

Better than DeepL in three out of four languages

# Supertext launches AI translator with professional verification at the push of a button

The Swiss AI service provider is presenting a new all-in-one platform for translation. From today, users will be able to translate texts for free with AI on [supertext.com](https://supertext.com) and, if necessary, have them checked by expert linguists – in just a few minutes and from as little as CHF 5.70. The online translator is based on the latest generation of large language models (LLMs) and outscored industry giant DeepL in three out of four language combinations in a blind test by professional translators.

The translation industry is in a state of flux. AI applications such as DeepL, Google Translate and ChatGPT are constantly improving, but they can't reliably guarantee the necessary level of accuracy, especially when it comes to professional communication. In addition, depending on the provider, online translation services can expose sensitive data to security risks.

## New approach combines speed and security

Supertext is making this kind of compromise a thing of the past. Users can choose between free, fully automated translation and immediate review by professional translators as an add-on on a case-by-case basis. An average-length LinkedIn post in guaranteed error-free French, for example, is available from CHF 5.70 and within 8 minutes, while an A4 page costs around CHF 19 and is delivered within 15 minutes. Verification is initially being offered in six language combinations, and the range is expanding continuously.

"Getting a reliable translation today is like getting a taxi before Uber: expensive, slow and often frustrating. With an agency, translating a single A4 page costs around CHF 90 – and that's with a 24-hour wait," says Samuel Läubli, CEO of Supertext. "The new Supertext puts an end to that and combines speed, cost-efficiency and reliability on one platform."

## AI made in Switzerland – secure and customised

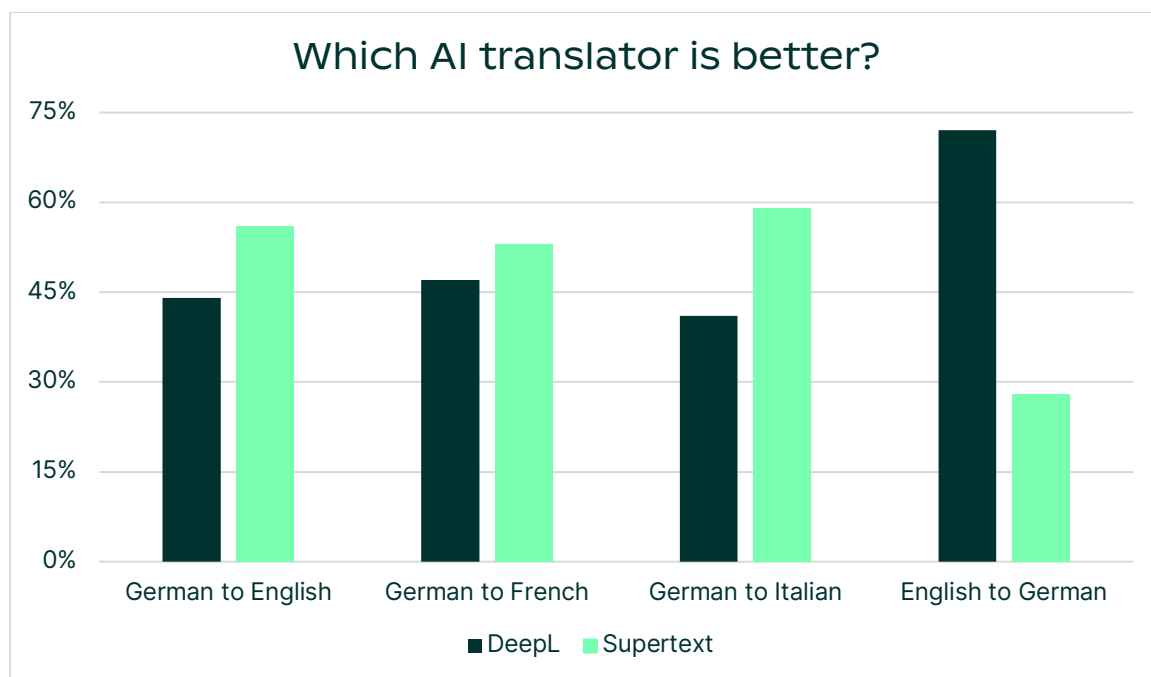
The online translator is based on the latest generation of large language models (LLMs) developed in-house by the Supertext team, which consists of around 100 experts in machine learning, engineering and linguistics. Currently, up to 23 languages are available depending on the subscription level. Companies also benefit from individually trainable language models that reliably adopt their corporate language.

Unlike with other providers, the platform is hosted on Swiss servers and meets the highest standards of data security. In the paid model, users also have the guarantee that their translation data will exclusively be used to continuously improve their personal language models.



## Supertext's AI performs measurably better than the competition

Blind tests of the new AI models with professional translators show that Supertext has nothing to fear in a qualitative comparison with industry giants such as DeepL. For longer texts, Supertext performed significantly better in three out of four of the language combinations examined – a notable success given the respective financial strength of the two companies.



Blind test with N=20 texts per language combination,  
evaluated by professional translators in each language combination

With the Enterprise solution from Supertext, companies achieve even better results thanks to specialised AI models and, according to studies with professional translators, produce around twice as many ready-to-print text segments compared to the big-tech competition.

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## About Supertext

Supertext is an AI provider with a focus on translation, which was formed in the spring of 2024 from the merger of Supertext and Textshuttle. The team has locations in Zurich and Berlin and serves over 1,500 companies, including Swiss Life, SBB and Karl Lagerfeld, and 500,000 active users across Europe. On [supertext.com](https://supertext.com), the company offers the full range of modern language solutions – from the client-tailored online translator to ISO-certified professional services for multilingual communication.

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