

## AI-based translation with InterRed: multilingualism for greater reach at heise online

heise online, one of the leading IT news platforms in Germany, is taking a further step towards internationalisation. The integration of a new AI-based feature in the InterRed content management system (CMS), which heise online has been using for years, now enables automated translations. This allows content to be efficiently made accessible to an international audience.

### Automated translations for a wider readership

The InterRed content management system has been used successfully at heise online for many years. It forms the basis for the creation, management and publication of content for over 36 million visits per month. The latest extension of the publishing solution includes a powerful, AI-based translation technology. This enables heise online to automatically translate content into other languages. English translation is already in use as the central language in the IT sector. The new solution thus helps to overcome language barriers, make content accessible to a wider audience and achieve an even greater reach.

heise online regularly publishes exclusive stories, especially from the world of c't magazine, including investigative reports that are of great importance beyond

Germany. Publishing this content in English increases its international relevance and citation. The new translation function also makes it easier to address special target groups such as specialists from abroad working in Germany, whose German language skills may vary. As a result, these experts can be addressed more directly and benefit from the high-quality content. In the future, heise online plans to translate not only news, but also specialised articles in the paid content area heise+. This will further expand access to in-depth analyses and exclusive content.

### Efficiency and quality assurance through automation

Automation and integration into the news creation workflows saves the heise editorial team considerable time, which they can use for their core competences - researching relevant topics and writing high-quality content. At the same time, it retains control over the AI and automation at all times. Thanks to the integrated workflow management in InterRed, translated content can be checked again by the editorial team before publication and, if necessary, edited. **Dr Volker Zota, Editor-in-Chief of heise medien, explains: „With the integration of**



*Dr Volker Zota, editor-in-chief of heise medien.*

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InterRed's automatic translation technology, we can offer our content faster and more consistently in English. This is a crucial step in making our IT news and exclusive stories accessible to a wider audience. In the IT and tech environment, English continues to be the most important language to reach the most people worldwide.“

With this step, heise online emphasises its innovative strength and its commitment to providing its content in the IT sector not only nationally but also internationally.

## ■■■ InterRed Future Publishing Solutions

mobile solutions for newspapers/magazines, corporate publishing and content marketing.

The InterRed product family with the overall solution InterRed ContentHub, the editorial system InterRed Print, the web content management system InterRed Online, the social media management solution InterRed Social, the app solution InterRed AppPublishing and the modules InterRed ContentAgents (AI solution) and InterRed LiveReporting (web reporting) offers significant added value for every use case and for every industry.

InterRed GmbH develops and distributes software solutions based on state-of-the-art information technology. InterRed is one of the leading technology providers in the areas of content management (CMS), editorial systems and multi-channel publishing and offers future-proof print, web, tablet and

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