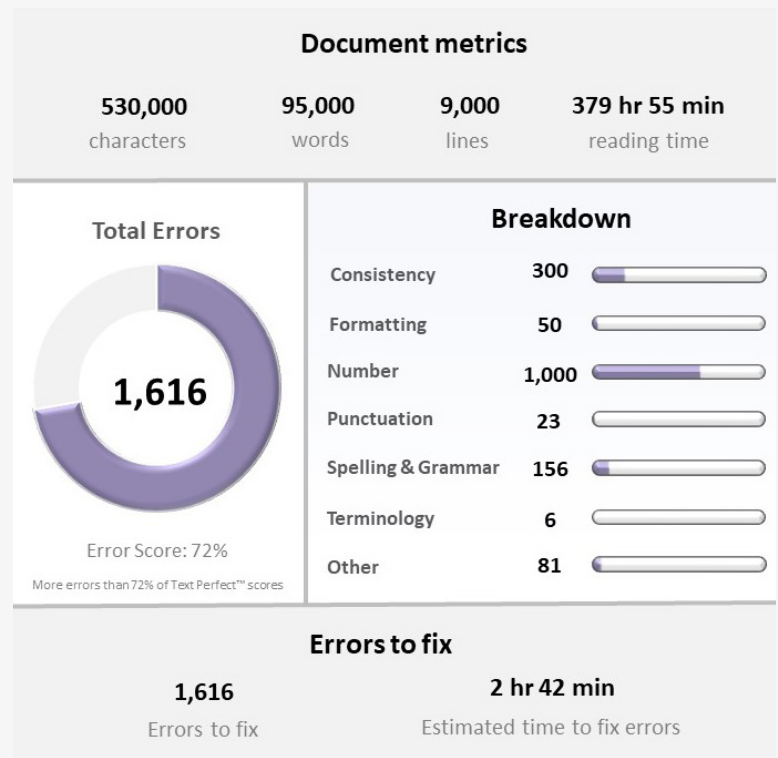
Text Perfect is an AI-enabled proofreading and text correction tool, which saves hours of manual review and editing, and works across a range of languages.

The tool uses terminology database software to find, correct, and replace words or phrases based on general language rules and/or rules specific to a given client.

This ability to set client-specific style guidelines and terminology preferences (something other similar tools cannot do) is what sets Text Perfect apart, along with fewer false positive errors compared to other tools. The latter can be time-consuming to sort through, making the Text Perfect process quicker and more efficient than its competitors.

Below are some of the functions Text Perfect performs:

- Corrects language-specific grammar and spelling errors
- Corrects date and number formats
- Fixes punctuation
- Implements client-specific terminology and style preferences
- Changes tone
- Improves consistency
- Converts between different language flavours (e.g. US to UK English)



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2. HOW EXACTLY DOES IT WORK?

Using terminology database software and a set of language, and sector, and/or client rules, Text Perfect automatically reviews imported files and flags up all errors, issues, and non-adherences.

There are 2 Text Perfect service levels available, which determine how the reviewed files are then processed before delivery:

Text Perfect Gold – a linguist checks the issues flagged by the tool and approves or rejects them, at which point the tool makes the relevant changes automatically.

Text Perfect Platinum – the Gold service steps are then followed by a full linguist review to provide a human edit for flow, consistency and tone.

In both cases, a report detailing the changes made is provided along with the corrected file, for complete transparency.

| Row | Code | Description |
|-----|-------|---|
| 1 | 03206 | This claim must always be used with a disclaimer - forbidden regex match in target: the best overall protection from sun-related damage |
| 1 | 03206 | “SOLAIRE” should always appear in capitals at all times - forbidden regex match in target: Solaire |
| 4 | 03206 | Numbers should not be spelled out - please use numerals - forbidden regex match in target: Two |
| 10 | 03206 | Do not use “Ultraviolet A” - instead, used the acronym “UVA” - forbidden regex match in target: Ultraviolet A |
| 10 | 03206 | Do not use “Ultraviolet B” - instead, used the acronym “UVA” - forbidden regex match in target: Ultraviolet B |
| 13 | 03206 | “2” should always be superscript when following “SOLAIRE” - forbidden regex match in target: SOLAIRE2 |

Examples of corrections made by the Text Perfect tool.

3. IS THERE HUMAN INPUT, OR DOES THE AI WORK INDEPENDENTLY?

As mentioned above, there is some human intervention involved in all Text Perfect service levels – to one degree or another.

Our linguists and engineers are also involved in training the machine to review for client-specific rules.

Outside of these specific interventions, Text Perfect works independently to review the text, identify issues and flag them, and then implements suggested changes once these have been approved.



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4. HOW LONG DOES IT TAKE TO TRAIN THE MACHINE?

This depends on how much reference material we have to train it with. The timescale for training and setting rules in advance (i.e. before beginning the first Text Perfect review) can be between 5-10 days, depending on the volume of content we are provided.

5. WHAT KIND OF CONTENT DO WE NEED TO PROVIDE FOR YOU TRAIN THE MACHINE?

In order to set rules in advance we would usually seek any or all the following:

- Acronym lists
- Definitions lists
- Term bases
- Style guides
- Glossaries
- Existing, approved monolingual content

Note: In the absence of reference materials up-front, Text Perfect works on the basis of a default set of standards and rules for the relevant language. This includes correction of spelling, grammar, and numbering; improving flow and readability; and ensuring tone is consistent throughout, and terminology is internally consistent.

We will then need to set rules and preferences based on your feedback on the output, as we would anticipate a number of iterations will be needed to ensure the content is fit for purpose. The preferences you indicate are used to train the machine for the next iteration. This iterative process would need to take place several times – typically an average of 5 times – until we reach the level of output that is desired.

6. HOW QUICKLY CAN YOU EDIT MY CONTENT?

The Text Perfect process is very quick, processing between 100 – 1,000 pages within 24-48 hours, depending on complexity. By way of comparison, a single human linguist would generally be able to proofread about 20-40 pages in this time.



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7. WHAT DOES IT COST?

The Text Perfect service is costed based on characters processed.

Our **Gold** service starts at £40 for 80,000 characters (~55 pages)

Our **Platinum** service starts at £60 for 15,000 characters (~10 pages)

We also offer monthly subscriptions, which provide savings of 5% to 20% compared to the ad hoc cost.

8. HOW DOES IT INTEGRATE WITH OUR EXISTING SYSTEMS?

Text Perfect is currently compatible with all of the following file types and programs.

Note: Should content need to be pushed automatically from a particular portal or platform directly to Text Perfect for review, we can create an API to enable this automated process.

- HTML documents (.html, .htm)
- Microsoft® Word® documents and Rich Text files (.doc, .docx, .rtf)
- Text files (.txt, .inf, .ini, .reg, etc.)
- Microsoft® Excel® files (.xls, .xlsx, .xlt)
- Microsoft® PowerPoint® files (.pptx, .ppt, .pps, .pot, .potx)
- OpenDocumentText documents (OpenOffice.org Write; ODT)
- Adobe® Framemaker® files (.mif)
- Adobe® InDesign® files (.inx, .idml, .indd)
- XML and SGML files (.xml, .sgml)
- XLIFF files (.xlf; .xlz)
- .NET resource files (.resx)
- Portable Document Format (PDF)
- Java properties files (.properties)
- AuthorIT projects (.xml)
- DITA documents (.dita)
- Excel 2003 XML spreadsheets (.xml)
- FreeMind mindmaps (.mm)
- Microsoft Visio files (.vsd, .vsdx)
- Microsoft Help Workshop files (.hhc, .hhk)
- Scalable Vector Graphics drawings (.svg)
- Typo3 pages (.xml)
- JSON (.json)
- YAML (.yaml)
- WPML XLIFF files (.xliff)

¹Training the Text Perfect tool to perform client-specific review is costed separately on a one-off basis, @ £35/hour. The time required is directly related to the volume of reference material provided. It's worth noting that a properly trained tool reduces iterations by up to 90%.



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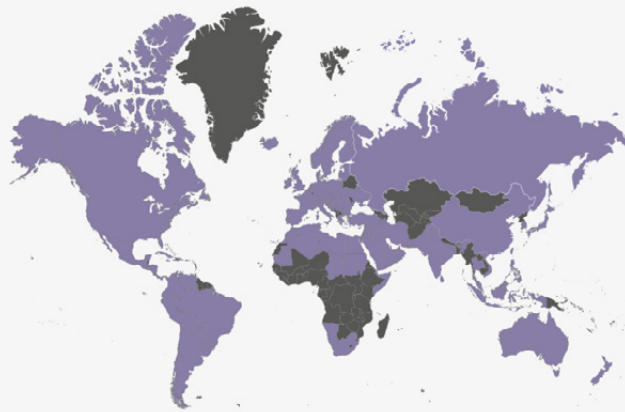


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9. WHICH LANGUAGES DOES THE TOOL SUPPORT?

Text Perfect currently supports 52 languages:

- Afrikaans
- Arabic
- Bosnian
- Bulgarian
- Catalan
- Chinese Simplified
- Chinese Traditional
- Croatian
- Czech
- Danish
- Dutch
- English
- Estonian
- Filipino
- Finnish
- French
- German
- Greek
- Gujarati
- Hebrew
- Hindi
- Hungarian
- Icelandic
- Indonesian
- Irish
- Italian
- Japanese
- Kazakh
- Korean
- Latvian
- Lithuanian
- Malay
- Maltese
- Norwegian
- Persian
- Polish
- Portuguese
- Punjabi
- Romanian
- Russian
- Serbian
- Slovak
- Slovenian
- Spanish
- Swedish
- Tamil
- Thai
- Turkish
- Ukrainian
- Urdu
- Vietnamese
- Welsh



10. IS MY DATA CONFIDENTIAL?

Guildhawk maintains UKAS-accredited ISO27001 certification, which is focused on information security and includes processes for protecting the integrity and confidentiality of data. Any content that you share with us as part of the Guildhawk Voice offering will be handled according to these secure information management practices.

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Guildhawk Aided - How it Works

1. WHAT IS GUILDHAWK AIDED?

Guildhawk Aided is an AI translation tool, designed to translate vast amounts of content faster than a human linguist.

Other tools use statistical machine translation (MT), which only takes the immediate context of a word into account. (6 words either side, to be exact.) Unlike those tools, Guildhawk Aided uses neural MT, supported by Microsoft technology, which imitates the neurons of the human brain. This means the tool takes into account the entire context of a sentence, resulting in better word choice, better syntax, and more natural, flowing content.

| | | | | |
|----|---|---|----|---|
| 1. | Guildhawk Aided is an AI translation tool, designed to translate vast amounts of content faster than a human linguist. | Guildhawk Aided es una herramienta de traducción de IA, diseñada para traducir grandes cantidades de contenido más rápido que un lingüista humano. | 0% | X |
| 2. | Other tools use statistical machine translation (MT), which only takes the immediate context of a word into account. | Otras herramientas utilizan la traducción automática estadística (MT), que sólo tiene en cuenta el contexto inmediato de una palabra. | 0% | X |
| 3. | (6 words either side, to be exact.) | (6 palabras a cada lado, para ser exactos.) | 0% | X |
| 4. | Unlike those tools, Guildhawk Aided uses neural MT, supported by Microsoft technology, which imitates the neurons of the human brain. | A diferencia de estas herramientas, Guildhawk Aided utiliza MT neural, apoyado por la tecnología de Microsoft, que imita las neuronas del cerebro humano. | 0% | X |
| 5. | This means the tool takes into account the entire context of a sentence, resulting in better word choice, better syntax, and more natural, flowing content. | Esto significa que la herramienta tiene en cuenta todo el contexto de una oración, lo que resulta en una mejor elección de palabras, mejor sintaxis y contenido más natural y fluido. | 0% | X |

Example Guildhawk Aided Translation

2. HOW EXACTLY DOES IT WORK?

The Guildhawk Aided service consists of a unique combination of 3 tried and trusted elements:

1. Translation Memory

Every time we translate something for you, our technology remembers key elements and builds a translation memory (TM) of your favoured terms, key terminology, translation preferences, and phrases.

Within the Guildhawk Aided process, TMs are applied to content first, to leverage as much previously translated content as possible. If we have not previously translated content for you, we can train the machine before commencing the process using previously translated and approved content provided by you in advance.



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2. Microsoft AI

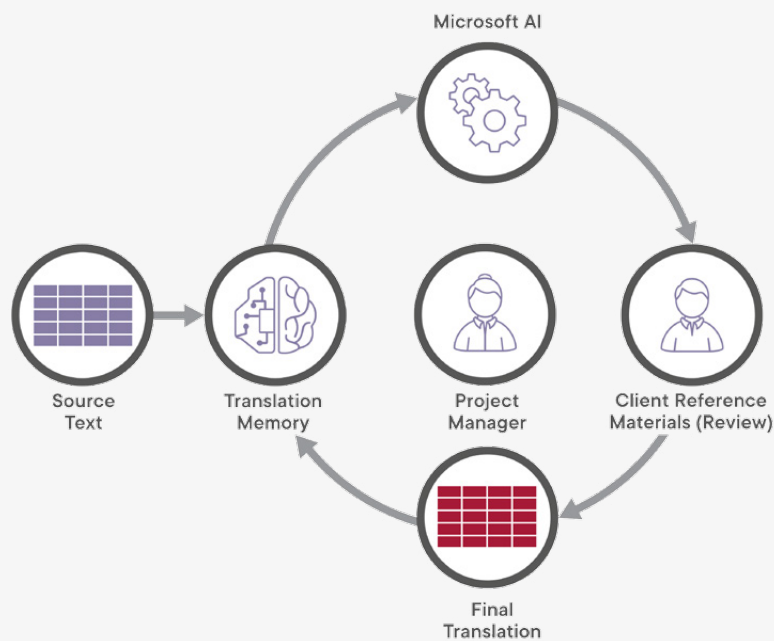
MT is applied to any remaining untranslated segments. Content is translated automatically by Guildhawk Aided using matches from the Microsoft AI's sector-specific translation bases.

3. Client Reference Materials

Depending on the service level (see below), the fully translated document is then reviewed and edited by a human linguist, who compares with style guides and glossaries to ensure terminology and phraseology specific to the client are used within the matches from Microsoft AI.

This machine-translated and human-reviewed content, once approved, is saved to your client-specific TM, ensuring that this review work does not need to be performed on these sentences and phrases should they occur again. This is how we train the machine on an ongoing basis.

Once we have reached a critical mass of content in your TM (200,000 words per language combination), we can create an AI completely specific to you, i.e. one which has been trained based on your existing content and can then extrapolate out using neural AI to translate new terms and phrases in the manner preferred by you. In this way, human involvement can become less and less as the content produced by the machine becomes better and better, and more bespoke.



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3. IS THERE HUMAN INPUT, OR DOES THE AI WORK INDEPENDENTLY?

As mentioned above, this depends on the Guildhawk Aided service level you choose.

There are 3 Guildhawk Aided service levels:

Silver – This is our AI-only service level. Content is processed by AI only (and TMs, where these already exist or can be compiled in advance), without any linguist intervention. This is the quickest, cheapest version of the service and is useful for large volumes with tight deadlines, when the client will not publish the translation, but only wishes to have an overview of what a text is about, i.e. cases where the translation doesn't need to be 100% accurate or client-specific to be useful.

Gold – This service level involves AI translation and linguist review. A single linguist reviews and edits the content after AI translation to ensure errors are removed and any content not coming from client-specific TMs is consistent with reference materials. In terms of quality, this is equivalent to our human translation-only option.

Platinum – This is our highest Guildhawk Aided service level. Following the same steps in the Gold service, output is subsequently fully reviewed by a second linguist. This produces content of publishable quality, equivalent to our full human translation and proofreading service.

As per the section above, we would ideally recommend that there be human involvement in the process, especially if content is for anything other than basic information purposes. Human review is also essential to building robust translation memory and, in turn, a reliable client-specific AI.

4. HOW LONG DOES IT TAKE TO TRAIN THE MACHINE?

This depends on how much reference material we have to train it with. The timescale for training in advance (i.e. before beginning the first translation) can be between 2-6 days, depending on the volume of content we are provided.

Whether in advance of translation, or over the course of live translation projects, in order to create a fully client-specific AI (requiring minimal linguist intervention on an ongoing basis), we will need to process, approve, and feed into the system a minimum of 200,000 words per language combination.

5. WHAT KIND OF CONTENT DO WE NEED TO PROVIDE FOR YOU TRAIN THE MACHINE?

In order to train the machine in advance of commencing work, we need a minimum of 200,000 words of bilingual data, i.e. existing approved translations, along with their corresponding source files. Source files should be less than 100 MB in size.



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Note: In the absence of this advance bilingual data, Guildhawk Aided works on the basis of a set of sector - and language-specific terminology bases in the first instance. If you have chosen our Gold service level or above, we will then need to set preferences based on your feedback on the output, as we would anticipate a number of iterations will be needed to ensure the content is fit for purpose. The preferences you indicate are saved to the translation memory to train the machine for the next iteration. This iterative process would need to take place several times – typically an average of 5 times – until we reach the level of output that is desired.

6. HOW QUICKLY CAN YOU TRANSLATE MY CONTENT?

Guildhawk Aided Silver is very quick, processing thousands of pages within 24-48 hours, depending on format. By way of comparison, a single human linguist would generally be able to translate about 10-20 pages in this time.¹

7. WHAT DOES IT COST?

Costs are dependent on the service level. Prices for our Silver service level start from £0.002/word², while our Gold service is priced at about 20% lower than standard single-linguist translation.

8. HOW DOES IT INTEGRATE WITH OUR EXISTING SYSTEMS?

Guildhawk Aided is currently compatible with all of the following file types and programs.

Note: Should content need to be pushed automatically from a particular portal or platform directly to Guildhawk Aided for translation, we can create an API to enable this automated process.

- HTML documents (.html, .htm)
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- Scalable Vector Graphics drawings (.svg)
- Typo3 pages (.xml)
- JSON (.json)
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¹Timelines are longer for Gold and Platinum services due to the human intervention required.

²Minimum fees apply.



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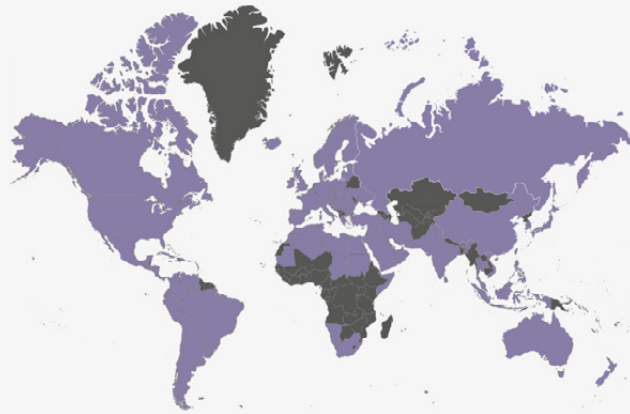


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9. WHICH LANGUAGES DOES THE TOOL SUPPORT?

Guildhawk Aided currently supports 52 languages:

- Afrikaans
- Arabic
- Bosnian
- Bulgarian
- Catalan
- Chinese Simplified
- Chinese Traditional
- Croatian
- Czech
- Danish
- Dutch
- English
- Estonian
- Filipino
- Finnish
- French
- German
- Greek
- Gujarati
- Hebrew
- Hindi
- Hungarian
- Icelandic
- Indonesian
- Irish
- Italian
- Japanese
- Kazakh
- Korean
- Latvian
- Lithuanian
- Malay
- Maltese
- Norwegian
- Persian
- Polish
- Portuguese
- Punjabi
- Romanian
- Russian
- Serbian
- Slovak
- Slovenian
- Spanish
- Swedish
- Tamil
- Thai
- Turkish
- Ukrainian
- Urdu
- Vietnamese
- Welsh



10. IS MY DATA CONFIDENTIAL?

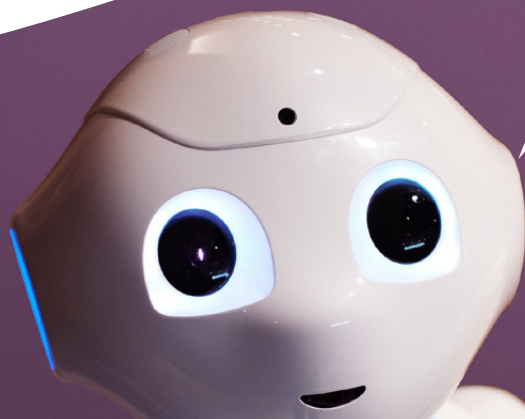
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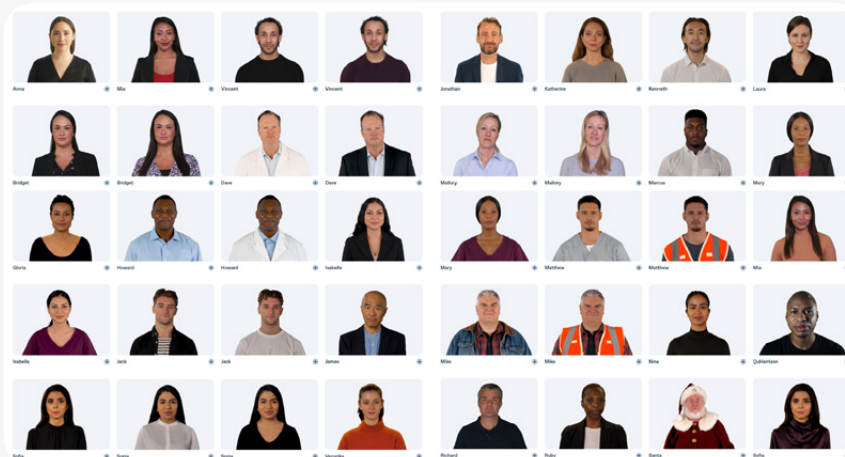
Guildhawk Voice - How it Works

1. WHAT IS GUILDHAWK VOICE?

Guildhawk Voice is an AI video offering that allows you to create dynamic video content using an AI face and voice, based just on written materials. Polished videos can be created in hours, with no need for actors, physical space, or equipment, and can be hyper-localised through use of specific accents, a diverse range of avatars, and translation.



Guildhawk Voice allows you to present information in a different, more engaging way. And, if you want to make your videos highly personalised to your company and brand, we can even create avatars based on specific individuals, complete with case-by-case recording of an individual's voice.



Sample Guildhawk Voice Avatars



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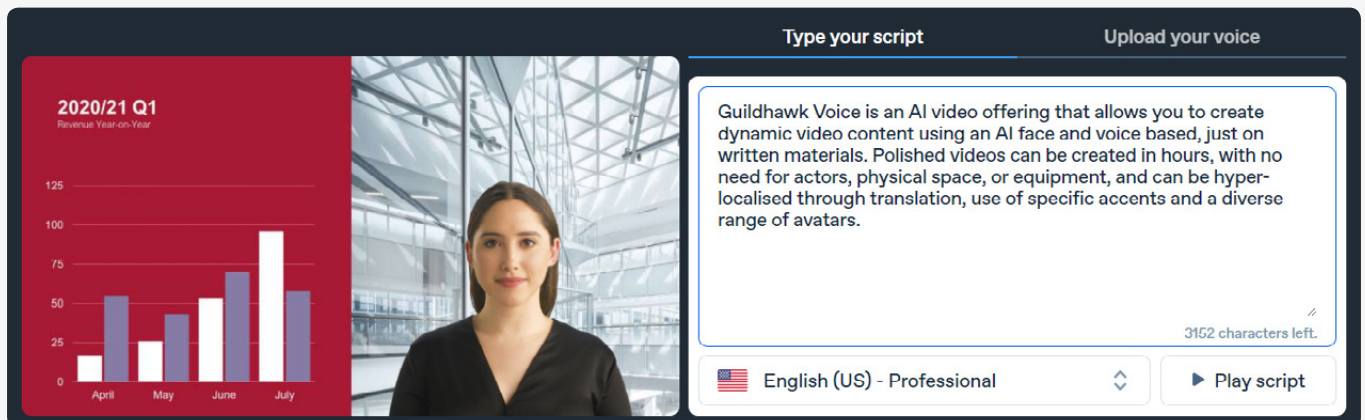
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2. HOW EXACTLY DOES IT WORK?

Guildhawk Voice uses sophisticated text-to-speech technology and video synthesis to turn written material into content spoken by a synthetic face and voice, with lip movements to match.

This can be combined with quality translation to produce videos in multiple languages, accents and tones. See below for more information on the languages currently available.

Each video can have branded image or video backgrounds (including PPTs), and can even include background music, depending on what you need your content to achieve.



The screenshot displays the Guildhawk Voice interface. On the left, a video player shows a woman speaking in front of a modern building. The video has a red overlay with a bar chart titled "2020/21 Q1 Revenue Year-on-Year". The chart shows revenue for April, May, June, and July. On the right, there is a "Type your script" section with a text input field containing a paragraph of text. Below the input field, it says "3152 characters left." and "English (US) - Professional" with a dropdown arrow. A "Play script" button is also visible.

| Month | Revenue |
|-------|---------|
| April | 25 |
| May | 45 |
| June | 65 |
| July | 95 |

3. IS THERE HUMAN INPUT, OR DOES THE AI WORK INDEPENDENTLY?

Like all Guildhawk processes, both elements work together to create the finished product. Where required, translation of materials, whether that's text-to-speech content or any on-screen wording, is carried out by our linguists, using our other AI tools where appropriate.

Guildhawk's in-house team will take the time to select culturally appropriate avatars and voices, will input the relevant text and translations, and will take care of any post-production and editing.

Avatars, synthetic voices, text-to-speech functionality and video synthesis are all handled by the AI.



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4. WHAT KIND OF CONTENT DO WE NEED TO PROVIDE FOR THIS TO WORK?

In order to create a simple video, all we need from you is text content – it's really that simple!

For slightly more elaborate videos, if you have any specific images or visual content you would like to use as background, you will need to provide these. Ideal resolution is 1920x1080. And should you want to have a PPT running in the background, it will need to be exported as a video of 50mb or less in size.

Ideally, you would also be able to provide information re who you want to target with your video(s), so we can ensure your avatar is speaking in a language, accent and tone that will appeal directly to your audience.

5. WHAT DOES IT COST AND HOW QUICKLY CAN YOU PRODUCE MY VIDEOS?

Please see below for most common price brackets and corresponding turnaround times. These costs and timings are based on a simple monolingual video with a single background visual.

| | | |
|-------------------------|---------------------------|---|
| A 1-minute video | would cost £90.00 | and could be completed within 1 working day |
| A 3-minute video | would cost £160.00 | and could be completed within 1 working day |
| A 5-minute video | would cost £225.00 | and could be completed within 1-2 working days |

6. HOW DOES IT INTEGRATE WITH OUR EXISTING SYSTEMS?

We can use your existing visual collateral to create video backgrounds, and can leverage existing written material to create dynamic spoken content. This means you can produce entire videos without actually having to create any new content! We can also integrate Guildhawk Voice into larger deliveries, providing content as a combination of standard translation deliverables and videos, depending on what you need your material to do.

Final videos are provided as MP4s in full HD 1080p resolution (1920x1080 pixels), so can be incorporated easily into your content and platforms.

For more complex, bespoke projects, we can look at creating APIs on a case-by-case basis.



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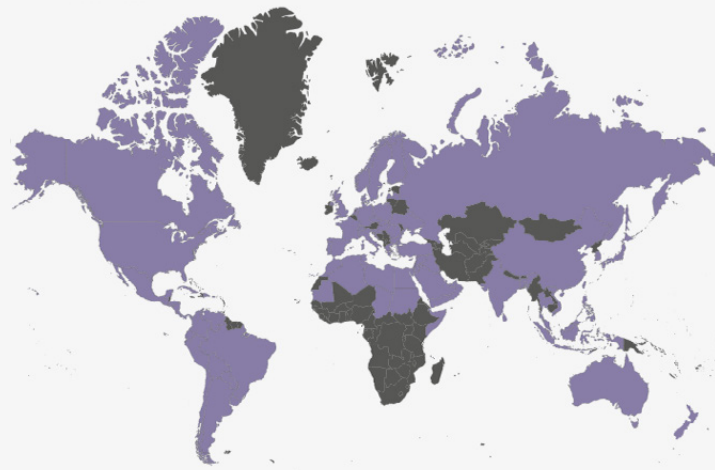


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7. WHICH LANGUAGES DOES THE TOOL SUPPORT?

Guildhawk Voice currently supports 39 languages, as well as multiple accents and language variants, e.g. Portuguese for Portugal and for Brazil:

- Arabic
- Bengali
- Bulgarian
- Cantonese
- Croatian
- Czech
- Danish
- Dutch
- English
- Filipino
- Finnish
- French
- German
- Greek
- Hebrew
- Hindi
- Hungarian
- Indonesian
- Italian
- Japanese
- Korean
- Latvian
- Malay
- Mandarin
- Norwegian
- Polish
- Portuguese
- Romanian
- Russian
- Slovak
- Slovenian
- Spanish
- Swedish
- Tamil
- Telugu
- Thai
- Turkish
- Ukrainian
- Vietnamese



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