LIONBRIDGE

AI DATA
SERVICES

Lionbridge provides AI data services that power the development and refinement of ML, AI, and genAI models through high-quality data collection, annotation, and human-in-the-loop (HITL) evaluation. Leveraging our global crowd of diverse, native-speaking contributors, we deliver culturally relevant datasets and precise model assessments at scale—ensuring AI systems perform accurately across languages, regions, and real-world scenarios.

THE AI LIFECYCLE STARTS WITH HIGH-QUALITY DATA

Our data services power every stage of the AI lifecycle—from collection and annotation to evaluation.
We deliver high-quality ethically sourced data, expert annotation, and human-in-the-loop (HITL) evaluations to ensure your models are accurate, safe, and production-ready.

GROUND TRUTH DATA GATHERING	DATA PROCESSING AND LABELING	MODEL TRAINING	MODEL TESTING	MODEL DEPLOYMENT

PERFORMANCE MONITORING

Whether you're building a new model or optimizing an existing one, our services are designed to enhance model accuracy, safety, and relevance—accelerating your path from prototype to production with confidence.

CHALLENGES FACED BY ML/AI TEAMS

80% of AI success depends on training data quality

LLMs require massive, diverse, and precisely labeled datasets

Internal teams are stretched, and it is difficult to scale data

LLMs hallucinate or misalign with brand tone/intent

Human-in-the-loop evaluation ensures alignment, fairness, and trust

OUR AI DATA SERVICES

1 DATA COLLECTION
- Audio, video, text datasets
- Content curation
- Translation
- Text-to-speech and speech-to-text
- Taxonomy development
- Intent utterance creation

2 DATA ANNOTATION
- Audio, video, text content classification
- Text, image, video annotation
- Emotional capture
- Sentiment analysis
- Content moderation
- Text summarization
- Named entity recognition and linking

3 DEVELOPMENT SUPPORT
- Multilingual prompt engineering
- Prompt response and rewriting
- RAG optimization and pattern support
- Model review and assessment
- Red teaming and adversarial training
- Local market optimization and cultural enhancements
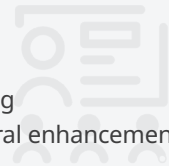
4 MODEL EVALUATION
- Intent development and review
- Model output validation and ranking
- Geolocation validation and relevance
- Diversity and inclusion testing
- Output fact and relevance testing
- Search, product, ad relevance

5 WORKFORCE MANAGEMENT
- AI product testing
- Secure facilities
- Computational linguistics
- Data and ML engineering
- Global community resourcing
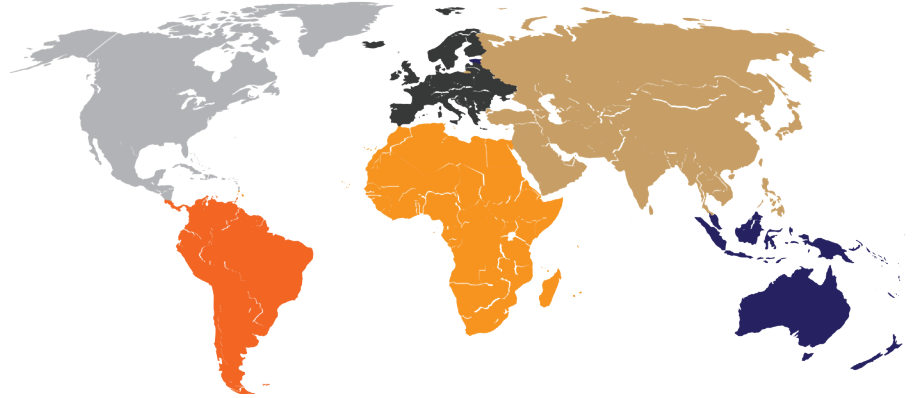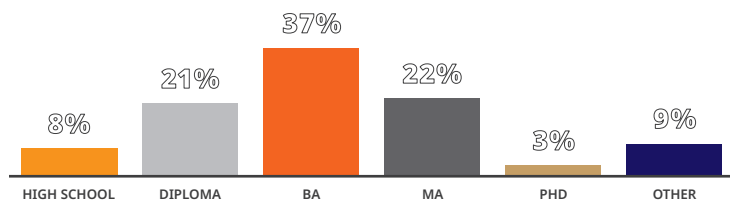- Subject matter specialization

Lionbridge's global crowd community brings together people from diverse cultures and languages, ensuring broad perspectives and inclusivity in every project. This diversity strengthens our human-in-the-loop evaluations, aligning AI models with real-world needs.

It takes a global community with highly specialized and diverse, expertise and interests.
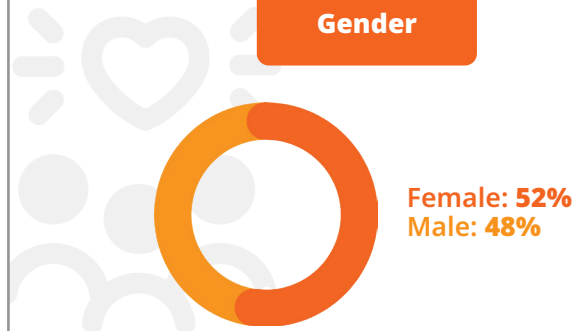
- North America: **26%**
- Europe: **29.5%**
- Asia: **27%**
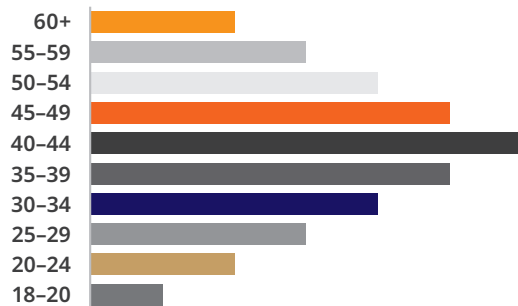- Africa: **6.5%**
- South America: **8.5%**
- Oceania/Australia: **2.5%**

Highest Education Level

8%	21%	37%	22%	3%	9%
HIGH SCHOOL	DIPLOMA	BA	MA	PHD	OTHER

Gender

Female: **52%**
Male: **48%**

Age

- 60+
- 55–59
- 50–54
- 45–49
- 40–44
- 35–39
- 30–34
- 25–29
- 20–24
- 18–20

600K Global Community

350+ Languages

450+ Locales

Industry

16%	16%	15%	13%	9%	4%	2%	2%	2%	2%	19%
BUSINESS	ENGINEERING	HUMANITIES	SCIENCE	TECHNICAL	E-COMMERCE	HUMAN RESOURCES	HEALTHCARE	FINE ARTS	LEGAL	OTHER

Lionbridge | AI Data Services

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WHY DOES THIS MATTER?

Technical Outcomes

Faster model iteration
(shorter feedback loops)

**Higher model accuracy
and trustworthiness**

**Alignment with responsible
AI standards**

**Lower risk of public failures
or regulatory issues**

Business Outcomes

1

Faster Time-to-Market
Streamlined data workflows accelerate
AI development and deployment.

2

Reduced Risk
Human oversight lowers the chance of
hallucinations, bias, or compliance issues.

3

Greater User Trust and User Experience
Reliable and aligned outputs lead to better
adoption and engagement.

4

Lower Costs
Fewer reworks and smarter training data
reduce development and computer costs.

LIONBRIDGE®
aurⓐra™

DISCOVER LIONBRIDGE AURORA AI STUDIO™

Drive unlimited global engagement with your content, apps,
websites, and more. Take advantage of rich, on-demand
analytics for project status, recruiting, and task-creation
customizability. Effortlessly access:

‣ Web-based project management/creation tools

‣ Managed, end-to-end AI training solutions

‣ An expansive, worldwide network of half a million
seasoned testers, reviewers, and linguists

USE CASES

Data Collection

Facial Recognition Models
Collect diverse face images under various lighting conditions, angles, and demographics for fairness and accuracy.

Golden Set
Create a golden set by pairing sample search queries (text) with expected image, video, or document results. Results are validated by human reviewers to ensure accurate multimodal intent matching across content types.

Data Annotation

Autonomous Vehicles
Label images or video frames with bounding boxes or polygons for pedestrians, traffic signs, and lane markings.

Healthcare AI
Annotate medical images (X-rays, MRIs) for disease detection models or label electronic health records (EHR) for NLP tasks.

Speech Recognition
Label audio clips with transcriptions, speaker identification, or emotion tags.

Sentiment Analysis for Reviews
Annotate reviews or posts with sentiment labels (positive, negative, neutral).

Development Support

RAG (Retrieval-Augmented Generation) Setup
Create prompts that integrate external knowledge bases (e.g., company wikis) for accurate and up-to-date responses.

LLM for Customer Support
Design prompts that guide the model to respond in a brand-aligned tone, escalate certain queries, or provide structured answers.

Model Evaluation

Machine Translation (MT)
Human-in-the-loop (HITL) assessments to compare outputs from multiple MT engines across different languages and use cases.

Bias and Fairness Audits
Evaluate models (NLP, CV, etc.) to ensure balanced performance across demographic groups.

Chatbot/LLM Performance
Human evaluators rate chatbot responses for accuracy, tone, relevance, or safety against predefined guidelines.

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