



## PRESS RELEASE

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# Unbabel backs LLMs to lead the future of Language AI with launch of Widn.AI

**13.11.2024 | WEB SUMMIT, LISBON | [UNBABEL](#)**, a leader in AI-powered Language Operations, today launches a brand new product **Widn.AI** - a standalone AI solution designed for a new wave of prosumers and businesses looking to scale globally with a fast, straightforward and cost effective solution.

Widn is powered by the world's leading multilingual LLM. Its language model recently outperformed GPT, DeepL, and Google Translate coming out on top across 8 out of 11 language pairs as recognised by the WMT, the benchmark authority in translation quality for the industry<sup>1</sup>.

Widn's platform is set to be a game-changer, designed to help businesses save time, cut costs and ultimately boost efficiency and bottom lines. With two-thirds of the global population now online, demand for digital content and e-commerce in native languages has never been higher.

One key aspect of effective translation is not just the ability to translate word-for-word, but also to capture subtleties and nuances. Widn exemplifies this by not just translating but truly understanding and capturing meaning. Its advanced AI goes beyond literal translation, grasping the intricacies of context. It also enhances and polishes content, delivering not only accuracy but unlocking meaningful communication across multiple languages.

**Vasco Pedro, founder and CEO of Unbabel said:** *'We're excited to launch Widn.AI today. This milestone comes after 18 months of focused development, during which we've worked tirelessly to create a state-of-the-art LLM that sets a new standard for translation. Large language models are the closest we have to true intelligence and with Widn's LLM,*

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<sup>1</sup> Best participating MT on the general Translation Task WMT 2024 - Results [\[link\]](#)

*we believe we've achieved the highest level of translation performance. Now we're ready to open up this innovation to wider audiences and take the technology to the next level".*

Its Generative AI language model, recognized for delivering exceptional quality across both general and specialized domains, including medical and legal, leverages over a decade of high-quality, proprietary data curated by translation experts. Coupled with Unbabel's industry-leading quality model, COMETKiwi (Qi), it ensures unparalleled accuracy and authenticity in every translation.

The longer-term ambition for Widn is to evolve and plans to scale into future modalities, including audio and video to become the world's go to 'communication LLM'. It marks a new chapter for multilingual LLMs, as the market is ready to embrace these models as standalone solutions.

**Vasco continued:** *'With Widn.AI, it is our top priority to democratize access to high-quality Language AI in line with growing demand. Unlike with Unbabel, we aren't actively targeting larger enterprises with extensive localization teams and operations. This is about empowering businesses of all sizes to grow and scale globally.'*

The rapid rise of 'prosumers'—individuals who actively engage in creating and consuming content—continues to reshape the digital landscape. With increasing influence, prosumers have evolved from passive consumers to active creators for brands and have significantly enriched the content ecosystem.

Widn aims to target this growing, new wave of customers by delivering an AI platform that is tailored to users that want to communicate in a more vibrant way by placing resonance at the heart of its proposition. In doing so, it seeks to help users to not only increase their authenticity with target audiences but also gain a competitive edge.

In the coming months, Widn is set to focus on meeting the evolving demands of the digital content landscape and diverse content types. It is committed to driving innovation and continuous improvement, serving as a trusted solution designed to empower ambitious businesses looking to navigate the complexities of global communication in a straightforward way.

**Widn.AI is available now (linked here).**

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**For media enquiries or interview requests please contact [press@widn.ai](mailto:press@widn.ai)**

## **ABOUT Widn.AI**

Widn.AI is a smart, straightforward Language AI solution built for businesses who want reliable, high-quality translations without the high cost. Powered by the world's best multilingual LLM, Widn.AI goes beyond simple word-for-word translation, capturing meaning to make your message sound authentic. It's more than just a translation tool—it helps you communicate clearly and effectively in any language.

Widn.AI is designed to grow and adapt to future language needs - our goal is simple: help businesses grow faster with world class Language AI.