



Multilingual

Language | Technology | Business

October/November 2010

Industry Focus: Visual Media

Video killed the radio star —
what about translation?

Dubbing vs. subtitling

Moving toward multimedia content

Challenges of internet slang
in game localization in China

Operations infrastructure
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Who decides translation quality?

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Mobile device and multimedia items displayed in the window of a Japanese shop, located in the International District of Seattle, specializing in electronic media for the Asian community.

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Visualizing the future

Honestly, how often do we consume visual media? The younger you are, the more you're likely to find it a completely normative part of life; as ubiquitous as car exhaust, grass, insects or jeans, and exponentially more mundane. Most of my generation and those younger than us carry around video in the palm of our hands, turn to our phones to answer everything, have never gotten cable because Hulu is free and Netflix is cheap, can't read past a third-grade level if there's a flashing ad somewhere, and hoard and exchange ironic YouTube and FAIL Blog clips like trading cards of yore.

Citing visual media is even how we flirt. There's nothing quite so attractive as a hot guy with a keen sense of humor. In this day and age, "humor" consists chiefly of satirizing pop culture and finding the funniest things on the internet – and it's particularly choice if this is coupled with self-deprecating timing on just how long craning over a screen together should last before we make a bold counterculture move and interact with the real world again.

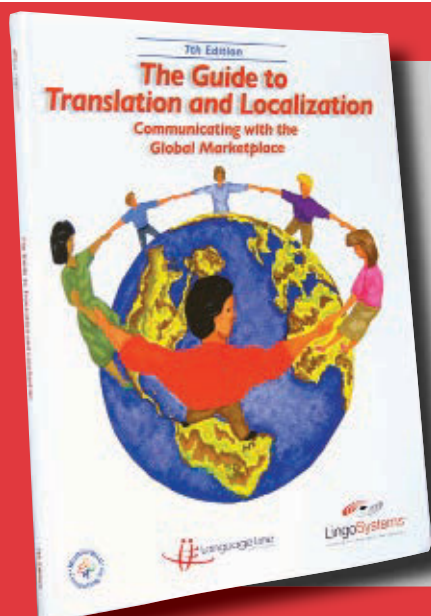
It's a bizarre turn of events the world has taken if you step back and survey it a bit. Maybe we should, as John Freivalds does in this issue, protest the overuse of smartphones, for example. I know I do. Particularly when people get together in one room and start texting or surfing like mad on their electronic devices, either with the non-present or with each

other (see the Friendface episode of *The IT Crowd* for a British parody on this phenomenon). However, visual media is neither more nor less than a tool in the right hands, and it's a tool we've got to pay attention to, at least until we decide to become reclusive tunnel-dwelling Troglodytes – kudos if you can name the visual media reference here.

In our focus, Terena Bell outlines visual media use in the translation industry, Francesca Riggio explains the shift towards subtitling within it (aided by a sidebar from Anatoly Murintsev), Catherine Deschamps-Potter discusses multimedia trends, and Xiaochun Zhang expounds on the visual use of Chinese slang in video games.

Translation also is a running theme in this issue, complete with a Getting Started Guide on the subject, aimed at newcomers and inserted handily in the magazine (also available for free download on our website). For those further versed in the topic, there's Bob Myers' article on real-time translation and Wayne Bourland's take on translation quality. Adam Asnes' column also deals with quality, as does Ultan Ó Broin's Takeaway. Kate Edwards writes on cultural costumes, and Jeff Williams gives his perspective on how people enter the industry.

Visual media is the future of our industry, if only because it is the present tense of the younger crowd. Welcome. ✨



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Vendor Management Seminar: value creation rather than cost reduction

On July 23-24, 2010, Las Vegas played host to the fourth version of the Vendor Management Seminar (VMS) organized by IMTT and MasterWord Services.

This edition of VMS welcomed vendor managers, owners of small, medium-sized and large translation companies, CEOs, consultants, VPs, customer-service representatives and operations managers, which made interactions highly enriching and memorable. Size and program schedule are unique characteristics of the VMS that allow participants plenty of time to meet in an informal environment. The balance between vendor and client perspectives is another feature of the VMS.

"Big or small, service is about relationships," said Marie Flacassier of BeatBabel. Engaging with people who share a company's culture and taking time to identify and convince desirable vendors are key elements to success. Eve Bodeux of Bodeux International added: "When you're in vendor management, you're also in sales."

According to Mark Rockford of MasterWord Services, when you are in need of resources for languages of lesser diffusion, creativity is a requirement and may lead you to resort to religious associations, restaurants, social media or whatever it takes to find people who are willing to contribute in their communities. Rockford said that if resources don't fit your needs, there is always a chance to coach them so that they can help you.



Renato Beninatto and Arturo Quintero at the fourth Vendor Management Seminar.

It was also interesting to listen to end-buyers such as Ting Zhuang from Enwinsen who said that, apart from the importance of relationships, their supplier-selection criteria include cost and technology, people and culture, experience and references as well as quality and service.

Regarding technology, Kirti Vashee of Asia Online gave a panorama of what the influence of machine translation (MT) will be in our industry and assured that MT is not a threat but an opportunity if companies learn how to use it. Information access is essential for long-term prosperity, and more content will be translated than ever before by 2012. MT will play a crucial role in making this possible.

Arturo Quintero of Moravia Worldwide, who shared that the vendor management position is so important for his company that the vendor management department is

assigned the biggest budget in the company, affirmed that MT and post-editing will be part of the new services offered by larger language service providers.

Gene Schriver (GLOBO) talked about how the growth of online services and telephone interpreting, expected to double by 2013, will bring plenty of opportunities given that vendors can work from home with basic equipment. The hot topic was disintermediation,

and Renato Beninatto (Milengo) and Bob Donaldson (Text & Form) closed the two-day seminar with a debate, concluding that the role of vendor managers and project managers alike is changing and will change even further, since vendor management is more needed than project management.

So, what to expect in the near future and how do we prepare? Some of the challenges revealed were an increased pressure to reduce costs while optimizing quality and service without jeopardizing consistency in delivery, an increase in mergers, and the possibility of a new pricing model, among others. All challenges differ, but as Beninatto puts it, "clients have different needs because they are in different levels of maturity." Flexibility will be key in adapting to client requirements and providing different levels of service.

— *Maria Cecilia Maldonado, managing director and cofounder of IMTT*

Virtual conference events scheduled in September, October and November

ProZ.com, an online community of language professionals, is hosting a series of virtual conference events for language professionals, including over 50 seminars, videos and panel discussions, and around 30 virtual booths that attendees may also visit in two pavilions — one for software vendors and one for recruitment. This is the second such event the community has hosted.

With over 7,000 attendees, last year's event was the largest gathering of professional translators in history, and thus far the pace of registration for this year's event exceeds that of last year. Advance registration is required at www.proz.com/translation3. A cap of 10,000 attendees may be instituted.

This year, ProZ.com will host three separate virtual events — one each for freelance translators, translation agencies and translation buyers. "The virtual events allow busy executives a quick, easy way to network, learn and engage with content from the comfort of their offices. Additionally, as the events are free to attend, they will permit individuals in organizations that normally cannot attend events to participate," noted Drew MacFadyen, director of outside sales.

The dates for the virtual conferences are September 30, 2010 (from 10 a.m. to 10 p.m. GMT), for freelance translators; October 13, 2010 (from 10 a.m. to 8 p.m. GMT), for

translation agencies; and November 10, 2010 (from 10 a.m. to 8 p.m. GMT), for translation buyers. Participants may log onto the conference interface as long as they have up-to-date flash, browser and operating systems.

In addition to the online events, ProZ.com is hosting a more traditional conference in Prague, Czech Republic, October 2-3, as a counterpart to the October 13 virtual event. "The virtual format makes it possible for translators, companies and vendors to come together in numbers that had not been possible before. Having a real-world component, too, means there is something for everyone," said ProZ.com's president Henry Dotterer.

Business

XML-INTL changes name

XML-INTL, a developer of XML authoring and translation tools, has changed its name to XTM International. The company has updated its website and rebranded to reflect the name change.

XTM International www.xtm-intl.com

Global Languages/24 redesigns website

Global Languages/24, a localization and interpreting services provider, has redesigned its website. New features include more intuitive navigation and improved interaction for blogs and media interaction.

Global Languages/24
www.globallanguages24.com

Corporate Translations opens offices in Japan and Turkey

Corporate Translations, Inc., a provider of life science translations solutions, has opened new offices in Osaka, Japan, and Eskişehir, Turkey.

Corporate Translations, Inc.
www.corptransinc.com

Plunet founds American company

Plunet GmbH, a provider of business management software for translation services and agencies, has founded Plunet Inc. with headquarters in New York City. Set up

as an incorporated company according to US law, Plunet Inc., will be run by Stefan Dümig, managing director of Plunet GmbH, in the dual role of president and chief executive officer.

Plunet GmbH www.plunet.de

Locordia launches new multilingual website

Locordia Communications, a provider of language services, has launched a new website. Part of the redesign was done to allow the site to be available in 26 languages.

Locordia Communications www.locordia.com

MultiCorpora acquires Beetext

MultiCorpora R&D Inc., a provider of multilingual asset management solutions, has acquired Beetext Inc., a developer of workflow management solutions. All Beetext employees will be joining MultiCorpora in its new Montreal branch as part of the sales, services and software development operations.

MultiCorpora R&D Inc. www.multicorpora.com
Beetext Inc. www.beetext.com

New European locations for Arancho

Arancho, a provider of localization and interpretation services, has opened two new offices in Europe – Arancho Czech Republic in Prague and Arancho Benelux in Brussels.

Arancho www.arancho.com

Milengo relocates Tokyo office

Milengo Ltd., a language service provider, has recently relocated its Japan office to a new location in Shibuya, Tokyo. The company considers the area an important business district due to the international companies based there.

Milengo Ltd. www.milengo.com

TransPerfect expands in Germany

TransPerfect Translations, Inc., a provider of language services, has chosen the city of Düsseldorf for its fifth office location in Germany.

TransPerfect Translations, Inc.
www.transperfect.com

People

Recent industry hires

■ Cogen SA, a provider of translation and multilingual publishing services, has hired Nancy Hähnel as sales representative for Germany and Switzerland.

■ Moravia Worldwide, a globalization solution provider, has created the Client Services Group in North America. The group will be led by Darin Goble as director of client services. Kathie Fry has been appointed director of global marketing, and Diane McAweeney is now the managing director, North America.

■ Net-Translators Ltd., a provider of translation and localization services, has hired David Guttman as vice president of operations.

■ Sajan, Inc., a provider of language translation technology and services, has hired Tim Clayton as chief financial officer.

■ Workflow Translation & Software Localization GmbH has hired Aneta Orszewska as its new business development manager.

Cogen SA www.cogen.com

Moravia Worldwide
www.moraviaworldwide.com

Net-Translators Ltd. www.net-translators.com

Sajan, Inc. www.sajan.com

Workflow Translation & Software Localization GmbH

www.workflow-translation.com

Resources

Recent Common Sense reports

The recent Common Sense Advisory report "The Price of Translation" looks at the price of translation for a wide range of languages and reviews the cost of related services, ranging from engineering to machine translation training. Analysts surveyed 651 language

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service providers and freelancers from 73 countries on the prices for their most popular language pairs, yielding responses for 156 source-target combinations. The report also compares data and practices to what was found in its previous reports on pricing.

"How to Recruit Translation Salespeople" reviews the pros and cons of recruitment from within and outside the language services space. It also reviews the benefits and drawbacks of hiring individuals with a sales background.

"The Tech-Savvy LSP" details the underlying factors that push language service providers (LSPs) to adopt new technology, which operational challenges LSPs seek to resolve, and what business benefits LSPs achieve.

"How Buyers Manage Translation Vendors" provides buy-side organizations with information to navigate current vendor management practices in order to benchmark and situate their activities within the landscape of localization departments at global businesses throughout the world.

Common Sense Advisory, Inc.
www.commonsenseadvisory.com

Third edition of *Beyond Translation*

vialanguage, a provider of translation and localization services, has published the third edition of *Beyond Translation: Best Practice Guide for Healthcare*, a primer outlining helpful tips to improving language access. The guide includes information addressing the latest health care compliance issues, multiple translation best practices, and a section on recent industry and government resources.

vialanguage www.vialanguage.com

Egyptian Arabic Speecon database

The European Language Resources Association (ELRA) has added a new desktop/microphone speech corpus to its catalogue. The Egyptian Arabic Speecon database is comprised of the recordings of 550 adult Egyptian speakers and 50 child Egyptian speakers who uttered respectively over 290 items and 210 items (read and spontaneous).

ELRA/ELDA www.elda.org

Financial

Industry mid-year results

■ SDL, a provider of global information management solutions, has announced that its unaudited interim results for the six months ending 30 June 2010 were in line with expectations. The company reported a net cash position of £55.482m.

■ Sajan, Inc., a language service provider, has announced financial results for the quarter ending June 30, 2010, reporting revenue of \$4.2 million, an increase of 55% compared to revenue in the same quarter of 2009.

■ MadCap Software, Inc., a multichannel content authoring company, has announced that revenues for the second quarter of 2010 have grown 37% over the second quarter of 2009, reflecting a 32% growth year-to-date over the same period last year.

■ Lionbridge Technologies, Inc., a provider of translation, development and testing solutions, has announced financial results for the quarter ending June 30, 2010, reporting revenue of \$205.7 million, an increase of 10% compared to revenue in the first half of 2009.

SDL www.sdl.com

Sajan, Inc. www.sajan.com

MadCap Software, Inc.

www.madcapsoftware.com

Lionbridge Technologies, Inc.

www.lionbridge.com

Products and Services

GlobalMaxer

Oban Multilingual, a provider of search and online marketing services and technology, has created GlobalMaxer, a cultural multivariate testing tool designed to help clients understand their website visitors and

their needs.

Oban Multilingual www.obanmultilingual.com

Collaborative Translation Platform

Lingotek, a developer of collaborative translation technology, has upgraded its Collaborative Translation Platform (CTP) software-as-a-service product designed to manage translation efforts. The CTP combines machine translation, real-time community translation and management tools.

Lingotek www.lingotek.com



Letters

Living geoculturally

I enjoy Kate Edwards' columns in *MultiLingual* magazine and want to write to applaud her openness regarding her gender orientation. LGBT (lesbian, gay, bisexual, transgender) individuals and translators/linguists have a lot in common: We are all frequently invisible and ignored, and yet we deserve respect and recognition. If we were all more open about who and what we are, this could lead to greater acceptance and understanding. Personally, I'd rather not compromise and change texts/ideas in order for them to better suit a more conservative culture; I don't think it does anyone any favors in the long run.

— BJ Epstein, University of East Anglia

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Web Site Management 10.1

Open Text Corporation, a developer of web content management software, has released Web Site Management 10.1. The new version was designed with several layers of enhancements, including multiple-language support and social tools.

Open Text Corporation www.opentext.com

AppTek ASR for Spanish

AppTek, a developer of human language technology, has made available its automated speech recognition (ASR) broadcast engine for Spanish. The ASR is specifically engineered for the challenging content of unscripted natural language, dialect, slang, noise and other aspects of non-broadcast environments.

AppTek www.apptek.com

Across Language Server v5 SP1

Across Systems GmbH, a manufacturer of corporate translation management systems, has released version 5 SP1 of its Language Server. The service pack (SP1) introduces a series of new functionalities and modes of operation that relate to the areas of project management, machine translation, crowd-sourcing and authoring assistance.

Across Systems GmbH www.across.net

Online Translation Manager 3.0

LSP.net GmbH, a provider of business solutions and quality management tools,

has announced the latest version of its workflow solution Online Translation Manager 3.0. Updates include customer interface components available in Dutch and Portuguese. The new localization interface enables the addition of other language localizations.

LSP.net GmbH www.lsp.net

Linguee adds language pairs

Linguee GmbH, developer of an online translation service, has added three additional language pairs to its web dictionary: Spanish <> English, French <> English and Portuguese <> English.

Linguee GmbH www.linguee.com

ontram technology switch

Andrä AG, a manufacturer of web-based translation management software, has switched its online translation management framework ontram from Perl to Java EE. The company feels that the Java platform optimizes the tools for administration and configuration and that the interfaces for integration to external systems have been expanded.

Andrä AG www.andrae-ag.de

Multilingual webinar platform

omNovia Technologies, a web conference service company, has introduced a multilingual web-conferencing platform. The technology consists of a multichannel room

feature using audio lines and interpreters provided by the webinar host instead of automated translation.

omNovia Technologies www.omnovia.com

memoQ updates

Kilgray Translation Technologies, a developer of translation productivity tools, has provided several updates to memoQ. The integrated translation environment now includes French, Spanish and Polish interface languages.

Kilgray Translation Technologies

www.kilgray.com

New RSS feed translation service

YYZ Translations, a language service provider, has created a new RSS feed translation service. The company will provide human translation for RSS feeds and blogs in 80 languages.

YYZ Translations <http://yyztranslations.com>

Global Authoring Management System 2010

SDL, a provider of global information management solutions, has launched Global Authoring Management System 2010. Features include AutoSuggest technology and a focus on improving productivity for technical communicators.

SDL www.sdl.com

Hycus-cms 1.0.0

Hycus, an India-based startup, has developed Hycus-cms 1.0.0, an open-source content management and publishing system. The system publishes content in eight Indian languages.

Hycus www.hycus.com

Okapi Framework release 8

The Okapi Framework, a set of interface specifications, format definitions, components and applications, provides a cross-platform environment to build interoperable tools for the different steps of the translation and localization process. In addition to new filters and utilities, release 8 of the framework includes a new tool for quality verification called CheckMate.

Okapi Framework Project

<http://okapi.opentag.com>

TransPerfect TransImage

TransPerfect Translations, Inc., a provider of language services, has created a new iPhone application for translation called TransPerfect TransImage. The new application provides real-time machine translation via the device's camera for users who come

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across text they would like to instantly understand.

TransPerfect Translations, Inc.
www.transperfect.com

Source Code Clinic

Kokusaika JP, Inc., a software and web internationalization company, has introduced a new service called Source Code Clinic. The service uses the company's software internationalization tool World Wide Navi to analyze the source code of software applications.

Kokusaika JP, Inc. www.kokusaika.jp

Navajo language software

Rosetta Stone, a provider of technology-based language learning solutions, has released a Navajo-language version of its software. The Rosetta Stone Endangered Language Program works with native groups to customize software for exclusive use in language revitalization.

Rosetta Stone www.rosettastone.com

Wordfast Anywhere for iPad

Wordfast LLC, a provider of translation memory software, has created an application to support translation on the iPad in the Wordfast Anywhere environment.

Wordfast LLC www.wordfast.com

EuroLingo expands language support

EuroLingo, a language service provider, has expanded its service offerings to include all European languages. In the past the company supported only Eastern European languages.

EuroLingo www.euro-lingo.com

DotNetNuke Enterprise Edition

DotNetNuke Corp., a web content management platform company, has introduced

the Enterprise Edition of its platform. The newest edition includes a content localization feature with management and configuration-mapping tools to keep translated pages synchronized across a website.

DotNetNuke Corp. www.dotnetnuke.com

MadCap Lingo 4

MadCap Software, Inc., a multichannel content authoring company, has released MadCap Lingo 4. Features include a new utility for easier translation alignment and a redesigned translation editor.

MadCap Software, Inc.
www.madcapsoftware.com

XTM Cloud

XTM International, a developer of XML authoring and translation tools, has created XTM Cloud, an online software-as-a-service computer-assisted translation tool set, combining translation workflow with translation memory, terminology management and a fully featured translator workbench.

XTM International www.xtm-intl.com

Clients and Partners

Industry solution collaboration

Milengo Ltd., a language service provider; acrolinx GmbH, a producer of quality assurance tools for technical information; Asia Online Pte Ltd, an international web

portal company; and Clay Tablet Technologies, a provider of integration software, have collaborated to create a translation and localization solution. The new offering combines quality optimization, workflow management and automated machine-translation with human translation and editing skills.

Milengo Ltd. www.milengo.com
acrolinx GmbH www.acrolinx.com
Asia Online Pte Ltd www.asiaonline.net
Clay Tablet Technologies www.clay-tablet.com

LSA contracted by HealthTrust

Language Services Associates, Inc. (LSA), a provider of language and cultural solutions, has been awarded a contract by HealthTrust Purchasing Group to offer interpretation and translation services to its membership nationwide.

Language Services Associates, Inc.
www.lsaweb.com

LTC and Infoman AG participate in EUREKA Eurostars Program

LTC, a provider of language technology solutions, has partnered with Infoman AG, a consulting and solutions provider for industrial learning, to participate in the international research project MultiPlatform (Multilinguality Platform for Industrial Collaboration) of the EUREKA Eurostars Program. The aim of the project is to improve company-wide collaboration

Plunet BusinessManager

It's more than a software...it's your business

Plunet BusinessManager is the integrated business and workflow management solution for translation companies. Whether you work in project management, sales, controlling or at the senior management level – Plunet's web-based BusinessManager platform is the complete solution for successful translation management. All around the world, hundreds of companies are already using Plunet BusinessManager to optimize their business and translation processes.

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irrespective of language and to enable *ad-hoc* translations.

LTC www.ltcinnovates.com

Moravia and Kilgray partner

Moravia Worldwide, a provider of globalization solutions, and Kilgray Translation Technologies, a developer of translation productivity tools, have announced a partnership to further develop the TM Repository, Kilgray's latest language technology implementing the concept of translation memory (TM) management. Moravia will be the first adopter of the TM Repository technology, will join the TM Repository Product Development Steering Committee and will participate in beta testing.

Moravia Worldwide

www.moraviaworldwide.com

Kilgray Translation Technologies

www.kilgray.com

Sajan and PROMT collaborate

Sajan, Inc., a language translation technology and services provider, and PROMT, a provider of automated translation solutions, have partnered to provide a combined technology solution incorporating machine translation and post-editing methods.

Sajan, Inc. www.sajan.com

PROMT www.promt.com

HANSA viaLanguage launched

viaLanguage, a provider of translation and localization services, and R K SWAMY HANSA, a marketing communications and services group, have entered into a sales and marketing arrangement creating a new entity called HANSA viaLanguage. Per the agreement, HANSA viaLanguage will provide the marketing and customer relationship management support, while viaLanguage will provide the project management support and access to

its network of language experts and localization solutions.

viaLanguage www.vialanguage.com

HANSA viaLanguage

www.hansavialanguage.com

Asia Online and Across agreement

Asia Online Pte Ltd, an international web portal company, and Across Systems GmbH, a developer of corporate translation management systems, have entered into a partner agreement to provide translation solutions that enable both language service providers and global enterprises to fully integrate human and machine translation into organizations' existing enterprise software solutions.

Asia Online Pte Ltd www.asiaonline.net

Across Systems GmbH www.across.net

Lingotek partners with adaQuest

Lingotek, a developer of collaborative translation technology, and adaQuest, Inc., a provider of project portfolio management and localization services, have partnered to extend machine translation solutions and real-time community translations to adaQuest customers.

Lingotek www.lingotek.com

AdaQuest, Inc. www.adaquest.com

ForeignExchange adds Docu-Proof to its toolbox

ForeignExchange Translations, Inc., a provider of specialized language services to medical device, pharmaceutical and biotechnology companies, has implemented the use of the document comparison software Docu-Proof in its project processes.

ForeignExchange Translations, Inc.

www.fxtrans.com

SDL teams with Leximation, chosen by Vital Images and LIT

SDL, a provider of global information management solutions, and Leximation, an online publishing solutions provider, have combined Trisoft and DITA-FMx to create a bridge between SDL technology and Adobe FrameMaker for technical authors.

SDL has entered an agreement to localize Vital Images' global content. Vital Images is a provider of advanced visualization and analysis software for physicians and health care specialists.

Lloyd International Translations (LIT), a provider of technical translation and software localization services, has selected the SDL MultiTerm Server.

SDL www.sdl.com

Foreign Translations receives GSA contract renewal

Foreign Translations, Inc., a translation services firm, has been awarded a five-year contract renewal for translation and interpreting services with the General Services Administration (GSA), an agency established to streamline the administrative work of the federal government of the United States.

Foreign Translations, Inc.

www.foreigntranslations.com



Awards and Certifications

Standard certifications

■ GLTaC, Inc. (Global Language Translations and Consulting), a provider of technical translation, voice-over and cultural training services, has achieved ISO 9001:2008 quality management system certification.

■ Moravia Worldwide, a globalization solution provider, has been awarded the latest CSN ISO 9001:2009 registration for its life sciences practice.

■ RS_Globalization Services GmbH & Co. KG, a provider of software and website localization, testing and engineering services, has passed EN 15038 certification.

■ Echo International, a global consulting, translation and localization solutions provider, has been certified for ISO 9001:2008.

■ ForeignExchange Translations, Inc., a provider of specialized language services to medical device, pharmaceutical and biotechnology companies, has been awarded ISO 13485:2003 certification.

■ Scribes International Pte Ltd., a provider of copywriting, voice-over, interpretation and translation service, has attained ISO 9001:2008 accreditation.

GLTaC, Inc. (Global Language Translations and Consulting) www.gltac.com

Moravia Worldwide

www.moraviaworldwide.com

RS_Globalization Services GmbH & Co. KG

www.rs-globalization.com

Echo International www.echointernational.com

ForeignExchange Translations, Inc.

www.fxtrans.com

Scribes International Pte Ltd.

www.scribes.com.sg

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October

ELIA Networking Days Dublin

October 11–12, 2010, in Dublin, Ireland.
 ELIA (European Language Industry Association)
www.networking-days.org

Building Quality, Building Customers

October 11–14, 2010, in Budapest, Hungary.
 LISA, www.lisa.org/lisa-forum-europe.1426.0.html

Localization Readiness

October 12, 2010, online.
 The Localization Institute, www.localizationinstitute.com/index.cfm?seminar_cat_id=5#session2

Translation³ Virtual Conference Series

October 13, 2010, online.
 ProZ.com, www.proz.com/translation3/translation-agencies

Shifting Paradigms: How Translation Transforms the Humanities

October 14–16, 2010, in Urbana, Illinois USA.
 University of Illinois at Urbana-Champaign, Université Diderot
www.conferences.uiuc.edu/conferences/conferenceviewer2/view.cfm?conf=20034

VII TREMÉDICA Professional and Scientific Training Sessions

October 15–16, 2010, in Buenos Aires, Argentina.
 TREMÉDICA, www.tremedica.org/jornadas-conferencias/BuenosAires2010.html

Computational Linguistics – Applications

October 18–20, 2010, in Wisla, Poland.
 Polish Information Processing Society, www.imcsit.org/pg/289/231

Technology Services World

October 18–20, 2010, in Las Vegas, Nevada USA.
 Technology Services Industry Association
www.technologyservicesworld.com

34th Internationalization & Unicode Conference (IUC34)

October 18–20, 2010, in Santa Clara, California USA.
 Object Management Group, www.unicodeconference.org/ml

Certified Localisation Professional Level One

October 20–December 4, 2010, in Pune, India.
 The Institute of Localisation Professionals
www.tilponline.org/clp_level_1

Stamping Android's Passport

October 21, 2010, in Mountain View, California USA.
 The International Multilingual Computing User Group
<http://events.imug.org/calendar/13725278/?from=list&offset=0>

Voice in Retranslation

October 21–22, 2010, in Oslo, Norway.
 University of Oslo, www.hf.uio.no/ilos/forskning/aktuelt/arrangementer/konferanser-seminarer/2010/voice

8th National Conference and International Forum on Interpreting

October 22–23, 2010, in Chengdu, China.
 Sichuan University, Translators Association of China
www.tac-online.org.cn/en/tran/2010-05/18/content_3517306.htm

Introduction to Simultaneous Interpretation – Portuguese <> English/Spanish

October 24–26, 2010, in Monterey, California USA.
 Monterey Institute of International Studies
www.mii.edu/academics/programs/translationinterpretationshort



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 ELIA (European Language Industry Association)
 SATC (Slovenian Association of Translation Companies)



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Planning and Scheduling

October 26, 2010, online.
The Localization Institute, www.localizationinstitute.com/index.cfm?seminar_cat_id=5#session3

W3C Workshop: The Multilingual Web – Where Are We?

October 26-27, 2010, in Madrid, Spain.
W3C - MultilingualWeb project
www.w3.org/International/multilingualweb/madrid/cfp

51st ATA Conference

October 27-30, 2010, in Denver, Colorado USA.
American Translators Association, www.atanet.org/conf/2010

6th International Postgraduate Conference in Translation and Interpreting

October 29-31, 2010, in Manchester, UK.
University of Edinburgh, Dublin City University, Heriot-Watt University, University of Manchester, <http://ipciti.web.its.manchester.ac.uk>

AMTA 2010

October 31-November 5, 2010, in Denver, Colorado USA.
Association for Machine Translation in the Americas
<http://amta2010.amtaweb.org>

November

Translation and Interpretation in a Multilingual Context

November 1-3, 2010, in Bangkok, Thailand.
Chalermprakiat Centre of Translation and Interpretation
www.ictithailand.com

tcworld conference 2010 – tekomp

November 3-5, 2010, in Wiesbaden, Germany.
tekomp, <http://www.tekomp.de/tagung/tagung.jsp>

EM+/CNGL Workshop – Bringing MT to the User

November 4, 2010, in Denver, Colorado.
EuroMatrix+ Project, Centre for Next Generation Localisation
<http://web.me.com/emcnglworkshop/JEC2010>

AUSIT Synergise! Conference

November 5-6, 2010, in Fremantle, Australia.
Australian Institute of Interpreters and Translators
www.ausitconference.org

FIT Sixth Asian Translators' Forum

November 6-8, 2010, in Macao, China.
Federation of Translators and Interpreters of Macau, University of Macau
www.umac.mo/fsh/de/atf

Financial Project Management

November 9, 2010, online.
The Localization Institute, www.localizationinstitute.com/index.cfm?seminar_cat_id=5#session4

Translation³ Virtual Conference Series

November 10, 2010, online.
ProZ.com, www.proz.com/translation3/globalization-translation-consumers

Voice in Film Translation

November 11-12, 2010, in Oslo, Norway.
University of Oslo, www.hf.uio.no/ilos/forskning/aktuelt/arrangerer/konferanser-seminarer/2010/voice

AMWA 2010 Annual Conference

November 11-13, 2010, in Milwaukee, Wisconsin USA.
American Medical Writers Association
www.amwa.org/default.asp?id=433

DITA Europe 2010 Conference

November 15-16, 2010, in Vienna, Austria.
Center for Information-Development Management
www.infomanagementcenter.com/DITAEurope/2010/index.htm

META-FORUM 2010

November 17-18, 2010, in Brussels, Belgium.
META-NET, www.meta-net.eu/events/meta-forum-2010

Providing a Local User Experience Through Marketization

November 18, 2010, in San Jose, California USA.
The International Multilingual Computing User Group
<http://events.imug.org/calendar/13672885/?from=list&offset=0>

Translating and the Computer 32

November 18-19, 2010, in London, UK.
Aslib – The Association for Information Management
www.aslib.com/training/conferences/tc_2010.htm

2010 Annual Convention and World Languages Expo

November 19-21, 2010, in Boston, Massachusetts USA.
American Council on the Teaching of Foreign Languages
www.actfl.org/i4a/pages/index.cfm?pageid=5116

Lessons Learned

November 23, 2010, online.
The Localization Institute, www.localizationinstitute.com/index.cfm?seminar_cat_id#session5

ISDA 2010

November 29-December 1, 2010, Cairo, Egypt.
Intelligent Systems Design and Applications
<http://cig.iet.unipi.it/isda2010>

Gilbane Conference Boston

November 30-December 2, 2010, in Boston, Massachusetts USA.
Lighthouse Seminars, LLC, <http://gilbaneboston.com>

2nd Jordan International Conference on Translation

November 30-December 2, 2010, in Amman, Jordan.
Jordanian Translators' Association, Petra University, The Ministry of Culture, www.jicot.net

December

AGIS '10

December 1-7, 2010, in Delhi, India.
CDAC, GIST Research Labs, LRC, CNGL, TILP, TDIL
www.agis10.org

Fluency

Reviewed by Jost Zetzsche

A young tool developing at a fast pace

Fluency is most aptly named. I've been watching the development of translation environment tools, often called somewhat more narrowly computer-aided translation tools, for a number of years now, and I think it's not an exaggeration to say that this very young tool is developing at a faster pace than any other tool I've looked at in the past. Only a few weeks ago I wrote about Fluency elsewhere, and already much of what I wrote is obsolete — partly because of changes made in response to my review. And this was after the many changes made to the tool in preparation for that review.

But let's first put things into context. The last few releases from other contenders in this market have been marked by a greater openness toward integrating third-party components. Most tools have an integration with Google Translate, and a good number of tools now come with third-party PDF conversion applications. At the same time, these tools' once-ubiquitous integration with Microsoft Word is on the decline. This is welcome news since it shows that tool developers finally understand their own limitations in developing highly specialized applications outside their own realm of experience, on the one hand, and the limitations of Word on the other.

Fluency has adopted this pattern as well; in fact, it adheres to it to a much higher degree than virtually any other tool. It has integrated a great variety of third-party tools for processes such as optical character recognition (OCR), transcription of graphics, vast dictionary and thesaurus resources, PDF conversion (out of PDF and into PDF), and machine translation. All this is coupled with easy and customizable access to a wide variety of online resources.

At this stage of development, it is clear that Fluency is primarily a tool for the translator. While certain features are already in place for agencies and other larger organizations — such as a feature to

System Requirements:

Operating system: Microsoft Windows XP, Microsoft Windows Vista, Microsoft Windows 7 or later operating system.

Microsoft .NET: Microsoft .NET 2.0 Service Pack 2

Browser required: Internet Explorer 6.0 or later, requires internet access.

Processor required: 1 GHz Processor; 2 GHz or faster recommended; Fluency has been optimized for multicore processors.

Hard disk: 4.5 GB — all languages; 1.7 GB — region languages; 600MB — single language.

Memory required: 1 GB RAM; 2 GB RAM recommended.

Display required: 1024 X 768 or greater. Fluency and one language dictionary starts at \$249.

Company: Western Standard Translation, www.westernstandard.com

export projects — the developers have focused for now on what they feel the individual translator needs most urgently.

The interface differs from that of most other tools. The larger upper half of the main window is separated into a *Source Text*, a *Target Preview* and a *Target Text* pane. The developers have consciously tried to stay away from the grid view that most other tools now provide — where you have individual source segments on the left and target on the right — to allow for a higher degree of context in both the source and target texts. While the *Target Text* pane displays only individual segments, once translated they become visible in the *Target Preview* pane with their correct formatting, if applicable to the file format, and in the natural text flow and context.

The lower part of the main window is occupied by the *Resource* pane, which consists of a host of tabs, including the *Glossary* tab, the *Translation Memory Matches* tab, and various *Online Resources* tabs from which the user has access to both internal dictionaries and thesauri as well as configurable online resources.

And it's this dictionary support that acts as a first true differentiator and makes for enormously large downloads, by the way. The dictionaries are licensed from Transoft and, according to Fluency's developers, have undergone an ongoing internal quality assurance. In the language combination that I checked (EN > DE), the dictionaries are huge. And while they are only of a general nature, they provide a great deal of plausible — and implausible — possibilities that it can't hurt to have at your fingertips, if only to spur your creativity a little more. See, for

Jost Zetzsche is an ATA-accredited English>German translator, a consultant in the field of localization and translation, and a writer on technical solutions for the translation and localization industry. Jost earned a Ph.D. in the field of Chinese history and linguistics from the University of Hamburg in 1996.



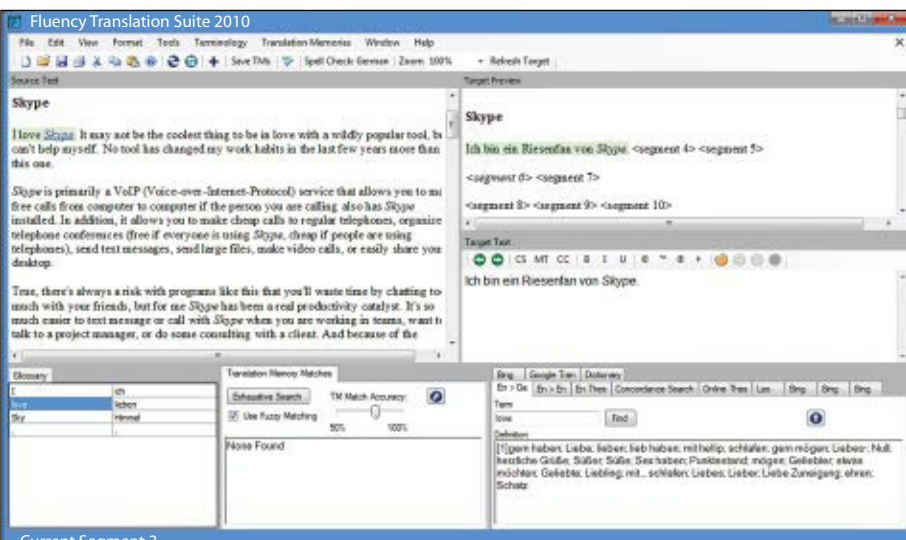


Illustration 1: Fluency's main interface, suggesting possible terms for *love*.

example, the suggestions for *love* in Illustration 1. If you do decide to use one of these terms, transferring it is just a matter of highlighting and pressing a key combination. For specialized dictionaries, you have to use your own termbases, which you can import in text formats or TBX or add during the translation. For the terms displayed in the *Glossary* tab, your personal terminology is always preferred over any generic dictionary data.

Other integrated linguistic resources include language-specific dictionaries and

open-source thesauri, which are, as shown in Illustration 2, surprisingly up to date. Of course, including linguistic data also means that there is a limit to the languages that are supported. Presently, there are monolingual and bilingual resources between English and Bulgarian, Chinese, Czech, Croatian, Danish, Dutch, Farsi, Finnish, French, German, Greek, Hebrew, Hindi, Hungarian, Indonesian, Italian, Japanese, Korean, Mongolian, Norwegian, Polish, Portuguese, Pashto, Romanian, Russian, Slovak, Spanish, Swahili, Swedish, Thai, Turkish, Urdu,

Ukrainian and Vietnamese. You can translate other languages as well, but you don't get the data with them. When you purchase and download the tool, you can choose to download one language dictionary, or actually two since English is always supported, a certain region of languages, or all languages – with corresponding different prices for the different packages.

Translation memory (TM) and glossary data is organized in large common databases that can be filtered according to free-form attributes to exclude any non-relevant data. TM data can be imported from the formats you would expect, including TMX, TTX, bilingual Trados files and SDLX TMs.

It's possible to paste text from any file into the *Source Text* pane, translate it and export it as an RTF file, but that should not be necessary too often because the supported file formats include a fairly wide variety of formats – Excel, Word and PowerPoint in all versions, RTF, text, HTML, XML, FrameMaker, Trados TagEditor and InDesign in .inx format – and also some surprising ones, including Microsoft Publisher files and, as previously mentioned, PDF. While Microsoft Publisher does not have the best reputation as a “serious” desktop publishing tool, Fluency's position as the only tool on the market that supports Publisher files makes this an interesting feature.

For PDF conversion, Fluency uses the third-party plugin TX Text Control for conversion into a Word-based document. As with any PDF conversion, the result is far from perfect, but it's usable for simple PDF files. And what's helpful is that it enables and encourages resulting Word document editing before it's imported into the translation interface.

While the *Target Preview* pane displays text for all the file formats that are supported, it only shows a WYSIWYG view for some formats. For formats such as PowerPoint and HTML, only a text-based view is shown in this pane, but once you import these file formats, new *View* buttons are activated on the toolbar that give you access to a handsome side-by-side source-and-target WYSIWYG preview. Note, however, that the PowerPoint side-by-side view did not work on my computer with PowerPoint 2010 installed.

The translation is always performed on a per-file basis, but unlike earlier versions of Fluency, it is now possible to create project files that can contain an unlimited

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check this out! **WE MAKE SENSE**



Illustration 2: Dictionary matches.

number of files, so any setup and import process has to be done only once. For translation purposes you will then have to switch from file to file within the project.

I already mentioned some of the more surprising utilities that are included with this tool. One is the OCR engine using the open-source Tesseract, which was originally developed at Hewlett-Packard, that converts .bmp and .jpg images. Presently English, Spanish, French, Italian, German, Dutch, Portuguese and Vietnamese are supported. The results are decent and become better when further edited in an interface that allows for that. It is this same interface that also allows you to transcribe any image file that can't be OCR'd or any sound file. The sound file is loaded into the left-hand side of the screen with all necessary controls; the right-hand side consists of a text editor in which you can enter the transcription, which then can be sent to the main interface to be translated. This is really quite clever and definitely unique.

Some other tools that translators will appreciate are the time tracker at the bottom of the main screen and the Project Price Calculator (Illustration 3) that helps you determine a price for a project.

Other remarkable features include *Track Term*, a feature that warns translators every time they do not translate a term a certain way; a real-time spell-checker (with the Hunspell spelling engine); and the panes that give immediate access to internet resources.

As I was testing this latest version of Fluency (version 1.2.5.282), it wasn't unusual to see a dialog box pop up with the Firefox-inspired or Google-inspired text "Oops, looks like an error occurred," but unlike earlier versions of the program, it never actually crashed. I was able to process virtually everything I tried.

As I mentioned earlier, in its current state this is not the tool for you if you have to manage large projects with a multitude of translators. However, if you are a single translator or a smallish outfit and are

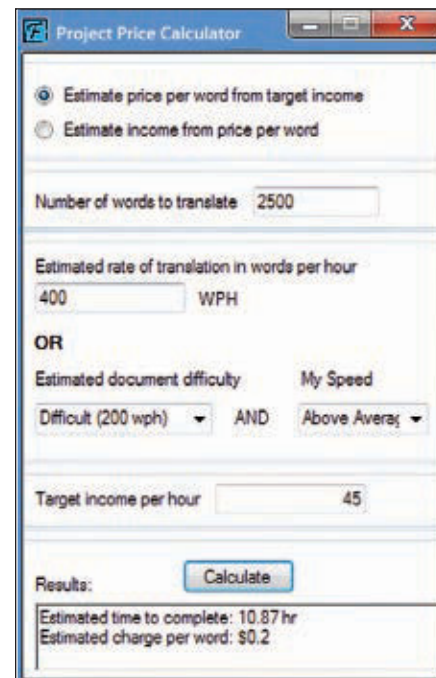


Illustration 3: Fluency's Project Price Calculator.

intrigued by the concept of having many helpful and hands-on tools and resources integrated into your translation environment tool, and if you translate into or out of any of the supported languages, this might be an attractive tool, particularly if you do not mind helping the development team iron out some of the "oopses" you will encounter. Know this: If you ask them, they will respond! **M**

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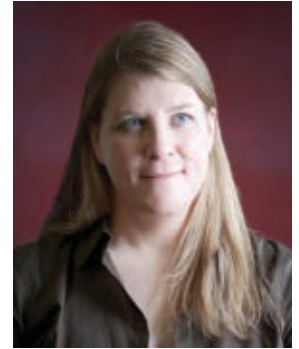
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*Oyster in Norwegian. See, we've got you translating already.

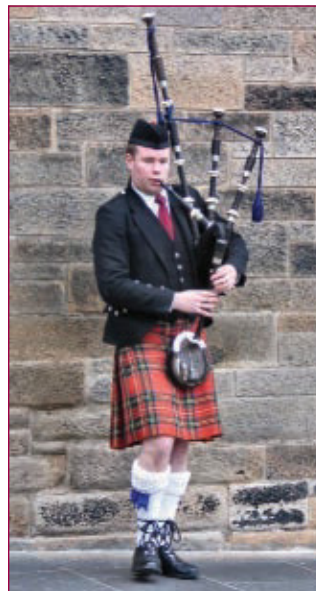


Wearable culture



When it comes to the visual representation of culture, I often get asked about what might be the most obvious outward expression of a cultural identity. Given the events of the recent World Cup football competition, some might think it's simply how creatively a person might wear a national flag. Indeed, the wearable aspect of culture is actually the most overt symbology one can employ to express a geographic or cultural affiliation. For a wide variety of media, if a certain people group, historical period or culture must be represented, content designers inevitably turn to cultural and national costumes as the primary method to establish the context. Yet like any obvious aspect of a culture, the treatment and management of cultural clothing must be handled with the utmost care, following the general principle that when content is more representative of a specific culture, then there is greater potential sensitivity around its use or misuse.

Since the beginning of human history, people groups local to certain geographic areas often adopted a common form or style of costume, with the word *costume* referring to the cultural clothing and dress, not to a light-hearted purpose such as Halloween. The similar clothing usually reflected not just the local preference of the people but also the locally available resources for producing clothes, creating color dyes and so on. Folk costumes were also a clear way for different cultures to identify one another and show affiliation and loyalty, similar to how symbolic flags and banners were adopted by certain groups of people. Throughout the centuries, some clothing styles in a specific locale have barely changed at all, while others have gone through radical changes based on many factors – political, religious, economic and so on. At this point, the variety of folk costumes across the globe is staggering, as there are likely as many distinct folk costumes as there are distinct folk cultures. Some costumes are instantly recognizable to



Easily identifiable cultural groups with iconic costuming (clockwise, top left): Scottish bagpiper, Bedouin raiders, Japanese maiden, Masai warriors.

Kate Edwards is a geographer and the principal consultant of Englobe, a Seattle-based consultancy for geocultural intelligence and content strategy. Previously, Kate spent over 13 years at Microsoft as a geographer and its senior geopolitical strategist.

many people because they are so distinct to a specific group or they've been so widely represented in various forms of media – for example, the tartan kilt for Scotland, the red robes of the Masai warriors of southeast Africa or the silk kimono worn in Japan.

In modern times, with the imposition of national boundaries to define distinct countries, many traditional folk costumes became associated with a specific country in addition to, or sometimes rather than, the original cultural group. Sometimes the limits of the country and the presence of the folk group were coincidental, but the reality is that many folk costumes initially had nothing to do with the country identity. In some regions such as Africa the costumes even today reflect the people groups and not really a specific national identity. And in some cases, a national costume may not currently exist, either because it has faded into history or it simply never really existed. Choosing a single folk costume for the United States would be a challenge. Many people often select a cowboy outfit, but that's certainly not representative of the entire country's heritage. This emphasizes the point that larger present-day countries may contain many diverse cultural costumes based on their history and geocultural diversity; thus, several distinct costumes are required to be representative of that single country.

Aside from the fact that folk costumes are associated with a specific cultural group, country or region, there is little else that the great diversity of national dress has in common, specifically in terms of style, design, materials and fabrication techniques. However, the various forms of national costume do share some commonality in terms of their intended purposes. Many societies maintain distinct sets of folk costume that are intended for different contexts, and what many people know as the typical costume may actually be only one outfit intended for a specific function. For most people, everyday traditional clothing is less colorful and ornate, which reflects cheaper costs and more functionality. However, this isn't always the case, as some cultures maintain different standards of everyday clothing versus formal or more ceremonial clothing.

Many factors affect the roles of national costumes, such as the physical climate of the locale, an individual's gender, vocation and social class, the

historical period and so on. Religion also remains a major influence on the function and appearance of folk costumes, as a specific religion's tenets will dictate things such as the amount of skin that may be shown, the colors that are or aren't appropriate, or the differences in traditional attire between men and women. It may go without saying but it's worth pointing out that by their very nature, national and folk costumes are implicitly considered acceptable by the cultures in which they originated. The normal potential sensitivity of such clothing doesn't apply in most cases, but there are always exceptions, as the following examples illustrate.

For Germany, several national costumes existed in the country's past, most of which have no sensitivity and are still worn as a symbol of German culture and cultural pride. However, during World War II, German nationality was symbolized in the uniform of the Nazi German military. During that time, it was a symbol of national pride for many in Germany; however, the Nazi uniform is now a highly negative symbol, and thus wearing it is a major cultural *faux pas*, unless intended for a specific reenactment of the period for a movie or other media.

Another potential cultural issue with national costumes is cross-cultural acceptance, with an iconic costume from one culture appearing in content for another culture. In the case of Korea, which saw its citizens oppressed and dominated by Japan at times in history and particularly during World War II, the appearance of Japanese folk costumes can be culturally sensitive or even offensive. For example, when Microsoft released the PC game *Age of Empires II* (1999) in Korea, the packaging box art proved to be a problem. Korean retailers and consumers were not pleased to see a Japanese samurai adorning the box – clearly identified by his distinctive Japanese samurai armor – because the imagery evokes a strong negative historical memory.

In the event that you might require the representation of national costumes or folk clothing in content, it's important to consider the following guidelines:

- **Accuracy:** If you intend to represent an actual national/folk costume, its use in content must be done with the utmost respect and accuracy. It's critical that due

diligence with research be performed for the correct locale and time period using qualified resources in order to maintain authenticity. Even more important is to consult with representatives of the culture and seek their input on your usage of their culture's clothing. This can often yield far greater insights and better ideas than independent research.

- **Avoid mimicry:** If creating costumes for fictional characters, whether they exist in a real-world geography or in a fantasy realm, work hard to ensure that their look does not closely mimic any existing folk costume. This can be a daunting task considering the variety of costumes worldwide, but it is achievable. Depending on which culture is leveraged and what role the fictional character plays, mimicking a real costume too closely can have the potential for making an unintentional statement about the certain cultural group that provided the inspiration.

- **Avoid borrowing:** In addition to mimicking the overall look and feel of a specific culture, also be very cautious about borrowing any distinct elements from a culture's folk dress, such as borrowing the headwear from one cultural costume, the shoes from another, the symbol from another and so on. Individual items of folk clothing are often still recognizable regardless of how they are reused in other content, such as wooden shoes from The Netherlands.

Visually representing a culture can be an intriguing and rewarding project, but it truly ranks high in terms of potential sensitivity. Thus, I'll reiterate that while it shouldn't be avoided, it should be approached with respect. Simply ensure that you handle such content with great care. **M**

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Are smartphones making us stupid?



Imagine this not-too-far-fetched scenario. A young project manager in the US midwest comes into the office and shows off his new Android smartphone. His boss notes the project manager showing off its features. "Very interesting," he says, and then adds, "I just read a research report that said people who use smartphones at work are 28% less productive than those who don't. Accordingly, I am cutting your salary by 28%."

So far this year I have been in Panama, Costa Rica, Canada and Latvia, all different but at the same time not anywhere as hooked on the use of smartphones as here in the United States. But high-tech companies have recognized the dangers before the popular media did in setting up the Information Overload Group (www.iogforum.org). And two new best-selling books, *Hamlet's BlackBerry* and *The Shallows*, as well as any number of recent articles, have come out to reexamine what this new technology does to the human brain. The manufacturers of the smartphones, however, state that the phones allow real-time communication so that you can stay in touch and up to date with the people and things that matter to you.

The manufacturers are not the only ones promoting what smartphones can do. *CRM* magazine, for example, was having a conference and invited people who tweet to head over to the CRM Twitter List page to sign up and automatically begin receiving tweets from speakers and other attendees who've joined the list. Their messages "will show up on the screen prior to the keynotes." So that's the state of the world — tweets before the keynote speaker!

"When we go online we enter an environment that promotes cursory reading, hurried and distracted thinking and superficial learning." So writes Nicholas Carr in his new book

The Shallows: What the Internet Is Doing to Our Brains. And one instrument leading to this slow brain death, now termed *info mania*, is the smartphone. Basex figures the overall annual loss to the US economy due to loss of productivity on the internet to be US\$900 million.

First, let's define what a smartphone is. It is a mobile phone offering advanced capabilities, often with PC-like functionality. IBM introduced the first smartphone in 1992, and it was called Simon. In the United States, as of July 2010, there were about 45.5 million smartphones, and purchases made up the fastest-growing segment of the cell phone market. Although sales are not as fast outside the United States, the world is catching up. In 2008, just 16% of the world was considered "hyper-connected" (seven different digital devices with nine apps), but this figure is expected to rise to 40% soon.

I must admit that with these recent overseas trips it was refreshing to get away from people constantly using their smartphones and texting their friends that they just had a Starbucks concoction, figuring out where the closest Italian restaurant was using GPS, seeing how the World Cup was doing while eating dinner at a restaurant, learning that they had just become someone's 700th friend on Facebook during a staff meeting, and bemoaning for all to hear in some airport why their firm did not win that big contract.

Today you hear people say they just couldn't get along without their BlackBerry, iPhone or what have you, but empires were built millennia ago without them. How did the Romans manage without smartphones? Businesses flourished, and people learned things without this influx of information. Consider this phrase from PCMag.com, describing the Ultimate Droid X Survival Kit: "The list includes gems like Advanced Task Killer, which can make your phone run faster, and Bonsai Blast, a fun and addictive time killer that will keep you

John Freivalds is managing director of the marketing communications firm JFA and the marketing representative for his native country, Latvia.

entertained when you're not talking or texting." One humorist has said that his wife charges him a dollar every time he repeats some useless trivia that he hears on the internet.

But new communications technologies always bring disruptions to the *status quo*, and it takes a while for people to really learn how to use the technology and not be seduced by it. In 1455 an entrepreneur by the name of Johann Gutenberg invented the printing press and the whole world changed prompting a letter written in 1471 by Niccolò Perotti, who concluded the printing press caused a mess: "Now that anyone is free to print whatever they wish, they often disregard that which is best and instead write, merely for the sake of entertainment, what would best be forgotten, or, better still be erased from all books."

We should also remember that if we are reading off a smartphone screen, it is history and public. I worked in the commodity trading business and paid close attention to how really valuable information came to me: in a phone call, a personal visit over dinner or a handwritten letter. In my experience it never came in a form where it had been offered electronically.

Search and e-mailing technologies have become fashionable electronic addictions just like filter cigarettes parked in elegant holders used to be in their heyday. But worse, they have become a real threat to productivity in companies. Employees who use smartphones extensively have a harder time focusing and finishing a project on time or allowing time to figure out innovations. This has been diagnosed as "continuous partial attention." The damage that the smartphone is doing is documented in another new book, *Hamlet's BlackBerry*. The author, William Powers, puts it this way: We're all busier. It's a lot of work managing the e-mails, texts, voicemails, pokes, tweets, links, tags, posts, photos, videos, searches, downloads, uploads, files, filters, tags, usernames, passwords and so on. "The more connected we are, the more we depend on the world outside ourselves to tell us how to think and live. . . . We don't turn inward as often or as easily as we used to."

So, how can a company fight these potential addictions? Intel, which makes

the chips that power many of these smartphones, thought about the problem long and hard. Total prohibition of anything never works, so what Intel came up with was quiet days and quiet rooms in its buildings. Salespeople were given more slack, as their job was to stay in contact with customers, but for everyone else there were limits. Amtrak passenger trains and some airlines afford quiet space, as do theaters, museums and some restaurants. And don't forget that home can serve as a zone of inner simplicity or peace.

Really, smartphones are just part of the problem. Alcatel-Lucent in North Carolina shuts off all outside use of its computers so that people can focus, and if you need to use the net for some special project, you have to get permission and even then, Google search is limited to some very special features. The author of *Hamlet's BlackBerry* frequently refers to American naturalist Henry David Thoreau and his Walden Pond as a needed place of reflection

every business needs to find.

Writer William James once contrasted the "sustained attention of the genius" with the "commonplace mind" that flits from place to place. As *Hamlet's BlackBerry* points out, geniuses are rare, but by collectively consuming the same flood of information, we're ensuring that all of us have fewer ingenious movements and bring less creativity to whatever work we do.

I went to Panama in early 2010 and stayed with my friend Alvaro Pitti, whose heroic efforts got me out of jail and the clutches of Manuel Noriega years ago. Alvaro was just an employee of a little grocery 40 years ago, and now he owns several stores, gas stations and truck repair shops, and many ranches and cattle. He has a cell phone, which his wife has at the store, but he never answers it himself. He is happy and wealthy, as disconnected as you can be, and sharp as a pin. A smartphone, even if I could explain it to him, would make him stupid. **M**

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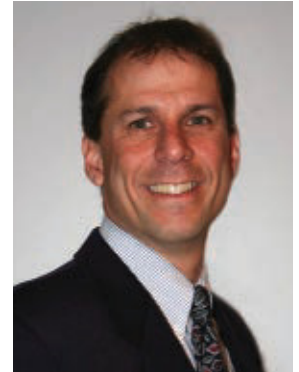
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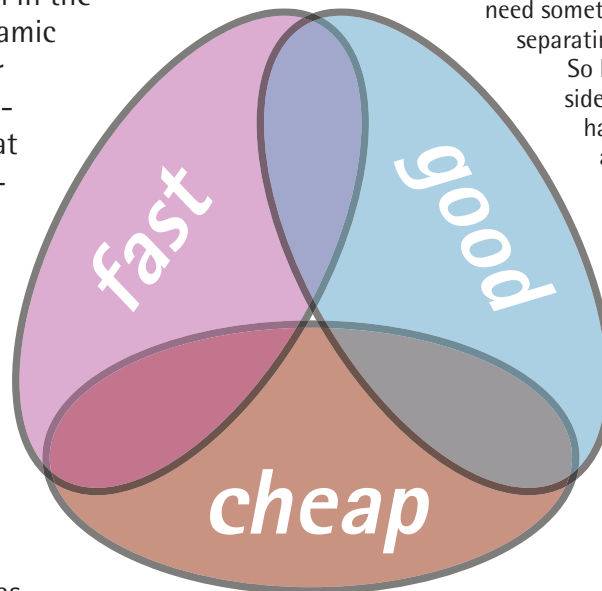
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Shrinking the triangle



Good, fast, cheap — pick any two. Project managers will tell you this project triangle is the way it has to be. Fair enough in the short run, but there is a dynamic perspective to this particular triangle. A truism of technology is that it serves as a great flattener, ultimately destroying pricing and economies in one area, only to give rise to new and hopefully broader opportunities. The rise of communication technologies that join markets, customers and workers are a remarkable example accelerating change in the speed of fulfilling new market vistas and adaptation.



Our industry thrives in this, connecting products, messages, vendors, clients and communities in far-flung cultures. Yet the barrier to entering the localization industry is really not so

Adam Asnes is CEO of Lingoport, developers of Globalyzer internationalization software. He enjoys investigating how globalization technology affects businesses expanding their worldwide reach.

tough. You need a bit of expertise, contacts, some sales savvy and you're in business. No expensive machinery or large capitalization needed. But at some point, you're going to need something to help you shrink the distances separating good, fast and cheap.

So how's business? If you're on the client side, how's budgets? It seems our industry hasn't seen the brunt of revenue devastation that many others have in the current economic slowdown. And as some measure of that, recent vendor and buyer surveys from Common Sense Advisory have provided more than anecdotal support for relative industry strength and confidence — even if vendors seem to be more optimistic than clients. On a personal level, this in turn feeds my confidence as a business owner to expand offerings, spend more on resources and development, marketing, and — gasp — even hire new employees.

Internationalization, which is what my firm concentrates on, is actually a pretty good harbinger of the mood of the tech industry. That's because internationalization requires a fresh and significant investment in future revenues, rather than maintaining localization on an existing product distribution release schedule. In fact, internationalization can stick out as a pretty large budget item at a time when tech companies have done well to minimize expenses and maximize profits on less to flat revenues. While you never want to believe too deeply in generalized economic trajectories when getting specific about company forecasts, the investors' expression "the trend is your

friend" comes to mind. This means the onus has never been stronger on emphasizing the business case for internationalization and ultimately succeeding in new markets, while also finding new ways to bring together best-of-breed technology and people to make the work cost less with more predictability. It's a great story, but the pressure remains to tighten that triangle. Internationalization and localization must compete with any number of other potential revenue opportunities, strategic initiatives and cost pressures.

I don't want to imply that there isn't a great deal of truth behind the triangle, but we are especially pressed to tighten the space between those choices. Whenever I hear someone saying that and it's usually when someone is trying to sell me something, I'm always looking for a way out. How do we continuously find ways to produce better things, faster and for a lower cost? That's what technology, combined with improved people processes and greater access to knowledge, has to offer. Particularly in the localization industry, at some point, it's challenging to get around human processes that don't scale so well, so we are back to good, quick, cheap — pick any two.

We still all chip away at this, finding ways to move code or words along faster, better and more cheaply. This is a basic principle of technical advancement, but in the press of daily work, we often don't give ourselves the time to map out these three competing attributes at once. When we talk with our managers and clients, are we given the latitude, time and budget to change processes and technologies even in the face of competing budget demands?

In many cases, the methods of tightening the triangle may not even reside within your firm or your vendor's firm. In fact, it may be healthier to look beyond any all-in-one offering. For instance, my firm has been partnering with many vendors right from its inception. We focus on providing internationalization tools and development services, a software development endeavor. Software development is a highly different skill set than managing words for localization, so a natural partnership opportunity arises. We also just began a partnership with a company with a product that supports internationalized documentation writing. That's a natural fit that only benefits customers. So, it makes sense to partner companies,

and then go one step further, integrating processes and services together for an outcome that reduces the size of the triangle. Note that I'm not just referring to trading logos on websites, which is partnering in name only.

Exports from Germany to China are up by almost 60% this year. No other segment of German foreign trade is growing so quickly. It follows that this kind of economic relationship ties nations, politics and workforces just as much as goods and services. We are seeing the triangle getting smaller in action.

Though China rightfully gets lots of press, there are other places with exciting growing trends. In fact, the fastest forecasted economic GDP growth rate for 2010 is actually from Qatar (16.4% according to EconomyWatch.com). 2010 to 2020 has been predicted to be the African decade, with rapid growth forecast for many nations on that continent. How will this affect our triangle and our industry? Probably quite nicely!

But there's more to this equation. With these trends for global markets gaining purchasing power, there is also ample opportunity for the flow of technology to go the other way. All that market diversity, along with developing labor shakes things up. One would hope that the opportunities make up for the commercial pricing stress that could accompany expansion, but there will be winners and losers. Additionally, we can expect new opportunities from untraditional channels. For example, we currently have a new client that is essentially a financial group that purchased Chinese technology and is remarketing it elsewhere. In this case, they are not considering entering the US market just yet, but starting in locales such as India where competition is not so dense. So, they are buying good technology for less money, to sell to new markets with lower barriers to entry. I'd call that a creative way to tighten the triangle. **M**

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Backing into localization



The other day I was talking with an industry colleague, and the question came up about how each of us had ended up in the localization business. In my case, I always had an interest in history and archaeology. Who among us doesn't love *National Geographic*? I had lived in Germany and France as a young child when my father was stationed there with the US Army. I was too young to remember much and always envied my sister, who, being ten years older, has vivid memories. As an adult, I was fortunate enough to live in Paris for many years, and this further fueled my affinity for all things global. In my colleague's case, it was her background in technology. Coming from the San Francisco Bay area, she had worked for many of the dot.com startups back in the go-go days of the late 1990s. This led to further discussion about why people are attracted to this industry.

We concluded that it takes a combination of a high-tech geek and someone who has a wanderlust and curiosity about the world at large and, of course, a love of language. If people don't have an affinity for different cultures and people and how they communicate, they probably won't end up in the localization

field. Quite obviously, you find people from all over the world in localization, and they don't just work as translators. From my experience you would be hard-pressed to find a single localization company in the world that does not have multilingual staff working in engineering, project management, quality assurance (QA), marketing and sales. In many cases this has nothing to do with their educational backgrounds, but is naturally a great fit for them. It seems that people with an international background gravitate towards the localization field. An informal survey shows people in localization having a wide range of educational backgrounds: from language, literature and education to technology, management, marketing and sales. People have taken these educational backgrounds and combined them with their interest in the world at large and ended up in the localization sector.

While degrees in language have existed forever and degrees in localization are now available, it will be some time before the holders of an actual localization degree will be in the majority of those populating the workforce. To be sure, many excellent programs are under way and in some cases fully established, such as the degree programs at Kent State University, University of California at Chico, University of Texas at Austin and St. Louis University, to name a few. As these programs gain recognition and as people become more aware of localization as a *bona fide* industry, we will see more and more students actually pursuing it as a career path. Until then, we will need to rely on those for whom it's a passion.

Those who have lived abroad for any length of time may keep that international flavor and influence present in their daily lives by working in the field. If you're looking to work with an international group, it's a sure-fire bet you'll find them if your city has a localization company. Some cities are even lucky enough to have more than one. My hometown of Portland, Oregon, is graced with over a dozen localization companies, making us a hotbed of localization, along with Boulder, Colorado, and the

Jeff Williams, the director of marketing and sales for PTIGlobal in Portland, Oregon, is an 11-year veteran in the localization industry.

state of Utah, to name a few in the United States.

I was intrigued by the subject and began to network with colleagues, soliciting comments on what led them to localization. The responses were often very personal, as they related the life experiences and incidents that culminated in their involvement in localization.

R.D. — localization management: *My parents sent me on a tour of Europe with my aunt when I was just 16. That changed me. I believe that eye-opening trip was the antecedent of my future fascination with other cultures and languages. I had seen Paris, and I wasn't going to return to the farm. So, it seemed natural that I wouldn't hitch my life to a native-born American either and, indeed, did marry someone who was born abroad and whose career was teaching German language and literature. One day an attorney friend asked him to translate a letter into English. He couldn't have been less interested, but I stared at that letter every day as it lay untouched on the table, and I thought, "I could do that." It was the first thing I ever translated, and it started me down the path of translator of French and German to English, which continued through the publication of five books, the management of a German translation program for a publishing house, and finally to my career in localization management.*

Another common thread seems to be those who fall into localization through chance because they are a native speaker of another language or have lived abroad for some time. This is very common in our industry. Let's call it localization by luck. This is a story that is heard over and over again, and it leads me to believe that this may be how the majority of us enter localization. Think about the first time you ever heard the word *localization* and had not a clue what it meant. I would venture to guess that most of us had the same response: "What's that?" It's most definitely a term that all of us have explained more than once to potential clients, family and friends.

A.K. — localization QA tester: *I don't really have an interesting story to tell you. Localization is something that I got into by chance. I did not specifically look for a job in this field. I had no special education focusing on localization or special language education (well, English*

as a second language is something different). I got into the localization field starting as a Japanese QA tester ten years ago. It was a position my friend had and he was leaving, so he recommended me for the job. I needed a job because I was just moving to the area. After I got the position, I never left because I did not have the chance to look for another job that pays more. I have always had a family to support, and to start over in another career would be a challenge.

Another frequent story I came across, especially here in the United States, though it's certainly a worldwide occurrence, is one of the young student who arrives in the country to pursue his or her education and discovers that language skills are marketable and using them pays more than flipping burgers. As is the case with many, this colleague also met and fell in love with his future wife while he was abroad.

F.P. — localization operations: *I never quite understood the use of languages up until my mid-twenties. After earning my degree in business in Germany, I moved to the United States to start school and earn a degree in computer science. In my mind the combination was perfect, and my ambitions were to slip into the software development world. I came to the United States with no job and obviously needed an income.*

So, I started applying and was picked up by a staffing agency that placed me with my initial localization contract with a chip manufacturer in its toy laboratories. That's when things started clicking into place. I saw the use for my German and English language abilities and soon started to develop a passion for the localization industry, much like one would have to develop a passion for caviar or sushi in my mind. Since my early entry into the localization world as a German tester, I've moved through project management, translation and engineering positions and am currently in operations management. My dreams were once to make tools that would be useful for many people around the world, and now I am part of an industry that makes fantastic tools, products and services useful to the world. And, of course, I met my beautiful wife.

I think it's safe to say that the world of localization is full of endless such stories and people, and one of the true rewards, among many, is the privilege of working with many distinct cultures and personalities on a daily basis. From the wonderful smells of Vietnamese food emanating from the kitchen at work to that special bottle of wine brought back from France by your French office mate, every day is full of exotic opportunity and exploration. And that's why we do what we do. **M**

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Video killed the radio star — what about translation?

Terena Bell

If video killed the radio star, there's no telling what it will do to translation. Of course, I'm referring to the Buggles' smash hit "Video Killed the Radio Star" and the first video to play on MTV. Since August 1, 1981, this British punk song has been covered by Radiohead, the Violent Femmes, Presidents of the United States, and even Alvin and the Chipmunks. And when the Chipmunks get with it, no matter what "it" is, you know it's gone mainstream. Face it, folks: video is taking over. According to YouTube, site-goers watch two billion videos a day and upload hundreds of thousands of videos daily. Every minute, 24 hours of video is uploaded to YouTube. While I'm sure *translation* is not the most frequently searched term, it doesn't mean that we in the translation industry should ignore the medium.

And we don't. We localize for it. After all, someone has to write subtitles and translate all those on-location scripts. Do a search on IMDb (www.imdb.com), the end-all, be-all for video and film production credits, and you'll find language service providers



Terena Bell is the CEO of In Every Language, a Louisville, Kentucky-based translating and interpreting company. Previously, Terena worked as a freelance French interpreter and television news producer.

(LSPs) listed under "Production Services," "Post-Production Services," "Special Thanks," "Visual Effects," "Miscellaneous" and "Costume & Wardrobe" (your guess is as good as mine here). The unfortunate thing, though, is that most LSPs that subtitle as a specialization aren't listed on the site. Instead, listings include LSPs that "minor" in film, so to speak, and a large number of businesses based in India. Apparently, the way mainstream moviegoers access film credits is not how most movie-localizing companies get out their name.

This divide between how our industry publicizes itself and how the common person accesses information extends far beyond IMDb. Whether we're ready to admit it or not, as an industry, we've constructed a tower for ourselves with a gigantic moat around it. I don't think we meant to. This construction progressively arose from both LSPs and freelancers logically going where the money is.

Experienced, sophisticated buyers are simply an easier sell for most people. Instead of having to sell them on the principle of translation, you need only sell them on yourself. The level of client education they require tends to be processes-based or project-based; the projects themselves tend to be more profitable than your average birth certificate. That's not to say sophisticated buyers don't come with their own set of issues — just that it's a commonly accepted assumption that a Fortune 500 is a better client over time than your neighborhood podiatrist.

Unfortunately, this thinking leaves the podiatrist and his or her "tell me again why the secretary can't do it" buddies behind. As a corporate sales strategy, it's necessary to stay in business. We focus our energy and our strengths on targeting the more profitable clients; this keeps our doors open and our coffers full. But as far as strategic development for the language industry goes, a lot of under-educated buyers and influencers remain that way. As a result, we create an "in-club" — a select group of sophisticated buyers, many of whom are establishing internal localization departments or single points of company contact.

Any time you have an in-club, you have an out-club – people who aren't invited to the party, but who want to go nonetheless. These are the small businesses with one or two projects a year, the manufacturers who are only now beginning to export, small-town doctors across the country treating their first immigrant patients. By inadvertently making our party "invitation-only" for the seasoned-buyer elite, we have made professional language services unapproachable for the rest of the world. And what happens when you're not invited to the in-club's party? You throw your own and tell yourself it's better. This is why this second group of clients relies on bilingual secretaries, substitute Spanish teachers and their 17-year-old's two years of high-school French. They've never been invited to the professionals' party, and they hold close to their own ways of doing because they don't want to admit that something better has excluded them before. This natural course of events has led this group to see professional translators as unreachable pedantics, if they even see us at all. The tower we then find ourselves in may have been constructed unintentionally, but it still leaves us trapped.

I won't spend too much time on this. After all, this article is on how the language industry should and can market itself through video. But I do want to point out that before we can use video to

solve our industry's problems, we must first understand and acknowledge those problems and where they come from. In the end, it all boils down to one thing: The vast majority of people don't understand what we do.

Regardless of who acts, the time to act is now. A whole group of new clients is out there, and if they don't understand why they should get translation from professionals, then they will get it from amateurs. Clearly, video isn't the only thing that could kill translation, but video may be the best thing to save it.

According to a *Sunday Times* report, only 27% of Americans got their news from written sources such as newspapers or magazines. Since the survey was conducted in 2008, *The Times'* source, the Pew Research Centre, shows a biannual trending down for all news sources

except cable television and the internet, which are both going up. According to *News Cycle*, the US newspaper industry suffered 15,114 layoffs in 2009. Video has not only killed the radio star, but it's killed your daily newspaper as well.

If newspapers are dead, it's logical that white papers and text-heavy presentations will follow. I personally pray daily for a world where PowerPoint has gone to die. Instead, I see sales staff whipping out mobile phones that are wired to show a client a pre-produced video illustrating the insert-your-company-name-here advantage right on the spot. Want to learn more about our interpreters' quality? Watch one in action right here. Want to know how pleased our customers really are? Take a look at this video we taped during post-project review last week.

The technology is there. We just have to use it. Fuze Meeting, an app for BlackBerry and iPhone, allows for video conferencing and the screen sharing of presentations and other data, including pre-produced videos. If you had your video presentation online and ready to go, you could easily show it on your phone during a client meeting.

In fact, in a June 2010 interview with *Entrepreneur*, Sprint Nextel CEO Dan Hesse insinuates that video will soon be the preferred medium for business presentations: "Video applications are going to be more common, particularly as you

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Tips for producing your own internet video

You don't need to hire a production company. Or maybe you do. Speaking as a former professional editor, most production companies are overrated. Think about that guy you know who bought a digital camera before everybody else and then started telling friends he was a professional wedding photographer. Most production companies are like that guy: a former graphic artist with a computer, a basement, and Final Cut Pro. They don't necessarily know what they're doing, but they know more than you do and will charge you a pretty penny for it. Plus, a production company isn't going to understand your business like you do. You will spend countless hours explaining your work to them, which they'll probably charge you for, and, in the end, they'll give you a video that looks like what the corner druggist runs on UPN at 2 a.m. The footage quality will be crisper and more polished than what you can record yourself, but if you go on YouTube and look, polished isn't quite the theme. Online videos are nothing if not real. You're real, your company is real, so be real with what you put out there. This being said, though, if you can't personally do it well, don't do it. This is your company's image we're talking about here. Production companies are there for a reason, and the reason is that some people need them.



Download free software before you buy anything. With the abundance of free and low-cost software downloadable online, you can take a weekend to cost-efficiently find out if editing is something you're good at. Windows Movie Maker comes free with Vista and 7. For Linux, I'd recommend downloading Avidemux or Cinelerra. For both Macintosh and PC, Avid offers a free trial of its user-friendly Pinnacle. Most of these programs come with a toolkit of sample video clips so you can begin editing immediately.

It's video, not radio. The number one mistake most editors make is not making use of the space. Focus on more than audio and text. The majority of LSPs with a current presence on YouTube have put up videos of sales presentations. Don't do that. No one on YouTube wants to watch a video of your PowerPoint. Video editing can be fun if you're not afraid to explore the space. Be creative and think inside the editing box. What can you fit in there?

Say dog, show dog. Video should match or complement audio. Period. Don't say dog and then show me video of a cat.

No talking heads. Talking heads are exactly what they sound like: video of someone talking. No one likes to see this. Yes, in an interview or testimonial, show the speaker once or twice to identify him or her, but

then use what we call cut-aways. Cut-aways show the speaker's hands moving or show him or her walking along a sidewalk, or basically anything more exciting than talking.

Never use an effect without a reason. The number one sign of amateurs is that they get giddy with the page-turn effect, dissolves from one shot to another, the overly-fancy font titles or whatever. Yes, visual effects are cool, but they stop being cool when there are 495 of them in your 20-second clip. Before you use an effect, ask why am I putting this here? What does it add or take away? If you ask this each time, your intuition will eventually kick in, and your video will be better for it.

Spaghetti hanging out of their mouths. My mentor at NBC taught me to picture viewers on the couch with spaghetti hanging out of their mouths. "People," he said, "do everything during the nightly news except watch the news." Your viewers will be doing something else while your video plays. Their phone will ring, their secretary will ask what they want for lunch and so on. Keep it simple, keep it short, don't force in more content than the time allows, and remember, it's the overall impression that matters.

Vimeo. After you load your completed video on YouTube, don't forget to post on Vimeo as well (www.vimeo.com). Preferred by the arts, marketing and green/sustainability industries, Vimeo offers higher-resolution playback, an aesthetically-pleasing interface and a more professional reputation than YouTube. Plus, YouTube is blocked in certain countries while Vimeo is viewable worldwide. Yes, YouTube is still the predominant social-video site, but Vimeo is not to be underestimated with 30 million unique visitors per month.

—Terena Bell

Links to Industry Channels on YouTube & Vimeo

Associations

American Translators Association (ATA): www.youtube.com/user/atanetorg

Globalization and Localization Association (GALA): www.youtube.com/user/InTexts

International Medical Interpreters Association (IMIA): www.youtube.com/user/jeananders1

Health Care Interpreter Network: www.youtube.com/user/mparas (YouTube) and www.vimeo.com/user2316743 (Vimeo)

LSPs

In Every Language: www.youtube.com/user/InEveryLang (YouTube) and www.vimeo.com/ineverylanguage (Vimeo)

LSA: www.youtube.com/user/lsaweb1

Northwest Interpreting Services: www.youtube.com/watch?v=CS08Yd1lb0E

Telelanguage: www.vimeo.com/user2078121

Milengo: www.youtube.com/user/milengoTV (YouTube) and www.vimeo.com/user4412536 (Vimeo)

Related

European Parliament (EU), Interpreting Dept: www.youtube.com/user/DGINTE

Monterey Institute of International Studies: www.youtube.com/user/MontereyInstitute

Google Translate: www.youtube.com/watch?v=FijOWfO3Frk

get into a 4G network environment. There will be a lot more video, TV and movie downloads. You'll see this in both entertainment and business applications."

A land of video sales presentations would be a heck of a lot more impressive than those hideous, bullet-point lists clients are often trapped into looking at, as the points are read aloud by sales staff who are just as bored as the clients. I have a personal distaste for PowerPoint because I am a Gen X-er with a textbook case of can't-sit-still. PowerPoint or no, I just don't do boring. I know I soon won't be the only one, though, as an even younger, can't-sit-still generation graduates from college and becomes employed. Translation's traditional decision-makers will eventually retire, being replaced by what Meg Ryan's character in *You've Got Mail* calls "a whole generation of young people without last names."

If problem number one is that people don't understand what we do, then problem number two is that we must change

the way we reach them. I'm no soothsayer, so I can't tell you the exact date, but soon – and very soon – the old ways of reaching people will stop working. In fact, the way we communicate has already changed so much that, as a species, we've changed how we process information we're given. To quote *Psychology Today* columnist Pamela Rutledge, "a picture is worth a thousand words but a video says it all. . . . Humans process information from images far more efficiently than words alone. Video is an image on speed – it engages different sensory inputs and delivers an image stream." Rutledge goes on to discuss how "social media [such as YouTube] allows for the distribution of videos to be immediate, targeted, personal, and accessible on-demand."

Attention spans are shorter, a whole group of under-educated clients misunderstands what we do, and the translation industry's most traditional way of reaching people – the written word – is dying a slow, online death. Not only are

we now in a tower of our own creation, but Rapunzel's running out of hair to lower for our escape.

We have reached the moment, in many ways, as an industry, to decide what our future will hold. The Buggles' song warns of us being "rewritten by machine and new technology." Sound familiar, anyone?

Just as there are two problems, there are two answers: either our industry associations fix it or we do.

There's a reason our tower was constructed: It's simply not economically sustainable for the individual LSP to carry the burden of client education. This is where our associations come into play. As an industry we are working hard – harder than ever before – to develop recognition as a profession. New trade associations and industry events, particularly in the realm of interpreting, pop up every day. But the amount of turning outward, the number of these efforts geared toward client education instead of self-edification, is remarkably low. We



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are continuing to invite only ourselves to the party.

I do not mean to undervalue efforts that have been made; I am appreciative of the efforts our trade associations are currently making. But the trades are in the unique position of being able to do what the LSP cannot: The trades can educate the under-educated. Whereas an LSP must economically and structurally guard itself, the trades guard our profession. It is their job and duty to invite everyone to the party. While LSPs are in the position of being able to change their clients' perceptions, the associations can change public perception.

A change in public perception is what's required to tear down the tower and drain the moat. First-time and intermittent buyers may not believe an LSP that says the secretary shouldn't translate. The LSP is, after all, trying to sell them something they don't even realize they need. However, the public is much more likely to believe the trades. If you think beef is what's for dinner, it's not because the grocery said so, but because the National Cattleman's Beef Association did. Our industry associations are the third-party gateway to bridging the divide.

Some associations have already stepped up. The Health Care Interpreter Network, the International Medical Interpreters Association (IMIA), American Translators Association (ATA), and Globalization

and Localization Association (GALA) all have a current presence on YouTube, Vimeo or both. The first two use their channels primarily for education. Health Care Interpreter Network has informative videos on the essential role of interpreters in health care. IMIA's videos focus on the organization's recent certification efforts with Language Line Services, encouraging interpreters and health care professionals to join together. The most educational videos on the market, though, are out of Monterey, where the Institute for International Studies has posted videos such as "A Day in the Life of an Interpreter" and "5 Questions for a French Translator." ATA's videos are much more intrinsic, using its YouTube channel to advertise annual conferences, and GALA's channel is a mix, including both conference promotion and presentations.

The Association of Language Companies (ALC) is also joining the game. While no videos were yet online when this article was written, the ALC appointed a video task force in January, and the task force recorded video for future use at the association's conference in May. Together, these organizations have done the early work necessary to implement video as the powerful client education tool it can be; now they just need to finish.

It is important, though, for us to realize that the associations cannot do it all.

In case you haven't noticed, most of our associations are volunteer-led. Even those with paid staff – such as ATA and ALC – still rely on volunteer labor for public relation initiatives. If it's not sustainable for a single LSP to fully take on this burden, then the average industry volunteer, though well-intending, isn't able to do it for his or her association either.

This is what I mean when I say we are the second solution. The associations represent us and are made up of us. We are their main source of ideas and strength. To bastardize John F. Kennedy, ask not what your association can do for you. No one knows your target market better than you do. If you're the only LSP in Huntsville, Alabama, it's easy to say you're isolated, fighting your own battles, and that the association should do more to help you. But they don't know Huntsville. They're not in Huntsville. And if you don't help them, their efforts won't work. You know your market's needs, and if you don't, there's not an educational video out there that will keep you in business.

Regardless of who acts, the time to act is now. A whole group of new clients is out there, and if they don't understand why they should get translation from professionals, then they will get it from amateurs. Clearly, video isn't the only thing that could kill translation, but video may be the best thing to save it. Educational video changes public perception. Changing perception knocks down the tower. Knocking down the tower brings everyone together – unless, of course, you want to stay trapped. **M**

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Dubbing vs. subtitling

Francesca Riggio

Subtitling is a field of audiovisual translation that very little has been written about in terms of market and economic impact. The current situation of this specialty audiovisual translation market is gauged through data gathered on subtitling published by various sources in the past few years. Its economic status has been analyzed through data collected in both the United States and European countries in which subtitling is used. The choice of subtitling over dubbing in certain industries and regions is also briefly illustrated. Even though much has been already said on this subject, the impact of this choice is, as a matter of fact, high on the development of the economic map and the future of subtitling.

To date, there are few reliable per country data sources on the subject, especially in regards to subtitling. Updated resources for a reliable estimation of the current market condition are scarce at the moment. This makes it difficult for localization industry professionals to scientifically estimate the current size and potential

of this market. One of the main reasons is the fact that the market has evolved and changed drastically in the past few years, and it is still evolving.

Understanding the global market

Until a couple of years ago, it was expected that the attractiveness of the subtitling market would start its decline. This was more accentuated in European Union (EU) countries where subtitling companies had been experiencing difficulty due to ever-changing technologies and a crunch in the overall world economy. Today, on the other hand, the subtitling market again seems to be attractive to localization companies and audiovisually specialized language providers.

There are several factors that support an optimistic view of the market. The global market is highly fragmented, however, and drawing a precise picture would require a more extensive analysis of the subject. Increasingly, more countries today adopt both subtitling and dubbing according to whether it is for theatrical release, television programming or new media. The positive thing here is the increasing fragmentation of the market, which could indicate a market in transformation, an economy that is reshaping the boundaries of the two adopted localization methods and the expansion of subtitling in certain specific media content areas. On top of this, with the introduction of paid television programming, the development of video content through the growth of the internet and the development of new open-source media, subtitling has increased notably since the last data available to researchers from a few years ago, even in those countries where dubbing was traditionally preferred over subtitling.

Dubbing vs. subtitling in cinema and television

The purpose of the research we conducted was to examine the reality of today's subtitling market both in the United



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States and, by way of comparison, in Europe, a continent where subtitling is in some countries less common and less developed. The aim of this market research was to gather as much information as possible on the subtitling industry in the United States and to compare and understand the market trends on both continents.

I will use as references for the European market research conducted by the Media Consulting Group in 2007 and data collected through interviews to specialists working in this sector, among which are executives of client relations and vendor managers of major subtitling providers and studios.

In interviews and conversations carried out with a number of US subtitling agencies and industry colleagues, I have collected data on their companies, their product portfolios, their client profiles, their working methods and the kind of resources involved. The interview included additional technical questions regarding technology, subtitling standards and costs.

To fully understand the market we have to first distinguish and identify those countries that prefer subtitling versus dubbing and in which areas this choice is applicable: cinema, television and DVD/Blue Ray.

In Europe, movies distributed in theaters are typically subtitled. The exception to this is represented by those countries that have traditionally chosen to adopt dubbing as their main means of translation. The countries that historically have adopted dubbing over subtitling are Germany, Spain, France and even more so in Italy, where practically every foreign film or animated production is dubbed into Italian. However, the trend is clearly changing, as even those countries that traditionally have always opted for dubbing are moving towards subtitling, leaving behind the more costly and technically time-consuming dubbing.

In regard to television programs, subtitling is the preferred choice among the majority of European countries, with the exception of Germany, Austria, Spain, France, Italy, Czech Republic, Slovakia,

Switzerland and French-speaking Belgium, where dubbing is preferred. However, even in countries with a strong dubbing tradition, this trend is changing, and subtitling is making headway, thanks to the introduction of paid television programming and the growth in volume of internet video content. In Italy, for instance, with the introduction of pay-per-view cable television, subtitles are usually available on mainstream television channels, and all movies are available in English with Italian subtitles. Many television shows feature the original English soundtrack as well.

Eastern European countries such as Latvia, Bulgaria, Poland and Lithuania prefer the voice-over technique, and only in Luxembourg and Malta are the works distributed in their original language.

There are various reasons behind the choice between subtitling and dubbing, and the fragmentation of the audiovisual translations market, particularly in Europe. One of the major reasons is related to the cost involved in the production of a dubbed version versus the subtitling of a piece.

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Multimedia localization for Russia and beyond

It is Russian practice to add voice-overs or dubbing to foreign language multimedia sources. To tell the truth, not many Russians have a good knowledge of English, and even fewer can understand it on the fly, which is why dubbing is the only way to make a video game or movie successful in Russia. Subtitles are used as well, but to a lesser extent, as people are just not accustomed to reading the text when watching movies or playing games. In addition, subtitles are historically associated with poor-quality localization. In the early 1990s most subtitled localizations were completed by fans or amateurs. In 2004, the game *The Suffering* was released in Russia in two versions: one with a simple single-person voice-over and another with subtitles. The Russian voice-over was not excellent, but still more copies of it were sold compared to the subtitled one.

Game publishers often give localization to their distribution partners, who lower the costs by using non-professional translators. Target audiences then receive a literal translation that tends to bastardize the source product. The award-winning *World of Warcraft* was localized into Russian with a low budget, resulting in low-quality translation. As a result, the number of active players only reached 200,000 subscribers by 2010, while current *World of Warcraft* players exceed 11.4 million worldwide. On the other hand, *Lord of the Rings Online* has about one million worldwide, but had a good localization and Russian marketing campaign, resulting in about 50,000 subscribers in Russia.

Two things to pay attention to are the language itself and the accent a Russian voice talent uses. Most companies prefer to use local — but not in-country — native speakers, as it is cheaper in most cases. They forget, however, that a person who doesn't live in his or her home country loses up-to-date ties with it. Russians in the Ukraine or Kazakhstan speak different Russian than those living in Moscow. They use different vocabulary — in most cases somewhat archaic vocabulary to a Russian ear — and pronounce words with different stresses. According to industry sources, in 2007–2008 about 80% of Russian game localizations were performed in the Ukraine. It was cheaper, but the target audience in Russia easily spotted all the mistakes and didn't buy as many games.

The professional level of the voice talent is also a consideration. The Russian voice recording market is not that segmented, but rates differ drastically. However, high price does not guarantee better quality. One should always check the portfolio of the potential voice talent and request a sample. It is easy to identify whether the company makes the recording internally or recruits a third party. Direct suppliers will send you samples in a matter of hours, while outsourcers will ask for a few days or even a week. More time usually means higher expenses coupled with a lack of quality assurance.

In addition to this, so-called star voice talents are often advertised for high-profile localizations, but the delivered quality almost never corresponds with the expense. In the early 1990s, most movies and video games were dubbed by a famous actor, who, however, had little understanding of the voice-over process. Results were predictable, and currently companies tend to use voice talents who are less famous but can deliver excellent quality.

For a long time, the Ukraine was facing a lack of professional voice talents. Most dubbing projects were done by amateurs, which resulted in a negative attitude toward Ukrainian-dubbed movies and games. The situation became even worse when the Ukrainian government passed a bill in 2007 that required all movies to be dubbed or subtitled in Ukrainian. The quality of dubbing didn't

improve, which resulted in releases of barely satisfactory products. A mixture of Russian and Ukrainian, called *surgik*, is widely spread among voice talents, but it is not official Ukrainian, so it can't be used for voice-overs. However, every rule has its exceptions. Most Ukrainians consider the television series *Friends* as one of the recently best-dubbed works. Disney's *Cars* is also an example of a good localization. The general rule here is before making the choice for one voice talent or another, you have to make sure the voice talent speaks modern Ukrainian, which is used by ordinary people.

Another thing worth mentioning is subtitles, which are widely used in the Ukraine. However, this applies only to the products with Russian as a source language. Most Ukrainians understand Russian, and some people listen to the Russian while others prefer to read in their native language. The fact is that almost every Russian television show and movie are subtitled in Ukrainian. However, as Russian and Ukrainian are similar languages, some so-called vendors use machine translation (MT). It does provide comprehensible target text, but it can hardly be called a quality translation, especially in this arena. As of 2010, most Russian television series are being translated by MT.

Further south is Azerbaijani, also called Azeri, spoken in Azerbaijan, Georgia, Armenia, Uzbekistan and several surrounding countries. The most important thing when dealing with Azeri is to understand that many people in the former Soviet republic of Azerbaijani speak Russian, so movies with Russian language as the source do not require dubbing, but subtitles only, as with Ukrainian. This is true in all cases except when you deal with government projects, since Azerbaijani is the only official language. All video/audio materials associated with the Azeri government have to be voice-overed or dubbed at all times. For instance, the Russian movie *White Sun of the Desert* has Azeri subtitles when it is broadcasted on private channels. During broadcast on government-owned channels, on the other hand, it is dubbed into Azerbaijani.

Kazakhstan has its own particularities. While all Russian movies have Kazakh subtitles, all Kazakh movies have Russian subtitles as well. Even if the movie has some other source language, it has to be dubbed in Kazakh with Russian subtitles or vice versa, since Russian is the country's second official language. Almost all Turkish and Korean movies broadcasted in Kazakhstan are dubbed into Kazakh with Russian subtitles.

As for Georgia and Kirgizstan, dubbing is used for everything, including Russian movies. Subtitles are not widespread. For Kirgiz, however, there is one important remark. Local in-country voice talents are not used for dubbing because they don't have the necessary level of experience. Because of this fact, Kirgiz voice-over and dubbing are performed by Kirgiz living outside Kirgizstan — for instance, in nearby China.

All in all, if you want to localize in Russian, Ukrainian or any other language of the region, you have to be prepared in advance. When you know all the obstacles in your way, you may easily avoid them and perform near-perfect localization. Each state has its own distinguishing features and particularities, but they are all united by a special attitude towards their native languages. People prefer to listen to their own language, perhaps especially in places where they didn't always have the right to do so, and this is all that matters.

Anatoly Murintsev, Janus Worldwide, Inc.

The labor involved in the production of a dubbed version is extremely intensive. It involves the use of highly trained and specialized talents, often recognized and remunerated as actors in certain countries, depending on the legislation and if they are associated with labor certification associations and unions or not. In certain countries, for instance, it is

typical for locally renowned voice actors to dub specific celebrities and foreign film star counterparts.

Dubbing is more popular, although more expensive, in countries where there is a majority of single language speaking communities and also in wealthier countries. Subtitling is adopted by countries with a more restricted market. The Scandinavian countries, for example, although among the wealthiest of the EU countries, prefer to adopt subtitling for both cinema and television and have a market share quantifiably less than a 10% of the total audiovisual market. The major market share is held by the southern European region, where while dubbing is still prevalent, subtitling has been increasingly growing through the introduction of new visual media such as paid television and the internet.

resources in strategic geographic regions in order to reduce costs. Others preferred to completely outsource the work, which was once assigned to experienced subtitlers, to amateurs or entry-level non-specialized translators. The rates have been so crunched and the budgets so reduced that specialized resources have received lower budgets, which are by definition already lower than those of traditional translators in comparison. This trend has affected the industry at a global level, leaving specialized fields with less prospective of income growth.

With studios cutting down budgets for specialized translation such as subtitling into foreign languages, subtitling providers, whether specialized agencies or freelance, are all left with less possibilities to invest in high-quality specialized translators or with the unfortunate choice of having to drastically reduce the rates to remain competitive.

Cost of specialized resources

In the last few years and specifically with the recent economic decline, the impact on investment in specialized resources has been a globally-shared concern by the specialists of the industry. This has also had an influence on whether companies should invest in acquiring and utilizing the necessary resources to provide and deliver high-quality subtitling versus the more cost-efficient outsourcing to India, China and other Southeast Asian countries.

The solution adopted by bigger and more structured companies was to dispatch different parts of the production involved in the subtitling workflow in globally located hubs, by allocating the necessary

Technology: curse or blessing?

Luckily, technology has come to the rescue. While in the past subtitlers had to be located exclusively at the studios or hired in-house to work at the various subtitling agencies offices, now they can work remotely, allowing subtitling companies to cut overhead costs.

Much work and improvement has been done through the use of software that can be easily downloaded on personal computers and that allow the files to be delivered directly from and to the linguists, without the in-between preparatory steps and training often previously required.

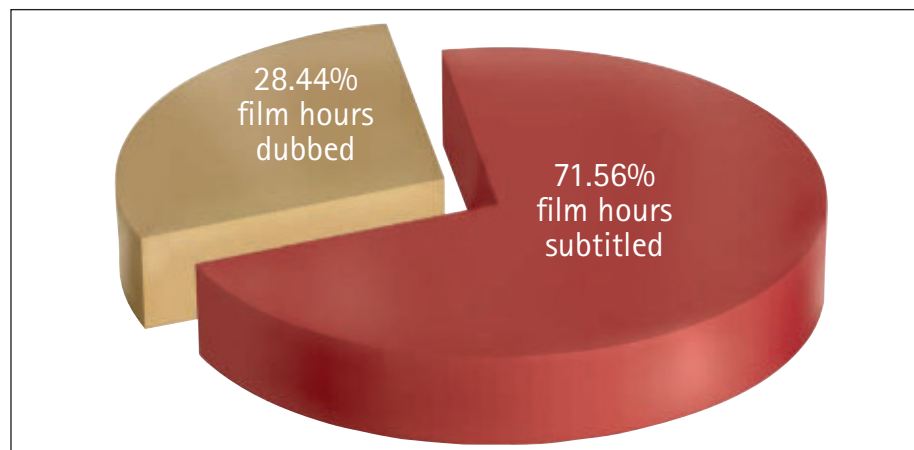


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In 2005 a total of 2,172 films from 31 non-national countries circulated in Europe, with a combined total of 3,793 hours of translation, of which 750 hours (28.44%) were dubbed and 3,043 hours (71.56%) were subtitled. (Source: Media Consulting Group Study on Subtitling 2007)

It may be argued that the introduction of this remote way of working has instigated the outsourcing to less competent and underpaid resources, thus making it more difficult for specialized subtitlers to be competitive in their own area of specialization. However, we also have to admit that by introducing new tools and software, localization service providers have been able to cut production costs of in-house training and engineering and better reallocate the available budget.

In addition to the above benefits, with the development of e-mail, chatrooms and instant messages, people are more used to reading short texts. With a larger number of people involved in this media and hence more used to reading subtitles, watching subtitled films while listening to the original content is now becoming the new social trend. Last but not least, since their introduction in the mid-1990s, DVDs allow viewers to see films in both dubbed and subtitled versions, hosting on average localized content of six dubbed versions and ten subtitled versions, according to Media Consulting Group Study on dubbing and subtitling.

Conclusion

Even though the global audiovisual localization market may have been experiencing difficult trends, the market seems to be attractive for subtitling companies and audiovisually specialized language providers. Many European countries traditionally inclined to choose dubbing can now choose between dubbed or subtitled films.

It is the case of Spain and France, for instance, traditionally dubbing-inclined countries, that many theaters offer the audience the choice between the two versions. Furthermore, with the development of new media, especially with the rise of video content, the trend is shifting more to subtitling. In the past decade audience taste and reception have also changed, with more acquired taste for written content, possibly sparked by the increased usage by the newer generation of text messaging and instant messaging. Therefore, if we as audiovisual localization market experts are reading the "writing on the wall" or better "on the video" correctly, we will soon come to the realization that dubbing may become in the future an obsolete and cost-consuming practice when compared to subtitling. **M**



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Moving toward multimedia content

Catherine Deschamps-Potter

While traditional approaches to the translation of text to text are still widely used, new methods of communicating with users in their target languages (TLs) are being explored and used around the world. As graphics, sound, images and video clips become more and more prevalent, shifts in the approaches and processes used to translate such content are taking place. As bandwidth capabilities continue to increase, more video and other multimedia projects are placed online and not simply shipped to customers as DVDs. Seeking to cut costs of hiring training personnel and translating detailed instructor and student guides, rich with text, businesses are all but replacing these materials with visual learning modules intended to illustrate concepts and system features in graphic and video form.

For example, in 2009, our company observed a significant content shift within its customer base, observing a three-fold

... companies are increasingly finding themselves in a position to make the call between "ideal" versus "good enough" in developing and delivering content to a global customer base.

increase in the amount of video and multimedia business than in previous years. One customer in particular had made the business decision to place all of its training in videos.

As with any rapid change in product delivery methods, customers can encounter obstacles or sometimes move forward too quickly without considering the consequences of significant media shifts. The explosive growth of video on YouTube may lull businesses into thinking that pure video will solve their communication needs. However, homegrown video clips and professional multimedia training that fulfills contractual needs for product information are clearly not the same thing.

Because of their extensive knowledge of other cultures, localization service providers (LSPs) can position themselves to help clients answer this question, offering guidance on when multimedia presentations are preferable to basic text by a given TL audience. LSPs can add significant value for their customers as they help guide them through the maze of cultural and technological considerations for the target audience when the desired result is a professional-quality multimedia product.

In 2010, the content most frequently moved to multimedia is by far user training, but some companies are also striving to reduce text and increase graphic and image content in their user manuals as well. For example, one of our customers is now using primarily graphics and images in its instruction manuals to illustrate rather than describe the steps involved in assembling products.

Making choices

Before creating a multimedia product for an international audience, businesses must consider the technology they will use to deliver their project. Of all of the players in the content development and dissemination field, LSPs are exposed to and understand the widest range of technology. LSPs do well to understand the



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technologies currently in use in the target countries to ensure that potential customers can actually access the content. Familiarity with a range of delivery devices, from the BlackBerry to the Apple iPad, is essential if LSPs are to thrive in the new multimedia-rich business environment. The more the LSP can be involved at the outset in choosing the media development and delivery tools, the greater the likelihood that the customer can actually reduce translation costs – a primary driver for moving

to multimedia – and still meet the information needs of the users.

With the move to multimedia delivery comes a huge shift from text-to-voice communication. Expert use of voice talent has long been a capability that most LSPs offer to their clients. As more and more content is being delivered in audio and video format, however, LSPs must be positioned to keep up with demand for voice talent and help businesses understand their options. For example, decisions

must also be made on whether to attempt to lip-synch the translated script or to use voice-overs. LSPs should be fully versed in the advantages and disadvantages of both styles of dubbing in order to properly advise customers. Some cultures may have no issue with a woman's voice doing the audio; some cultures may prefer a male voice for the audio. LSPs can also add value by making recommendations about the type of voice talent that would be most well received by the target audience.

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Even though fewer words appear in the multimedia training, significant work on the part of the translation vendor may be required to achieve a truly international appeal. Take, for example, a multimedia training presentation consisting largely of images and screen captures. In most cases, only small portions of text must be translated for each slide, but if the graphical user interface still appears in English, the lack of consistency in languages becomes more obvious than with typical user documentation. Such projects can lead businesses to re-evaluate their decisions and decide to localize their software.

Other specific challenges are presented by the actual images. If businesses have little or no understanding of the cultural preferences of the target audience, the images may not be suitable when the project is translated into another language. Because a photo carries with it significant meaning, if a project includes photographs containing images that are not appropriate for the target culture,

the photo will have a more unfavorable effect on the target audience. A qualified LSP should be chosen as a partner at the outset of the project to assist in choosing and designing graphic images.

Take, for example, an image in an instruction manual showing the user how to connect the power source for an appliance. Not all countries and consequently target audiences have the same power outlets in their regions. If an image illustrates a typical American alternating current, three-pronged outlet, but the manual is being distributed for a European audience, the image will not resonate with users in France or Germany and may even be confusing. Also, for example, some cultures may be fine with pink or feminine colors, while some cultures might find them offensive. The way men and women are dressed in the images could be as important or even more important than the nationality of the models.

Lines, shapes and other graphic elements may also need to be analyzed and

modified to suit the target audience. In traditional documents, such page elements do not play nearly as significant a role as they do in multimedia. In other words, the more prominent the images (because there is less text), the more important it is to customize the images to a particular audience.

A typical multimedia project in 2010

A combination of typical multimedia projects, the following composite case study helps to illustrate the steps an LSP can take to render an English video training module suitable for a Latin American audience. This case study also points out some of the challenges and the opportunities for LSPs in translating multimedia projects.

The project calls for recreating English video training material in Spanish. In this case, the LSP is asked by the customer, a global software firm, to translate the text of PowerPoint slides, heavy with images, into Spanish and to translate and record voice-overs of the English audio into Spanish. The result will be video training for users of the client's web-based software product.

The tools used to develop this particular e-learning project are Microsoft PowerPoint 2007, Articulate 2009 and Adobe Captivate 3. Articulate is an e-learning development program that enables the designer to create a larger work from a PowerPoint presentation. The designer can add navigation menus, animations and voice-overs and import Flash movies. The Captivate e-learning development tool enables designers to create screen shots and mimic navigation through and completion of screens. These video screen shots are then used within the e-learning module to illustrate steps the user takes to complete tasks using the client's software. Both the Articulate and Captivate output, when published, become Flash files.

For this case study, the LSP obtains the following items from the client:

- The original Articulate e-learning course with English voice-overs
- The individual Adobe Captivate files of the software navigation capture
- The original PowerPoint presentation in English
- A Microsoft Word file that contains the script of the English audio – note that in some cases, transcription of an English

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audio to written text may be needed if the client cannot provide the original script. The LSP may also need to verify the written script against the English audio to determine if the script agrees with the recorded English version.

For this course, the software is not localized into Spanish. Hence, the e-learning module must even more effectively communicate to a Latin American audience the essentials of software use in the text and voice-overs that accompany the navigation screens. Where a significant amount of non-English course content consists of English screen captures and a minimal amount of translatable text is used to describe the software behavior, our company recommended that the client consider localizing the interface. The steps the LSP followed for this project were:

1. Extract the text strings from the Microsoft PowerPoint slides. Run the text, along with the text from the Microsoft Word script, through translation memory (TM) tools to leverage the customer's existing TM.

2. Translate the Microsoft Word script from English to Spanish for Latin America.

3. Conduct appropriate review and proofreading of the text using a defined process.

4. Create the Spanish version of the PowerPoint slides by inserting the translated text strings into an exact replica of the English PowerPoint slides. During this step, native-language speakers review the images and graphics to assess suitability for the target audience and make recommendations to the client for changes to the images or elements of the presentation to render it suitable for a Latin American audience.

5. Record the Spanish voice-over of the translated script to produce .wav files.

6. With the Spanish version of the PowerPoint presentation, use Articulate to create the animations and navigation menu.

7. Import the .wav files that contain the Spanish voice-overs and synchronize the slides to the voice-over.

8. Publish the Captivate files that contain no text for translation as individual

Flash files and import the files into Articulate for the software simulations.

9. For those Captivate files that contain text for translation, insert the Spanish translation of the English text, incorporate the changes and then publish the translated version of the Captivate file into Flash so that it can be imported into Articulate.

For a project such as the one described here, it is especially helpful if the e-learning designer is familiar with the TMs so that synchronization of the animations and simulations with the voice-over can be more easily achieved.

At a time when businesses are closely watching their budgets, companies are increasingly finding themselves in a position to make the call between "ideal" versus "good enough" in developing and delivering content to a global customer base. Each company will fall on a different point on the spectrum. LSPs can help businesses make those decisions by ensuring they are informed of the many considerations to take into account when delivering multimedia content to international audiences. **M**

Challenges of internet slang in game localization in China

Xiaochun Zhang

With the increasing popularity of video gaming among young people, internet slang has emerged over the past five years as an alternative form of computer-mediated communication within cyberculture. Jargon used in online games is not only varied, but also evolves and changes continually with users sometimes making up internet terms and abbreviations on the spot. In China, a cultural gap between formal usage and the internet language has quietly opened up with the rapid development of computer technology and internet penetration.

Infrequent game players or social forum visitors now have to frequently learn new words or new meanings of certain conventional words in order to understand certain topics and discussions going on in the virtual world or simply to keep updated with the latest trends in language. Although this phenomenon is particularly interesting, it also brings a number of challenges for translators working in the game localization industry.

Within a short space of time, internet slang has become widespread among computer users, particularly in chatrooms, blogs and social forums, to name a few. Game players use all

kinds of internet slang when they communicate with each other about their gaming experiences. Gradually, game developers have started to use this slang in game designing to keep abreast with current and future cultural trends, as games have always been considered by most young people, if not the whole general public, as the “coolest,” most “cutting-edge” entertainment and media. Internet slang most commonly appears in games that create a virtual world that is closely related to real life, such as role-playing games. Very often, the slang is used in dialogues between the player and non-player characters. To some extent, internet slang in games reduces the gap between the real world and the virtual world, providing gamers with a sense of familiarity and also proving that the games are fashionable.

Gamer levels

Although online gaming is still a new industry in China, the translation of the newcomer's guide has already been updated on a number of occasions. Initially, *newbie's guide* was translated 游戏说明 (*game instruction*) and later as 游戏指南 (*game guide*), which was fairly clear and accurate. Later, it was changed into 新手指南 (*Xin Shou guide*), as in Chinese 新手 (*Xin Shou*), which literally means *new hands*, normally refers to people who have no experience doing certain things.

From the late 1990s, the economy in China continued to grow at a rapid pace, making car ownership more affordable to Chinese families. In order to notify people of new drivers who might be unpredictable on the road, it was popular to put a sticker on the rear windshield with the wording “*Xin Shou* (new hands) are on the road.” Interestingly, soon after, the *newbie's guide* was updated accordingly into 新手上路 (*New hands are on the road*). Recently, 菜鸟 (*Cai Niao – dish bird*), which originated from Ho-Chen in Taiwan, suggests that newbies are like baby birds that are helpless and vulnerable and can be easily caught and cooked as a dish. This has become the buzzword for inexperienced newcomers. Thereafter, *newbie's guide* was updated to 菜鸟指南 (*Cai Niao guide*).



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Figure 1: Various cartoon icons generated from the character 囧 (Jiong).

When someone has a bit more knowledge about the cyberculture and games, he or she then enters into 小白级 (Xiaobai level). Xiaobai is a nickname and euphemism for 白痴 (Bai Chi), which means *innocent and stupid* but is a lot less offensive and normally used as self-mockery.

Once a gamer has gained more experience, he or she then will become “middle-aged” and reach 中鸟级 (Zhong Niao level – Middle-aged Bird level), which means intermediate level. When intermediate players gain more experience or reach a higher level, they become 老鸟级 (Old Birds).

骨灰级 (Bone Ash level) is used to describe a gamer who has reached the highest level or is a professional gamer with a lot of experience. This word was developed from the conversion of cremation in China. As the “old birds” get older, they die and then become bone ash after cremation. *Bone ash* expresses the extremism of someone’s passion for something.

Acronyms and puns

The early appearance of internet slang in mainland China has been predominantly influenced by English internet language, usually in the form of acronyms of Pinyin, which is the Romanized version of Mandarin Chinese. This type of slang has been widely used in online chatrooms or social forums to save typing time or to be used as euphemisms for curse words. There is JYBS, the short form of *Jiao You Bu Shen* (交友不慎),

which means someone has made friends with the wrong people. RPWT is for *Ren Ping Wen Ti* (人品问题), which means *personality problem*. BT is the abbreviation of *Bian Tai* (变态 – *abnormal*) and NC is for *Nao Can* (脑残 – *brain disabled*). Although these words are still widely used now, they are hardly seen in games. The possible reason why they have not been adopted by game designers is that the acronyms can have many ambiguities, as one Pinyin phonetic symbol can be linked to many Chinese characters.

The challenge of this type of slang for game translators is to have a greater awareness of the English acronyms that appear in games, as some English acronyms may lead to very different meanings in Chinese internet slang. Previously, due to space limitations in the user interface, translators sometimes decided not to translate all the English acronyms into Chinese, to save space, with the exception of some acronyms that are well known all over the world, such as *UN* for *United Nations*. However, most of the time, they are left untranslated, and words that are unfamiliar to Chinese gamers but not directly relevant to the game are normally kept in the original form with additional information provided, such as *BT* (*British Telecom*), which can be resolved as *BT 公司* (*BT company*). However, under the influence of internet slang, these acronyms need to be dealt with by translators who have more knowledge. *BT* can no longer

be translated as *BT Company*, since *BT* can also mean *abnormal*, as previously mentioned. Another example is that *NMD* normally appears in some military games as the National Missile Defense of the United States, but in China *NMD* is an abbreviation for 你妈的 (*Ni Ma De*), which is a curse word equal to *shit* in English. Therefore, it is not appropriate to simply translate *NMD* into *NMD system*, for example.

After acronyms of Pinyin, another form of internet slang is created by using homophonic puns. Initially, netizens discarded the formal translation of some English and Japanese words, and, instead, they used some Chinese characters that are phonetically similar to the original foreign words but do not have any semantic meaning linked to them. For example, originally *fans* is translated into Chinese as 狂热者 (*Kuang Re Zhe*) or 发烧友 (*Fa Shao You*), but on the internet, it is called 粉丝 (*Fen Si*), which is pronounced in a similar way to *fans* but actually means *vermicelli made from bean starch*, which has no relevance to the original meaning. A similar phenomenon can be seen with the Japanese word コソ (*con*), which means *have affection for somebody or something*. It was developed into Chinese slang as 控 (*Kong*), which originally meant *control* but has been used to express the meaning that somebody is a fan of somebody or something. For example, game fans can be called 游戏控 (*Games Kong*), and people who like to eat sweets can be referred to as *Sweets Kong*.

After playing around with foreign words, netizens started to make the same changes to Chinese characters. One of the most popular is 悲剧 (*Bei Ju*), meaning

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焚 is used in games to express *start fighting*.

tragedy, which has been replaced by 杯具 (Bei Ju), meaning *drinkware*. In response, 惨剧 (Can Ju), meaning *calamity*, has therefore been changed into 餐具 (Can Ju), meaning *dinnerware*. 喜剧 (Xi Ju – comedy) is then 洗具 (Xi Ju – *toiletries*). Afterwards, a series of sayings were created online, such as “Life is like a tea table with all kinds of drinkware (tragedy) and dinnerware (calamity)” or “Life is like a cup: it is a drinkware (tragedy) itself.” There is also “Life is like a toothbrush cup. One can view it as a drinkware (tragedy) but also as a toiletry (comedy).” These sayings have gained massive popularity and have been widely used in games.

This type of slang requires that translators pay attention to the pronunciation of the words and the context where the

slang is used in order to identify the real meaning. Sometimes, slang is used in humorous or sarcastic ways, which create difficulties in understanding and also challenge the creativity of translators when handling this new language phenomenon.

After playing with the pronunciation, netizens started to renovate old words, mainly drawing attention to the character patterns. Interestingly, they have given new interpretations to some ancient characters that have not been widely used for many years in accordance with the formation or the shape of the character. For example, the character 囧 (Jiong) originally means *window*, but because it looks like a sad face (八 looks like closed eyes and 口 looks like a mouth), it is now used to express helplessness, embarrassment and sadness (Figure 1). In some games, 囧 would appear when a player lost a round or got beaten by other players. There is also a game called 囧网球 (Jiong tennis), which is a tennis game with humorous effects.

焚 (yin) is another word widely used in games. It originally means *brightness*, but it has been used as *start firing* or *ambitious and confident* since 焚 is a combination of the characters 开 and 火, and 开火 means *start firing or fighting*. A similar one is 呆 (mei), which was a type of tree but now means *extra innocent and*

silly, since 呆 (dai) means *stupid* while 呆 has two 呆 characters and, therefore, could mean *super stupid*.

This type of slang requires translators to analyze the character patterns. Although most of the slang is easy to figure out with some common sense and imagination, some research may also be necessary.

Slang from current events

The most recently created internet slang is based on current issues, events, television programs or talk shows, covering social, cultural, political subjects and many other topics. 打酱油 (Da Jiang You – *to buy soya sauce*) is one of the most popular phrases and can be traced back to a random interview shown in the local news. A journalist interviewed a pedestrian on the street and asked for his opinion on a current issue. He replied: “What does it matter to me? I am on my way to buy soya sauce.” Chinese audiences were amused by the ignorant response to the journalist, and *Da Jiang You* soon became a buzzword to describe the group of people who have no concern about what is happening in their society and around the world, apart from trivial things in their everyday lives. However, this phrase has later been used by some netizens to express the unimportance of their opinions on social cultural events since they can do nothing but focus on their own daily routines, such as buying soya sauce. At present, *Da Jiang You* is used to express *I don't know anything about it, It doesn't matter to me or I don't care about it*. This word has also been used in the dialogues or storylines of online games. On some occasions, it has been used to name the early levels of games: When a gamer passes *Cai Niao* level, he or she then enters into *Da Jiang You* level, which is equal to *XiaoBai* level.

Another example is 不差钱 (*Bu Cha Qian*), which is from a dialect in north-east China and means *not short of money*. It was not in common Mandarin Chinese usage; however, following a television show performed by a famous Chinese actor, it became known at the national level and has also been used in games. To understand this kind of slang requires an understanding of current social cultural events as well as good research skills when necessary.

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Tips for game translators

Unlike other types of translation, the primary aim of game translation is to “preserve the gameplay experience,” to keep the “look and feel of the original” and to “allow the players to experience the game as if it were originally developed in their own language and to provide enjoyment equivalent to that felt by the players of the original version,” as pointed out by Carmen Mangiron and Minako O’Hagan. In order to provide game players with a gaming environment feeling original, it is important to make them feel comfortable with the language in the game, not only in their mother tongue but also in the unique language of gamers, which includes the usage of slang. To achieve this, the management of slang is crucial.

First, it is important to have an accurate understanding of the terms and abbreviations used in internet slang. The development of internet slang is so rapid that it undergoes frequent changes. It is recommended for game translators to visit the game’s portal websites or gamers’ social forums and to read game magazines regularly. It may also be helpful for translators to take note of the new buzzwords that they are not familiar with and the usage of these words. Ideally, game localization companies should set up a terminology database to manage the internet slang used in their games and to classify them according to the game genre, register and other linguistic references. However, in practice, translators within the localization industry in China would have to do this job themselves.

Second, it is essential to use the slang properly in the translation. Games have many different genres, such as action, adventure, role playing, simulation, strategy and so on. Each genre has its own jargon, and it is important for translators to differentiate the terminology and register in accordance with the game genres. Internet slang appears more often in games that have a close relationship with reality, such as real-life simulation or role-playing games. They also tend to appear in the dialogue between players and non-player characters, to create humor or realism to the real world. “Using the right slang in a right way and a right place” is crucial to effective translation, since gamers actually pay attention to these fashionable words in the games.

A good translation will bring the game a large audience, while a bad one may become well known in gamers’ forums as a joke. It is suggested that translators check on one or two of the most popular games

Games have many different genres, such as action, adventure, role playing, simulation, strategy and so on. Each genre has its own jargon, and it is important for translators to differentiate the terminology and register in accordance with the game genres.

of the same genre produced in the target languages to get a general idea of the latest style.

Being a translator specializing in games can be very demanding, as Mangiron and O’Hagan have mentioned. Game translators “must be aware of common building blocks of games, elements such as the register and terminology, the kind of humour present in the game, the use of puns, etc. They also need to be able to recognise allusions and intertextual references to other genres of global popular culture, such as comics and films.”

However, in practice, not all translators working on game localization tasks are familiar with game domains, even though they have a profound knowledge of the global popular culture. Therefore, it is necessary for game localization companies to provide translators with efficient training and sufficient support. Professional education is also needed at the college or university level to provide future professional game translators with sufficient knowledge of games and relevant practical skills.

The rapid development of internet slang in China and in other countries around the world has not only brought those games closer to popular culture, but also made those games a more dynamic form of media and entertainment. Although the usage of slang has created some challenges for game translators, in terms of understanding the slang in source text and using them appropriately to translate the same effect into target languages, it gives translators more choices to develop their creativity in translating and to bring gamers a better game experience. It is also important for translators and game localization companies to be aware of the development of internet slang and to consider their usage in games and to ensure they are skillfully and creatively applied in the game translation tasks. **M**

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Operations infrastructure for real-time translations

Bob Myers

More than two decades ago, I coauthored a paper on real-time translation. The basic idea was to embed a machine translation (MT) engine into the operating system and have it translate user interface (UI) elements in real time. This debatable concept was hatched in the context of the TRON Project, an ambitious attempt led by indefatigable Tokyo University professor Dr. Ken Sakamura to develop a home-grown Japanese computing architecture, spanning microprocessor to network operating system. The project has left its legacy in the form of a generation of mobile phones powered by its embedded OS.

Sure, that MT-engine-in-a-box would have yielded real-time translation – with the minor caveat that at the time it was completely impossible to actually implement. Of course, Sakamura specialized in dreaming about the impossible. His own favorite example of his vision of “ubiquitous computing” – he single-handedly imported the word *ubiquitous* into Japanese, which renders it in katakana as *ubikitasu* – was the microprocessor in the toilet that automatically performed chemical analysis on you-know-what and alerted the doctor if anything was wrong, presumably automatically translated into the doctor’s native language.

The intervening years have seen an onslaught of new technologies and computing capabilities, including much faster processors; the internet giving birth to an explosion of content; revolutionary language technologies such as translation memory (TM) and statistical machine translation; and, of course, stunning UI advances. And certainly the translation/localization process has both incorporated and been affected by these trends. Yet translation is still a much more awkward, slow and expensive process than it should be. Put a different way,

the translation industry, broadly defined, has not really come together to solve clients’ true needs. It has not fulfilled what is both a promise and an obligation: to support and promote the global sharing of information and make the world a better place to live, especially for the huge swath of potential users in the so-called emerging economies whom the information revolution has just begun to touch.

A colloquial definition of *real time* would be *instantaneous* or *at least so fast as to be indistinguishable from instantaneous*. But here the technical definition of *real time* works better: *fast enough to be useful*. For instance, the computer controlling the antilock brake system in your car has to do its number crunching fast enough to avoid you sliding off the road, but doesn’t need to be any faster. For translation, we could usefully define a number of levels of real-time-ness, ranging from 250 milliseconds, which could be about right for certain applications, all the way up to weeks in some cases. In this sense, perhaps it would be better to refer to just-in-time translation or JIT, although that could have the unfortunate nuance of “at the last minute.” Remember, even Japanese car companies are now backing away from the JIT model after experiencing some nasty production stoppages due to delayed parts deliveries.

Getting to real time actually accomplishes more than merely getting translations out the door and in front of the reader faster. Paradoxically, at the same time it also promotes both increased quality and lower cost. That is because the real-time goal functions as a sort of guidepost, an organizing principle, towards reengineered processes that inevitably also have a positive impact on quality and cost. Put simply, with real-time translation sometimes there is not enough time to spend as

Bob Myers is COO of Moravia Worldwide. For this article he would like to thank Rustin Gibbs, solutions architect at Moravia Americas; Libor Safar, marketing manager at Moravia IT; and Sakiko Kimura, internet globalization specialist.



much money as we do now. And with real-time translation, we are forced to optimize quality processes, both human and automated, in a way that can actually result in higher quality than today's cumbersome processes yield.

Uncertainty and reliability

Whether we call it *real time* or *just-in-time*, clearly the very shortest turn-around times can be achieved only if no humans are involved at all. Thus, the translation must be done by machine, retrieval from TM or some combination of the two. Certain translations retrieved from TM can be considered very high reliability if the content of the TM is essentially an exact pre-translated match for the specific segment in the precisely desired context. Otherwise, the translation will by definition have some degree of uncertainty associated with it – at least until such time as MT systems achieve reliability levels of magnitude greater than at present.

From the standpoint of the consumer of the translation or some intermediary who is organizing the translation process for whatever economic or idealistic reasons of his or her own, there is a trade-off between reliability and speed (and quality), which is driven by the application. For instance, it's a reasonable trade-off to decide to translate a Facebook status update at low reliability in order to achieve very high, nearly instantaneous speed, presumably at very low or zero cost. In other cases, there may be a minimum threshold for reliability, even if that increases the time necessary to get to the translated string. However, even in the case where one

is willing to translate faster at the cost of reliability, it may still be important to advertise the level of reliability. We all know that verbal communications are accompanied by a sort of reliability index in the form of our knowledge of the reliability of the person conveying the information and the accompanying body language. Original written communications, as well, are similar. But what clues are available to the end-consumer of translated materials in the

If I'm sending out Facebook updates or tweets to be translated in real time, each task may be a dozen words or less.

digital realm to provide this index of reliability? In other words, how is the relevant metadata – that something was translated, how it was translated and what the presumed reliability is – carried around and made accessible to the information consumer?

I have no definitive answer, but here are a couple of suggestions. Perhaps the most obvious is a pop-up or tooltip of some sort when the translated text is hovered over or otherwise pointed to. The tooltip could contain information such as “Translated from the English by Google Translate: estimated reliability 68%.” Other ideas include distinguishing the text with colors or other decorations such as distinctive

wavy underlines or perhaps even a change in font. What about using increasingly pixelated fonts to indicate increasingly lower levels of translation reliability?

Of course, indicating reliability requires that someone knows what the reliability is. The engine should be able to produce this information. For instance, at an AMTA conference I attended ten years ago in the lovely city of Cuernavaca, one IBM system reported implementing what it called the Translation Confidence Index or TCI, which, since theirs was a rule-based system, operated by applying penalties when various translation issues were encountered during the translation process. Moravia MT's partner Asia Online has statistical engines that can provide “confidence indicators” on segments, although it is reported to sometimes give low scores to good segments that have low frequency statistically. However, in addition to such confidence indicators being produced, they must be made available to the downstream component that is making use of its output.

Language professionals responsible for polishing or post-editing the MT output are presumably using some sort of environment that can easily display metadata such as the confidence indexes from the engine. If they are not, they should switch to one with deeper MT integration. But merely knowing the reliability of a translation and being able to make this information available to the language professional or end consumer are not enough. Even if we choose to go with an initial unreliable translation and claim that we've done our job by making sure the translator or consumer knows that the translation is iffy, we would prefer not to stop there, but rather to continue – assuming the economic drivers of the translation, also known as “who's paying for it,” support it – translating it into ever-increasing levels of quality.

In the early days of the web when people were using dial-up, there was a concept of progressive JPEGs based on multiple compression passes at progressively higher levels of detail, for large images to be displayed while downloading over a slow connection, allowing a reasonable preview after receiving only a portion of the data. In a similar vein, one could imagine the Facebook status update to initially display at low resolution – in other words, a pure MT translation – and then to update itself, hopefully



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in real time as the viewer views his or her friend's page, to a higher resolution version with the benefit of some quick crowdsourcing, let's say. This implies that when considering real-time translation, we may need to consider not just a single quality/cost/turnaround outcome, but potentially two or even more to be accomplished in succession. This notion has actually already been implemented in systems such as online support bases, where the first pass might be pure MT, the second either additional post-editing or human retranslation, driven by consumer feedback such as the frequency with which the page is viewed or page quality ratings.

Why real-time translation?

But reliability and confidence are to some extent peripheral issues. Let's return to a more basic question: What are the factors that are converging today to drive the urgency of real-time translation? To start, we may forget that there are still huge numbers of large software companies building those old-fashioned desktop applications, which survive for extremely good reasons, and they are eager for faster turnaround times in order to speed the cycle of building and testing localized versions. Whether the application is desktop-based or web-based, faster turnaround has the effect of speeding time-to-market, which is a surprisingly strong driver of return on investment. For example, earlier time-to-market can accelerate the stream of upgrade fees, prevent end users from defecting to the competition and help attract new users. But in the context of applications and their interfaces, we are talking about turnaround times that are unlikely to need to go below three hours or even 24 hours. For such applications, this can be considered real time.

Where we dip below the three-hour mark is with translation of what might be called content, although the boundary between content and applications is increasingly blurry. A company announcing a new alliance might want its press release translated within one hour. A news site posting breaking news about an earthquake might want the information available in reliably translated form in ten minutes. An obsessive Twitterer might feel his or her tweets deserve to be translated in one minute. And the Facebook addict we mentioned above might

truly believe the world would come to an end if his or her latest status update was not blasted out to other Facebook compatriots in their native languages in less than ten seconds. This is the spectrum of "real-time-ness" that we discussed at the beginning of the article.

Getting to real time

Whichever level of the hierarchy we – or rather a client or other initiator of the translation process – are shooting for, there are some obvious inevitable characteristics we can identify regarding the relevant systems and processes. First, at least once the three-hour barrier or maybe even the 24-hour barrier is broken, no one has time to send files here and there or run scripts or send e-mails or even stop and think, really. Every second must be value-added. All the assets must be in a single place in the sky available to whatever robot or human needs to do something to them or with them. Second, to the extent multiple processes are needed to get to the required level of translation quality – whether it be T-E-P or MT-PE or whatever model – those processes must be overlapped and pipelined, and this requires, on top of the assets being shared in the sky, a segment-level granularity of workflow allowing radical concurrency, a new workflow model not supported by

the majority of extant workflow engines. Finally, we must attempt to optimize the efficiency of individual worksteps by assigning them to smarter, more productive workers and providing those workers with richer environments in which to work. To summarize, real-time systems must be cloud-based, concurrent and optimized.

For the traditional localization or translation company stuck in the past, getting from here to there is going to be a long, hard slog. No degree of optimizing existing manual sequential processes can reach true real-time translation. Sorry, you've reached a brick wall here.

The necessity of avoiding human intervention is all the more crucial when you consider that the trend toward real-time translation is inevitably accompanied by a reduction in the size of the typical job or batch or task. After all, if I'm sending out content every day instead of every week, each day's portion will be only one-seventh as large. If I'm sending out Facebook updates or tweets to be translated in real time, each task may be a dozen words or less. Even web application updates, if they occur frequently, might be just a few hundred words. This forces us to examine the assumption in classic localization workflows that each batch is of a size that can support some level of overhead in multiple human

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handling steps and interventions. These new, smaller batches have been called drips – as opposed to the classic drops – and the ongoing series of drips is the stream, replacing the chunk. Not only can a drip not support ponderous human language processes, it cannot support even the simplest human administrative or finance task. Just as micropayments are batched for efficiency in settlement, microchunks must also be batched for purposes of administration and billing.

Another point well worth making is that traditional measures of productivity and expectations of turnaround in translation and localization projects have been polluted by the mixing in of one-time, start-up and ramp-up tasks and the associated costs. The industry has done a poor job indeed in setting mutual expectations between parties at each stage in the value chain for the cost and time involved in such tasks. There is often an implicit assumption that ramp-up is free and/or instantaneous. After all, asks the client, if you're a competent localization company, why can't you start doing my stuff on Monday and have the first delivery back on Friday? The requirement for real-time translation forces us to confront and distinguish one-time, preparatory tasks and explicitly allocate time and budget for them, whether they be related to terminology, style, custom verification rules, acquisition of resources, training of those resources or anything else. That is a good thing. Once the investment is agreed upon in terms of the time and money required by all parties, we can move assets rapidly down the assembly line with no unnecessary interruptions except to re-ramp – retool the line – when requirements change.

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The assignment problem

To get to real time we need to identify each individual element in the workflow and characterize its time impact – time spent in processing, hand-offs and human handling – and figure out how to remove it. For instance, Hertz reengineered the process of getting people into cars, which used to require waiting in line for an agent to give you the keys



Figure 1: Different crowd types.

to the car, by simply putting the keys in the car for you and letting you get in your car and drive away, with a post-delivery sanity check at the exit gate. I recently discovered that this sanity check does actually work when I accidentally hopped into the wrong car on a Hertz lot. Getting the renter into his or her car can be easily equated to getting the work to the end-language worker.

In the localization process in common use today by large multilanguage vendors (MLVs), language-specific work is commonly done by single-language vendors (SLVs). This is increasingly the case as the number of languages that content is being translated into rises dramatically from the five or ten of yesteryear to today's 50 or 100 or even 150. No MLV can build offices or even easily build freelance networks in every region of Africa or the Indian subcontinent. The SLV layer constitutes the single most important challenge to achieving real-time translation. Files go there and stop because there is a national holiday in Tajikistan. The project manager is sick. There is a glitch in the mail server. A day is lost when the

engineer had to leave early to go to his or her child's school event. Remember that this is not only a problem for traditional human-based translation, but equally for post-editing of MT content. A crucial challenge for the industry as it moves toward real-time translation is to reduce friction through the SLV gateway to near zero. This is not to say that SLVs will not continue to play a critical role in our industry. How could they not do so? They know their country, their language, their market, their culture and their freelance base. But this knowledge and the value that they provide based on it and the compensation they receive for that value must be divorced from the physical, file-based workflow.

Part of that workflow is assigning translators and editors. Currently, this is accomplished virtually without exception via a human expert who knows the freelancers, their availability, their skills, their dislikes, their track record, their daily schedules and their peccadilloes. This human expert can and must be replaced by a system that can automatically assign jobs based on extensive information about past work, performance, experience, quality ratings and productivities, doing this across multiple workers for large jobs and doing dynamic reassignments partway through when necessary. Such a system could produce assignments that have certain demonstrable statistical properties, such as meeting predetermined quality requirements with, say, 95% confidence – or 98% if someone were available to pay extra money or willing to accept lower quality to get the extra three points.

If doing this requires breaching the inner sanctum of the SLV's castle, namely the confidentiality of its secret pool of top freelancers, so be it. A secret pool is hardly of any value if the people in it cannot be assigned quickly enough to satisfy the needs of the stakeholders in the end-to-end translation process. There are plenty of ways for SLVs to monetize their value-added besides taxing every word or erecting tollbooths on the translation roadway and making everyone stop to throw in their quarters.

Which team?

Our entire discussion thus far may be overly focused on the model of a small number of relatively highly-qualified

professional language workers forming the pool from which a team is selected. Of course, that model is and will remain the most appropriate for certain categories of translation and localization.

But as anyone who has thought about crowdsourcing is perfectly aware, there are alternative models where the pool is formed, along various dimensions, by the crowd. Here it is important to distinguish between different flavors of crowds (Figure 1). The Preselected Expert Team is perhaps closest to the types of teams that a big language service provider would currently deploy to translate, say, a large specialized software application. The Specialist Community differs in that it is broader and may be less eager to be compensated monetarily at a level which would support them. Pointy Heads are the equivalent in their domain of Linux geeks, and the Unwashed Masses are those on whom we would call to translate those crucial tweets.

As the pool of available resources increases, there are certain statistically predictable effects on both the expected turnaround (both time-to-assignment and time-to-completion) and cost. I am not an economist and am not acquainted with the models that could predict the magnitude of those effects. Doubling the size of the available pool might have only a marginal effect on time-to-assignment, perhaps reducing it by 10%. Still, every little bit counts. The impact of larger pool sizes on cost could be more dramatic, especially when combined with methodologies such as staggered auctions or incremental pool widening, also known as “waiting a bit before you give it to the really expensive guy.”

Quality and real-time-ness

Quality and real-time-ness go hand-in-hand. The additional review, error checking and retranslation steps that currently contribute to quality run counter to the real-time objective. All else being equal, running assets faster through the factory could actually increase the need for such time-consuming quality steps.

Our language industry has worked hard to define error measurement frameworks and build error-checking tools, but the fruits of all these efforts remain elusive. Dozens of different translation environments all have their own *ad hoc* hard-wired rules. People fill in Excel sheets to count error categories. Error-checking is separated in space and time from the language worker, and the materials found

to be in error must be rerouted to the language workers. How can an industry that at least pays lip service to the notion of interoperability and standards have failed so miserably to establish a standard for error detection rules and interfaces for error detection engines? Such work will be key to raising quality levels, especially as the pool of workers expands to those who don't have error rules burned into their fingertips. To put it another way, better standardized, extensible error checking allows for the use of wider resource pools, which in turn reduces costs and improves turnaround closer to real-time levels.

The move toward real-time translation also has certain implications for the end-translator or post-editor. He or she will be required to be in an always-on mode, to receive and start work on requests in five minutes rather than 30 or a 120. In one real-time translation scenario I'm personally familiar with, the maximum expected end-to-end turnaround for translation on alerts about breaking financial news and its possible impact on stock prices was 90 minutes. The time-to-assignment and time-to-start-of-translation could not exceed five minutes, requiring the translator to either be sitting at his or her computer to get the urgent pop-up in the corner of the screen or to have a phone with him or her when walking the dog so as to be able to receive the text message request – having planned the walk with the dog so as to be able at any point to get back home in front of the computer within five minutes. Yes, it may be necessary to compensate the translator/post-editor for offering this level of responsiveness, either in the form of a higher unit rate

or, preferably in the spirit of more precisely mapping compensation to value, a retainer or availability premium charged by the hour. It will also likely be necessary to widen the geographical spread of freelance translators to ensure access to an English > French translator even after the City of Light has gone to bed.

It may also be necessary for the individual translator to change the way he or she works. Starting from the top of a document and working slowly down through it at high-quality levels increase the risk that the deadline might come and go while still in the middle of the document with nothing to deliver. It may be better for the translator to do a series of passes through the document, an initial lower-quality pass, followed by additional polishing and rewriting passes, so when the deadline comes there is at least something to deliver. Of course, the ability offered by the inspiring latest generation of completely online translation environments to monitor segment-by-segment progress, and if necessary reassign work from one translator to another at the segment level, could make this less of an issue.

As end-to-end processes morph and evolve, hopefully faster than they have to date, to better meet the needs of the range of constituencies in the translation task, nexuses of value creation will appear, disappear and shift. The wise will navigate these shifting sands with care. What will indisputably continue to grow is the value of and rewards for designing, creating, deploying and managing the technologies, processes and resources needed to truly deliver on the promise of real-time translation. **M**



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Who decides translation quality?

Wayne Bourland

If you have been in the localization industry for more than a day or two, you have heard talk of the translation trinity: cost, time and quality. Costs have been moving towards commodity status for some time, and the industry has made good strides in shifting to a continuous process, but quality is still a conundrum for many of us. Unfortunately, I think we have been straying a little from the path when attempting to solve it, forgetting the most important factor in the discussion: the customer. Not the translation buyer, not the client, but rather the person on the other side of the computer screen, marketing copy or user manual – the person we are creating content for in the first place.

All of the scorecards, linguistic analysis and BLEU (Bilingual Evaluation Understudy) scores in the world are meaningless if the end customer is unhappy with translated content quality. Conversely, if the content contains a few mistranslations that the customer never notices, why do I care what Linguist B thought of Translator A's work? The real questions are "How is quality defined?" and "Who decides it?"



Wayne Bourland, senior manager, Dell Global Localization Team, is recognized in both the content management and localization industries as an agent for change, driving innovation and process efficiencies across global organizations.

The yellow brick road to quality

Many of us are responsible for delivering emphatic content – content that requires an emotional connection with the customer, a step up from simply being able to understand the text. With this increased quality need, we have implemented a number of quality assurance (QA) steps to give us confidence in the quality of our content. Suppliers, with a few notable exceptions, have been quick to adopt these practices, developing value-added QA services to meet the growing client demand. With each big escalation or high profile *faux pas*, we have bolted on additional QA steps, reporting, scorecards, you-name-it, to reassure our stakeholders (internal customers) and ourselves that we are delivering the best possible translation quality.

At Dell, we went through just such a process transformation. We first instituted internal reviewers who checked the quality of content coming from the translation agency, maintained glossaries, developed style guides and managed poor translator performance. It was very successful, and we were able to expand our footprint rapidly across the company, bringing web content and marketing into the fold. We were feeling good about what we had accomplished. We quickly outpaced the bandwidth of our internal reviewers and augmented them with outsourced reviewers from a translation agency. We continued to market the team internally, selling the benefits of centralization with our quality program center stage, and new stakeholders came in droves. Then the recession hit. The game changed. It no longer made sense to employ internal reviewers – it probably never did – and we outsourced the entire QA operation to an agency. We evolved the team, a smaller team focused on managing agencies, process and internal stakeholder relations, but the QA process remained essentially the same. Fast forward to today, when my team is responsible for translating more content in a week than we did our entire first year. We have a robust and mature process; we meet routinely with other clients in the industry to share best practices. Behind the scenes,

though, internal quality escalations are on the rise, and we are spending too much of our overall localization budget on QA. Somewhere along the way, we took a wrong turn. We thought translator performance was an indicator of user acceptance. We thought our quality scorecards proved that we were delivering unquestionable quality. We forgot that trend charts and error points cannot measure customer perception, and we are not alone.

Perceived, not achieved

Of course, there is nothing wrong with our current quality program. We send marketing and Dell.com content through an independent quality review phase; we sample and score our translation agencies on a weekly basis for each language using modified LISA QA standards; and we have proactive and reactive processes in place to manage quality. However, there is a single commonality among all of these processes – the linguist. Linguists are at the core of how we evaluate translation quality. Linguists determine what is right and what is appealing. Am I saying that linguists are unqualified to perform this task or that they are not performing to expectations? No, but we have to ask ourselves if the average linguist represents the average customer. Is the average linguist looking at the translated copy in the same way the average customer would? Again, the answer is no, and herein lies the problem. We cannot expect linguistic assessment to tell us how well received our content will be. We can use it to judge the linguistic capabilities of our translators and processes. That is valuable, but it is not enough and does not give us a holistic picture of quality. Quality is perceived, not achieved. We need to understand customer perception. We need to design a process that uses linguistic assessment as only one side of the translation quality triangle. Doing this, we can lessen our reliance on traditional QA methods and reallocate some of those cost savings to measuring the other sides of the quality triangle: customer perception and stakeholder expectations.

Building the quality triangle is not hard, but it does take some thought and planning. Assuming that most organizations do not have extra localization dollars available, the first step is to shift QA spending. By initiating quality thresholds and rigorous

improvement programs, we have already been able to reduce our review percentage down from 100% to below 80%. We started by focusing on historically strong performing languages, those languages with few to no scorecard failures in the past quarter, and reducing review for those languages down to 50% for some and as

Any quality program that does not take into consideration the end user is only seeing part of the picture and maybe not even the right part.

low as 20% for those that are less strategic. As we identify and address problematic languages, we foresee reducing our overall review program to only 20% of all translated content, significantly reducing our overall spend on QA. Concurrently, we have been championing enhancements to our translation management system to allow us to move away from the sampling methodology used today and instead derive scorecards from information captured during the review process, greatly increasing the amount of data our scorecards are

based on. With recognized savings from the initial review reductions, we can invest in formal usability studies, customer surveys and source content management. (With all of the efficiencies squeezed out of the downstream processes, the logical step is to move upstream into the authoring processes, but that is another article for another day.) Since we had for some time been capturing, trending and root causing internal stakeholder escalations, customer feedback was our last remaining piece of the quality triangle. Knowing going into it that usability studies would be expensive, we devised a two-pronged approach. We would conduct usability studies on a couple of languages a couple of times a year and augment them with customer surveys. This allows us to get the vital end-customer feedback, while still delivering overall savings from our translation review reduction program. Recruiting help from usability experts within the company would ensure that our customer surveys would align with the usability studies that we developed with an outside agency.

Customers just want 'good enough'

The results of the usability study and surveys were surprising. Internal stakeholder feedback tells us that our quality metrics are wrong and that quality is not meeting expectations. Our natural

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assumption is that customer feedback would further validate the internal feedback. In reality, customers generally disagree with our internal stakeholders, and what's more, they disagree with our quality metrics. As those two perspectives are contradictory, it must sound counterintuitive that customer perception matched neither. Customers tell us that

they are less concerned with and often-times overlook small translation errors such as misspellings or the wrong word choice. They are much more forgiving than our internal stakeholders and are seemingly unconcerned with the issues that reviewers spend the majority of their time addressing. We find that most consumers expect some mix of English and local language, at least in the technology sector, but are offended when the wrong language shows up on the page, such as Italian on the German page. They expect that companies know their local market and make an effort to provide good quality content, but do not expect perfection. For many business customers, site layout and ease of navigation are much more important than the quality of the translations, assuming the translation is at least "good enough" to be understood easily.

who likely know little of their customers' perceptions and expectations. Should we move away from quality review and scorecards and ignore the clamor of our stakeholders? No, we should continue to leverage all of these assets, just in a more balanced fashion and with an eye towards the customer. Had we not had a review process or had we not heeded the concerns of our stakeholders, we probably would not have the overall positive reaction from surveyed customers that we do. Our internal stakeholders should hold us to a higher standard; it is their customers we are serving. Our translators and reviewers should hold each other accountable for misspellings and poor grammar; we would never want to pay for less than their best. Ultimately, the buyer has to consider all of these views and ensure that we are getting what we pay for and that we are paying for the right services.

Who decides

With the data triangulated, we can now develop a strategy for translation quality that balances our budget with the expectations of our stakeholders and the needs of our customers in mind. We are empowered to make decisions based on an understanding of our constituents versus following in the footsteps of others

Back to the original question: Who decides if the translation quality is acceptable? We all do, but only if that "all" includes our end customers. Any quality program that does not take into consideration the end user is only seeing part of the picture and maybe not even the right part. **M**

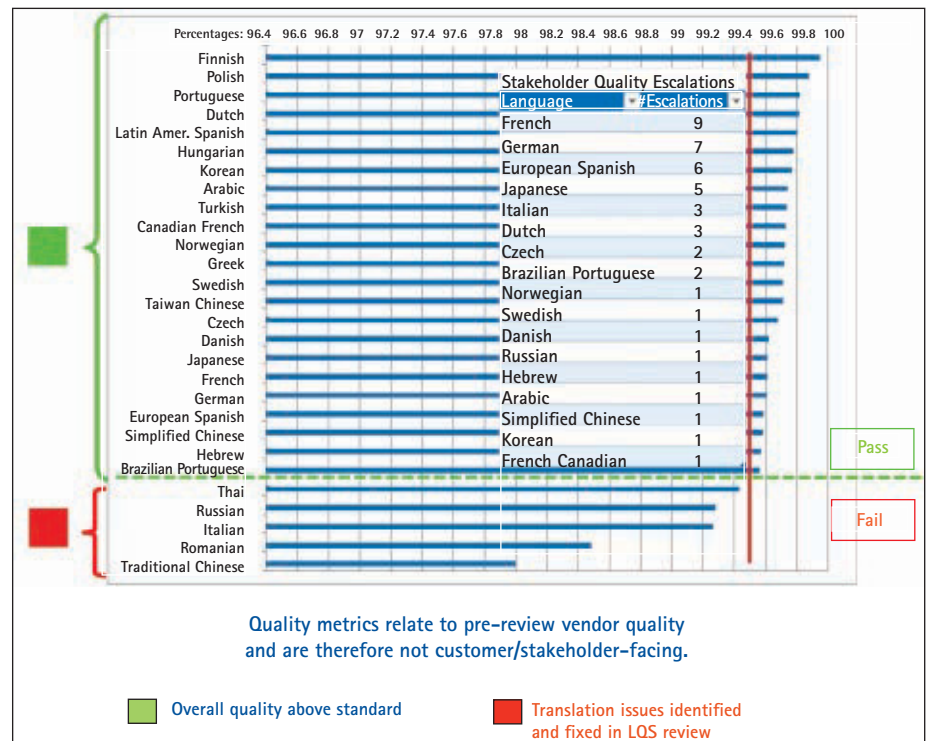
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The mismatch between linguistic scores and stakeholder escalations clearly highlights the need to triangulate quality data vs. relying solely on QA scores to set strategy.

Basic terminology

This section offers terminology, abbreviations, acronyms and other resources, especially as related to the content of this issue. For more definitions, see the Glossary section of MultiLingual's annual Resource Directory and Index (www.multilingual.com/resourceDirectory).

Bilingual Evaluation Understudy (BLEU). An algorithm for evaluating the quality of text that has been machine-translated from one natural language to another. Quality is considered to be the correspondence between a machine's output and that of a human. The closer that a machine translation is to a human translation, the better it is. BLEU was one of the first metrics to achieve a high correlation with human judgments of quality and remains one of the most popular. Scores are calculated for individual translated segments — generally sentences — by comparing them with a set of good quality reference translations. Those scores are then averaged over the whole corpus to reach an estimate of the translation's overall quality. Intelligibility or grammatical correctness is not taken into account.

computer-aided translation (CAT). Computer technology applications that assist in the act of translating text from one language to another.

content management system (CMS). A system used to store and subsequently find and retrieve large amounts of data. CMSs were not originally designed to synchronize translation and localization of content, so most of them have been partnered with globalization management systems.

crowdsourcing. The act of taking a task traditionally performed by an employee or contractor and outsourcing it to an undefined, generally large group of people, in the form of an open call. For example, the public may be invited to develop a new technology, carry out a design task, refine an algorithm, or help capture, systematize or analyze large amounts of data.

dubbing. In filmmaking, the process of recording or replacing voices for a motion picture. The term is most commonly used in reference to voices recorded that do not belong to the original actors and speak in a different language than the actors are speaking.

eXtensible Markup Language (XML). A programming language/specification pared down from SGML, an international standard for the publication and delivery of electronic information, designed especially for web documents.

globalization (g11n). In this context, the term refers to the process that addresses business issues associated with launching a product globally, such as integrating localization throughout a company after proper internationalization and product design.

gross domestic product (GDP). One of the measures of national income and output for a given country's economy. The most common approach to measuring and quantifying GDP is the expenditure method: $GDP = \text{consumption} + \text{gross investment} + \text{government spending} + (\text{exports} - \text{imports})$.

internationalization (i18n). Especially in a computing context, the process of generalizing a product so that it can handle multiple languages and cultural conventions (currency, number separators, dates) without the need for redesign.

localization (l10n). In this context, the process of adapting a product or software to a specific international language or culture so that it seems natural to that particular region. True localization considers language, culture, customs and the characteristics of the target locale. It frequently involves changes to the software's writing system and may change keyboard use and fonts as well as date, time and monetary formats.

machine translation (MT). A technology that translates text from one human language to another, using terminology glossaries and advanced grammatical, syntactic and semantic analysis techniques.

netizen. A blend of *internet* and *citizen*, a person actively involved in online communities. Netizens use the internet to engage in activities of the extended social groups of the web — for example, giving and receiving viewpoints, furnishing information, fostering the internet as an intellectual and

Basics

social resource, and making choices for the self-assembled communities. Generally, a netizen can be any user of the worldwide, unstructured forums of the internet.

pseudo-translation. Similar to a test run that seeks to copy the translation process rather than actually produce a translation. A text string is taken and put through a translation-like process that alters it and produces a new string. The text string is frequently changed as a result of this process, so pseudo-translation is done to illustrate the potential problems that may occur when the translation is actually done.

quality assurance (QA). The activity of providing evidence needed to establish confidence among all concerned that quality-related activities are being performed effectively. All those planned or systematic actions necessary to provide adequate confidence that a product or service will satisfy given requirements for quality. QA covers all activities from design, development, production and installation to servicing and documentation.

return on investment (ROI). In finance, the ratio of money gained or lost on an investment relative to the amount of money invested. The amount of money gained or lost may be referred to as interest, profit/loss, gain/loss or net income/loss.

rule-based machine translation (RBMT). The application of sets of linguistic rules that are defined as correspondences between the structure of the source language and that of the target language. The first stage involves analyzing the input text for morphology and syntax – and sometimes semantics – to create an internal representation. The translation is then generated from this representation using extensive lexicons with morphological, syntactic and semantic information, and large sets of rules.

simship. A term used to refer to the simultaneous shipment of products, usually software, in different languages or with other distinguishing differences in design.

source language (SL). A language that is to be translated into another language.

statistical machine translation (SMT). A machine translation paradigm where translations are generated on the basis of statistical models whose parameters are derived from the analysis of bilingual text corpora. SMT is the translation of text from one human language to another by a computer that learned how to translate from vast amounts of translated text.

target language (TL). The language that a source text is being translated into.

translation. The process of converting all of the text or words from a source language to a target language. An understanding of the context or meaning of the source language must be established in order to convey the same message in the target language.

translation memory (TM). A special database that stores previously translated sentences which can then be reused on

a sentence-by-sentence basis. The database matches source to target language pairs.

Translation Memory eXchange (TMX). An open standard, based on XML, that has been designed to simplify and automate the process of converting translation memories from one format to another.

translation unit (TU). A segment of text that the translator treats as a single cognitive unit for the purposes of establishing an equivalence. The translation unit may be a single word, a phrase, one or more sentences, or even a larger unit.

Unicode. The Unicode Worldwide Character Standard (Unicode) is a character encoding standard used to represent text for computer processing. Originally designed to support 65,000, it now has encoding forms to support more than one million characters.

voice-over. Refers to a production technique where a disembodied voice is broadcast live or pre-recorded in radio, television, film, theater and/or presentation. The voice-over may be spoken by someone who also appears on-screen in other segments or it may be performed by a specialist voice actor.

Resources

ORGANIZATIONS

American Translators Association (ATA): www.atanet.org; and its Language Technology Division: www.ata-divisions.org/LTD
Project Management Institute: www.pmi.org
Translation Automation User Society (TAUS): www.translationautomation.com

PUBLICATIONS

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ASSOCIATIONS

Globalization and Localization Association

Description The Globalization and Localization Association is a fully representative, nonprofit, international industry association for the translation, internationalization, localization and globalization industry. The association gives members a common forum to discuss issues, create innovative solutions, promote the industry and offer clients unique, collaborative value.

Globalization and Localization Association 23 Main Street, Andover, MA 01810, 206-329-2596, Fax: 815-346-2361, E-mail: info@gala-global.org, Web: www.gala-global.org



TAUS

Description TAUS is a think tank for the translation industry, undertaking research for buyers and providers of translation services and technologies. Our mission is to increase the size and significance of the translation industry to help the world communicate better. To meet this ongoing goal, TAUS supports entrepreneurs and principals in the translation industry to share and define new strategies through a comprehensive program of events, publications and communications.

TAUS Oosteinde 9-11, 1483 AB De Rijp, The Netherlands, 31-299-672-028, E-mail: info@translationautomation.com, Web: www.translationautomation.com

AUTOMATED TRANSLATION



Human Language Technologies

Multiple Platforms

Languages Arabic, Bahasa, Dari, Dutch, Egyptian dialect, English, Farsi/Persian, French, German, Hebrew, Iraqi dialect, Italian, Japanese, Korean, Pashto, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Tagalog, Traditional Chinese, Turkish, Ukrainian, Urdu **Description** AppTek is a developer of human language technology products with a complete suite for text and speech (voice) processing and recognition. AppTek's product offerings include hybrid (rule-based + statistical) machine translation (MT) and automatic speech recognition (ASR) for a growing list of more than 23 languages; multilingual information retrieval with query and topic search capabilities; name-finding applications; and integrated suites providing ASR and MT in media monitoring of broadcast and telephony speech, as well as handheld and wearable speech-to-speech translation devices.

AppTek 6867 Elm Street, Suite 300, McLean, VA 22101, 703-394-2317, Fax: 703-821-5001, E-mail: info@apptek.com, Web: www.apptek.com



KCSL Inc.

Languages All **Description** KCSL has developed many successful commercial products, including international spell and grammar checkers, electronic references, and multilingual search engines. Licensing to hundreds of entities, including Microsoft, Hewlett-Packard and the Canadian government, has created a worldwide user base of over 200 million people. Integrating natural language processing, multilingual search and statistical methods, NoBabel™ Translator is a major breakthrough in computer-aided translation. Without human interaction, NoBabel creates new translation memories (TMs) as well as cleans, grades and increases leveraging of existing TMs. Automatic and accurate, the easy-to-use NoBabel Suite maintains a familiar work environment. With NoBabel you lower costs and increase productivity.

KCSL Inc. 150 Ferrand Drive, Suite 904, Toronto, Ontario, M3C 3E5 Canada, 416-222-6112, Fax: 416-222-6819, E-mail: customer_info@kcsl.ca, Web: www.kcsl.ca See ad on page 37

CONFERENCES



Localization World

Description Localization World conferences are dedicated to the language and localization industries. Our constituents are the people responsible for communicating across the boundaries of language and culture in the global marketplace. International product and marketing managers participate in Localization World from all sectors and all geographies to meet language service and technology providers and to network with their peers. Hands-on practitioners come to share their knowledge and experience and to learn from others. See our website for details on upcoming and past conferences.

Localization World Ltd. 319 North 1st Avenue, Sandpoint, ID 83864, 208-263-8178, Fax: 208-263-6310, E-mail: info@localizationworld.com, Web: www.localizationworld.com See ad on page 3

DESKTOP PUBLISHING



Your closest DTP team wherever you are

Languages 70+ including Middle Eastern and Asian languages **Description** Global DTP, s.r.o., based in the Czech Republic, offers professional multilingual desktop publishing and media engineering solutions to the localization industry. Since 2003, we have been delivering high-quality, cost-effective services worldwide. With extensive localization experience and knowledge of the pre-press, media and publishing industries, our team of 20 in-house professionals handles more than 400 projects every year. Our core services are multilingual desktop publishing and Flash, video and HTML engineering.

Global DTP, s.r.o. Videnska 125a, 619 00 Brno, Czech Republic, 420-533-440-021, E-mail: info@global-dtp.com, Web: www.global-dtp.com See ad on page 49

ENTERPRISE SOLUTIONS



Across Systems

Multiple Platforms

Languages All **Description** Across Language Server is the world's leading independent linguistic supply chain technology. It provides a central software platform for corporate language resources and translation processes. The all-in-one enterprise solution includes a translation memory, a terminology system, and powerful PM and workflow control tools. It allows end-to-end processing so that clients, LSPs and translators collaborate seamlessly. Open interfaces enable the direct integration of CMS or ERP solutions, among others. Across clients access the Language Server via LAN, WAN or web, or as a hosted service. Across customers include Volkswagen, HypoVereinsbank, SMA Solar Technology and hundreds of other leading companies.

Across Systems GmbH D-76307 Karlsbad, Germany, 49-7248-925-425, E-mail: international@across.net

Across Systems Inc. Glendale, CA 91203, 877-922-7677, E-mail: americas@across.net, Web: www.across.net See ad on page 64



Lingotek Collaborative Translation Platform

Multiple Platforms

Languages Supports all language pairs **Description** Lingotek is a software company in Salt Lake City, Utah. We have developed the world's first Collaborative Translation Platform.

The software platform incorporates translation memory storage and retrieval, terminology management, machine translation, project management and workflow engine, all sitting on top of a massive data warehouse of centralized language data. We deliver our software to our customers in a traditional enterprise software install and software-as-a-service (SaaS) model via the web. In many ways, we're enterprise software with a social twist. We're focused on delivering commercial grade productivity software to companies to engage their social and customer networks.

Lingotek 15 Scenic Pointe Drive, Suite 325, Draper, UT 84020, 877-852-4231, 801-727-1580, Fax: 801-727-1581, E-mail: sales@lingotek.com, Web: www.lingotek.com See ad on page 17



Advanced Leveraging Translation Memory

Multiple Platforms

Languages All Unicode languages **Description** MultiCorpora, celebrating ten years as the language technology experts, is dedicated to providing language technology solutions to enterprises, language service providers and governments. Its flagship product, MultiTrans, pioneered the advanced leveraging TM concept that features hassle-free document pair alignment, recycles past translations with context at a granular level and provides an on-the-fly view of how ambiguous terms were previously translated. MultiTrans is an innovative client-server application with a best-in-class terminology management system, designed to transform translation expenses into a growing repository of reusable assets. The Translation Bureau of Canada, UNESCO, Toys "R" Us, Kraft, HSBC and many others have selected MultiTrans as their multilingual asset management solution.

MultiCorpora 102-490 St. Joseph Boulevard, Gatineau, Quebec, J8Y 3Y7 Canada, 819-778-7070, 877-725-7070, Fax: 819-778-0801, E-mail: info@multicorpora.com, Web: www.multicorpora.com See ad on page 44



STAR Group

Multiple Platforms

Languages All **Description** STAR Group was founded in Switzerland 26 years ago with the exclusive focus of facilitating cross-cultural technical communications in all languages. The company has grown to be the largest privately held multilingual information technology and services company in the world with 42 offices in 32 countries. Its advanced technology developments have propelled STAR to its current market position. Core services: information management, translation, localization, publishing, on-demand printing, consulting. Core technologies: Transit (translation memory), TermStar/WebTerm (terminology management), GRIPS (product information management), MindReader (context-sensitive authoring assistance), STAR CLM (corporate language management), STAR CPM (corporate process management), i-KNOW (competence management), and SPIDER (Interactive Electronic Technical Manual).

STAR Group Wiesholz 35, 8262 Ramsen, Switzerland, 41-52-742-9200, 216-691-7827, E-mail: info@star-group.net, Web: www.star-group.net See ads on pages 12, 19, 41, 48

INTERNATIONALIZATION TOOLS

MultiTRANS

Advanced Leveraging Translation Memory

Multiple Platforms

Languages All Unicode languages **Description** MultiCorpora, celebrating ten years as the language technology experts, is dedicated to providing language technology solutions to enterprises, language service providers and governments. Its flagship product, MultiTrans, pioneered the advanced leveraging TM concept that features hassle-free document pair alignment, recycles past translations with context at a granular level and provides an on-the-fly view of how ambiguous terms were previously translated. MultiTrans is an innovative client-server application with a best-in-class terminology management system, designed to transform translation expenses into a growing repository of reusable assets. The Translation Bureau of Canada, UNESCO, Toys "R" Us, Kraft, HSBC and many others have selected MultiTrans as their multilingual asset management solution.

MultiCorpora 102-490 St. Joseph Boulevard, Gatineau, Quebec, J8Y 3Y7 Canada, 819-778-7070, 877-725-7070, Fax: 819-778-0801, E-mail: info@multicorpora.com, Web: www.multicorpora.com
See ad on page 44

LOCALIZATION SERVICES



ADAPT Localization Services

Languages More than 50 **Description** ADAPT Localization Services offers the full range of services that enables clients to be successful in international markets, from documentation design through translation, linguistic and technical localization services, pre-press and publication management. Serving both Fortune 500 and small companies, ADAPT has gained a reputation for quality, reliability, technological competence and a commitment to customer service. Fields of specialization include diagnostic and medical devices, IT/telecom and web content. With offices in Bonn, Germany, Stockholm, Sweden, and Barcelona, Spain, and a number of certified partner companies, ADAPT is well suited to help clients achieve their goals in any market.

ADAPT Localization Services Clemens-August-Strasse 16-18, 53115 Bonn, Germany, 49-228-98-22-60, Fax: 49-228-98-22-615, E-mail: adapt@adapt-localization.com, Web: www.adapt-localization.com
See ad on page 38



Alliance Localization China, Inc. (ALC)

Languages Major Asian and European languages **Description** ALC offers document, website and software translation and localization, desktop publishing, and interpreter services. We focus on English, German and other European languages to and from Chinese, Japanese, Korean and other Asian languages. We use TRADOS, CATALYST, SDLX, Transit and other CAT tools, as well as DTP tools including CorelDRAW, FrameMaker, FreeHand, Illustrator, InDesign, PageMaker, Photoshop and QuarkXPress. Our customer-oriented approach is supported by strong project management, a team of specialists, a large knowledge base and advanced methodologies. We always provide service beyond our customers' expectations at a low cost and with high quality, speed, dependability and flexibility.

Alliance Localization China, Inc. Suite 318, Building B, Number 10 Xing Huo Road, Fengtai Science Park, Beijing 100070, P.R. China, 86-10-8368-2169, Fax: 86-10-8368-2884, E-mail: customer_care@allocalization.com, Web: www.allocalization.com



Beijing E-C Translation Ltd.

Languages Asian **Description** Beijing E-C Translation Ltd., one of the largest localization and translation companies in China, focuses mainly on software and website localization; technical, financial, medical, patent and marketing translations; and desktop publishing services. We use TRADOS, SDLX, CATALYST, TTT/PC, STAR Transit, Robohelp, FrameMaker, PageMaker, InDesign, QuarkXPress, MS Office and other graphic and DTP tools. Having more than 150 full-time employees located in Beijing, Taipei, Singapore, Seoul, Shanghai, Hong Kong, Shenyang and Chengdu, we can handle English/German into and from Simplified Chinese/Traditional Chinese/Japanese/Korean/Thai. We guarantee that clients' projects will be handled not only by native speakers, but also by topic specialists. Clients can expect and will receive high-quality services, on-time delivery and low cost.

Beijing E-C Translation Ltd. 2nd Floor, Hua Teng Development Building, No. 23, Xi Huan Bei Road, BDA, Beijing Economic-Technological Development Zone, Beijing 100176, P.R. China, 86-10-67868761, Fax: 86-10-67868765, E-mail: service@e-cchina.com, Web: www.e-cchina.com



Binari Sonori

Description Binari Sonori is a leading provider of international media localization services since 1994, with a unique team of project managers, studios, engineers and selected linguists spread over 30 countries worldwide. Solid procedures and transparent relationships with clients guarantee high quality of text, audio and video, timeliness and flexibility. We are accustomed to working for global companies that need to reach a broad range of markets with their media and entertainment products. Specialized support for any media localization activity, from effective audio localization to international content creation. Highly professionalized one-stop shop supporting today's media localization projects.

Binari Sonori S.r.l. Viale Fulvio Testi, 11, 20092 Cinisello Balsamo, Milano, Italy, 39-02-61866-310, Fax: 39-02-61866-313, E-mail: translate@binarisonori.com, Web: www.binarisonori.com
See ad on page 10



EuroGreek Translations Limited

Language Greek **Description** Established in 1986, EuroGreek Translations Limited is Europe's number one Greek localizer, specializing in technical and medical translations from English into Greek and Greek into English. EuroGreek's aim is to provide high-quality, turnkey solutions, encompassing a whole range of client needs, from plain translation to desktop/web publishing to localization development and testing. Over the years, EuroGreek's services have been extended to cover most subject areas, including German and French into Greek localization services. All of EuroGreek's work is produced in-house by a team of 25 highly qualified specialists and is fully guaranteed for quality and on-time delivery.

EuroGreek Translations Limited

London 27 Lascotts Road, London, N22 8JG UK
Athens EuroGreek House, 93 Karagiorga Street, Athens 16675, Greece, 30-210-9605-244, Fax: 30-210-9647-077, E-mail: production@eurogreek.gr, Web: www.eurogreek.com
See ad on page 35



iDISC Information Technologies

Languages Spanish (all variants), Catalan, Basque, Galician **Description** iDISC, established in 1987, is a privately-held translation company based in Barcelona that focuses on localization into all variants of Spanish (European, Latin

American, USA and Neutral) and the other languages spoken in Spain (Catalan, Basque and Galician). Services range from translation and localization to engineering, testing, DTP and consulting. Specialization fields are software localization, technical and telecom documentation, ERP, automotive and related marketing material. We have all commercially available tools and experience using many different proprietary customer platforms and solutions; internal workflow portal-based tools to reduce management costs and increase quality, consistency and on-time deliveries; and continuous support to the client PMs and process optimization to achieve the best project results and establish long-term honest partnerships.

iDISC Information Technologies Passeig del progrés 96, 08640 Olesa de Montserrat, Barcelona, Spain, 34-93-778-73-00, Fax: 34-93-778-35-80, E-mail: info@idisc.es, Web: www.idisc.es



Interpro Translation Solutions

Languages All modern languages **Description** Since 1995, Interpro Translation Solutions has been providing world-class language translation, software and web content localization, desktop publishing and project management solutions, enabling our clients to deliver multilingual products to their global audiences. Adapting products, services and corporate messaging to each potential target market's language requires an experienced team of professionals in order to get it done right the first time because you don't always get a second chance. Our mission is to assist our clients in gaining revenue, market share and user satisfaction by providing the highest quality and most comprehensive language services available in the market.

Interpro Translation Solutions 4200 Commerce Court, Suite 204, Lisle, IL 60532, 630-245-7150, Toll-free: 877-232-3277, Fax: 630-245-7155, E-mail: info@interproinc.com, Web: www.interproinc.com

WHY E4NET?

TOTAL SOLUTIONS FOR YOUR BUSINESS

Languages Major ASIAN languages including Korean, Japanese, S-Chinese, T-Chinese, Thai

Description Established in 1995, E4NET has successfully accomplished many major projects for customers such as Microsoft, Hewlett-Packard, PeopleSoft, Oracle, 3Com, Sun Microsystems, Sony, EMC, BEA Systems based on accumulated experience and know-how. We specialize in fields of IT such as ERP/CRM/DBMS, consumer software, hardware/equipment, OS, server application, management, multimedia, etc. E4NET can provide all types of localization works including the full scope of software testing services in Windows, Macintosh, Linux and Unix as well as DTP, audio recording, and video translation services.



L10N@e4net.net
www.e4net.net
Tel: 822-3465-8500
FAX: 822-3465-8502



The Greek, Bulgarian, Romanian, Turkish partner Languages Greek, Bulgarian, Romanian, Turkish, French, Italian, German, Spanish, English **Description** Intertranslations Ltd is a leading Greek translation and localization service provider, established in 1995, with extensive experience in medical and pharmaceutical products and equipment, legal, financial, mechanical, automotive, engineering, electrical, technical, software, media and marketing, tourism, health and nutrition, the food industry and so on. Among the tools used to ensure the quality of our projects are TRADOS, Transit, SDLX and other CAT tools and for DTP, InDesign, PageMaker, Photoshop, QuarkXPress, Illustrator, CorelDRAW and FrameMaker. We proudly have acquired the following certifications: ISO 9001:2000, DIN EN 15038:2006-08 and are members of ATC, GALA and LISA. We provide free samples upon request.

Intertranslations Ltd 4 El. Venizelou Street, 176 76 Athens, Greece, 30-210-92-25-000, Fax: 30-210-92-25-500, E-mail: a.arvanitis@intertranslations.gr, Web: www.intertranslations.gr



Janus Worldwide Inc.

Languages Russian, ex-USSR and Eastern European languages **Description** Janus provides translation, localization, DTP and linguistic consulting for Russian, Ukrainian and other European languages. Our deep expertise, flexibility, diversity and exceptional value of services are recognized by many industry-leading customers and partners worldwide. Our uniqueness is a solid team of the best professionals in all relevant areas — localization engineers, language specialists, QA officers, DTP and software engineers, and more. We do it end-to-end — from servers to handhelds, from ERP to automotive solutions and from interface specifications to legal notices. Janus is ISO 9001:2000 certified. Company activities including translating, localizing, DTP and linguistic consulting were subjected to audit.

Janus Worldwide Inc. Derbenevskaya nab., 11B, Office 113, Moscow 115114, Russia, 7-495-913-66-53, Fax: 7-495-913-66-53, E-mail: management@janus.ru, Web: www.janus.ru **See ad on page 9**



Lingo Systems, Translation & Localization

Languages 170+ **Description** Lingo Systems, powered by Language Line Services, provides customer-focused sole-source solutions for global companies in 170+ languages. We specialize in the translation and localization of technical documentation, software, multimedia applications, training materials, e-learning solutions and online applications. Other globalization services include quality assurance testing (hardware and software), integration of content management solutions, interpretation (170+ languages), cultural training and assessment, and internationalization consulting. Lingo Systems has never caused a late release. No other firm makes this claim. For a free copy of our award-winning book, *The Guide to Translation and Localization — Communicating with the Global Marketplace*, visit www.lingosys.com or call 800-878-8523.

Lingo Systems 15115 SW Sequoia Parkway, Suite 200, Portland, OR 97224, 503-419-4856, 800-878-8523, Fax: 503-419-4873, E-mail: info@lingosys.com, Web: www.lingosys.com **See ad on page 6**



LinguaGraphics — Multilingual DTP; Web, Flash and Software Localization; Engineering

Languages All, including Arabic, Bengali, Chinese, Farsi, Greek, Hindi, Hebrew, Japanese, Khmer, Korean, Lao,

Punjabi, Russian, Thai, Turkish, Urdu and Vietnamese **Description** LinguaGraphics is a leading provider in the area of multilingual desktop publishing and web/software/Flash localization engineering. Our seasoned DTP professionals and localization engineers are working with the latest tools on top-of-the-line equipment to produce a wide range of projects in InDesign, FrameMaker, QuarkXPress, Photoshop and Flash. We specialize in typesetting high-end marketing and communications-type material in difficult and rare languages at very competitive rates. For a quote on your next project, please visit us at www.linguagraphics.com. You have our word that we will never compromise on quality and do the utmost to make your project a success.

LinguaGraphics, Inc. 194 Park Place, Brooklyn, NY 11238, 718-623-3066, 718-789-2782, E-mail: info@linguagraphics.com, Web: www.linguagraphics.com



Logrus International Corporation

Languages EE, EA, ME, WE, rare languages **Description** Logrus offers a full set of localization and translation services for various industries, including top-notch software engineering and testing and DTP for all languages, including bidirectional and double-byte ones. The company is proud of its unique problem-solving skills and minimal support requirements. The company offers all European and Asian languages as well as many rare languages through its offices and established long-term partners. With its production site in Moscow, Russia, Logrus provides a winning combination of quality, experience and affordability. With over 14 years in business, the company has received multiple awards for excellence from its long-time customers, including IBM, Microsoft, Novell, Oracle and others.

Logrus International Corporation Suite 305, 2600 Philmont Avenue, Huntingdon Valley, PA 19006, 215-947-4773, Fax: 215-947-4773, E-mail: ceo@logrus.ru, Web: www.logrus.ru



Loquant Localization Services

Languages English, Brazilian Portuguese **Description** Loquant bases its operations on the experience of its founders and collaborators, professionals who closely follow the ongoing evolution of technology and the latest processes in internationalization and localization of information. Adhering to rigorous processes that were developed by the software localization industry during the last few decades, Loquant is able to prepare the most diverse products for the primary world markets. To do this, Loquant counts on the best project managers, native translators, engineers and desktop publishers to guarantee a quality control recognized internationally by the main international standards organizations.

Loquant Localization Services Rua Luis Carlos Prestes, 410/114, 22775-055, Rio de Janeiro, Brazil, 55-21-2104-9597, Fax: 55-21-2104-9597, E-mail: contact@loquant.com, Web: www.loquant.com



Moravia Worldwide

Languages All **Description** Moravia Worldwide is a leading globalization solution provider, enabling companies in the information technology, e-learning, life sciences and financial industries to enter global markets with high-quality multilingual products. Moravia's solutions include localization and product testing services, internationalization, multilingual publishing and technical translation. Hewlett-Packard, IBM, Microsoft, Oracle, Sun Microsystems and Symantec are some of the companies that depend on Moravia Worldwide for accurate, on-time localization. Moravia Worldwide maintains global headquarters in the Czech Republic and North American headquarters in California, with local offices and production centers in Ireland, China, Japan and throughout Europe. To learn more, please visit www.moraviaworldwide.com

Moravia Worldwide

USA 199 East Thousand Oaks Boulevard, Thousand Oaks, CA 91360, 805-557-1700, 800-276-1664, Fax: 805-557-1702, E-mail: info@moraviaworldwide.com, Web: www.moraviaworldwide.com
Asia 86-25-8473-2772, E-mail: asia@moraviaworldwide.com
Europe 420-545-552-222, E-mail: europe@moraviaworldwide.com
Ireland 353-1-216-4102, E-mail: ireland@moraviaworldwide.com
Japan 81-3-3354-3320, E-mail: japan@moraviaworldwide.com
See ad on page 21



Worldwide Localization and Translation

Languages 60+ **Description** Net-Translators specializes in software localization and translation into more than 60 languages. Our localization, internationalization and multilingual testing services instill the confidence that the product is accurately and consistently localized, translated and tested. Our translators are industry specific and have amassed a wealth of experience in their particular areas of expertise. We have a proficient in-house multilingual staff of project managers, QA professionals and DTP specialists who provide world-class service to our customers. Our staff remains on the cutting edge of CAT, QA and DTP technology. Net-Translators is ISO 9001:2000 certified, and we maintain branch offices in the United States, United Kingdom and Israel.

Net-Translators Worldwide

USA 1250 Oakmead Parkway, Suite 210, Sunnyvale, CA 94085-4037, 408-501-8839, Fax: 408-212-8956, E-mail: salesusca@net-translators.com

Europe 44-20-3393-8385, E-mail: saleseu@net-translators.com
Israel 972-3-5338633, Fax: 972-3-5336956, E-mail: salesil@net-translators.com, Web: www.net-translators.com **See ad on page 34**



Greek Localization Experts Since 1983

Languages Greek **Description** Founded in 1983, ORCO S.A. is a leading translation and localization service provider, specializing in software localization and technical translations (IT, telecommunication, medical, automotive, engineering, marketing, financial). ORCO deals primarily with English-into-Greek projects, although translation from several other European languages can be taken aboard. With its experienced in-house personnel, ORCO offers all language services at the highest quality level, including localization, product testing, engineering, DTP and so on. Our client list includes many IT companies such as Google, HP, IBM, Microsoft and Oracle, as well as international corporations such as Abbott, Ford, Nokia, Sony, Kaeser and Hitachi.

ORCO S.A. 6, Vas. Sofias Avenue, 106 74 Athens, Greece, 30-210-723-6001, Fax: 30-210-7249124, E-mail: info@orco.gr, Web: www.orco.gr



Pangeanic & PangeaMT

Languages Spanish (all variants) and all Spanish state official languages, EN/FIG/other EU languages, all other languages including Asian ones on demand **Description** Pangeanic is an independent Spanish LSP with sister offices in Tokyo and Shanghai working for the global enterprise market (major accounts in the electronics and computing fields) as well as for smaller organizations, MLVs and cross-national institutions. We offer a wide range of GILT services always adhering to stringent quality standard procedures — EN 15038 and ISO 9001. Pangeanic has an experienced team devoted to MTPE (post-editing of machine translation output). PangeaMT, our customized open-source SMT technology, enables us to offer domain-specific MT engines that are fully tailored to the clients' needs, helping them become more productive cost-effectively and rapidly.

Pangeanic Trade Center, Profesor Beltrán Bágüena 4, Suite 106, 46009 Valencia, Spain, 34-96-338-5771, Fax: 34-96-338-5772, E-mail: central@pangeanic.com, central@pangea.com.mt, Web: www.pangeanic.com, www.pangea.com.mt **See ad on page 46**



Promova

Languages Major European languages into Russian and Ukrainian **Description** Promova is a translation and localization company based in Ukraine providing a full scope of language-related services including translation, localization, QA check, DTP, linguistic testing, copywriting and consulting. We focus on large-scale, long-term projects for clients with unique requirements. We offer professionalism and ISO 9001-certified quality, integrate best-technology solutions on the market, and ensure effective management and best time frames while adhering to even the tightest budgets.

Promova Velyka Goncharivska 9, 18, Kharkiv 61052, Ukraine, 38-057-760-14-13, Fax: 38-057-372-89-27, E-mail: info@promova.com.ua, Web: www.promova.com.ua



PTIGlobal

Languages All commercial languages for Europe, Asia and the Americas **Description** PTIGlobal is committed to developing ongoing, long-term partnerships with its clients. This means a dedication to personal service, responsiveness, high-quality output, and sensitivity to clients' cost goals and timelines. Backed by over 30 years of experience in technical translation, PTIGlobal provides turnkey localization services in 30 languages simultaneously for software, web applications, embedded devices, wireless applications and gaming technology. Projects employ our expertise in end-to-end project management; internationalization consultation; glossary development; native language translation; multilingual web content management; translation memory maintenance; localization engineering; linguistic and functionality testing; desktop publishing; complete multilingual video and audio services; as well as onsite managed services.

PTIGlobal 4915 SW Griffith Drive, Suite 200, Beaverton, OR 97005, 503-297-2165, 888-357-3125, Fax: 503-352-0729, E-mail: info@ptiglobal.com, Web: www.ptiglobal.com



Localization and Globalization Partner

Languages 50 languages including English, Chinese, Japanese, Korean **Description** Saltlux was founded in 1979 as the first localization and globalization service provider in South Korea. With over 30 years of accumulated experience and know-how, Saltlux is an ideal and esteemed global technical communications partner. We specialize in multilingual translation and DTP, technical writing services, software localization, web globalization and so on. We provide our clients with a one-stop production line, starting with the authoring of documents and going on to localizing, designing and editing, digital publishing, two-way electronic manual production and database establishment. With this business direction, we are striving to grow into and excel as a leader in global technical communications.

Saltlux, Inc. 5~7F, Deok-il Building, 967 Daechi-dong, Gangnam-gu, Seoul 135-848, South Korea, 822-379-8444, Fax: 822-379-5996, E-mail: tsales@saltlux.com, Web: www.saltlux.com



TOIN Corporation

Languages Japanese, Traditional and Simplified Chinese, Korean, Malay, Thai, Vietnamese and European languages **Description** TOIN is a solidly established Asian MLV with more than 45 years' experience. Our services encompass translation, localization engineering, DTP, MT post-editing, workflow/process consulting and project management. TOIN

offers global reach and exceptional strength in Asia, with headquarters in Tokyo and additional operations in the United States, Europe, China and Korea. The company has been helping Global 1000 companies in industries such as automotive, IT, telecommunications, life sciences, e-learning, computer software/gaming, semiconductors and consumer products.

TOIN Corporation

Japan Shiba 1-chome Building, 1-12-7 Shiba, Minato-ku, Tokyo 105-0014 Japan, 81-3-3455-8764, Fax: 81-3-3455-6514, E-mail: toshihito-hattori@to-in.co.jp, Web: www.to-in.co.jp

North America Minneapolis, MN, 612-926-0201, E-mail: aki-ito@to-in.co.jp, Web: www.to-in.com

Europe London, UK, 44-20-8644-8685, E-mail: michael-stephenson@to-in.co.jp, Web: www.to-in.com

China Shanghai, 86-21-3222-0012, E-mail: doreen-qiu@to-in.com.cn, Web: www.to-in.com



Ushuaia Solutions

Languages Spanish (all varieties), Portuguese (Brazil) **Description** Ushuaia Solutions is a fast-growing Latin American company providing solutions for translation, localization and globalization needs. Ushuaia Solutions is focused on being creative and proactive to meet tight time frames with a high-quality level and a cost-effective budget. Customizing its processes, Ushuaia assures project consistency and technical and linguistic accuracy, thus reducing clients' time-to-market. Ushuaia combines state-of-the-art technology with top-notch experienced native translators, editors and software engineers. Our mission is to work together with our clients, thereby creating a flexible, reliable and open relationship for success.

Ushuaia Solutions Rioja 919, S2000AYK Rosario, Argentina, 54-341-4493064, Fax: 54-341-4492542, E-mail: info@ushuaia.com, Web: www.ushuaiasolutions.com See ad on page 42



VistaTEC

Languages All **Description** VistaTEC is a leading provider of globalization services and specializes in the localization and testing of enterprise, mobile and desktop applications. VistaTEC provides translation, technical consulting, engineering and testing during the design, development and marketing cycles of software products. VistaTEC has headquarters in Dublin, Ireland, and satellite offices in the United States. Additional information on VistaTEC is available at www.vistatec.ie

VistaTEC

Europe VistaTEC House, 700 South Circular Road, Kilmainham, Dublin 8, Ireland, 353-1-416-8000, Fax: 353-1-416-8099, E-mail: info@vistatec.ie, Web: www.vistatec.ie

USA East 2706 Loma Street, Silver Spring, MD 20902, 301-649-3012, Fax: 301-649-3032, E-mail: info@vistatec-us.com

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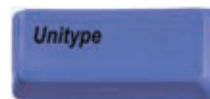


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Languages All European and major Middle Eastern and Asian languages, including local variants **Description** Established in 1994, WhP offers a wide range of linguistic and technological solutions, designed to match each client's needs. WhP has over several years become a renowned player in the globalization world, with a yearly average growth rate of 20% since 2005. By committing huge efforts and best practices, WhP has gained the loyalty of international accounts in the fields of IT and telecom, industry, business and web applications, training and e-learning, video games and more. WhP has its headquarters in France with local offices and production centers in China and Slovakia.

WhP Espace Beethoven BP102, F06902 Sophia Antipolis Cedex, France, 33-493-00-40-30, Fax: 33-493-00-40-34, E-mail: enquiry@whp.net, Web: www.whp.net

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NONPROFIT ORGANIZATIONS



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Languages All **Description** Access to information is a fundamental right. We want to relieve poverty, support health care, develop education and promote justice through access to information and knowledge across the languages of the world. The Rosetta Foundation supports the not-for-profit activities of the localization and translation communities. It works internationally with those who want to provide equal access to information across languages, independent of economic or market considerations, including localization and translation companies, technology developers, not-for-profit and non-governmental organizations.

The Rosetta Foundation Unit 13 Classon House, Dundrum Business Park, Dublin 14, Ireland, 353-87-6736414, E-mail: info@therosettafoundation.org, Web: www.therosettafoundation.org



Translators without Borders

Languages English, French, Spanish, German, Italian, Portuguese, Dutch, Russian, Arabic, Chinese, Swedish **Description** Translators without Borders is an independent registered nonprofit association based in France that assists non-governmental organizations (NGOs) by providing free, professional translations. Founded by Lexcelera in 1993, Translators without Borders has provided over two million dollars worth of free translations. Thanks to the funds saved, NGOs are able to extend their humanitarian work.

Translators without Borders Passage du Cheval Blanc, 2 rue de la Roquette, 75011 Paris, France, 33-1-55-28-88-09, Fax: 33-1-55-28-88-09, E-mail: twb@translatorswithoutborders.org, Web: www.translatorswithoutborders.com

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AppTek

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AppTek 6867 Elm Street, Suite 300, McLean, VA 22101, 703-394-2317, Fax: 703-821-5001, E-mail: info@apptek.com, Web: www.apptek.com

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TRANSLATION SERVICES



Arcadia Translations

Languages English, Spanish (all variants), Brazilian Portuguese **Description** Arcadia Translations, a translation agency based in Argentina, provides translation and localization services from English into Spanish and Brazilian Portuguese. We value quality, words and communication, and we offer integral linguistic solutions that include a wide range

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Arcadia Translations Marcelo T. de Alvear 1671 piso 8 dpto 50, Buenos Aires 1060, Argentina, 5411-5353-3390, Fax: 5411-5353-3395, E-mail: info@arcadia-t.com, Web: www.arcadia-t.com



TRANSLATION & LOCALIZATION

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Languages CEE **Description** Since its establishment in 1995, Aspena has built up a stable position as a reliable language service provider with focus on CEE languages. Besides providing first-class translations and interpreting in more than 50 languages, we specialize in large-scale localization projects and DTP. The guiding factors of our business strategy are quality, speed and flexibility. As an ISO 9001:2008 certified company, we are continuously striving to provide services that meet ever higher standards.

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BENEXtra Korea

Languages Chinese, Japanese, Korean **Description** BENEXtra Korea, one of the top quality localization/translation vendors in Asia, enjoys an excellent reputation and wide recognition among world-class players such as Dell, IBM, Microsoft, CA, Google, Autodesk, Cisco and the California state government. With our hands-on, practical experience in IT marketing collateral translation, software localization, Asian language localization, and our accumulated expertise in audio translation, we are ready to work together with you, helping you sustain growth and create and capture new value.

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biro2000

Your partner for Eastern European Languages

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Languages Eastern European languages **Description** Biro 2000 is located in the heart of Europe (Slovenia). We've been in business since 1992. Our clients come from all areas of industry, but for the past few years our work priorities have concentrated on the following areas of expertise: life sciences, legal, IT, cell phone, automotive and technical industries. Our work has focused on Eastern European languages. We work according to the EN 15038 standard. We utilize the following programs in our work: MemoQ server, Trados SDL Synergy, Across Language Server and Transit XV.

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CETRA, Inc. 7804 Montgomery Ave., Suites 8-10, Elkins Park, PA 19027, 215-635-7090, 888-281-9673, Fax: 215-635-6610, E-mail: info@cetra.com, Web: www.cetra.com



Diskusija – Baltic and CEE languages provider

Languages Lithuanian, Latvian, Estonian, Bosnian, Bulgarian, Czech, Hungarian, Polish, Russian, Serbian, Slovak, Slovenian, Ukrainian **Description** Founded in 1993, Diskusija specializes in technical translation and localization services from Western European languages into all Central and Eastern European languages with a strong focus on Baltic languages (Lithuanian, Latvian, Estonian). Our experienced team is able to handle projects of any complexity. We guarantee a professional and personal approach to our clients' needs, the use of state-of-the-art industrial technology, quality management at all stages of a project, on-time delivery, competitive rates and flexibility. We have extensive expertise in the following industries: IT, software, hardware, telecommunications, medical equipment, medicine, pharmacology, accounting, finance, automotive industry, electronics, legislation, and EU documents.

Diskusija Seimyniskiu g. 1A, Vilnius LT-09312, Lithuania, 370-5-2790574, Fax: 370-5-2790576, E-mail: diskusija@diskusija.lt, Web: www.diskusija.lt



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Eriksen Translations Inc. 32 Court Street, 20th Floor, Brooklyn, NY 11201, 718-802-9010, Fax: 718-802-0041, E-mail: info@eriksen.com, Web: www.eriksen.com



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KERN Global Language Services

USA 230 Park Avenue, Suite 1517, New York, NY 10169, 212-953-2070, Fax: 212-953-2073, E-mail: info@e-kern.com

Europe Kurfurterstrasse 1, 60486 Frankfurt/Main, Germany, 49-69-7560730, Fax: 49-69-751353, E-mail: info@e-kern.com

China Right Emperor Commercial Building, Unit B, 11/F, 122-126 Wellington Street, Central, Hong Kong, SAR China, 852-2850-4455, Fax: 852-2850-4466, E-mail: info@e-kern.com, Web: www.e-kern.com



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Languages All European languages **Description** With over 12 years' experience, Mc LEHM Language Services is the legal and financial reference point in the Spanish market. We render services all over the world, and over 1,500 companies place their trust in us. Our core values are client satisfaction, quality and fast turnarounds. These form the driving force behind our 24/7 service, after-sales attention and personalized approach to our clients.

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Medical Translations Only

Languages All European languages and Japanese **Description** MediLingua is one of the few medical translation specialists in Europe. We only do medical. We provide all European languages (36 today and counting) and Japanese as well as translation-related services to manufacturers of devices, instruments, *in vitro* diagnostics and software; pharmaceutical and biotechnology companies; medical publishers; national and international medical organizations; and other customers in the medical sector. Projects include the translation of documentation for medical devices, surgical instruments, hospital equipment and medical software; medical information for patients, medical students and physicians; scientific articles; press releases; product launches; clinical trial documentation; medical news; and articles from medical journals.

MediLingua Medical Translations BV Poortgebouw, Rijnsburgerweg 10, 2333 AA Leiden, The Netherlands, 31-71-5680862, Fax: 31-71-5234660, E-mail: simon.andriessen@medilingua.com, Web: www.medilingua.com See ad on page 35



Neotech

Languages From major European languages into Russian, Ukrainian, Kazakh and Azeri **Description** Neotech is the largest translation company in Russia and CIS countries, offering a full range of linguistic services to global corporations. Neotech is the first translation company on the Russian market that has certified its quality management system to international ISO 9001:2000 standards. Neotech's key areas of expertise are in the oil and gas industries, auto manufacturing,

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Rheinschrift Übersetzungen, Ursula Steigerwald

Language German to/from major European languages **Description** Professional globalization requires experience. Over the past two decades, we have developed into a top international company specializing in the precise tuning of your documentation and texts to the standards and mentalities of the German-speaking world. Our strength lies in our work for well-known software and hardware manufacturers. Furthermore, we also offer traditional translation services for the business, technology, legal and medical sectors. Our team of competent employees provides the very best quality within the respectively agreed time frame, even if matters are a little more urgent.

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Translation and localization into Polish

Language Polish **Description** Ryszard Jarza Translations is an established provider of specialized Polish translation, localization and DTP services, primarily for life sciences, IT, automotive, refrigeration and other technology sectors. We work with multilingual vendors and directly with documentation departments of large multinational customers. Our in-house team (12 full-time specialists) is comprised of experienced linguists with medical, engineering and IT backgrounds. We guarantee a high standard of quality while maintaining flexibility, unparalleled responsiveness and reliability.

Ryszard Jarza Translations ul. Barlickiego 23/22, 50-324 Wrocław, Poland, 48-601-728018, Fax: 48-71-3414441, E-mail: info@jarza.com.pl, Web: www.jarza.com.pl See ad on page 35



Skrivanek s.r.o.

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Skrivanek s.r.o. International Project Management Centre, Na Dolinách 22, CZ 147 00 Prague 4, 420-233-320-560, Fax: 420-241-090-946, E-mail: info@skrivaneK.com, Web: www.skrivaneK.com See ad on page 25



SpanSource

Languages Focus on Spanish and Portuguese, other language combinations through partners **Description** SpanSource provides translation, localization and related services from Western European languages into all regional varieties of Spanish as well as other language combinations through our network of select SLV partners. Our domain focus is on health care and life sciences, software and IT, heavy machinery and automotive, legal and financial, oil and gas, corporate training and educational materials. Our comprehensive service portfolio also includes unparalleled desktop publishing and multimedia localization engineering support for e-learning materials. Our in-house staff of 25 includes project managers, senior linguists, desktop publishers, software engineers and graphic designers, which prove to be fundamental in SpanSource's centralized, customer-centric approach.

SpanSource SRL Santa Fe 1264, 1°B, Rosario, S2000ATR Argentina, 54-341-527-5233, Fax: 54-341-527-0035, E-mail: info@spansource.com, Web: www.spansource.com



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TRANSLATION TOOLS



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Windows

Languages Unicode support for all left-to-right languages **Description** The leaders in technical communication bring you MadCap Lingo, an XML-based translation memory (TM) tool designed to improve translation efficiency, eliminate redundancies and reduce project costs. MadCap Lingo offers an easy-to-use interface, Unicode support for all left-to-right languages, and a rich list of features for assisting translators throughout the localization process, including support for the major industry TM systems. MadCap Lingo also includes tracking and organization capabilities to support large, single-source, multichannel publishing projects. Through its strategic partner Microsoft Corporation, MadCap delivers solutions optimized for Microsoft Windows, Visual Studio, and the .NET environment. Free trial downloads are available at www.madcapsoftware.com

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Advanced Leveraging Translation Memory

Multiple Platforms

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MultiCorpora 102-490 St. Joseph Boulevard, Gatineau, Quebec, J8Y 3Y7 Canada, 819-778-7070, 877-725-7070, Fax: 819-778-0801, E-mail: info@multicorpora.com, Web: www.multicorpora.com See ad on page 44



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SYSTRAN Software, Inc.

North America 4445 Eastgate Mall, Suite 310, San Diego, CA 92121, 858-457-1900, Fax: 858-457-0648

Europe Paroi Nord - La Grande Arche, 1, Parvis la Défense, 92044 Paris La Défense Cedex, France, 33-825-80-10-80, Fax: 33-1-46-98-00-59, E-mail: info@systransoft.com, Web: www.systransoft.com See ad on page 8

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Ultan Ó Broin

Don't write for translation, write for users



I was recently impressed by a tweet from Darwin Information Typing Architecture high priestess JoAnn Hackos (@jthackos): “Stop writing documentation. Started saying that 20 years ago but still hasn’t taken hold. Write for the customer not the engineer.”

She’s right. Information must be created for the user. Instead, we see creation and maintenance of source information using daft rules to suit translation process limitations and terminology choices that reflect only the opinions of professional linguists. Information becomes divorced from the user community and experience. This is wrong. Source content user experience should never be compromised for translation. It doesn’t need to be. Spare me the lecture about the return on investment from localized content. We’re all tired of the self-important “write for translation” brigade, the lengthy translation guidelines e-mailed to development teams, the brochures for expensive writing methodologies, and the rest on “global authoring.” Anyone in the information development space will tell you that these translation guidelines are essentially about writing properly in English in the first place, interspersed with vague requirements about “context” because the internationalization and translation teams didn’t engage with development tools and processes. I no longer write or distribute translation guidelines. I write content guidelines for everyone and then automate them. I focus on information quality: the notion of creation of quality source content for consumption by man and machine. Central to information quality are terminology and rules that can be owned and applied by content developers, having been validated by users in the first place, and then tested to see that the quality is what users want.

When I started out on the road to some scalable information quality and reporting in Oracle Corporation using acrolinx IQ suite, I banned the outmoded phrase *controlled authoring* and an equally unhelpful and untrue claim that the information quality initiative was done only because it was mandatory prerequisite for machine translation (MT). We talk about information quality instead.

Sure, the case for clean source data, and lots of it, as an input for effective and scalable MT has been established, and only an idiot would claim you don’t need quality information sources to make enterprise-level statistical MT effective. But MT is a spin-off benefit – or “externality,” if you like economics – of information quality initiatives as far as I am concerned. The delivery of quality information for users in English is better for translation processes, whether it is done manually, by translation memory (TM), MT, some glorified string-leveraging mechanism or a combination of these approaches.

As Mike Dillinger said at the Bay Area Machine Translation User Group in May 2010, machine translation does not require special writing; people require special writing.

The argument about clean data revolves around a “garbage in, garbage out” justification, which seems reasonable enough. However, this kind of glib cliché disguises a more insidious danger for user-experience professionals, that of “garbage in, gospel out”: dirty data and translation sources being promoted and distributed when, in fact, they are triggering unreported customizations, complaints and bugs all the time – the translation automation time bomb.

A final aspect is the failure to measure the effectiveness of information quality exercises. Who decides what information quality really is? At one end of the scale is the research showing how misspellings, missing letters, missing words and so on don’t impact information transfer. However, even minor content transgressions can give a negative market impression of your offering’s quality and impact productivity and user experience – though there is no evidence they are strategic deal-breakers. Fixing minor errors in English can have a huge knock-on in TM matching too, reflecting what low-level technology this stuff really is. On the other end of the scale, seriously wrong information can be incredibly dangerous, leading to lost deals, legal action and worse.

As for terminology, who cares if an internal linguist thinks one term is better than another? Why should decisions about one term over another be decided internally or by consultation with other professional linguists when there is a more powerful arbiter of effectiveness out there: the community? Instead, when deciding between alternatives or for new, emerging terms, engage the users to find out what terms they use in what context.

So, who decides what quality information is? The user, of course. How do we do this? The tools and processes for measuring this are already out there: reviewing web logs, search keyword patterns, customization requests, usability studies, eye tracking and so on. User-experience teams have been doing some of these things for decades. Let’s rethink the notion of information quality. Don’t approach it as the imprimatur of translation automation, and don’t disengage it from the user experience. Deliver a quality information source because it is what the user needs, regardless of what language it ends up in. **M**

Ultan Ó Broin, MultiLingual editorial board member and Blogos contributor, works for Oracle in Ireland.

To offer your own Takeaway on a language-industry issue, send a contribution to editor@multilingual.com

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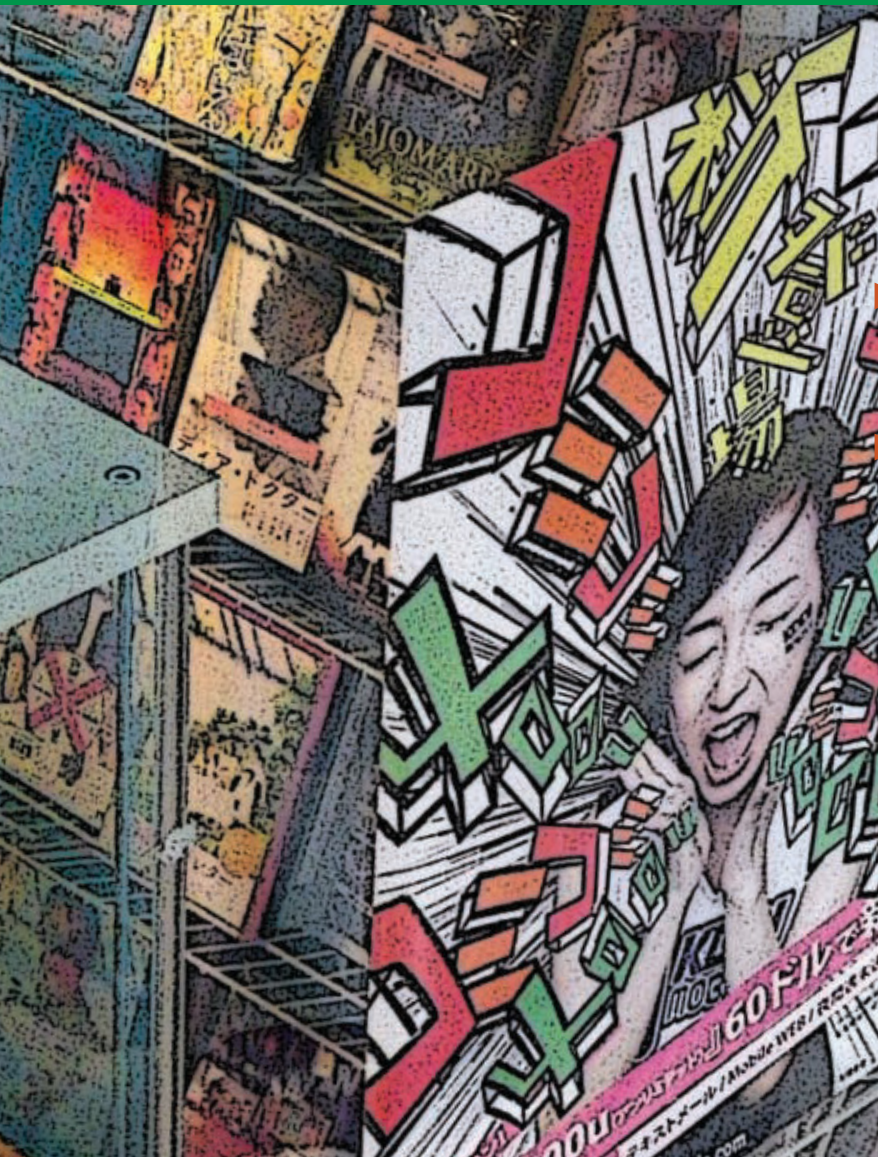


MultiLingual

TRANSLATION

October/November 2010

GETTING STARTED: **Guide**



**PRESCRIPTION DRUG
LABELING AND TRANSLATION**

**HOW DOCUMENTATION AND TRANSLATION
PROCESSES AFFECT EACH OTHER**

**NATIVE SPEAKER OR NONNATIVE
SPEAKER: THAT IS THE QUESTION**

**GETTING STARTED:
TRANSLATION**

Translation is a tricky business, prone to incite both praise and despair from initiates and old hands alike. Critics such as author George Borrow claim that “translation is at best an echo,” while supporters such as Ralph Waldo Emerson contend that “What is really best . . . is translatable – any real insight or human sentiment.” However, these really are different sides of the same coin. While translation may be an echo of an original, it is nearly always possible to make this echo take on the same pitch, timbre and sense as the original, particularly if you have decent help. George Rimalower, Kit Brown-Hoekstra and Roberta Fischer Malara all offer help on this front to anyone interested in learning more about translation.

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**PRESCRIPTION DRUG LABELING AND TRANSLATION**

page 3

GEORGE RIMALOWER

George Rimalower founded Interpreting Services International, Inc. (ISI) in 1982. ISI was one of the first to address the special linguistic and cultural needs of both non- and limited-English-proficient communities of the United States.

**HOW DOCUMENTATION AND
TRANSLATION PROCESSES AFFECT EACH OTHER**

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KIT BROWN-HOEKSTRA

Kit Brown-Hoekstra, principal of Comgenesis, LLC, is an associate fellow for STC, speaks regularly at conferences worldwide, and has authored many articles on a variety of technical communication and localization topics.

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SPEAKER: THAT IS THE QUESTION**

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ROBERTA FISCHER MALARA

Roberta Fischer Malara is the former head of the Aermacchi (now Alenia Aermacchi) translation department. She has been a freelance translator, technical communicator, writer and editor since 1992 and contributed to the development of STE (ASD's Simplified Technical English).

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PRESCRIPTION DRUG LABELING AND TRANSLATION

GEORGE RIMALOWER

The state of California is currently considering Senate Bill (SB) 1390, which, among other provisions, would require that pharmacies consider “the needs of patients with limited English proficiency” when labeling prescription drugs. The bill is receiving attention from health care providers nationwide; it’s axiomatic that, as California goes, so eventually goes a federal mandate. As the legislation notes, medication errors lead the list of medical mishaps. Some 46% of American adults do not understand the labels on their prescription drugs. The stakes are high, and SB 1390 offers an unprecedented opportunity for those who provide translation services to become part of the solution.

At the same time, arriving at useful translations can be a formidable challenge. *Useful* means going beyond a literal translation of the text to express its true meaning to the intended audience, and that involves taking into account a spectrum of language and cultural sensitivities, especially in a nation that hosts literally hundreds of languages and dialects. When health and welfare are at stake, localization is the soul of effective translation.

According to the 2000 Census, nearly 18% of the US population over the age of five speaks a language other than English, and there’s every indication that the 2010 Census will record an even bigger number. That’s why it’s incumbent upon professional translators to assist health care providers in ensuring compliance with Title IV of the Civil Rights Act. And it’s why SB 1390 is sound public policy.

Good translations make good sense

For health care organizations and those of us who serve them, the overriding imperative is to achieve positive outcomes for patients. There’s simply no room for error in health care communications. Helping people better understand how to take

their medication reduces mistakes that can be life-threatening.

While the long-range objectives are achieving and maintaining good health for patients, the short-term objective is to create an informed patient population. Informed patients are much more likely to follow the directives of health care personnel, whether that involves taking prescription medications or adopting other recommended practices.

SB 1390 likewise makes good economic sense. In addition to the obvious health benefits for patients, quality translations help lower the overall costs associated with health care. Patients who don’t

at a more sophisticated level than is ideal for the target audience. The result is that some percentage of the audience simply won’t get it.

- **Imprecise writing:** Typing errors, inaccurate punctuation and/or sloppy word choice in the source document can change the meaning of the original text in unintended ways. Consider the phrase *once a day*. That may be common enough, but it happens that the spelling of the word *once* is the same as the spelling of the Spanish word that means *eleven*.

- **Inappropriate use of color:** Colors communicate, too, and different colors convey distinct meanings to various cultural

groups. While red conveys a sense of danger or alarm to North American English speakers, for example, the color represents a sense of happiness or good luck to other cultural groups.

- **Representation of numbers and dates:** Language groups present numbers and dates in different ways. In the United States, a date is usually written in month/day/year format; elsewhere, the day/month/year format prevails. Announcing an upcoming health screening using the US format may inadvertently lead to confusion and undermine the effectiveness of the effort. It is better to spell the

numbers out in words or to follow the numbers with the spelled-out words within parentheses.

- **Cultural and religious sensitivities:** Using anatomical terms that might be offensive to certain cultural groups can affect the ability or willingness of group members to grasp the material.

Seizing the challenge

To address these and other critical issues for the health care market, it’s important to have systems in place. Start by developing a style guide or glossary for



Accurate translation of drug labels is crucial.

understand the instructions that accompany their prescription drugs might require multiple and wholly preventable office visits or perhaps find themselves in the emergency room. That’s true not only for prescription drug labels, but for the entire range of instructional and educational health care materials.

Five issues consistently undermine the accuracy of many translations, putting health care providers at serious risk of miscommunication:

- **Literacy and educational levels:** Frequently, texts to be translated are written



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key projects in collaboration with various stakeholders. Such a guide should include style decisions that take into account both linguistic and legal criteria. Guides can even be tailored to specific client company departments — the graphics department that will be designing labels, brochures and related materials, and so on.

It's also wise to factor in other considerations, among them:

- Level of education: It's necessary to select some educational level to reach the largest percentage of the target audience, but what level? Does the material need to be intelligible to those with a sixth-grade education or above? A fourth-grade education?

- Location of the target population: Translations must take into account where the target population resides. If a text is to be translated into French, for example, does the target audience live in Marseilles? In Montreal? In Brussels? Or, a bit closer to home, if a text needs to be translated into Spanish for distribution within the United States, do the targeted Spanish speakers live in Miami? San Diego? New York City?

- Formal or informal in tone: In the United States, materials aimed at the general public often assume a casual, even conversational tone, an approach that definitely doesn't fly in some cultures. Misreading the cultural cues may prevent engagement with the audience.

- Idiosyncratic titles: Many of the most effective titles in English depend on wordplay, such as *Dollars and Sense*, but these types of catchphrases obviously do not lend themselves to literal translations. Better to stay focused on the essence of the message and skip the double meanings.

- Capitalization: The use of capitals isn't arbitrary; it's often fundamental to communication. Capitalization varies widely according to language and, when used improperly, is likely to breed confusion.

- Translating for the web: Even the simplest computer instructions (such as *and press Enter*) may need to be rethought when working on material intended for publication on the web, since, typically, the website itself isn't translated. Consider that when translating *Click on the PRINT button* as *haga clic en el botón*

IMPRIMIR, we're leading the Spanish speaker (in this example) astray, lost and looking for that infernal *IMPRIMIR* button.

Glossaries can complement the style guide and should be regarded as living documents, subject to change over time. Glossaries ensure that consistency will be maintained from document to document. They also make certain that client preferences are understood. Glossaries may, for example, include general rules governing the use of different words that mean the same thing, such as *doctor*, *physician* or *M.D.* Glossary entries can indicate when each word is approved, as well as the name of the person who approved it. They can also note whether certain words or phrases are never to be used in its place.

As the world becomes ever more interconnected, we in the translation industry provide an increasingly valuable service by linking together different communities through language and culture. Legislative initiatives such as SB 1390 enable us to play an even bigger part in this evolving global story. **G**



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How DOCUMENTATION AND TRANSLATION PROCESSES AFFECT EACH OTHER

KIT BROWN-HOEKSTRA

Companies that successfully integrate translation into the documentation and product development process reap the financial benefits of simultaneous global releases; high-quality products that meet the needs of all their customers, regardless of locale; and improved perception of customer service. Such integration also requires the localization/translation vendor to take a long-term view toward its client relationships because, while integration results in short-term loss of revenue on a project, the overall budget for localization doesn't typically go down. Instead, those short-term savings go toward adding languages, improving the product's internationalization, localizing marketing, or other initiatives that improve the company's global presence, all of which represent revenue opportunities for the savvy localization vendor.

Regardless of your role in the translation process (content creator, translator, project manager and so on), you need to understand how both the documentation process and the translation process affect each other, where the problems occur, and how to integrate the two so that the company can meet its goals in the global marketplace.

Documentation process

Quality translation really begins with content creation and the processes that support it, as well as the degree to which the company incorporates internationalization into the product development cycle and its strategic planning. There are essentially four levels of internationalization in a company, and it's important to understand that each level both affects and is affected by the others: organizational, process, product and documentation.

Companies vary greatly in their global maturity at each of these levels, but the

most mature ones integrate internationalization not only into the product development cycle, but also into their overall strategic planning and marketing. The company's global maturity level gives you

Documentation teams must be able to understand both the technical staff and the audience, to deal well with ambiguity, to distill reams of technical data and specifications into usable and useful information, and often to test the usability of both the product and the documentation. Technical content creation is essentially a translation process as many users don't speak geek and many techies have difficulty communicating at a level that is comfortable for nontechies. The team also must frequently deal with multiple, shifting priorities while still meeting deadlines. Documentation is almost never allowed to hold up a product release.

Unfortunately, the translation/localization process is a "black box" for most documentation teams, and this lack of insight can cause issues with both the quality of the source documentation and the translations, particularly

for companies that have implemented content management without fully integrating the translation team and process into the workflow. Taking the time to educate the documentation team on translation and localization issues can significantly improve the product's global appeal and marketability. In addition, the earlier an issue is caught in the design process, the less expensive it is to fix and the more likely that the fix will get made.

Translation process

Translation, the act of taking content in one language and transferring it to another, is only part of the process for making a product and documentation set ready for a new language market. Good translators must not only speak both the source language (SL) and target language (TL) fluently, they must also understand the industry and products that they are translating the content for. Because they

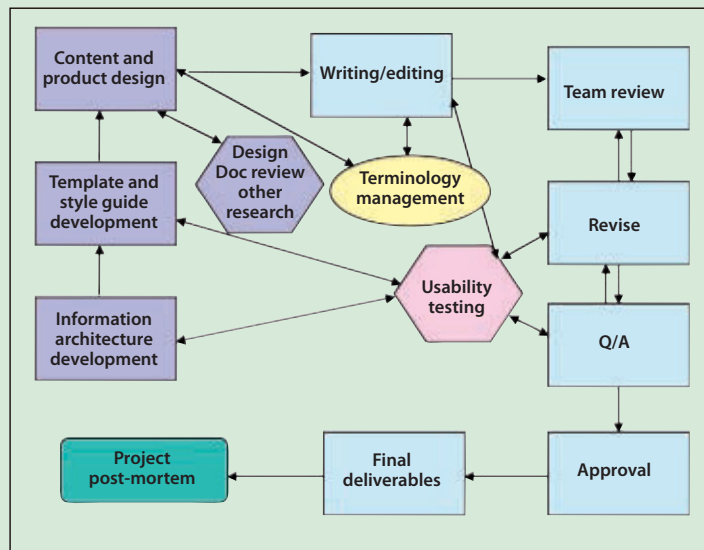


Figure 1: Documentation process.

an idea of how difficult it will be for the client localization manager or documentation manager to effect change and helps you understand the company's cultural milieu. Companies that have globalization and internationalization built into their overall strategic plan will be more open to suggestions and better able to facilitate changes at all levels of the organization.

While most documentation teams have little control over the overall corporate strategy and corporate-level processes, they often significantly influence the product development and control the documentation process.

The documentation process is one of creation and iteration. The documentation team typically is responsible for every aspect of the documentation, from researching and participating in product development team meetings to developing templates, style guides, and glossaries to content creation and management to publishing.

are native speakers of the TL, they also usually have native understanding of the target culture. In addition to the actual translation and editing process, the translation/localization team must ensure that the content is culturally appropriate and make adjustments where necessary.

The localization/translation team is also typically responsible for desktop publishing for print and engineering output for electronic media. And the team must work closely with the client's designated in-country reviewers, who might or might not have formal language or product training.

Translation and localization are acts of transference rather than development. The translation of the content is usually separated from the desktop publishing and engineering functions and performed by different sub-teams. Because of this separation, good project management is critical to ensure that each functional group understands how its work affects the other team members.

One of the biggest challenges for translation/localization teams is that the translation tends to be pushed to the very end of the product release cycle and, if deadlines aren't met, can cost companies millions of dollars in delayed releases. Most countries' regulations demand local language products, particularly for products that involve public safety, such as heavy equipment or medical devices.

Working together without colliding

Simultaneous releases are *de rigueur* for most products and industries, which means that translation and localization must become more fully integrated into the documentation process. This integration requires that both the company and the translation/localization vendor have a good relationship with each other and have a solid understanding of each other's existing processes.

Several aspects of both the documentation and localization processes can be divorced from individual projects and assigned to senior team members who work closely with their counterparts:

- Terminology management: Create a sub-team that includes a representative

from the documentation, translation and development teams, as well as the in-country reviewers. When done as an ongoing activity and especially when new products are developed, you can ensure more consistency throughout the product, documentation, marketing and language products. The approved terms can be loaded into the translation memories (TMs) early in the

making it indistinguishable from best practices: Internationalization is, ideally, not a separate process, but is built into the very design of the products, strategic planning and cultural milieu. It's much easier to design something that considers global needs than it is to retrofit it later. It takes time to build the initial understanding and shift the corporate culture, and

the process is ongoing as the teams reach new levels of knowledge and understanding. Once that integration occurs, however, companies begin to reap the rewards in terms of faster time-to-market, fewer cultural issues, improved customer service and potentially, larger market share.

With integrated documentation and translation processes you can also move some translation tasks earlier in the development process, where they can save significant costs. These activities include pseudo-translations, where you test the user interface to ensure that field

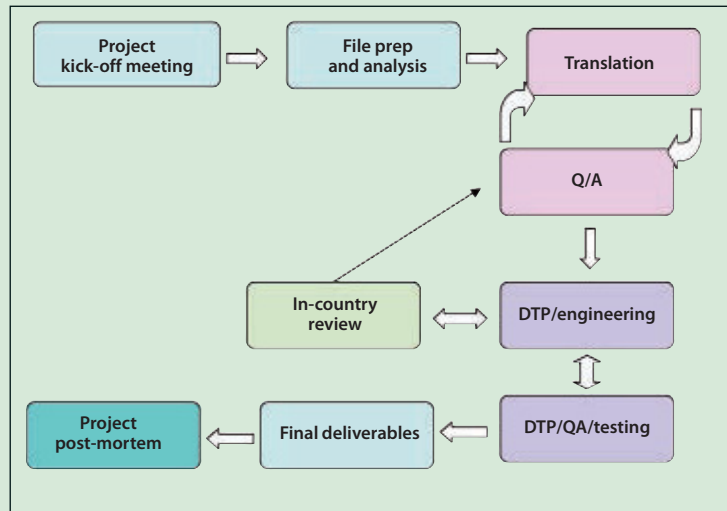


Figure 2: Localization process.

project and, for software projects, used in tests of the user interface.

- Style guide and template review and internationalization: Desktop publishing and engineering are often the largest costs in a translation project. By ensuring that the templates work with all languages, you can significantly reduce problems and overtime costs at the end of a project. Better yet, automating the publishing by using a content management system and structured authoring saves costs and enables you to more effectively focus your resources on the quality of the content itself. Cautionary note here: It takes significant effort to move to content management and structured authoring, and doing so is not a panacea. So, be sure to perform a cost/benefit analysis before leaping in.

- Periodic content and process audits for internationalization and translation issues: These audits help you identify appropriate metrics, identify what you are doing well, and show you where there is room for improvement. When done consistently, the audits help you to prioritize your efforts and give you the information you need to make sound business decisions.

- Integration of internationalization tasks into the fabric of every process,

labels and other elements fit properly, and pre-translations, where you run a draft in the SL through the TMs to identify potential issues with the content. For example, a lot of 90%-95% matches might indicate that preferential editorial changes are being made to previously translated content or that content is being rewritten instead of reused.

In addition, each team can improve integration by doing the following on the development side:

- Involve the localization project manager early in the product development process. This early involvement will help the localization project manager allocate resources and will enable them to identify areas where the translation team can contribute throughout the development cycle.

- Train team members on best practices. Improving the documentation for translation not only helps the customer who uses the translated products, it also improves usability and consistency of the source product.

- Establish effective editing, change management, and in-country review processes. Editing best practices are vital. Translation is very much a "garbage in, garbage out" process. The higher the

quality of the source content, the better the translation will be. Change management allows you to be more proactive about how and when you submit changes to translation. If a project is already in post-editing or desktop publishing when you make the change, it will cost a lot more than if the content is just being started. In-country reviewers can completely derail the process because translators depend on them for quality assurance (QA) approval. Ensuring that the reviewers are trained in both the products and are native speakers of the TL, and that the review is part of their job description will help facilitate a smoother process.

- Communicate regularly and proactively with the localization project manager. You should have primary and secondary points of contact to act as liaisons with the translation team. If something comes

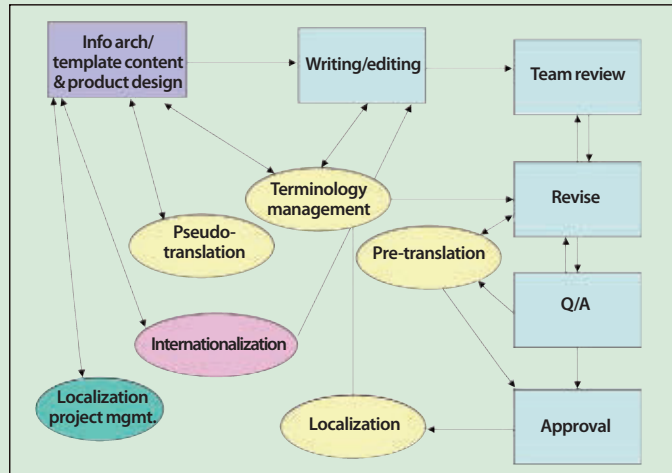


Figure 3: Integrated documentation and localization process.

up in a project meeting that affects the documentation, that means it also affects translation.

- Consider modularizing your documentation, and implementing a content management system (CMS) workflow. Modularizing the content enables you to send the content in chunks to the localization vendor, starting with the most stable content. Also, if you are using a CMS, you can send only the content that's changed to the translation team, automate the publishing, and modify the translation QA process to ensure that the output is correct. The business case for each company will be different, but you could potentially save over 20% of your localization costs by implementing an effective workflow.

On the localization side, each team can:

- Communicate proactively with clients. If clients are consistently submitting problematic source content, tell them. Work with the documentation manager to train the team. Educate clients on what you need to be successful. Let them know the financial considerations for their decisions, but phrase it in a way that lets them know you are looking out for their best interests. For example, "We can certainly do X; the cost is Y. I suggest Z, which will cost less and still do what you need."

- Establish primary and secondary contacts with the client team. You need to establish a rapport and habit of regular interaction with the client. Doing so helps you find out earlier of impacts to the translation process and facilitates the project management.

- Review the templates, terminology, style guides and so on early in the project. Provide the feedback early. If you wait

until you are doing the translation or the desktop publishing, it's too late. The documentation team has moved on to other projects by then or is scrambling to document the latest feature that got added at the last minute.

- Offer to train the documentation team on how to write for translation. Such workshops help the documentation team see how their job affects the company's bottom line. In most cases, your suggestions will require only a slight change in the way the documentation team works and will save significant localization costs. Take graphics, for example. Simply

removing the text from the graphics and using a legend could save the company thousands of dollars every project. In this example, if one graphic costs \$50 to create and you have 100 graphics being translated into 20 languages, all of which need to be reworked to accommodate the text, that's \$100,000. In another example, one error in the source help content might cost \$50 to fix. If you are translating into 20 languages and don't catch the error in the source, that one error costs \$1,000 to fix. It doesn't sound like much until you multiply that \$1,000 by every error that gets missed in the source and fixed during translation.

From a technical and process standpoint, this integration is relatively simple, though, as with any major change, it can be difficult to get the initial buy-in and overcome inertia.

It's a good idea to start with a pilot project staffed by innovative, motivated and open-minded team members who understand the business reasons for integrating the translation and documentation processes, as well as having the technical skills to pull it off. Pilot projects allow you to work out any kinks and to set up metrics before changing everyone over to the new processes.

Understanding how documentation and translation each affect the quality of the other enables you to identify ways to integrate the processes to improve quality, while reducing costs and time-to-market. Effective content management and workflow facilitate this integration. With integration, it becomes even more important to nurture your relationships between the documentation and translation teams. **G**

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NATIVE SPEAKER OR NONNATIVE SPEAKER: THAT IS THE QUESTION

ROBERTA FISCHER MALARA

Translation, always a thorny issue, has been considered something of a necessary evil since time immemorial. One question that has probably been in vogue since translators first existed is if the translator should be a native speaker or a nonnative speaker of the target language (TL). With 30 years' experience in the field, I would say that there is no clear-cut answer. I believe that both native speakers and nonnative speakers can provide the best service to the customer — promoting the profession in the meanwhile — depending on their skills.

What bothers me is that there is a strong bias in the Anglo-Saxon world against nonnative speakers. They are somehow considered second-class translators when they translate into English. Many native speakers of the TL argue that only a native speaker knows the grammar, peculiarities, idioms and rhythm of the language in sufficient depth to provide a translation that doesn't read like a translation. Such knowledge is certainly possessed by native speakers having a solid educational background, yet all too often the quality of being a native speaker of the TL overrides most considerations regarding qualification for the job and proficiency in the source language (SL).

A number of translation agencies advertise their offers by underscoring that their translators are native speakers of the TL, but do they always consider end-product quality? Freelancers having the TL as their mother tongue do the same, in part for obviously understandable, self-serving reasons. Nonnative speakers point out that they have studied and learned the grammar of the TL thoroughly because they intended to make translation their career from the start. They will point out that they use reference sources in the TL. They will say they strive to improve their proficiency in their second language continually by reading documentation in it and by constantly distilling the elements that contribute to enhance their fluency from every book, magazine article or any other text they go through. They will also say that they are able to understand

subtleties of the SL that may elude the native speaker of the TL.

Let me highlight here that it is entirely possible for a person to achieve better fluency in a second language than many native speakers, even if you compare such fluency with that of well-educated native speakers. This point has been proven: Think of the several famous writers who wrote in a language that was not their first language. Among them you can find Joseph Conrad, né Józef Teodor Konrad

Translators worth their salt, regardless of their first or second language, will always strive to provide the best possible service.

Korzeniowski in Berdyczów, Poland (now Ukraine); Vladimir Nabokov, born in Saint Petersburg, Russia; and Samuel Beckett, who was born in Dublin, but wrote most of his works in French and was awarded the Nobel Prize for Literature in 1969. Irène Némirovsky, who was born in Kiev in 1903 and died at Auschwitz in 1942, mastered seven languages, but picked French for her books. Elias Canetti, a Bulgarian-born writer, had German as his fourth language, but nonetheless chose it to express his works. He was awarded the Nobel Prize for Literature in 1981. Thus, Shakespeare's "That is the question" becomes "What is really important?"

I would like now to restrict my discussion to translations into technical English for two good reasons. First, technical translations, in particular in the aviation field, are

my turf, and, second, the tight rules that govern the use of the English language in that technical context definitely make it a very good example.

A short list of the primary rules that must be followed when writing, say, the maintenance manual of an aircraft or a helicopter, is possibly in order here to shed further light on this aspect of the matter. These are the same rules to use when translating user manuals or technical manuals covering other kinds of technical subjects and come from Simplified Technical English, Specification ASD-STE100:

- If you have a choice, use the shortest and simplest name.
- Do not make noun clusters of more than three nouns.
- Use only the infinitive, imperative, simple present, simple past and simple future tenses and use the past participle as an adjective only.
 - Keep sentences as short as possible.
 - Use paragraphs to show your reader the logic of the text.
 - Each paragraph must have only one topic.
 - Always start the paragraph with the topic sentence.
 - Present new and complex information slowly.

You should observe that these rules were not designed for translators, but for writers writing in English. Yet experience has demonstrated that engineers and technical writers in several countries are still unable to write directly in English. This is even more true when a peculiar style and structure are required. Enter the translator. The essential points for a good translation in technical English are proficiency in both the TL and the SL, and, above all, a sound knowledge of the technical subject being dealt with. This also means that translators should decide early the field in which they want to work, specialize in it and in the related fields — aviation-related fields are, for instance, most high-tech sectors, but definitely not philosophy or archaeology — and stick to them.



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You may at this point wonder why translators, who focus on language, should be required to have a profound technical knowledge of the field they are working in most frequently. But it is so. You may otherwise read awful translations irrespective of whether the translators are native speakers, what their academic qualifications are and how fluently they speak both languages.

Two examples of this come from literary and technical fields. One was an Italian paperback issue of *Vol de Nuit (Night Flight)* by Antoine de Saint-Exupéry, containing a sentence reading: *The essence was over.* But *essence* in French means *gasoline*. The actual meaning was the more down-to-earth, more understandable — not to say technically correct — *There was no more gasoline in the tank.*

The other one comes from a placard seen at the Le Bourget Air Show in Paris quite a few years ago. The placard in front of a carrier-borne aircraft read *Mono-siège embarqué avec ravitaillement en vol* and in Italian *Monosedia imbarcato con vetovagliamento in volo*. My colleagues took pictures of the placard because it was so incredible. To give you an idea of the whole

thing, the Italian translation sounded something like “Single-chair carrier-borne airplane with on-board food provision.” The correct definition would have been *Monoposto imbarcato con sistema di rifornimento in volo* or “Single-seat, carrier-borne aircraft with flight-refueling system.”

Translators can accrue technical expertise with the help of an editor keen to provide advice, a lot of teamwork with the engineers and specialists dealing with the subject of their first assignments, much reading of the specialized press — in the TL in case of nonnative speakers — and further education in the elected field. I took a yearly course in engineering drafting practices at the Polytechnic of Milan to be able to read the drawings and give them appropriate titles when involved in the engineering drawing title standardization program of the company I was working with at that time. When experience is gained, translators are able to work mostly on a standalone basis.

It should be clear by now, but let me underscore it once again: Expertise in the field is paramount, and fluency in both languages a must. Yet for translations

into technical English in compliance with the rules set forth above, native-speaker knowledge of the SL may be more important than native-speaker knowledge of the TL. Translators, in fact, are required to do extra work on and devote extra effort to the SL. This means that they have to de-structure and restructure it. They must cut the original text into sentences that do not comply with the general rules of the TL, but rather with the strict rules of a specific subset of the TL, in this case Ead's Simplified Technical English. Hence, all the nuances of the SL must be thoroughly understood.

All in all, therefore, there should be no bias against nonnative speaker translators of the TL as happens out there in the real world. When assigning a job, the customer should consider expertise in the field first. There are several ways of assessing whether a translator possesses all the required characteristics in the correct mix. A test, a survey of excerpts from previous translations, CVs and so forth may work well. Translators worth their salt, regardless of their first or second language, will always strive to provide the best possible service. For disambiguation, my first language is Italian. **G**



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