

# Press Release

August 21, 2018  
transcosmos inc.

## **transcosmos will open an annotation center which creates teacher data for AI and machine learning in Vietnam**

### **Offers offshore services to Japan in collaboration with “Annotation Center Okinawa”**

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) will open a new “Annotation Center Vietnam” with 40 workstations as an additional center for developing teacher data for AI and machine learning inside transcosmos Vietnam Co., Ltd. (Headquarters: Hanoi, Vietnam) on September 1, 2018. In collaboration with “Annotation Center Okinawa” opened in December 2017, the new center will offer services to the Japanese market that include planning of annotation and creation of teacher data.



transcosmos established transcosmos Vietnam in March 2014, and now, the company offers contact center services, BPO services, and digital marketing services mainly for the Vietnam local market from 3 centers, namely, “Hanoi Center”, “Ho Chi Min Center No. 1”, and “Ho Chi Min Center No. 2”, with a total of 750 workstations. “Annotation Center Vietnam” is built with an offshore team which has a 4-year track record in offering non-voice technical support services for the Japanese manufacturing industry. Going forward, transcosmos will provide high-quality, low-cost annotation services by utilizing its offshore base whilst satisfying the Japanese standards for operations framework and quality management by exchanging technology with “Annotation Center Okinawa”.

In addition to the new center opening, transcosmos expanded “Annotation Center Okinawa” from 60 workstations to 90 workstations. The center has the capacity to scale based on the needs of projects and will flexibly support large-scale, on-going as well as urgent deals. transcosmos plans to gradually expand its annotation centers in its existing centers located in Okinawa going forward.

#### ■ Key features of the transcosmos Annotation Center

Based on its experience in AI/ML projects, the transcosmos annotation center plans and designs annotation projects to develop optimum teacher data, whilst considering the actual analysis and operations to be conducted after AI/ML completes the learning process. transcosmos will push ahead with developing annotation tools that create a massive volume of teacher data efficiently. At the same time, the company will develop high-quality teacher data in collaboration with “Communication Science Lab”, its AI laboratory which specializes in communication, as well as leveraging its know-how of managing/developing diverse talent accumulated through operating secure contact centers that have achieved accredited certification for ISO/IEC27001.

■ Examples of annotation services


transcosmos annotation services include “Voice Annotation” such as transcribing voice to text data and making edits to text data transcribed by voice recognition software, “Text Annotation” which develops answers to expected questions like FAQs for chatbots, and “Image Annotation” which puts labels including age and gender to image data. “Annotation Center Vietnam” will first release “Text Annotation” and “Image Annotation” services and will release “Voice Annotation” services later.

**1 Voice Annotation**

Transcribe voice

Correct voice-recognition results

音声を聴いて、発音内容を入力してください



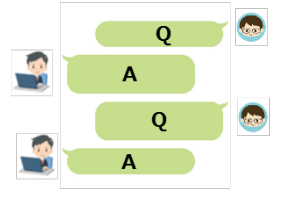
**Scope**

- Voice text input
- Interpretation
- FAQ optimization
- Smart speaker
- Other AI tuning

**2 Text Annotation**

Create QA for chatbot

Categorize text



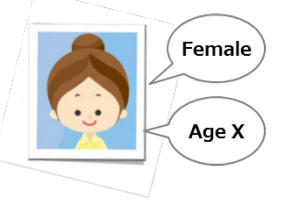
**Scope**

- Bot tuning
- Predictive text
- Language analysis
- E-Book
- Programming

**3 Image Annotation**

Age/gender judgement on image data

Yes or No judgement on product image



**Scope**

- AI Security camera
- Product registration (inquiry/follow up after sales)
- Object detection
- Image recognition/analysis

●About Communication Science Lab

In September 2017, transcosmos established “Communication Science Lab”, a laboratory specifically for applying science to ever-digitalizing business-to-consumer communication by utilizing cutting-edge technologies such as AI and robotics as well as data science like machine learning and natural language processing. Communication Science Lab will solve information asymmetry problem between consumers and businesses by accumulating information assets including a corpus-based approach, a rule-based approach, and algorithms that are essential in making next gen-communication in the digital age. Ultimately, Communication Science Lab aims at becoming the largest “communication data bank” in Asia.

\* transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

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**About transcosmos inc.**

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 173 locations across 33 countries with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 49 countries around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

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