



Multilingual

Language | Technology | Business

July/August 2012

Focus: Latin America

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Conveying a passion: Translating sports in Brazil

Cultural awareness and userization in Latin America

Business

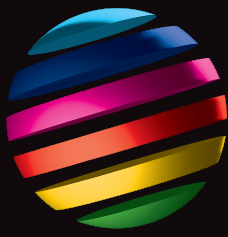
Crafting a request for proposal

Automating Toshiba user documentation

Technology

Do-it-yourself MT

Linport addresses translation package compatibility



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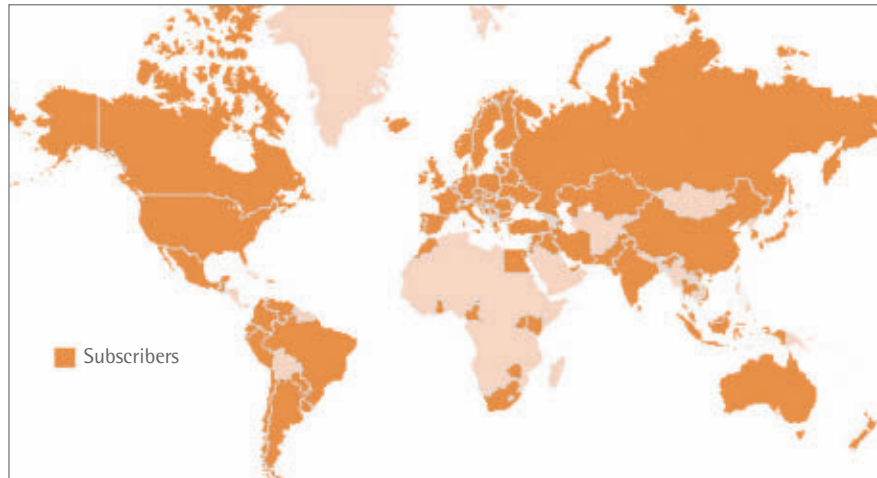
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Katie Botkin



Varying Latin America

Of all the continents of the world, in some ways I think I know South and Central America the least. I've been there, but the aimless wandering, the days of slipped-on cultural immersion, I have never really been able to experience there. Someday, I hope. As fall approaches, I long for Patagonia, for the Amazon, for Brazil's beaches, for the long stretches of the interiors and the changing faces North to South. For, again, the staccato tap of Argentina on the cobblestones.

But in the meantime, I read of it. It seems strange to me at times that it is even possible to make of this collection of countries one homogenous target, as Karen Netto does in her article on selecting Latin American translations. Not, of course, without difficulty. Nataly Kelly underlines that difficulty as she examines a product line's various websites for different countries in

Latin America. Madalena Sánchez Zampaulo turns us next to Brazil's sports fanaticism, and how this provides translation and localization opportunity. Fabio Branca looks at userization, meaning essentially user-specific localization for what might otherwise wrongly be thought of as an unvarying linguistic and cultural landscape — Latin America is a good example.

Kate Edwards provides us with some additional insight into the region with her column on the Falklands/Malvinas issue. In our other columns, John Freivalds departs into the diaspora, and Terena Bell writes on choice overload and customization.

There's something, actually, that I've wondered about with Latin America. We're supposed to have taken its definition from the Latin-based languages that are official in the countries in question. But why, then, is

Post Editing

Canada never considered part of Latin America? In Quebec, French is the sole official language. Just in case, we have a review from Nancy A. Locke of *Objectif Clients*, a book written by a Québécois translator.

Elsewhere in the magazine, Talia Baruch has an article on requests for proposals, Patrick Indola offers a case study from Toshiba, Anna Simpkins discusses and compares do-it-yourself machine translation tools, and Alan Melby, Brian Chandler and Arle Lommel talk about the Linport standard.

Daniel Goldschmidt wraps things up in a tidy, and touching, package with his Takeaway on health and language. He says we're lucky.

And so I am, even if I haven't gotten to physically explore Latin America to my heart's content yet. I suppose that puts things in perspective a bit. ✨



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About the cover
Mesoamerican themes influence this modern interpretation by mural artists on the walls of the Mission District of San Francisco.

Localization World Paris 2012 looks to the mobile world

Localization World Paris 2012, held June 4-6 in the Palais de Congrès, boasted engaging sessions and lively discussion centered around the emerging uses of technology, particularly mobile phones.

Keynoter Genséric Cantournet gave a somewhat controversial talk on digital property rights June 5, stating that "the digital world is not a copy of the real world. Just think, in the digitalized world, there is no gravity. If the physical laws don't apply, how can we pretend that the human laws apply?" Cantournet went on to say that when there are no costs associated with copying and distribution, the only thing consumers really need to pay for is the initial creation of the digital product. "If we could find a system in which it would be a clear retribution for the author, that would be OK." On the other hand, Cantournet said, "If you are using something for free, you are the product." There were a few murmurs of dissent from the crowd, which spilled out into the personal conversations in the exhibit hall.

Gustav Praekelt, the June 6 keynote speaker, explained how mobile platforms have helped change behavior of people

in the "Majority World," a term he used to describe the portion of the world's population who live in developing countries. The key to change was to take existing behavior and innovate with it. One such example is text messaging reminders about medical appointments with TxtAlert, a mobile technology platform designed to improve adherence to antiretroviral treatment. The system alerts patients about their next visits to the clinic. It also allows patients to send a "please call me" message, free of charge, when they want to reschedule their next clinic appointment. Many people in the Majority World have mobile phones, and with this simple tool, they are able to participate in communities to discuss gravely important questions of health, employment and so on.

Further sessions on mobile technology covered mobile multilinguality, mobile localization basics and right-to-left mobile localization.

The Translation Automation track seemed to generate plenty of audience discussion on machine translation, and several attendees remarked that, in general, the conference presentations were well-chosen and engaging, including the in-depth preconference sessions on June 4. The Life Sciences Business Round Table, covering medical device localization, was particularly lauded.



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From top: Paris by night; opening keynote speaker Genséric Cantournet; in the exhibit hall. Opposite page: Preconference workshop; an enthusiastic crowd; closing prize drawing June 6. Photos© Frank Herrmann, Fotodesign



Letters

I am a terminologist and was quite astonished about the article "From desk to booth – TMs for interpreters" in the June 2012 issue. As I am used to very high quality in your articles, I would like to give you some feedback concerning this article:

The abbreviation TM or TMS has three different meanings in our industry and should, in my view, never be used without explanation or full form.

Terminology management systems and translation memory systems seem to have been mixed up from time to time, e.g.: "Usually, interpreters find 'real' terminology management systems too cumbersome. With their different data levels, TMs are far more complicated."

Across' one-database approach does not necessarily "make it easier to search or manage data" than e.g. with MultiTerm, which allows simultaneous searches in different termbases with diverse structures.

"You are not just a mouse-click away from neatly printing this on a sheet of paper. But then, printing lists is just not what these programs were made for in the first place, so for the moment one must accept workarounds in order to print glossaries."

This is not really correct, as MultiTerm has a Word interface which allows printing out glossaries, dictionaries and lists at

a single click. This function, however, is hardly known, although it would probably be exactly what many MultiTerm users and especially interpreters may need.

I hope this feedback helps. Just wanted to clear things up.

– Diana Brändle,
dbterm terminologieservice

Dear Ms. Brändle,

Thank you very much for your letter. We welcome any feedback to help the magazine improve. Indeed, we agree that acronyms, especially confusing ones, should not be used without being first spelled out, so we define translation memory (TM) in the first paragraph of this article. If readers are unfamiliar with terms such as this, we have a glossary (Basics) at the end of the magazine. The article is written from the point of view of an interpreter who requires simple, streamlined terminology functions; more simple than seems to be available so far in standard TMs, for example. Some of the points the author makes hinge on this requirement of simplicity for an interpreter, although certainly it is a bit of a departure from what TMs and terminology management are typically used for.

– The Editors

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Translation Management Systems

XTRF Management Systems Ltd. www.xtrf.eu, info@xtrf.eu

Business

STP Nordic acquires Tranflex

STP Nordic, a language service provider, has completed the acquisition of Tranflex AB, a fellow Scandinavian language specialist. The entire Tranflex staff will be retained by STP Nordic, including founder and owner Chris Phillips. He will join the STP management team.

STP Nordic www.stpnordic.com

Tranflex AB www.tranflex.com

SDL opens research and development facility

SDL, a provider of global information management solutions, has opened a research and development facility in Cambridge, United Kingdom, to expand the company's focus on machine translation. The new facility and team will be led by Bill Byrne, a research scientist in natural language processing.

SDL www.sdl.com

Moravia opens office in Bay Area, relocates Dublin office

Moravia Worldwide, a globalization solutions provider, has opened a new office in San Francisco, California. The Bay Area office is the company's third location in the United States. The new office will be headed

by John Pemberton, senior project manager.

The company has also relocated its Irish office to new and larger premises in Dublin.

Moravia Worldwide www.moravia.com

e2f translations opens voiceover studio in California

e2f translations, inc., an English > French translation agency, has opened a voiceover studio in Santa Clara, California. The new soundproof studio is managed by a professional sound engineer and equipped with the latest hardware and software.

e2f translations, inc. www.en2fr.com

Language Connect opens office in New York City

Language Connect, a provider of translation and interpretation services, has opened an office in New York City. Bob McNabb, a veteran of the market research industry, will lead the North American expansion.

Language Connect www.languageconnect.net

Yamane Documentation becomes a division of TransPerfect

TransPerfect Translations, Inc., a provider of language services, has announced a merger with Yamane Documentation, also a provider of language services with a focus on Japanese and English content. Yamane Documentation will become a division of the TransPerfect group and will be headed by its founder, Nobushige Yamane, who will also

join TransPerfect's senior management team.

TransPerfect Translations, Inc.

www.transperfect.com

Yamane Documentation Inc. www.yamane.co.jp

viaLanguage rebrands

viaLanguage, a provider of translation and localization services, has rebranded itself as VIA, an umbrella brand that encompasses the company's translation and localization services, community insights and its customizable online learning portal.

VIA www.viadelivers.com

Translation Services now Translation Cloud

Translation Services USA, a translation agency, has renamed the company and will now operate as Translation Cloud LLC. The company is also opening an office in Jersey City, New Jersey.

Translation Cloud LLC

www.translation-services-usa.com

World Translation rebrands

Danish language service provider World Translation A/S has overhauled its brand. A new marketing strategy has resulted in the company rebranding with a new logo, website and landing page, all adapted to enable mobile browsing.

World Translation A/S

www.worldtranslation.dk

People

Recent industry hires

■ Saltlux Inc., a provider of localization and technical communication services, has hired Koeun Lee to its localization team as a project manager.

■ Plunet GmbH, a provider of business management software for translation services and agencies, has hired Nancy Radloff as business development manager, Daniel Ganz as technical support, Doris Langenberg as an interface specialist for CAT tools, and Andreas Gross as a developer.

■ Translation Automation User Society (TAUS) has announced that Achim Ruopp has joined the TAUS labs team as a product development manager.

■ Moravia Worldwide, a globalization solutions provider, has promoted Jane Nemcova to chief sales officer.

■ eCPD Webinars, a provider of webinars for language professionals, has hired Maia Figueroa as a Spanish-language associate.

■ Centrum Lokalizacji C&M Sp. z o.o., a language service provider, has hired its

XTM cloud

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previous intern Sébastien Jottard as a project manager.

Saltlux Inc. www.saltlux.com

Plunet GmbH www.plunet.com

Translation Automation User Society
www.translationautomation.com

Moravia Worldwide www.moravia.com

eCPD Webinars www.ecpdwebinars.co.uk

Centrum Lokalizacji C&M Sp. z o.o.

www.cmlocalization.eu

Resources

Multi-Languages publishes translation book

Multi-Languages Corporation, a language services company, has published the book *Almost Everything You Ever Wanted to Know About Translation*. The book was written by Lola Bendana and Alan Melby and is available as a PDF.

Multi-Languages Corporation
www.multi-languages.com

Virtual Sales Manager program

Latitudes, Inc., a training, coaching and consulting services provider, has created the Virtual Sales Manager program, tailored specifically for language service providers to develop their sales teams.

Latitudes, Inc. www.latitudescoach.com

Common Sense and Translators without Borders study results

Common Sense Advisory, Inc., an independent market research firm specializing in the language services industry, has conducted a study on behalf of Translators without Borders, a not-for-profit focused on spreading knowledge through humanitarian translations. The results, detailed in the report "The Need for Translation in Africa," are available as a PDF download. The report surveyed 364 translators for African languages in 49 countries representing a total of 269 different language combinations.

Common Sense Advisory has also published its ranking of the top language service providers, which now includes 100 companies.

Common Sense Advisory, Inc.

www.commonsenseadvisory.com

Translators without Borders

<http://translatorswithoutborders.com>

Products and Services

Perso-Arabic Language Suite

The Centre for Development of Advanced Computing has introduced the Perso-Arabic Language Suite, a solution containing applica-

tions and tools designed to make Urdu, Sindhi and Kashmiri scripts more computer-friendly when using Unicode-compliant applications such as office suites, browsers and e-mail clients.

Centre for Development of Advanced Computing www.cdac.in

MultiTrans Prism version 5.5

MultiCorpora, a provider of multilingual asset management solutions, has released MultiTrans Prism version 5.5. The new version features a web editing server that extends control of the management of translation processes, and it can be fully integrated with content management systems.

MultiCorpora www.multicorpora.com

TermWiki Widget, TermWiki Mobile 2.0 for Android

CSOFT International, Ltd., a provider of localization, testing and software development, has created TermWiki Widget, a solution that allows companies to display TermWiki's terms on their websites.

CSOFT has also developed TermWiki Mobile 2.0 for Android. The new version enables people to learn a foreign language, or they can use the live translation feature to communicate with people in different countries.

CSOFT International, Ltd. www.csoftintl.com

Plunet BusinessManager 5.3

Plunet GmbH, a provider of business management software for translation services

and agencies, has released Plunet BusinessManager 5.3. The new version has added new features to all program areas and increased overall workflow flexibility.

Plunet GmbH www.plunet.com

TEAMserver 2

ATRIL, a developer of computer-assisted translation technology, has come up with an all-new interface and floating license system for TEAMserver 2, the redesign of its solution for translation teams that work on multilingual and multisite translation projects.

ATRIL www.atril.com

Lecture Translation

Mobile Technologies, LLC, developers of Jibbig, has created Lecture Translation, an automated simultaneous lecture translation system. The system uses speech recognition technology to automatically transcribe the speech of the lecturer in real time into additional languages.

Mobile Technologies, LLC www.jibbig.com

New Akorbi services address health care reform

Akorbi Language Consulting, a global marketing solutions provider, has implemented new processes to increase turnaround times on the translation of denials/appeals/grievances letters. The special services are intended to help companies comply with requirements for health care

Thanks to Translators without Borders, parents in Kenya know how to protect their children against malaria.

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Translators without Borders facilitates access to knowledge by translating information that would not otherwise be available in the language of the people who need it.



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reform-related language needs.

Akorbi Language Consulting www.akorbi.com

Déjà Vu X2 updated

ATRIL/PowerLing, a developer of computer-assisted translation technology, has updated Déjà Vu X2, its computer-assisted translation system. New features include an incorporated PDF converter and a CodeZapper Macro.

ATRIL/PowerLing www.atril.com

expressIt

Elanex, Inc., a language service provider, has introduced a new approach to language translation called expressIt. The workflow automation technology is designed to address translation volume and velocity issues.

Elanex, Inc. www.elanex.com

Lido-Lang project management outsourcing

Lido-Lang Technical Translations, a provider of language services, has introduced a new service of project management outsourcing, aimed specifically at corporations and large companies wanting to cut internal costs and increase the flexibility of the employment structure.

Lido-Lang Technical Translations
www.lidolang.com

Robotics Glossary

Centrum Lokalizacji C&M Sp. z o.o., a language service provider, with the assistance

of the Robotyka portal, a website dedicated to robotics, has launched the Robotics Glossary. The purpose of the project is to create a database of valid terminology translations from the developing areas of robotics and control engineering.

Centrum Lokalizacji C&M Sp. z o.o.
www.cmlocalization.eu

Internationalization Dashboard

Lingoport, Inc., a provider of software internationalization tools and services, has released the Internationalization Dashboard, designed to allow software development enterprises to visualize source code internationalization quality and track issues for global products.

Lingoport, Inc. www.lingoport.com

Clients and Partners

Plunet and MemSource partner technology

Plunet GmbH, a provider of business management software for translation services and agencies, and MemSource Technologies, a developer of cloud translation software, have announced a partnership to begin the integration process between Plunet BusinessManager and MemSource Cloud and MemSource Server.

Plunet GmbH www.plunet.com
MemSource Technologies
www.memsource.com

Instituto Cervantes chooses SeproTec

SeproTec Multilingual Solutions, a provider of language services, was chosen by The Instituto Cervantes to create an automatic translation tool that currently translates up to 15 different linguistic combinations. The system is programmed to translate plain text, documents or web pages.

SeproTec Multilingual Solutions
www.seprotec.com

Lingotek teams with Science Applications International Corp.

Lingotek, a developer of translation technology, and Science Applications International Corporation, a technology applications and engineering company, have incorporated the technology of Collaborative Translation Platform and Omnifluent Translate to create a new machine translation solution.

Lingotek www.lingotek.com
Science Applications International Corporation www.saic.com

AT&T mobile interpretation service powered by Language Line Services

Language Line Services, Inc., a provider of interpreting services, and AT&T's Mobility Solutions group have teamed up to offer a new mobile phone service for federal employees and business customers such as first responders in emergencies, law enforcement officers and health care providers, allowing users instant access to interpreters in 170 languages.

Language Line Services, Inc.
www.language-line.com

ATRIL partners with Plunet

ATRIL/PowerLing, a developer of computer-assisted translation technology, and Plunet GmbH, a provider of business management software for translation services and agencies, have partnered to produce an end-to-end management solution for the translation and technical writing industries.

ATRIL/PowerLing www.atril.com
Plunet GmbH www.plunet.com

XTRF and MemSource combine technology

XTRF Translation Management Systems and MemSource Technologies, a developer of cloud translation software, have combined technology to create an easier import of analysis files in .csv and .log formats, and the automatic preparation of quotes.

XTRF Translation Management Systems sp. z o.o. www.xtrf.eu
MemSource Technologies
www.memsource.com



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July

Google ARB: Simple and Easy Web App Localization

July 19, 2012, San Jose, California USA.
The International Multilingual Computing User Group
www.imug.org/events/index.html

Literary Translation Summer School

July 22-27, 2012, Norwich, UK.
British Centre for Literary Translation, www.bclt.org.uk/summer-school

4th IATIS Conference

July 24-27, 2012, Belfast, Ireland.
International Association for Translation and Intercultural Studies
www.iatis.org/index.php?option=com_k2&view=itemlist&layout=category&task=category&id=69&Itemid=89

August

MyLanguage Conference 2012

August 6-9, 2012, Brisbane, Australia.
MyLanguage, www.mylanguage.gov.au/conference.html

RuSSIR 2012

August 6-10, 2012, Yaroslavl, Russia.
Yaroslavl Demidov State University, ROMIP, http://romip.ru/russir2012

Euralex Norway 2012

August 7-11, 2012, Oslo, Norway.
Department of Linguistics and Scandinavian Studies, University of Oslo, Language Council of Norway
www.hf.uio.no/iln/forskning/aktuelt/arrangementer/konferanser/2012/euralex/index.html

Computer-Assisted Translation Course

August 13-16, 2012, Monterey, California USA.
Monterey Institute of International Studies
www.miis.edu/academics/programs/translationinterpretationshort

International PhD course on Translation Process Research

August 13-16, 2012, Copenhagen, Denmark.
Copenhagen Business School
www.cbs.dk/Forskning/Konferencer/TPR2012

Professional Practices for Translators

August 18, 2012, Buenos Aires, Argentina.
International Association of Professional Translators and Interpreters
www.aipti.org/eng/news/not67-iaptis-second-conference-on-professional-practices-for-translators.html

Humanism in Language Teaching

August 26-29, 2012, Portonovo, Italy.
Lend Portonovo, www.lendportonovo.it/home.html

Literary translation course

August 27-September 1, 2012, West Yorkshire, UK.
Arvon Foundation/British Centre for Literature Translation
www.arvonfoundation.org/literarytranslation

September

Supercharge Your Sales Strategy

September 10, 2012, Boston, Massachusetts USA.
 September 19, 2012, Amsterdam, The Netherlands.
Common Sense Advisory, Inc., Selling Translations
www.commonsenseadvisory.com/ProductDetails.aspx?pid=25

Subtitles and Language Learning

September 13-14, 2012, Pavia, Italy.
University of Pavia, www.unipv.it/slconf

LRC XVII

September 20-21, 2012, Limerick, Ireland.
Localisation Research Centre, CNGL
www.localisation.ie/resources/conferences/2012/index.htm

Translation Forum Russia 2012

September 28-30, 2012, Kazan, Russia.
TConference, http://tconf.com

October

Technical Communication UK

October 2-4, 2012, Newcastle, UK.
Institute of Scientific and Technical Communicators
www.technicalcommunicationuk.com

ALTA 2012

October 3-6, 2012, New York City, New York USA.
American Literary Translators Association
www.utdallas.edu/alta/conference/current-conference

TM-Europe 2012

October 4-5, 2012, Warsaw, Poland.
Polish Association of Translation Companies, www.tm-europe.org

ELIA Networking Days Budapest

October 4-6, 2012, Budapest, Hungary.
European Language Industry Association
www.elia-association.org/index.php?id=ndbudapest

LavaCon Conference on Digital Media and Content Strategies

October 7-9, 2012, Portland, Oregon.
LavaCon, Inc., http://lavacon.org/2012

Game Developers Conference Online

October 9-11, 2012, Austin, Texas USA.
UBM TechWeb, www.gdconline.com/conference/c4p/index.html

TAUS User Conference

October 15-16, 2012, Seattle, Washington USA.
TAUS Data Association, www.translationautomation.com/conferences/taus-user-conference-2012.html

Localization World Seattle

October 17-19, 2012, Seattle, Washington USA.
Localization World Ltd., www.localizationworld.com

Objectif clients

Reviewed by Nancy A. Locke

Canadian French translator presents anecdotes and advice

In Quebec, *du gros bon sens* aptly describes *Objectif clients* by Canadian translator François Gauthier, a slender volume just over 100 pages long written in French. The translation of *du gros bon sens* is *it just makes good sense*, as the book does. Written in an intimate and accessible style, and illustrated by the author's quietly elegant black and white photos, the book doesn't pretend to be a compendium of everything a translator needs to know or a hefty technical reference. Rather, drawing on his own lengthy experience as a freelance translator, Gauthier offers valuable advice and encouragement to younger colleagues or newcomers entering the translation and language industry professions as freelancers.

Gauthier's book covers all the usual bases: how to get started as a freelancer, how to set up your office, what equipment might be necessary, pricing, how to organize your time, how to identify your client base, and the ins and outs of selling. Initially, I found some of the advice quaintly outdated. Anecdotes dating back to Gauthier's early years as a translator only added to that impression. The anecdotes also suggest that Gauthier has lived a charmed life.

For example, I deeply envied Gauthier's descriptions of collaborating with his life companion, who typed and revised his translations. Taken at face value, one might conclude that to succeed as a



Objectif clients: Un guide pour traducteurs et autres travailleurs autonomes du domaine langagier by François Gauthier. Linguattech Éditeur, 2010. 110 pages. Paperback, \$19.95

freelance translator requires the patient and loving support of a wife with agile fingers.

As old-fashioned as it seems by turns, however, overall Gauthier's book succeeds as an authentic, "tried and true" account that functions as much as a welcome, if at times avuncular, pep talk as a reference. Decades working as a professional translator in both the public and private sectors and, finally, as a freelancer, have given Gauthier a clear understanding of translators and translation. He understands that many translators tend to be perfectionistic and cerebral, which are strengths when it comes to doing the job, but the flip side of these strengths means translators also tend to be introverted, timid and insecure — all liabilities when competing for clients.

Reading on and between almost all the lines, helping translators move past their innate weaknesses emerges as the book's primary objective. And

the most important message? Success as a freelancer depends on self-respect as a skilled professional who consistently adds value while at the same time carefully nurturing relationships, relationships with collaborators, suppliers, family, friends and colleagues, and clients.

Gauthier carefully and thoroughly describes the many circles that surround us, starting with our families. He counsels a "soft" approach to sales, suggesting that the freelancer first approach prospective contacts and clients for "advice," a strategy that leverages everyone's need to be needed, but also can provide a wealth of information and even more contacts. Those contacts might ultimately become clients. To build and strengthen relationships with ever-widening circles of contacts, Gauthier suggests that freelancers keep notes about each individual, notes that include business-related facts as well as more personal information.

In addition to developing contacts and clients through a series of ongoing one-on-one communications, Gauthier also stresses the importance of professional associations. A long-time, committed and active member of professional orders first in Ontario in the Association des traducteurs et interprètes de l'Ontario and then in Quebec in the Ordre des traducteurs, terminologues et interprètes agréés du Québec, he strongly suggests becoming a member of at least one if not



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A photograph taken by François Gauthier that appears on page 67 of *Objectif clients*. The caption is: Sans que vous en soyez conscient, une myriade de gens, avec qui vous entretenez des relations plus ou moins suivies, gravitent autour de vous. (Although you may not realize it, a large and diverse circle of people, with whom you share relationships of varying degrees of intimacy, surrounds you.)

more associations. Of course, simply joining is not enough; to get the most out of any organization, a freelancer must participate actively. In addition to providing a rich learning environment and offering opportunities to gain visibility as a professional, professional associations provide a pool of potential revisers willing to exchange services. Such an exchange, Gauthier writes, is a must for novice translators working solo from home.

Offering obvious, if often neglected, advice, Gauthier reminds freelancers that courtesy and appearance still count for something in a 24/7, profit-driven world.

Placed next to a hefty tome like *Profession traducteur* by Daniel Gouadec, *Objectif clients* might seem a tad lightweight. Like Gouadec's book that describes the reality of translators in France, however, *Objectif clients* is firmly rooted in a specific geographical context, a Canadian context. That said, and despite its discernible Canadian slant, for francophones and francophiles alike, Gauthier's book is beautifully written and inspiring. My one hope is that eventually the content will be updated in a new edition. **M**

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Depicting the Falklands/Malvinas



I always find it fascinating how the presence of a geopolitical or cultural issue can so profoundly affect the business world, even in the subtlest of ways. Much of this column's ongoing focus centers on that very notion. No language or target market is immune from the side effects of what could be a blatant issue that everyone knows about, such as Kashmir in India, an elephant in the room type of issue that everyone knows about but tries not to bring up, such as the "four finger" issue in Japan, or an issue that is subtle or just not very well known — ever hear of the Hala'ib Triangle?

Far down in the southern hemisphere (or far up depending on how you wish to view it), there lies one of the more well-known geopolitical issues in the global public's knowledge. It's embodied in a large archipelago of islands known colloquially to most people as the Falkland Islands, or in Spanish, particularly in Argentina, as the Islas Malvinas. The islands, which are located about 300 miles from the southern coast of Argentina, have been the target of a contentious territorial dispute between the United Kingdom and Argentina for nearly 200 years, and between other parties even further back in time.

To better understand the context of the dispute and its effect on business today, let's take a look at its origins. History tells us that the islands were likely discovered by a Dutch explorer in 1600 and when he found them they were uninhabited. Evidence is inconclusive if indigenous groups from South America had visited the islands. They were given the name Sebald Islands after this Dutch explorer, but before even a century would pass, they were rediscovered by the British and were labeled the Falkland Islands. This archipelago is comprised of two large islands known as West Falkland and East Falkland, and then a myriad of other small islands. By the mid-eighteenth century, along came the French, who founded a settlement on East Falkland. A year later the British founded

a settlement on West Falkland, unaware of the French colony's existence. Through an agreement with the French, Spain acquired that colony on East Falkland and made it subordinate to the Spanish administration in Buenos Aires.

For the remainder of the eighteenth century and during much of the nineteenth century, the islands experienced various complications resulting from British and Spanish disagreements. Treaties were made and then threatened, and war almost erupted more than once. The United States staged a brief intervention and the islands even declared complete independence at one point. But by the mid-nineteenth century, the British had come to see the strategic value of the islands in the south Atlantic, ejected the Argentine presence and proceeded to establish a permanent base, much to Argentina's chagrin. The stage was now set for what has ensued in modern times.

Most of us are well aware of the 1982 war between the United Kingdom and Argentina, colloquially known as the Falklands War. After the formation of the United Nations, Argentina saw an opportunity to push its claim and made several unsuccessful attempts to do so. Eventually, the Argentine military junta at the time felt their only solution was to take the islands by force, maybe imagining that the United Kingdom would be ready to let them go since they're so distant. Perhaps expectedly, the British responded in force and the conflict was resolved within a couple of months, unfortunately resulting in nearly 1,000 casualties combined from both sides. The United Kingdom reasserted its sovereignty, but to this day, Argentina remains determined to eventually see the islands fully incorporated into their territory.

So aside from all the interesting history behind this geopolitical feature, what does this have to do with producing and distributing content? As with many of the geopolitical issues I've touched upon in this column, this is yet another example of a complicated

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.



Figure 1 (above): A sign declaring that the Falkland Islands/Islands Malvinas belong to Argentina. Figure 2 (right): A map of Islas Malvinas from an Argentinian perspective.



case requiring locale-specific tailoring and careful treatment.

Let's start with the issue of names. As already mentioned, the islands have had several names over the centuries. Most material will use Falkland Islands as the name of the feature, and other associated British names such as Stanley, its territorial capital, and Falkland Sound, the passage between the two largest islands. In Spanish, however, the names conform to Argentina's strong preferences – for example, the use of Islas Malvinas, as well as Puerto Argentino instead of Stanley and Estrecho de San Carlos in place of Falkland Sound. Place names are one method for governments to control and shape the external perception of their territorial sovereignty, and other Spanish-speaking locales may follow suit in order to show solidarity with Argentina's cause. In other words, in a Spanish version it's safer to use only the Argentine names and forego the English. For most non-Spanish maps, it's usually prudent to at least dual label the feature's name, and display Falkland Islands/Islands Malvinas to recognize the use of two names for a single feature.

Another issue, perhaps more obvious, is how the islands should appear on a map. On any map produced in Argentina, the Islas Malvinas are always shown as Argentine territory, and never with the name Falkland Islands. Oftentimes, as space on the map permits, the maps in Argentina will also include Antártida Argentina, which is the country's Antarctic claim. Also, since the early twentieth

century, Argentina has laid claim on South Georgia and the South Sandwich Islands, which have also been British dependencies for nearly 200 years. These map depictions showing Argentina's claims are locally reinforced through various media, even including their appearance on national postage stamps at one point. So likewise, a map intended for the Argentina locale and/or Spanish language would be prudent to show the Islas Malvinas as Argentine territory.

No doubt this talk of changing all this content just to placate the Argentine government may seem like a lot of effort for little potential return. And it could also yield debates about the ethics of changing "ground truth" – denying the reality that the British control the Falkland Islands, in this case. I think it's important, however, to remind readers about the importance of considering

local expectations. We all realize that localization is part of the process of meeting local expectations; we are translating text in order to provide a more locally-relevant linguistic experience.

With culturalization, it's critical to keep in mind that we're taking a step beyond language and looking at other areas in content that can make or break local expectations. The answer will be different based on the specific content and context; sometimes it's a map depiction that needs adjusting, sometimes it's color usage, other times

it could be icons and symbols, and in some cases, all of the above. While I strongly advocate for an ongoing dialog around the complexities of locale-specific content tailoring, we can't deny the reality of its necessity in order to deliver content to some markets.

If your plans include localization of maps or geographic-related content into Spanish, or specifically for the Argentine market, this is one of the issues for which you could be held accountable by the government and consumers if your treatment is counter to local expectations. As with all such geopolitical issues, they have the potential for undermining the best translation quality and best intentions in delivering a great product to a locale. This doesn't have to be the case, of course; it's just a matter of being proactive and prudent. **M**



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Dilemmas of the diaspora



"You're not a Latvian!" the young student told me. I couldn't believe he'd said that. I was born in Latvia, own a farm and land there, worked for the Latvian Investment and Development Agency, spoke Latvian fluently, and my father was chief of the Latvian service of the Voice of America. Even one of my books was translated into Latvian. I also gave two of my daughters Latvian names. Ouch.

He told me: "You live in the United States, you have money, you have a social safety net. Your government is not as corrupt as ours, you can travel throughout the world, you can find employment in your country, you live in a big house, which I will never have, and you have three daughters and two cars, which I could never afford. You're not Latvian."

He was right, and it took me several years to realize that. But the government of Latvia is going all out to make me feel Latvian. I have a Latvian passport and can vote in all the elections. I used to say that I was a Latvian living in America, but now I say I am an American who speaks Latvian. Or to put it another way, I am an American-Latvian, not a Latvian-American. I had to do some shuffling around with the hyphen, as do many people in the United States.

Of course, there are people like my friend Carl Ferrell from America's heartland in Mineral Point, Wisconsin, who see no need to have a hyphen at all. "There is no consistency or even sense in ethnic labeling in the United States. I was born here, English is my language and I don't see the purpose in labeling myself. Anyway, if there is a need to 'label' people by ethnicity, then get a consistent method going! If you're born in the United States, then you're an American, period. If you are born in another country and come to the United States to live, then you're an American-Mexican, or an American-Canadian, or an American-African or American-Japanese, whatever."

I haven't seen any discussion of referring to ethnics in the United States as having *American* on the left side of the hyphen,

which I think is a big mistake. I think, linguistically, if you live in and are a citizen of a given country, you should identify that, and then if you want to identify where you are from, you add that extra adjective with a hyphen. This was heightened in the immigration debate in this country. People would say that Ferrell is a Mexican-American instead of an American-Mexican, but the latter could provide an incredible difference in perception.

There are groups within countries such as the Flemish in Belgium or the Québécois in Canada who identify with their province or region. This is not unique for the variety of diasporas of different cultures living in a different country. In fact, the discussion can get downright nasty at times.

"After American Jewish Outcry, Israel Ends Ad Campaign Aimed at Expatriates" read a headline in the *New York Times* on December 2, 2011. The Israeli Ministry of Immigrant Absorption had run a series of video ads and billboard posters across the United States urging people to reconnect with their roots and perhaps even return to Israel. Urging the yordim (Israelis who have emigrated) to return is a longstanding Zionist policy, for example. The ads were aimed at the estimated 600,000 Israelis believed to have migrated to North America. The ads suggested that American Jews may be corrupted by Christian influence, complacency and even the English language.

But it was the bluntness of the campaign and not-so-subtle suggestions that living among mostly secular Jews may corrupt Israeli identity that angered many in the United States. Israel, which enjoys support from American Jews, quickly backpeddled and pulled the ads. The official statement was, "The Ministry of Immigrant Absorption's campaign clearly did not take into account American Jewish sensibilities, and we regret any offense it caused. The campaign, which aimed to encourage Israelis living abroad to return home, was a laudable one, and it was not meant to cause insult. The campaign was conducted without the knowledge or approval of the prime minister's office or of the Israeli embassy in Washington."

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

In sum, American Jews were told they were not Jewish, but corrupted. *The Economist* noted in January that immigration to Israel collapsed from 200,000 in 1990 to just 17,000 in 2010 as, among other things, "living standards are higher in America, and the neighbors less scary."

National identity is apparently tricky if you are an Arab in Israel, even if you were born there. According to *The Economist*, many Israeli Arabs now prefer to be called "Palestinians with Israeli citizenship." A fellow by the name of Yehezkel Dror wrote a book called *Israeli Statecraft: National Security Challenges and Responses* in which he outlined ways to make Israel more inclusive, such as by adding a Palestinian stanza to the national anthem, which now only speaks of Jewish yearning for Zion, and even by adding an Islamic crescent to the flag of Israel.

Controversial, but not necessarily unheard of. For those linguists who have seen the movie *Invictus*, you had to be touched by the South African anthem, which is among the most unusual in the world. The lyrics employ the five most widely spoken of South Africa's eleven official languages: Xhosa (first stanza first two lines), Zulu (first stanza last two lines) Sesotho (second stanza), Afrikaans (third stanza) and English (final stanza).

The French government is equally concerned with having its 2.5 million French living in diaspora continuing to "feel" French, but instead of urging those to come back as some other countries might do, it will give them a say in running France. After years of promises dating back to French premier François Mitterrand, France wants to portray itself as a model of expat rights. The English paper *The Guardian* noted that French officials have sliced the world into 11 constituencies, which will give France a Member of Parliament for the United States and Canada, and a Member of Parliament for north and east Africa. France now joins a small group of European countries, including Italy, which allows its diaspora to choose its own expat Members of Parliament. Emmanuelle Savarit, the north European candidate for Nicolas Sarkozy's UMP party, who runs her own consultancy firm in London, said: "The aim is not just to give a voice to French people abroad, but to bring Paris some inspiration from how things are done in other countries."

There are even larger numbers of "overseas Chinese" living outside of China. There are over 40 million overseas Chinese, in fact, most of them living in Southeast Asia. Indonesia has nearly nine million overseas Chinese, Europe has nearly three million and the United States has nearly four million. Both the People's Republic of China (PRC) and the Republic of China (ROC), also known as Taiwan, maintain highly complex relationships with the overseas Chinese populations. Both maintain cabinet level ministries to deal with overseas Chinese affairs, and many local governments within the PRC have overseas Chinese bureaus. Both the PRC and ROC have some legislative representation for overseas Chinese. In the case of the PRC, some seats in the National People's Congress are allocated for returned overseas Chinese.

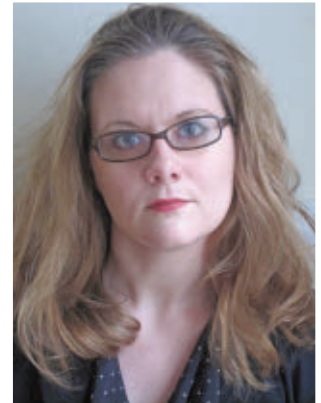
It gets possibly even more confusing when you are dealing with diaspora of different hues. I asked a Jamaican friend of mine, Keith Roache, now

living in Miami, to comment. "With regard to the question 'Can a Jamaican be a Jamaican in the United States?' my reasoning is as follows. Although my short answer is yes, to deal with the question properly, one would have to define what a Jamaican is. Within my own lifetime, Jamaican culture has gone through significant transformation from colonialism to independence to Americanization and Pan-Africanism. The culture is still evolving. Jamaicans have been described as a people with individual backgrounds and realities who exist in various hues and in separate and different ways. As one writer puts it, Jamaicans are an indecipherable blend of bewildering mixed bloods and cultures."

And then there's the question of what you say when you go through customs. I once said "I am an American" as I went through customs in Panama, for example. The customs agent looked at me sternly and said, "We are all Americans." **M**

The advertisement is a square graphic divided into four quadrants by a large, light-colored 'A' shape. The top-left quadrant has a white background with the text "We speak your language." in a bold, black, sans-serif font. The top-right quadrant shows a close-up of a pan filled with paella, including shrimp, mussels, and saffron rice. The bottom-left quadrant has a pink background and shows a piece of sushi on a black chopstick. The bottom-right quadrant has a white background with the text "Everywhere." in a bold, black, sans-serif font. At the bottom center, there is a logo for "ADAPT LOCALIZATION" with a stylized 'A' icon. Below the logo, the website "www.adapt-localization.com" and email "adapt@adapt-localization.com" are listed. The bottom-right quadrant also features a close-up of a pizza with toppings.

Avoiding choice overload



"Oh yeah. What we're living in?/ Let me tell ya." I don't know if there are many readers who are big enough Jamiroquai fans to catch my reference, but those are the opening lyrics from the band's 1997 song "Virtual Insanity." The same year it came out, the cloned sheep Dolly was announced to the world, which is forever linked in my mind to Jamiroquai singing about a world where everything is customizable.

"And now every mother can choose the color/ Of her child/ That's not nature's way/Well that's what they said yesterday." Maybe Jamiroquai saw the changes coming. Sure, the threat Dolly posed to human breeding selection was *au courant* in 1997, but we are all about choice in this day and age. Mothers may not be choosing the color of their children's skin, but Jamiroquai had the right idea: the reality of today's current situation is that selection of everything is happening on a much more finely tuned level.

Take online shopping, for example. As a remarkably tall child growing up in rural Kentucky, JCPenney and Sears were the only options I had for clothes. You either wore their pants or you wore a skirt. To this day, I still avoid capris because for years I was forced into high-waters. But now if stores don't have pants that are long enough for a girl my height, I can go online to BlueFly or Zappos, not to mention buy from Nordstrom or Macy's

Terena Bell is CEO of In Every Language and recently completed a two-year term on the national leadership council for the Association of Language Companies.

without ever stepping foot in a store. In fact, it's overwhelming. I can spend hours looking at pants online without buying a thing. Trust me, I'm not indecisive. I know what I want and go for it. But to buy a pair of pants on BlueFly, I have to choose between casual and activewear, corduroy, cropped, dress/work, jumpsuits – seriously, jumpsuits aren't even pants, but it's on there – and leggings – which also aren't pants, but I digress. I then have to select a designer. That's right, a designer! Choosing a size and color, the next steps, makes sense, but then I have to name my price. And after that, I have to decide if I want to view results by popularity, availability or what's new. I run a business. I make decisions all day long. But when it comes to buying pants, sometimes I just want a pair of pants. I don't want to draft a business plan or call out the National Guard.

"Future's made of virtual insanity now/ Always seem to be govern'd by this love we have/ For useless, twisting, all our new technology." Lately, the internet seems to get all the blame for this choice overload. After all, if the web didn't make Bluefly and Zappos so accessible, I'd still be stuck buying high-waters at JCPenney. True, the accessibility that creates these choices wouldn't exist were it not for the internet. But overall the internet is a good thing. Just because information is accessible doesn't mean we have to digest it and allow it to force us into lockdown. There's a difference between indecision and education.

In additional defense for the web, not all choice lockdown has its roots in technology. My best friend Lindsay and I went to brunch last week. When we got to the restaurant, the hostess stood in front of a principally empty dining room and asked us where we wanted to sit. We just looked at each other. We had no idea. In fact, the main reason I'd decided to go out to eat was because I didn't want to have to figure out what to cook. I love to cook, don't get me wrong, but I'd had a long work week, I was exhausted, and being the American that I am, I just wanted someone to bring me calories on a plate so I could subsequently

shove them in my mouth. I didn't want to decide; I wanted to be waited on. Add this to the fact that I'm not a morning person. Ask any non-morning person to decide anything — anything at all — while it's still morning and the results won't be good, people. The two of us just stood there in that restaurant staring blankly until Lindsay eventually just pointed. After finally being seated, we talked about how upset we were that the hostess forced us to make her decision. After all, seating people is pretty much the only thing a hostess in a restaurant does; it's her main purpose for existing, part of what we as patrons pay the restaurant to do for us.

What we need to learn in this industry is that there's an important difference between customization and client education. In an industry where software marketed to language service providers (LSPs), be it in project management or content management, can be customized out the wazoo, sometimes what we really want as clients is for the hostess to just lead us to a table. Sometimes what we really want is not to spend an hour looking at pants in order to buy nothing. Sometimes what we want is part of what vendors are actually paid for — their knowledge and guidance. Standing in that restaurant with my friend, technology had nothing to do with it. What it does have to do with is meeting your clients where they are, with being the expert they trust you to be. Choice overload has everything to do with whether or not the seller does her job or thrusts her job back upon the clients, all in the name of customization.

Now, don't get me wrong. I'll be the first to admit, In Every Language seems guilty of offering a lot of customization. Taken directly from my own company's website, we offer "[p]ersonalized solutions, on time and on budget" because "[c]lients deserve one-on-one attention and a customized course of action for their important projects." But as the owner of an LSP, I have to ask myself, how much of our industry's customization is truly for the client's own good? And how much is trying to be all things to all people?

What are our industry's clients not being told? Client education can run a very fine line over the course of a relationship. Some clients that initially came to us with a translation segregated through multiple departments are now

moving to consolidated content management and, as a result, are taking advantage of translation memory leverage for the first time. Client education got them there, but not overnight. It takes true collaboration between vendor and client to know how much to grow, and when. As a child stuck in pants that were perpetually either too wide or too short, you learn that not even the perfect pair of pants is worth growing up for too quickly. In fact, if a child grows too much too quickly, he'll have developmental issues that stem from his skeletal structure not being able to keep up with the change. A client's translation infrastructure can be the same way. Customize everything all at once and you could break the deal. The important balance is one where the client shares control with the vendor but doesn't have to do the vendor's job for them.

At this year's Globalization and Localization Association conference in late March, Bob Donaldson of Carson Strategy said he doesn't think that LSP should stand for language service provider anymore. He

suggested language solution provider. I'd like to push it one step further and say language solution partner. If you think about what a partner is and how it's different from being a provider, I think you'll see what I mean.

1997 was a pivotal year socially for marking the rise of customization. But the choice overload leading up to 2012, technologically-driven or not, has placed us in a current swingback from this pattern. Somewhere in the middle, our industry must find the sweet spot. We must quit chasing 1997. Too much customization without education and guidance, and we risk forcing our clients to do our jobs. On the other end of the spectrum, we should provide enough education to push our clients to greatness, and not to breaking. It's only through vendor-client partnership that we can achieve the right balance. If you think about it, that's what a partnership is, really — doing what's best for the other, and growing and learning together. **M**

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Marketing in Latin America under budget constraints

Karen Netto

There are times in a translation project manager's life when it is tempting to call upon the services of the United Nations and its diplomatic skills.

Ideally every region would have its own localized version of a translation, but in the real world, budget constraints – particularly in these tough economic times – force compromises in terminology and cultural preferences. As a result, at least one interested party seems to end up dissatisfied with the quality of the end product and the debate can run and run from project to project. In my experience, the most vociferous debate arises due to the imposition of “international” Spanish terminology on countries in Latin or South America.

The following anecdote relates how the Latin American Spanish issue was tackled and resolved in partnership between a client in financial asset management, its US office and its main language service provider (LSP). The company was at an early stage in localization maturity and had recently centralized the translation management function within the marketing department, following a series of quality complaints. As the project manager, it was my role to create the new processes within the company and improve quality in liaison with external translation suppliers. Improving the perceived quality of Spanish translations proved to be the most demanding.

Which flavor Spanish?

The asset management company had a total of four reviewers working on Spanish translations and feedback was therefore inconsistent. The feedback created problems for the LSP in maintaining a satisfactory translation memory (TM). Attempts had been made to resolve the issues in the past with a style guide and terminology list,

but there were basic, ongoing disagreements about key terminology between the reviewers. There was no established hierarchy over whose amendments took precedence in the event of a dispute. The problem was exacerbated by different areas of expertise, channel marketing responsibilities and the perceived low status of the task as “proofreading,” as opposed to a business sign-off.

The problems were further compounded by the different origins of the local office reviewers. There were two native-speaking European Spanish speakers; one Latin American Spanish speaker working largely with Spain; and a Latin American Spanish speaker based in the US office, who traveled regularly to South America on business.

For budgetary reasons, the company was obliged to use one version of Spanish, but neutral Spanish does not really exist. The problem was further aggravated by the fact that some differences were discovered in crucial hedge fund terminology between regions and the respective reviewers could not be brought to consensus. Since the vast majority of the literature was prepared for Spain, European Spanish took precedence. The US office was invariably left the most dissatisfied as they disliked Spanish originating from Spain, considering it to be “archaic.”

The conflicting feedback from different Spanish projects left the LSP struggling to find a middle ground, just as Scott Bass described in “Quality in the real world” in *Perspectives on Localization*: “Often, clients will request ‘international’ French or Spanish as the desired target language for a translation or localization project. By requesting the ‘international’ variety of a language, they hope to address multiple target markets with just one version of the translated material. While this makes budgetary sense, it poses a conundrum for the agency and translators.”

The LSP also regularly complained about having to weed out Latin American Spanish from the international Spanish TM after receipt of some local office revisions. The different approach to *you* in the plural between Spain and Latin America was a particular issue. In many ways, the problem reflects the differences between US and UK English. You may be aware of the differences, but it is instinctive to insert the version you are most familiar with. This proved to be the case for the Latin American speaker working with Spain.

The US office wanted a separate South American version, for which there was not always sufficient cost justification to win



Karen Netto is a translation project manager within the financial services industry. She wishes to thank Carmen, Cathy, Christophe, Pablo, Silvana and Sophia for their contributions to this article.

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Purpose of document:	<input type="text"/>		
Target audience:	<input type="checkbox"/> Private Clients <input type="checkbox"/> Institutional <input type="checkbox"/> Intermediaries <input type="checkbox"/> General	<input type="checkbox"/> Media (specify publication) <input type="checkbox"/> Other (specify)	<input type="text"/> <input type="text"/> <input type="text"/>
Translation target deadline:	<input type="text"/>	Approved copy target deadline:	<input type="text"/>
Confidentiality level:	<input type="checkbox"/> Highly Confidential <input type="checkbox"/> Confidential <input type="checkbox"/> Normal		
Source language:	<input type="text"/>	*Attach Word or PDF file with final, approved copy or draft copy for quote purposes	
Target language(s):	<input type="checkbox"/> 1. English <input type="checkbox"/> (a) UK <input type="checkbox"/> (b) Ireland <input type="checkbox"/> (c) US <input type="checkbox"/> (d) Australia/NZ <input type="checkbox"/> (e) Canada (f) Other instructions: <input type="text"/>		
	<input type="checkbox"/> 2. German <input type="checkbox"/> (a) Germany <input type="checkbox"/> (b) Switzerland <input type="checkbox"/> (c) Austria <input type="checkbox"/> (d) Belgium (e) Other instructions: <input type="text"/>		
	<input type="checkbox"/> 3. French <input type="checkbox"/> (a) France <input type="checkbox"/> (b) Switzerland <input type="checkbox"/> (c) Belgium <input type="checkbox"/> (d) Canada (e) Other instructions: <input type="text"/>		
	<input checked="" type="checkbox"/> 4. Spanish <input type="checkbox"/> (a) Spain (Castilian) <input type="checkbox"/> (b) US <input checked="" type="checkbox"/> (c) Latin America: <input checked="" type="checkbox"/> (i) Argentina <input type="checkbox"/> (ii) Mexico <input type="checkbox"/> (iii) Uruguay <input type="checkbox"/> (iv) Chile <input type="checkbox"/> (v) Colombia <input type="checkbox"/> (vi) Peru <input type="checkbox"/> (vii) Venezuela <input type="checkbox"/> (viii) Other instructions: <input type="text"/>		

Figure 1: Sample section from internal, interactive translation briefing form.

senior management support. All too often translations become embroiled in political issues that have nothing to do with the words on the page. My personal experience with a number of multinationals confirms the veracity of the following statement by Bass: “in-country review is fraught with potential entanglements, especially when the reviewer has a hidden agenda.”

Translation turmoil

The situation with the US office reached a critical point with the South American Spanish translation of a marketing leaflet. The reviewer was unhappy with the translation and independently commissioned another LSP to provide a replacement. This latter translation was then sent to the London office for in-house publishing. The head of the London marketing department requested a review of both translations by the original LSP, and the response resulted in serious questions about translation briefing and the type or flavor of Spanish required.

The US office’s preferred translation was found to contain grammatical and

typographical errors. The style and tone were criticized as not being appropriate for the organization’s sophisticated and discerning clients – this being the standard target audience brief provided to the LSPs. The analysis suggested that the translation was more appropriate for a US Spanish-speaking target audience than the Latin American target audience that had been requested in the original

brief. So the asset management company was now faced with trying to create one international Spanish version from three different versions of Spanish: European, Latin American and US Spanish.

While perhaps it was to be expected that the translation agency would want to defend its translation, the tone of the original LSP’s rebuttal to the US office’s dissatisfaction was striking and persuasive. It should be remembered, however, that ownership by the local office’s sales team can be as important to the successful employment of marketing materials as considerations of the end-user. If dissatisfied, the offending materials may simply be abandoned in a corner of the office collecting dust and may never reach the intended target audience. Unused materials are a waste of corporate money. So while the LSP had a point about the errors, this did not invalidate the views of the local office by any means. Experienced financial translator Chris Durban observes in “Demanding clients state their case: Comments on the client round table at La Rochelle” in *The Journal of Specialised Translation* that some translators have “a flawed appreciation of the importance of ensuring that the translated text – the customer’s ‘baby’ – remain[s] something that he or she can identify with. All too often translators dismiss client comments lock, stock and barrel if the customer has been naïve enough to insert a spelling or grammatical error along with other changes. In doing so, they have missed the point.”

Questions were asked about the Spanish-speaking target audience. Prior to November 2006, one Spanish version was supposed to suit all. European Spanish was often used even if materials were

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Term	LatAm (Mexican)	Comment applicable to Argentina	Comment
trading (of strategy)	<i>inversión</i>		Not negociación – US office preference.
allocation	asignación/distribución	asignación/distribución	Depends on context.
Board of Directors	Consejo directivo/Junta directiva	directorio	Junta is not a good word in Argentina. Advise to avoid.
commodities	<i>materias primas</i>	<i>materias primas</i>	Productos básicos was translator's recommendation. Technical people in LatAm generally say commodities.
due diligence	diligencia debida	diligencia debida	Some countries leave the term in English.
equity	renta variable	renta variable	
hedge funds	<i>fondos de fondos hedge</i>	<i>fondos de fondos hedge</i>	Translator recommended to keep in English, but US office prefers to translate.
interest rates	tasas de interés	tasas de interés	
investor	inversionista	inversor	In Argentina, it would be inversor, but all other Latin American countries use inversionista.
IT Development	<i>Informática</i>	<i>Informática</i>	New term added by US Office.
leverage	apalancamiento	apalancamiento	
manager	gestor/administrador	gestor/administrador	The most accurate technical term is gestor, especially because this brochure is directed at experts, not at individual investors.
Multi-Manager (team)	<i>equipo multi-gerente</i>	<i>equipo multi-gerente</i>	US office preferred translation. Do not put English in brackets after Spanish translation.
multi-strategy	<i>estrategia multi-gerente</i>	<i>estrategia multi-gerente</i>	
performance	retorno	retorno	rentabilidad, evolución, resultado and even desempeño in Latin America.
redeem	reembolsar	rescatar	Reembolsar seems to be more neutral for LatAm Spanish.
return	rentabilidad	rentabilidad	
Sharpe ratio	<i>razón de Sharpe</i>	<i>razón/índice de Sharpe</i>	Not ratio de Sharpe.
yield	<i>retorno</i>	<i>retorno</i>	US office preference.

Figure 2: Final, agreed terminology list for Latin America (LatAm). Blue text shows discussion points between the US office and the terminologist.

explicitly for the South American market. Now, it seemed that there might be a need for even more different flavors of Spanish. The translation was intended for Argentina, although this important detail did not form part of the original brief. In a very unusual step to resolve the conflict, an important Argentinean client was asked to choose between the two translations and chose the original LSP's work, albeit with a few amendments from the second version. This solved the immediate project problem, but the overall Spanish issue remained unresolved.

A new approach

For the next Latin American Spanish translation, there were new translation procedures in place. Key to these new processes was the development of the company's own in-house translation briefing and feedback forms. Many "internal clients" within the marketing department who had been placing requests for Spanish translations were blissfully unaware of the different market terminology. By requesting information with tick boxes in an easily completed, on-screen form, the managers were forced to reflect upon the subject. The overkill on detail is a deliberate educational ploy, as well as an attempt to get more complete market information (Figure 1).

The next project was a financial brochure with its target audience split between Central and South American countries. So from trying to force one version out of three different versions of Spanish, the company now discovered further multiplication in Spanish versions. The breakdown of the target audience provided by the US office on the form was as follows: 40% in Mexico; 30% divided between Argentina and Uruguay; 20% in Chile; and 10% in Colombia.

Some key financial terminology differs between these countries. For example, the term *investor* becomes *inversionista* in Mexico and *inversor* in Argentina. As you can imagine, this word could occur frequently within the same document and often within several lines of the previous example. The frequency of the same "wrong" term can throw the appreciation of an otherwise good quality translation. The percentage weightings at least provided a means to decide on which term to prefer. Thus, for this particular brochure, the weighting was toward Mexican terminology in the event of a conflict. This

may still not appear ideal perhaps, particularly for Argentina, but it is the best option when a company can only budget for one set of printed materials based on the current business case.

As a result of the detailed target information given to the LSP, the translators were able to advise on the best way forward. Indeed, the LSP was positive and proactive in its proposals. In another unusual approach, it provided significant background reassurance for the benefit of the US office on its selection of translator. The chosen translator was an experienced financial terminologist with published glossaries on accounting, tax and business terminology with the benefits of both a commercial and academic background in both South America and the United States. She translated the leaflet and submitted a list of terminology for review. She assessed and tried to resolve where there could be a conflict between different countries (Figure 2). The US reviewer was impressed by the professionalism of the approach and reassured by the translator's knowledge of the market. The brochure was signed off with amendments for the glossary and positive feedback for the future. The same translation team was demanded for the next South American project. This clearly demonstrates the best practices and possibilities with improved communication between the client and LSP.

Since 2006, the dust has settled considerably. For most projects, there is still a requirement for only one version of Spanish. Regular monthly market commentaries are translated into Latin American Spanish and there are still compromises. There are established procedures for briefing and constructive feedback with forms and clearer appointment of reviewers. Today, such is the confidence of the US office in the translation team that when the office is offered a chance to review the translations, the offer is invariably declined to concentrate on important sales activities.

This trust was undoubtedly hard to earn after successive, unresolved problems. However, this anecdote clearly demonstrates how an LSP's proactive response can turn a complaint into an opportunity for improved communication and understanding. The improved client-LSP partnership was able to achieve the best quality translation for the budget available. The leaflet was even updated and reprinted using the same team at a later date. **M**



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A global web presence so healthy . . . it shines?

Nataly Kelly

Some global brands have done such a remarkable job of entering the Latin American market that they have earned a place as household staples in many middle class households. Procter & Gamble, for example, has introduced many products successfully throughout Latin America.

One of its best-selling brands, the Pantene hair care product line, perhaps most famously known in the United States by the tagline “For hair so healthy it shines,” has gained extensive popularity throughout Latin America, to the point that it is sold at nearly every corner *farmacia*. So how is the brand managing its online web presence, and what lessons can be learned for other companies seeking to break into Latin America? Let’s take a closer look.

When we studied Pantene’s websites for Latin America in early May 2012, we noticed that Pantene avoids making the common mistake of using a single website to target the people who live in all of the countries in Latin America. It offers 11 unique country-specific sites for Argentina, Brazil, Bolivia, Chile, Colombia, Ecuador, Mexico, Paraguay, Peru, Uruguay and Venezuela. Pantene also has one “blanket site” for Central America – in other words, 12 sites in total. However, looks can be deceiving not only in the three-dimensional world, but in website navigation too. Just because the menu offers 12 different sites, it does not necessarily mean that each site will be completely customized to the target country.



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Pantene Argentina: winning and failing

From the moment they see the telltale primary navigation element that beckons them to find their product (*encontrá tu producto*) in the top lefthand corner, visitors to the Argentina website are bound to feel at home (Figure 1). We applaud Pantene for the fact that a good amount of the site content uses the *voseo* form of second person, which is common in Argentina, and uses the pronoun *vos* for *you*. Many brands make the mistake of using second person forms for Argentina that apply to the rest of Latin America, such as *tú* or *usted*. It’s a best practice to speak as the locals do with your web presence, so Pantene gets it mostly right for its Argentine customers by using the *voseo*.

Unfortunately, the brand fails to use *vos* consistently throughout the entire site. In the bottom left corner of Pantene Argentina’s home page it uses the *tú* form instead, where it says *Contáctanos*. The inconsistent use of *vos* sends a clear signal to visitors – this website is not completely tailored to Argentina after all.

There are several other warning signs that this site has not been fully localized. One of the biggest red flags is the fact that one of the site navigation elements was actually left in English. A link for “More>>” appears in the two promotional boxes near the bottom of the page. While this might not seem like a significant mistake, it truly is. Just imagine if you were visiting a website in English and suddenly came across a foreign word randomly while reading. It would look unprofessional at best, confusing at worst, potentially preventing a customer from clicking on the link to learn more about a product.

The site also has an error in the center of the home page, failing to use an opening exclamation point where it says *COMENCEMOS!* when it should read *¡COMENCEMOS!* instead (Figure 1). Leaving off the opening exclamation point was apparently not a conscious choice or part of the brand’s official style guide for Argentine Spanish, because right below, in the bottom righthand corner, it uses the punctuation correctly: *¡Pantene Institute llegó a la Argentina!*



Clockwise from top left: Figure 1: Pantene Argentina's website; Figure 2: Pantene Argentina's Facebook page; Figure 3: Pantene Peru's Facebook page; and Figure 4: Pantene's Spanish website for the United States.

But perhaps one of the biggest ways visitors can tell that this is not an Argentine site is the logo of the Better Business Bureau (BBB), which is featured prominently at the bottom of the page, saying “Accredited Business” in English. Even if the reader speaks enough English to understand what this means, it’s highly doubtful that anyone from Argentina will care about Pantene’s BBB status, since the BBB does not even operate there. Small, seemingly minor issues like these are often holdovers from pages that were designed for customers in a company’s home market.

We also could not help but notice that the Latin American website had a copyright date of 2011, even though we were visiting the sites in May 2012. While it may be a minor detail, it signals to the user that no one has bothered to update the website since 2011, or that the site’s content may in fact be outdated.

From the Argentine website, users can easily jump to a targeted Facebook page for Pantene Argentina (Figure 2), which has received an impressive 175,000

“likes.” The page also wisely incorporates its Twitter handle, @PanteneArg. Here, the brand does a good job providing a user experience that is more targeted to Argentina – the terms that appear in English in the image are due to our English-language Facebook settings, not the Pantene-provided content.

Winning and failing elsewhere

We were pleased to see social media links prominently offered on every single country-specific site for Pantene. When you click on the Facebook link from the Peruvian home page for Pantene, for example, you go directly to the Pantene Peru Facebook page (Figure 3). Again, the content provided for this page appears to be relevant for the Peruvian market. Even the image chosen for Peru is more reflective of the local target market, just as the Argentine Facebook page featured a model more compatible with the target demographic for that market.

Unfortunately, Pantene does not replicate its social media success for many other countries in Latin America. If the

user clicks on the Facebook links from the Pantene websites for Bolivia, Colombia, Ecuador and Venezuela, they are routed to a Pantene Facebook page for Central America. The last time we checked, all of these countries are in South America, not Central America. So, the first problem with routing users there is that they will be surprised to be taken to content that is clearly labeled with Central America. But an even bigger problem is the fact that the page cannot be found.

Routing users to a social media page that is broken or not set up properly is perhaps worse than not linking them to any social media page at all. It gives visitors the impression that the brand is sloppy or careless. It would only be a matter of modifying a hyperlink to fix this problem, so it seems quite clear that no one bothered to test all the links when the Pantene sites for these countries were rolled out or updated.

Mexico is one of Pantene’s largest markets in Latin America, and the brand does provide some customized content for its Mexican visitors. For example, one



Figure 5: Product images for Argentina (left) and Chile (right).

of the promotional panels in the main content area says *8 de cada 10 mexicanas* (8 out of 10 Mexican women). It appropriately uses the local term *ampolleta* to refer to its new small tube or vial of conditioner, while in other markets, it uses the term *ampolla* instead. It also uses the term *cabello* to refer to hair in Mexico, while it uses the term *pelo* in other markets. In other words, it appears that Pantene might have had translations performed locally for each market, or

they might have asked in-country staff or partners to ensure that the terminology would resonate correctly in each place. This kind of attention to terminological detail is not always common, so Pantene does the right thing in this regard.

On the negative side of things, we cannot help but point out another inconsistency – the Mexican site refers to the Pantene Institute in Spanish in two different ways – as *el Instituto Pantene* in the text under *Asesoría del Cabello* (hair

assessment) and *el Pantene Institute*. These contrasting ways of referring to Pantene Institute in Spanish are unfortunately in such close proximity to each other on the page that they are quite noticeable to anyone who is actually reading the text. Both instances appear to just be text-based – they are not embedded in images. So, it would be easy enough to fix either one of them to achieve consistency, but apparently no one reviewed the site for these kinds of details – or if they did, they failed to catch them.

We were pleased to see that Pantene did not assume that what works for the United States will work in Latin America. Pantene has a completely separate Spanish website for its customers in the United States (Figure 4). The US site uses Eva Mendes, a popular Latina actress, as the American face of its brand on the Spanish site, but she does not appear on any of the Latin American sites.

However, we were disappointed to see that Pantene's US Spanish site makes the same mistake that its Argentina site does by not sticking to a consistent pronoun for *you*. Most of the US site in Spanish uses the informal *tú* form, but at the very bottom, it says *comuníquese con nosotros*, which is the conjugation of the verb used for the formal *usted*. Also, it leaves the term *FAQs*, an acronym for *frequently asked questions* in English, although it's unlikely that many Spanish speakers in the United States would know this acronym unless they also have proficiency in English. Again, details like this may not seem that important, but most marketing executives would not tolerate these kinds of errors on an English site.

Makers of consumer products have the challenge of representing only those products on their websites that are actually for sale in those countries. For example, in the United States, the Pantene product lines typically retain their English product names even when marketed in Spanish, such as Aqua Light and Ice Shine. So, Pantene could not really use their US website for Latin American consumers very easily, because users in Latin America simply would not be able to locate the products promoted by the US site.

When it comes to featuring products that can actually be purchased in each country, Pantene does an excellent job. The brand's Mexican site features ten



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different product lines, which is a testament to the fact that Mexico represents an enormous market.

When we visited Pantene's Latin American websites in May 2012, we noticed that the brand was featuring its line of Rescue products. The product images on the sites for Argentina and Chile (Figure 5) look quite similar, but there are subtle differences. If you look at the bottles with the pink label in the center (*Control caída* or *breakage control*), you will notice that there

"when you are designing websites for Latin America, you need to adopt slightly different strategies for each country."

are five products offered in that line in Argentina, while only four are offered in Chile. Also, the products with the green label at the top (*Restauración* or *repair*) are slightly different. The tube on the left side is white in Argentina, but there is a different product with a gold-colored tube sold in Chile.

Careful readers who speak Spanish will have noticed that the Spanish site for Argentina on the left side of the image again reverts to the *tú* form. Where did the *voseo* go? Again, the site fails to use the same pronoun consistently.

What web marketers can learn from Pantene in Latin America

There are four main lessons to be learned from Pantene's web presence in Latin America. First, create a separate style guide for each country. Every country in Latin America has its own terminology, and as we showed in the example of Argentina, there can even be differences at grammatical levels too. Avoid simply recycling the same content for all countries in Latin America. Otherwise, you'll end up with exactly the same problem Pantene has – a brand voice that is inconsistent and unfortunately not in keeping with the sleek look it intends to promote. However, Pantene does get it right some of the time by making terminology choices that are appropriate in each country.

Second, develop a social media strategy for each country. Pantene does a wonderful job with social media for some countries, but others are literally left with nothing. Users in several important markets for Pantene cannot "like" them on Facebook for no other reason than the fact that the brand has failed to set up a country-specific page, a process which only takes a few minutes per country. At the very least, Pantene could direct its users to a social media page that is functional instead of a broken one.

Third, conduct a quality assurance review for each country. It does not look like some of the country-specific Pantene sites were actually tested by staff or partners in each country where the brand has a presence in Latin America. Even if the brand had no one available to assist in those countries, surely it could have convinced some loyal customers to test its country websites and provide feedback for improvement in exchange for a free product. Any consumer with a computer could have tested links, and we're pretty sure that someone would have pointed out that the English word *More* did not make any sense on a Spanish site for Latin America.

Fourth, display only the products that are available in each country. Although we did not personally visit each Latin American country in order to verify it, judging from how the products displayed changed from one country website to another, this is something that Pantene appears to have done correctly. While this may seem like a basic requirement, believe it or not, in our many years of visiting global websites, we've often seen companies fail to realize the importance of this.

You may have noticed that these four tips have something in common – they all ended with the words "each country." That's because when you're designing websites for Latin America, you need to adopt slightly different strategies for each country. After all, Latin America spans two different continents. Would you ever dream of trying to use the same web content for a similar number of countries located in both Asia and Europe? Just as the sales, advertising, and distribution tactics must change from one country to another within Latin America, so must your web strategy. Keep it country-specific, and your customers will thank you, whether that *you* happens to be *tú*, *usted* or *vos*. **M**



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Conveying a passion: Translating sports in Brazil

Madalena Sánchez Zampaulo

“GOOOOOLLLLLL!!!” This drawn-out soccer term can be heard in the streets of Brazil in any city when the *seleção brasileira*, the Brazilian soccer team, is playing while fans watch on television or in the local diners, the *lanchonetes*. Brazil is known for soccer fever, as it’s commonly called, and most Brazilians will tell you which team they support and follow each week in the national league. My husband, for example, is a hard-core São Paulo F.C. fan, while his brother roots for Palmeiras and his father for Santos – and the three of them always root against Corinthians.

Sports are a favorite pastime for many Brazilians, as well as for many people of various countries in the world, of course, and soccer is often the international sport of choice. Soccer fans are gearing up for the upcoming *Copa do Mundo* to be held in Brazil, as it was named host country for the 2014 World Cup by Fédération Internationale de Football Association (FIFA) president Joseph S. Blatter in October 2007 from its headquarters in Zurich, and aficionados worldwide will be ready to show off their own national team colors.

Twelve cities are set to host the games, including Belo Horizonte, Brasília, Cuiabá, Curitiba, Fortaleza, Manaus, Natal, Porto Alegre, Salvador, São Paulo, Recife, and of course, Rio de Janeiro, Brazil’s most famous city. The first match will take place in São Paulo on June 12, 2014. For now, some soccer stadiums are undergoing renovations, while others are being rebuilt or new ones constructed. According to FIFA, there are approximately 23,306 workers assisting in the construction, however, as of late,

many criticize the FIFA officials due to the slow progress of construction and transportation infrastructures. In fact, as recently as March of this year, Jérôme Valcke, FIFA’s secretary general, formally apologized to Brazil’s sports minister, Aldo Rebelo. The apology came after a statement he made was translated incorrectly, according to Valcke. He said, “In French, ‘se donner un coup de pied aux fesses’ means only ‘to speed up the pace’ and unfortunately this expression was translated into Portuguese using much stronger words.” However, as the Brazilian newspaper *Folha de São Paulo* mentions, this phrase literally means “give a kick in the butt.” Many Brazilians are unhappy with what the secretary general called a “misinterpretation in the translation.”

Gaffes in translation and interpretation are not unheard of in the World Cup. In fact, Globalization Group, Inc., published its top World Cup Translation Bloopers on its blog, and two of the most grievous mistakes occurred in the 2010 Cup in South Africa. Often these types of bloopers refer to a certain phrase or word that was mistranslated, but at a press conference for the Slovenian team, FIFA erroneously provided a Slovak interpreter. The mistake was quickly resolved, but the Slovenian team did not find the error humorous. Later on, a Slovene player’s words were misinterpreted when midfielder Andrej Komac said “we play to win.” The interpreter at the press conference stated “we are going to win,” which brought forth a response from the US goalkeeper, Tim Howard, who retorted, “Talk is cheap.” This obviously misconstrued statement from the Slovene player demonstrates the indirect power translators and interpreters have in large scale events like these, and walking the fine line of neutrality can be difficult with so much pressure involved.

Thus far, it doesn’t seem that the translation industry has gotten off on the right foot for the 2014 games, at least not for Valcke. Translation continues to be an area in which preparations are also under way, and although words such as *gol* may be intelligible to most, professional translators and interpreters are in high demand for more than just the commentators’ remarks. Signage, menus, marketing materials, websites, accommodation information and much more must be translated for the massive number of tourists expected to arrive in Brazil in 2014 and again in 2016 for the Olympics. The Brazilian executive summary for the World Cup notes that approximately 22.46 billion Brazilian *reals* will be invested in infrastructure and organization. The summary included



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a list of opportunities for professionals in various fields as well. According to the list, translation will be needed for various texts, such as books, magazines, websites, scripts and so on. Additionally, rental equipment such as sound booths for simultaneous interpretation will be sought.

The Ministry of Tourism plans to provide tourists with multilingual information for each host city, incorporating brochures and maps with top attractions, tourist destinations, and hotel and restaurant information. However, one area in which Brazil has received great criticism is in the restructuring of its airports. Currently, Brazil's international airports are not expected to be able to accommodate the arrival and domestic travel of the vast numbers of tourists the games are expected to bring to the country. This key element has been a sore spot for those organizing the Cup, and it is one that will continue to receive much attention until the games begin in 2014.

A country known for its tourist destinations, Brazil's international marketing efforts are considerable. The Ministry of Tourism recognizes that Brazil will be on stage for the world and is in the process of promoting the Cup throughout the world. The planning report from the Ministry noted that for the 2006 World Cup in Germany, 73,000 hours of television transmission promoted the games in 214 countries and territories. The event generated approximately 26 billion spec-



Soccer player volleying the ball.

tators, according to the same report. As the games approach, viewers and soccer fans are sure to see more advertisements, both online and on television, promoting Brazil and the Cup's host cities. One that seems to be most obvious is the need to translate the Ministry of Tourism's website, which presents information related to the Cup and its host cities. At the time of writing this article, the site appears only in Portuguese, English and Spanish, but perhaps other useful languages to add would

be Arabic, Chinese, French and German. Both current and up-and-coming translation professionals recognize the seemingly unlimited prospects available to them and would surely jump at the chance to assist in translating marketing materials for FIFA and Brazil's tourism sector.

Business Translation Services blogged in August 2011 that there are more opportunities than professional translators and interpreters for the games. The blog quoted P rsio Burkinski, director and founder of

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Millennium Traduções e Interpretações, as saying that there are not enough skilled translators and interpreters. “The Brazilian market is lacking professionals and many think that it is enough to speak another language to work in the field,” Burkinski stated. Unfortunately, this misconception is none too foreign to most of us who work in this industry, but to recognize it at the level of one of the largest sporting events in the world can be discouraging. Luckily, there seems to be an increasing number of students studying translation in Brazilian universities in the past several years, as many see the opportunities of gaining work during the World Cup and for the 2016 Olympic Games also to be held in Brazil.

Angelita Quevedo, a teacher at the Pontificia Universidade Católica de São Paulo noted that her program, which deals with translation, will probably have to increase the number of spots available to incoming students, as the demand is growing in Brazil and many students are aware of the increasing need for professionals in the field due to the sporting

events in the next few years. Even though Brazil is known for hosting international meetings and conferences, the World Cup and Olympics will require providing translation on a much larger scale.

Even before the games begin, conference calls and press conferences create projects for translators and interpreters in various language pairs, as many of the transcripts from these are translated into various languages. The moderator of a conference call in July 2011 noted that an English version of the transcript would be available and e-mailed to participants within 24 hours after the call. For the question and answer session of the phone call, an interpreter was available to interpret the questions from English to Portuguese for the then sports minister Orlando Silva of Brazil. Although transmitting the information from organizers to the world and FIFA representatives, this is only a small piece of the larger pie. Many do not believe there will be enough professionals to meet the need for translation and interpreting for the World Cup, nor for

the 2016 Olympic Games. Thiana Donato, the director of All Tasks, a translation vendor with headquarters in São Paulo and branches in São Bernardo do Campo and London, believes the substantial amount of translation and interpreting projects will only increase, but she fears that there will be more work than professional linguists can handle. She stated, “We have already started receiving large projects since last year, related to the World Cup and the Olympic Games. We are forecasting a need for interpreters that will not be met.”

Brazil’s Ministry of Tourism estimates that two million jobs will be created by the soccer championship’s events in 2014. Several translation agencies such as CMG Translations are requesting résumés for English, French, Mandarin and Spanish to Portuguese translators, as they hope to handle some of the translation work that will result from the World Cup, and later, for the Olympics. Another company already working with Brazil’s Ministry of Tourism is Education First. However, the company is focusing less on translation, and more on teaching hospitality and tourism professionals to speak English and Spanish through a partnership with the Ministry of Tourism and Fundação Roberto Marinho called Olá Turista. Via its online English school, Englishtown, the company claims to be preparing 80,000 Brazilians per year, including restaurateurs, tour guides and taxi drivers. The company will also provide language instruction for the 2014 Winter Olympic Games to be held in Sochi, Russia. Many other companies are approaching the Ministry of Tourism due to its posted summary of professional opportunities related to translation.

As Brazil continues to prepare for the World Cup, and later the Olympics in 2016, professional translators and interpreters will be curious to see the marketing materials, press conferences and more translated and interpreted for sports fans worldwide. It seems that many who perhaps do not even live in Brazil will have the opportunity to take part in rendering messages of the much anticipated tournaments for members of their own linguistic communities. These translations will not only reveal a country’s love for soccer, but also unite the world around a single passion. Although the Cup is only two years from now, there still appears to be plenty of work to go around. **M**

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Cultural awareness and userization in Latin America

Fabio Branca

The capability to interact with and exchange information is creating new standards of corporate communication while generating new customer interaction policies, languages and procedures. Within this scenario, corporations are still trying to understand and adapt to their new “tone of voice,” image branding and communication standards through a trial and error process that questions deeply-rooted processes across geographies and cultures.

While organizations may feel vulnerable knowing that users are interacting in social media worldwide and having constant access to multilanguage news on international portals, marketing and communications professionals wonder what sort of image the corporate brand is going to convey. What degree of consistency do they need across their communication channels? And to what extent will they have to localize their procedures and content to fit the linguistic and cultural nuances of the local market? While there is not an easy answer to all these questions, one thing is certain: at this stage, the key is to find a balanced method that combines global and local content and meets the requirements of both a global target audience and the locale’s linguistic and cultural specifications.

Glocalization or userization

As you may be aware, glocalization is the combination of the words *globalization* and *localization*. The term *glocal* refers to an individual, organization or community that is willing and able to “think globally and act locally.” The term is largely used

in today’s business world as a mantra by executives who are trying to adjust to our constantly-changing society. Not only is the speed of information, interaction, innovation and communication increasing today at a pace never before seen, but through the capabilities offered by the internet and social media, they are also merging into a new source of user-generated content that I like to call *userization*. Bearing this in mind, companies need to craft the content specifically to the brand’s user audience using appropriate trends, interests and slang, and combine it with the relevant language and cultural characteristics of their target market. The right combination of the message for a certain market, and the message for the target audience within this market, could be defined as userization.

However, as mentioned earlier, to maintain global branding, there must be a balance between this degree of userization and the corporate communication guidelines. Companies need to include in their market strategy not only the internationalization of their communication channels, but also the localization of their content, products and services. Therefore, they find themselves in need of specialized language services that go well beyond bare translation, but which are capable of conveying the company message and localizing it to the specific target market.

Corporations, therefore, are required to choose carefully what strategy to pursue for their localization needs. When it comes to this point, the “make or buy” decision must take into account several variables such as quality level requirements, levels of volume, turnaround times, language, cultural nuances and industry expertise. Once all these variables have been considered, companies need to decide whether or not they have the appropriate internal resources to complete the job. The same view can apply to small enterprises that are trying to diversify their market geographies. At some point, to make the content available to the new targeted audience, their communication channels (web page, social networks, blogs) will have to be localized.

Most often, it is not possible to deal with all these variables internally on a large scale, and today, localization service providers are increasingly becoming strategic partners, since they can offer greater scalability through comprehensive services



Fabio Branca is the newly appointed sales and marketing manager for Ccaps. He has a master's degree in management and has worked internationally in business development, marketing and market intelligence both for tech startups and large corporations.

and advanced technology solutions. It is easy to understand how the localization industry is transforming itself into a more pivotal service delivery hub that promotes the connection of pieces of information from enterprises to target markets, creating bridges across different cultures and languages. LSPs, therefore, are moving away from being mere language service providers, earning a status of language solutions partners.

One example that comes to mind is a situation that virtually anyone has experienced at least once: traveling to a new country and having the language as the very first barrier, with the cultural difference as the second. The classic scene of the tourist who cannot make himself understood while trying to buy a sandwich is well known almost everywhere. Surely the poor guy is starving and wants to eat, but neither he nor the person who is trying to sell the sandwich can understand the other. The situation may result in the tourist giving up and going to find somebody else who understands what he wants, or in desperation, buying something that is not what he wanted in the first place. As a result, the tourist will be frustrated and the seller will potentially have lost an opportunity to sell a more expensive product.

Probably the tourist would have paid a fair amount of money to get what he wanted, while the seller should have invested more to make himself understood. After all, sales and negotiations are all about communicating in a timely, effective and accurate way in any business. Unfortunately for the tourist, there still is no technology that can instantly implant language and cultural skills into our brains. There are indeed some efforts to overcome such barriers, but these are still in the rudimentary stage.

It is a fact that the age of one-way, company-to-consumer communication is gone. Today's consumers are savvy and in control. Through the internet and social channels, users actually "reply" to companies, interact with them, complain about them and are able to spread bad comments, creating an image crisis in a matter of hours, sometimes exposing brands to embarrassing situations. Marketing news broadcasts publish case stories of consumers seriously challenging companies about their products, campaigns or corporate ethics. While these episodes cannot be avoided, companies can and must work

constantly on their image and communication strategies, not only to promote themselves but also to prevent and eventually deal with potential issues. In order to do this, utmost importance should be given to the act of listening, studying, understanding and engaging with the audience. Produce what users want, understand their culture, speak their language.

Some technology companies are so focused on the userization of the content that they are indeed working on a daily basis to improve their technologies to understand consumer habits, passions, desires and behaviors. They even track the user paths through the internet in order to tailor how the content will be displayed to every single individual or group of individuals. In doing so, they pay the highest degree of attention into localizing their message properly, making sure that not only custom content is displayed, but that the user receives the message in the correct language, such as UK English as opposed to US English.

Getting country-specific in Latin America

As a natural evolution of today's society, business culture and technology, a radical change has manifested itself, making possible what until recently would be unthinkable. Clear examples of such phenomenon are the several political uprisings throughout the world and the transfer of economic power to previously developing countries. Goldman Sachs reports, for example, that many emerging economies are coming out of the recent financial crises better than the developed world.

Latin America is a vivid example of this change. As the region continues to gain momentum in the global marketplace, corporations increase their investments in the region by developing production sites for goods and services. While Argentina was the strongest economy in Latin America for the first half of the twentieth century, Brazil is now taking the lead and paving the way to advancement in this

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Figure 1: English proficiency ranking in Latin America.

centers. This phenomenon not only naturally promotes intercultural awareness, but also contributes to creating further opportunities and growth.

Latin Americans now speak the social media and internet language: with 37.8% of users in a population of over 200 million, Brazil is among the top countries in the ranking for social network usage, a percentage that is growing as rapidly and consistently as its economy. However, despite the fact that the Latin American population today is familiar with the various *likes*, *shares* and *follows* of social media lingo, the region's population has, according to some rankings, one of the lowest levels of English fluency (Figure 1).

Furthermore, the region's languages, cultures, roots and nuances define its characteristics specifically and distinctively, country by country, far beyond a simple distinction between Spanish and Portuguese speakers. Brazil, for example, is a totally different country when compared to neighboring Bolivia or Uruguay. It is not only the language, but also the country's history, culture, business environment, economics and political background. Argentina could be a world apart from Mexico in all regards but the basic language. It would be enough to think of what sort of differences may exist between two Spanish speaking Latin American countries when it comes to technical or legal terminology, but there are also different laws and totally different rules.

new world. Latin America is experiencing a level of growth never seen before.

Due to more widespread internet availability, access to information and a revival of mass immigration that is taking place with similar strength for the first time after the Second World War, Latin Americans are much more in contact with

and aware of other cultures today than they were a few decades ago. Furthermore, global companies are continuously establishing satellite offices on the continent, while bringing along thousands of executives and associates that are helping transform metropolises like São Paulo and Mexico City into even more cosmopolitan

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The ability of a brand to create empathy and a strong bond with the regional consumers requires an outstanding strategy, excellent marketing, a unique product and, of course, the ability to speak the language and understand the culture of that target market. This is no news to most companies and corporations. Yet many struggle to identify these differences as key bullet points in their already well-planned strategies for Latin American countries, which could lead to missing the opportunities for faster and stronger growth.

Latin America is opening up opportunities to sell to an audience of new consumers that can afford and want to buy new products and services. Following the organic growth of the marketplace and the needs of thousands of companies that keep landing on the various countries that form the region, the localization industry in Latin America has been growing consistently over the past few years, keeping pace with or exceeding

bigger markets such as North America, according to studies such as "The Language Services Market: 2010," a report by Common Sense Advisory. As a consequence of this growth, taboos are crumbling with respect to the professionalism and scalability of Latin American LSPs. They are attending to the ever-growing needs of the marketplace, some becoming actual points of reference in the territory due to their long-standing history and experience.

Regional conferences and market players are also attracting the attention of the localization industry. One such example is the Globalization and Localization Association regional event, which will take place in Argentina later this year. Think Latin America, deemed as a study group of high level executives and entrepreneurs interested in and knowledgeable about the region, is already organizing its third edition, which will happen in Seattle within the realm of Localization World in October

2012. These regional stakeholders, following the trend of the global marketplace, are exporting the idea that Latin America can be not only a place to look for in terms of investment, innovation and cost-efficiency, but also a major source of quality language services.

When thinking of a market strategy, it makes a lot of sense to calculate thoroughly whether or not it is worth making a proper investment by adding language quality value to the final delivery. But Latin American customers expect it. Your competitor may already be doing it. This recommendation may apply to any region of the globe, but even more so in Latin America. While in Europe, the myriad of languages makes it clearer that there are diverse cultures in place, and in Latin America the existence of mainly two languages can be misleading. Choosing a partner familiar with the region will therefore ensure that your message is userized to your target audience in the most effective way. **M**

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Crafting a request for proposal

Talia Baruch

A decade ago, when I worked as a localization account manager for one of the principal localization houses at a San Francisco site, one of my tasks was to process masses of useless requests for proposals (RFPs). These requests came from companies of all verticals and I was often surprised at how off-target they were.

Rather than setting the stage for providers to effectively present their solutions, these RFPs were innocently structured as an in-the-dark roll of the dice. One significant factor was that the RFP writers were not from the localization industry and, therefore, were not familiar with the workflow nuance specifics required for optimized localization production implementation. However, a poignant, to-the-point RFP serves as a springboard to the company's purchasing power with suppliers, as well as identifies risks and benefits at the pre-project plan phase. Throughout the RFP process, both buyers and suppliers gain insight into solution strategies, perspectives and price points.

Best practices for effective RFPs

First and foremost, keep it short and simple! I like to buzz it as the three Cs: Clear. Concise. Consistent. We live in a fast-paced, dynamic world, full of distraction and stimulation. Our attention span is limited. No one is going to read a 50-page RFP and retain its content. A 10-15 page RFP would work just fine, thank you very much. Next, ask good, relevant questions to get good, relevant answers. You could potentially recycle from a same-

industry template available online. It will often include generic relevant questions to pin down your vendor selection. But in order to produce a truly fitted RFP, tailored for your company's specific needs and priorities, you should backtrack for a moment.

First, consider core attributes and unique assets of your company's products and services. Contemplate the current timeframe, but also your future product or service offerings. Next, consider your current global and local business setup and brand strategy: role ownerships, localization positioning within the company's internal architecture, localization budget, your international alliances and partnerships, your status in relation to industry competitors in target markets – in other words, what makes you stand out.

Also, look at your target languages and geographic locales for imminent releases, as well as your target audience: socio-economic, cultural, ethnic and level of industry knowledge.

Define your content repository, what content management system (CMS) you are set up with, what your preferred translation memory (TM) tool is and whether you have littered legacy TM. Do you process high-volume content in frequent release cycle updates for multiple components and engaging different resource groups to justify integration of a translation management system (TMS)? Do you follow an agile workflow with sprint publication releases? Are you interested in implementing machine translation (MT) for your low-visibility content? Would you benefit from data mining and text analytics? Look at your international growth objectives such as worldwide usability and visibility expansion, target languages and locales scoped for the next five years.

These factors will have direct impact on your scalable and sustainable localization program planning for the long run. Looking at them will ensure that the time and cost spent today will go a longer way to yield optimal results tomorrow. Before setting off to select your localization production vendor and automated tools provider, you first need to identify your company's current and future setup strategy.

Many localization vendors nowadays provide a wide range of comparable services, from source content global readiness and system internationalization, through translation, to hosted testing,



Talia Baruch is an independent localization and culturalization consultant with 15 years' experience optimizing companies' international outreach. She founded Copyous, developing and managing fitted localization programs.

language voice talent, global brand strategy and brand culturalization. However, providers differ in their company culture, business service model, specialized verticals, in-country resource availability of screened quality language specialists and so on. In order to team up with a localization vendor that matches your values, your company culture and your global outreach scheme, you first need to define them.

For example, you might be embarking on your first localization adventure, and having a local contact on the vendor side for personal service may be a priority. You'll then consider for your RFP pool only vendors that have a local operations site, or at least a local assigned resource, for ongoing onsite meetings. Think about whether you have an internal resource with the bandwidth and expertise to handle the ongoing roundtrip localization projects from your end. You may need to pull in an internal function to manage the localization projects, or else you could also hire an external localization expert to manage your localization program on your behalf, representing your interests and interfacing with the vendor contact to ensure smooth project runs.

Whether your company endorses a global, local or "glocal" brand strategy will also affect the selection of the vendor with the right in-market expertise. For example, if your company adopts the glocal strategy – a hybrid model of managing your company overhead globally from headquarters, while producing, delivering and marketing locally – then you'll want a localization production team that offers in-country culturalization services of marketing campaign transcreation and support of local e-commerce setup and testing. Your localization budget will likewise carry significant weight on the type of vendor you'll partner with. The extra-large localization agencies and the boutique medium-large houses will operate at a higher mark-up because their overhead cost is higher. Most localization vendors may be able to reduce rates, or offer a flat discount on the total bottom line quote, for high-volume word counts or for purchase of proprietary tools integration.

Your target language set will also determine which vendor will fit best with your needs. You'll get a better price range from a single language vendor compared

with a multilanguage vendor. However, if you are planning an across-the-globe outreach to a multitude of markets simultaneously, you will get discounted rates for running several languages in simship releases. By selecting a multilingual simship release strategy, you save on pre- and post-file processing production work and cost. You will also benefit from centralizing all your localization efforts with one larger vendor that has worldwide operation sites. This will come in handy when you want to coordinate direct communication between your in-country reviewer/regional site producers and the in-country translators, to iron out any linguistic issues and for weekly status meetings.

Tools RFPs

An important thing to factor in when considering integration of automated globalization tools and infrastructure is interoperability – a big word with big implications. You might find a proprietary tool that offers you a good in-budget solution for a specific current need. However, in the long run, when you'll need to add on new customized functions and workflows, or in the event that you later partner with another vendor that uses a different tools set, you will greatly benefit from interoperable compatible systems.

When you consider which TMS to integrate, make sure it is seamlessly compatible with your CMS. Make a conscientious decision on whether to go with an open-source tool versus a commercial offering. Remember, the objective of creating a tools RFP is to explore relevant customizable industry technologies for optimized cost and time-to-market performance through centralized automation. Your selected TMS tool should be modular and flexible for tailoring and adjustments, as your localization workflow will vary across different content components – website, software, mobile and documentation. Also, your internal and external resources on the workflow will vary with time and project type and your TMS will need to adapt accordingly. Implementing a centralized and streamlined globalization management system that is a hybrid of homegrown and commercial automated technologies will optimize translation velocity and quality consistency; reduce localization cost and defects; provide real-time translations; and enable shared linguistic assets and cloud review process. Integration of TMS tools is effective only when it gets out of the way, enabling the collaborative teams a user-friendly process. Hence, the TMS may need to:

- Support integration with your CMS.

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- Allow a flexible and technology-neutral system, compatible with a variety of TMs and CMSs.

- Assess vendor-neutral software as a service (SaaS) solutions versus a hosted license solution, to avoid being locked into a long-term proprietary contract.

- Enable shared linguistic assets in the cloud: TM, glossaries, style guides, reference material and project instructions.

- Facilitate online review approvals enabling regional reviewers to see the localized content in context and provide feedback within the system.

- Centralize project management, including project status tracking, vendor management, change detection and budget tracking.

- Support compatibility with a variety of file formats.

Today, the vast majority of TM tools can be exported in TMX and, hence, can easily be shared between vendors and clients throughout localization life cycles and across different platforms. Even the bilingual files (TTX) from the commonly used Trados can be handled by most translation environment tools. That said, you will lose some leveraged legacy memory between certain TMs,

just because the fuzzy matches are configured differently. For example, if you shift from Trados to Wordfast, you will experience some loss of leveraged fuzzy match words. However, most of the leveraged memory will be maintained overall. The selection of your preferred TM is looped to the TM used by your translation resources, so you'll want to sync up with them first. Another key consideration for selecting your TM tool is, of course, your content type. You'll benefit from a visual TM, such as CATALYST or Passolo, for example, for contextual reference in layout for graphical user interface translations.

Other automated tools you might benefit from are natural language processing applied to source content and designed to build translation-ready copy. These automated tools are developed to simplify sentence structure, omit redundancy and avoid ambiguity. Some of these tools follow the basic rule of unique terms equal unique meaning. Producing global-ready source English for multilingual translations reduces translation costs, boosts translation quality and speeds time-to-market. There are several providers offering these tools as either SaaS or licensed with training and support. Cost depends on the number of authors, hardware, CMS and required services. Your company might

already have a CMS, but when it is time to prepare for a high-scale localization enterprise launching into multiple target languages in frequent release cycles of high content volumes across different components and internal divisions, you might need to reconsider a more robust and scalable CMS, multilingual supportive and compatible with your selected TM and TMS tools.

Snag attention

As for the RFP document format, it is helpful to keep it in compact structure, with bulleted key points. The RFP should include clear expectations, objectives and weighted vendor selection criteria. Graphic and image visuals, when relevant, add an inviting flair to the overall format layout, transforming what could have been just another boring document into a sneak peek into your company's culture. Organization-wise, you'll want to start with a brief "About Company" description for contextual reference and placement. This section should be followed by proposal guidelines, contract terms, RFP response submission deadline, primary contact and project description. Next, you can jot down purpose and an overview of the upcoming localization project plan and the pipeline ongoing maintenance localization projects. Target audience and use-case personas would be helpful, as well as a list of key deliverables, budget, project specifications, qualifications, draft localization project timeline and launch dates. Include a section for performance technical specifications and add appendices and attachments, as needed.

Before composing the RFP, you should allow some research time to carefully examine the latest technology tools solutions available and to explore the pool of relevant localization production vendors to be included in your RFP bid. To maximize your efforts, you can hire a localization expert to leverage industry knowledge and accelerate results through the RFP process. My advice is to include between three and five vendors in your RFP pool, as long as all these vendors have already been prescreened for relevance. Including more than five vendors will not add more value; rather, it will introduce what may be an overwhelming firehose of responses to the RFP analysis phase. Remember, the end objective is to select the one vendor that offers the best fit for you. **M**

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Automating Toshiba user documentation

Patrik Indola

PC users and the way those users interact with user documentation have changed dramatically since the PC revolution in the early 1990s. The most obvious change is in the users themselves. People in every corner of the world speaking every conceivable language use PCs and laptops now. Meeting their needs with user documentation is a major challenge for computer manufacturers. Language, regulatory and cultural issues need to be considered for every piece of documentation produced.

The other major change is in the users' perception and use of documentation. Not only do they expect information in their native tongue, they also want the ability to access that information quickly. Many users do not even use documentation any longer and, in fact, turn to search engines or social networks to get the information they seek.

More users around the world speaking more languages and dealing with different regulatory restraints, coupled with the need of those users to get highly accessible information quickly, has put pressure on manufacturers to streamline the development of user documentation. A few years ago, the localization department of Toshiba Europe, a division of this worldwide laptop manufacturer, took on this problem and began to explore how the company could produce user documentation for its laptops more efficiently. In collaboration with its globalization and localization partner Rubric, Toshiba Europe created an automated authoring and production process using structured Adobe FrameMaker 9.0 and XML/DITA to streamline the development. The results analyzed by Toshiba were impressive, convincing management to apply the process to more products.

Toshiba Europe is constantly experimenting with new production methods, but had produced user documentation in

the same fashion for a couple of years. Documents would be localized for all the languages for which Toshiba Europe was responsible. Technical authors would use FrameMaker 7.0 to handle the authoring of the documents. But FrameMaker 7.0 caused issues because it did not support some languages, notably Arabic and Hebrew, two important languages for Toshiba users. The entire user documentation process would experience a bottleneck with Arabic and Hebrew, requiring documentation to be reformatted and translated in Microsoft Word. Rubric was convinced that switching to a structured environment would speed up and streamline the translation process, saving time and money for Toshiba Europe. But proving to management that the switch would be advantageous was not easy.

First, Rubric developed a prototype of the process using XML/DITA to show management that it was doable. Then, working with the Toshiba Europe localization team, the company conducted a pilot to show how DITA could streamline the process, and also showed how automating desktop publishing would create efficiencies.

Importantly, in the prototype, Rubric focused on upgrading from FrameMaker 7.0 to FrameMaker 9.0. FrameMaker 9.0 offered good support for XML/DITA, and is also a very versatile and adaptable tool. But the main reason for the shift to 9.0 was to continue using a tool that Toshiba's technical authors were already familiar with. Familiarity was absolutely key to the success of the new process, and Toshiba already had licenses with Adobe. Because the learning curve for working with XML/DITA is fairly steep, it was important that the tool to create the XML/

Patrik Indola has worked in the software development department of Toshiba Europe since the early days of laptop computers. He oversees the group responsible for product documentation and the software pre-install testing team on laptops shipping to Europe, the Middle East and Africa.



DITA content was familiar, which made the shift to 9.0 easy and simple.

With the smooth transition from FrameMaker 7.0 to 9.0, the management team was pleased with the new process. The pilot was successful. In fact, the turnaround time for Arabic and Hebrew was decreased tenfold. The overall XML/DITA exercise also prompted Toshiba to do a comprehensive review of their documentation and eliminate content that was deemed no longer necessary. This in itself led to less content and lower translation costs.

How it works

After the successful pilot, Toshiba Europe expanded its XML/DITA content process across more projects. Specifically for Arabic and Hebrew, the changes were dramatic. The before picture required the following process: using FrameMaker 7.0 for content, then cutting/pasting into Microsoft Word to translate and edit, then publishing in Word. Now, the process is completely automated. FrameMaker 9.0 is used for content and editing. Translated documents are automatically converted into PDF using a publishing engine from Antenna House that offers strong support of Arabic and Hebrew.

The change had the most impact on content authors, who were able to concentrate on writing more. Translators were presented with the translations in the same WorldServer environment that they already knew. Moving to a struc-

tured environment generally leads to better documentation because authors can focus on the content rather than on content and form. The other major impact was on desktop publishing, which was no longer required in the process. By reducing desktop publishing, the team was able to greatly reduce one of the major costs and bottlenecks.

Toshiba Europe uses FrameMaker 9.0 to interface with Antenna House's formatting process. The advantages are multiple. In fact, Antenna House can publish books in a fully automated fashion, removing the need for manual intervention. Using Antenna House allows Toshiba to publish PDF files on demand. It takes less than ten minutes to produce online and print ready versions of the manuals in 24 languages. Global content that is not applicable to Europe can be deleted, and European-specific content can be added completely automatically.

The advantages of using XML/DITA for content authoring are also numerous. In addition to allowing for structured content and automating the DTP process, XML/DITA gave Toshiba more options for output. Previously, the only output options were a PDF for print or a PDF for online. With XML/DITA, many other publishing channels are being explored. It is an open interchange standard, which means Toshiba is not locked into a particular set of tools. In the future, other XML/DITA compliant tools may be deployed.

Results

The results of the shift to structured XML/DITA are quite positive, allowing the division to expand the program significantly. Toshiba conducted significant research to evaluate the delta in desktop publishing costs and overall project costs, comparing projects before the DITA switch to those after. While we initially only had five post-DITA projects to compare against 32 pre-DITA jobs, the drop in desktop publishing costs was significant, with the post-DITA projects costing on average less than 50% of the cost before the switch. As expected when desktop publishing costs are reduced, the overall project costs were also reduced; the overall reduction was, on average, 25%. In fact, the removal of desktop publishing shaved off 24 hours from the production process. The ability to produce fully automated PDF generated manuals enables the translators to see their translations in context whenever they require.

Encouraged by the results from the first five projects, Toshiba Europe is now rolling out more translation projects using the automated process developed by Rubric. While the original plan was to roll out XML/DITA to all manuals within a 12-month period, the changeover was actually achieved in less than six months, and Toshiba Europe is now producing all manuals using XML/DITA. Significantly, Toshiba China is also now using the same process for its manuals. **M**

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Do-it-yourself MT

Anna Simpkins

As demand has grown rapidly for customized machine translation (MT) solutions, so has demand for more user control. Once financially restricted to global enterprises with serious budgets, customized MT has become an accessible tool for the translation community, though there is still resistance among some parts of the community, which presents an obstacle to mass adoption. Four businessmen tackle this topic and share their knowledge about the different levels of user control that can be achieved in a do-it-yourself environment.

Early innovators built the case for rule-based systems, which were quickly adopted by organizations that could see the potential and were happy to spend time and money investing in knowledge to gain the early benefits. The early majority then sat up and took real notice as statistical machine translation (SMT) systems were developed. Moses opened up the field, though it is still considered by some to be the domain of those with know-how and a budget in their favor. In recent years, however, there has been a surge of demand for systems that are customized and accessible, and user-friendly, customized MT that has driven the early stages of the do-it-yourself MT boom. “Yes, there are still those who want to know the full workings behind their customized MT solution, but the mass adopters don’t want or need to



Gavin Wheeldon,
Applied Language Solutions



Manuel Herranz,
Pangeanic



Tom Hoar,
Precision Translation Tools



Andrejs Vasiljevs,
Tilde

know everything; they simply expect a solution that can be implemented quickly and produces great results,” said Gavin Wheeldon, CEO of Applied Language Solutions.

Wheeldon understands that while a one-size-fits-all approach to MT doesn’t cater to everyone’s needs, making MT accessible to the masses is critical for the evolution of the translation market. The cost models vary considerably, but there is one common objective that all vendors are focused on: achieving quality that generic engines such as Google and Bing can’t



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Name of product(s)	Pricing model	System type	System available for public consumption	System overview	Upgrade options
SmartMATE (Applied Language Solutions)	\$680 per server per month or \$0.001 per word	SaaS (self-hosted options available)	Yes – APIs available	Full self-serve solution with TMs and training data used to build personalized engines. Total user control in place through online user interface. Concurrent, multi-user editor suite. No volume cap in place.	Full customization and project management available. Pricing based on consultation and development time.
PangeaMT (Pangeanic)	Price dependent on individual client needs and whether self-training component is required.	SaaS (self-hosted options available)	Yes – APIs available	Initial pilot project encompassing full data consultancy and engine customization. Post-editing used for engine retraining. SaaS model offered for a monthly subscription fee. No file number or word count restrictions. First year of support is free of charge for those using self-hosted solution.	Upgrades to more advanced SaaS model available at any time.
LetsMT! (Tilde)	Still in project development phase. Qualified beta testers may test the system free of charge. Will be competitively priced when it goes live.	SaaS	Under development and testing – APIs available	An easy to use interface on Moses that is essentially an MT factory in the cloud. Allows users to build, use, store and share MT systems and resources. Clients can upload their own corpora or use a combination of proprietary and publicly available corpora supplied by LetsMT! It is possible to train multiple systems and use them directly in the localization workflow through plug-ins to CAT tools.	Tilde does support client needs for preparation of training data and consultations on implementing MT in localization on a mutually agreed fee basis.
DoMY, DoMY Pro, (Precision Translation Tools)	DoMY (free), DoMY Pro (\$99 license fee)	Packaged software (software installer).	Yes	System includes language model training, phrase, reordering and hierarchical table training, tuning and evaluation.	DoMT Pro requires customized development. Server is packaged with integration projects and consulting.

Table 1: Do-it-yourself MT environments have differing approaches.

realistically compete with. Also, whether through a fully customized solution, with the support of experienced experts, or through a slightly less sophisticated do-it-yourself personalized solution (Table 1), MT should be available to everyone rather than only those buyers perceived to have bottomless budgets. “Customizing anything is invariably going to be better, but it is not possible for most organizations, and more generic solutions still deliver fantastic results,” said Wheelton.

While many are still not in the position to build and deploy their own customized engines using Moses, the desire to contribute thoughts and demand innovations regardless of the level of involvement in the design and build is already evident. In June 2011, Applied Language Solutions surveyed translators, language service providers (LSPs) and enterprise companies to establish what they expected from MT. The results indicated that even those not utilizing MT within their translation workflow

at that time still expected any proposed solution to enable user control.

Manuel Herranz, CEO of Pangeanic, had a similar experience when consulting potential users: “Some of our big LSP accounts were just desperate to embrace a translation automation strategy that accelerated and reduced costs for their multilingual content production life cycles. Increasing translation productivity through translation automation and post-editing MT output was to be the answer. But what MT system could really be of use? We and our customers were in need of customized, fully-tailored solutions. We could not afford the time or the cost to add hundreds of syntax or lexical rules to existing systems. After evaluating commercially available MT systems and learning about MT, moving forward to stats-driven MT development and consulting simply had to happen.”

Tom Hoar, managing director of Precision Translation Tools (PTTools) echoed the opinion that MT needs to be accessible to a wider user group. “We had one sim-

ple goal around MT,” he explained, “and that was to create a new MT community. This community would then benefit from academic innovations in MT while enjoying the freedom to explore their own imaginations. Over time, the community members would then be in the position to contribute their own innovations.” The strategy behind PTTools allows more user control through the development of Do Moses Yourself (DoMY). The Community Edition of DoMY promised users a complete, fully functional, free Moses SMT platform in just a few hours, with the user manual including basic information about SMT to enable the user to create translation engines using their own data. The tools themselves, of course, aren’t enough for any user to create translations any more than installing Microsoft Office creates an accountant or a public speaker by installing PowerPoint. Removing the barrier to Moses, however, could help create an entirely new category of MT users, by enabling them, educating them, enhancing the tools at their disposal

and enrolling more users to support the community.

Herranz agreed with the tool-empowerment approach. “The do-it-yourself breakthrough of last year and our decision to launch our own PangeaMT platform is precisely the result of constantly listening to our customers and heterogeneous user base.”

“Nobody is suggesting for a minute that empowering users will turn them into SMT experts overnight – far from it,” added Wheeldon. “What it does allow, however, is for the user to build an engine using existing translation assets in a short period of time, producing good quality output at a fraction of the cost.”

Hoar went into more detail about user education for those who do intend to invest time in learning about SMT to build their own systems. “As technology transitions from ‘bleeding edge’ to ‘leading edge,’ it often advances faster than users’ skills. Such is the case with SMT. Therefore, beyond having the tools, users must learn the concepts and develop the skills that make SMT possible. When working with DoMY, users quickly learn that although reusing translation memories (TMs) can create good MT engines, TMs alone may not be enough to generate great translations.”

As late as 2010, experienced IT engineers often invested days or weeks to resolve undocumented problems when installing Moses components, and this is something that DoMY addresses. But not all users would opt for this amount of intervention or simply don’t have the desire to learn how to build upon Moses themselves. Many are happy using a platform that enables them to simply build MT engines, based on the existing expertise of the vendor. There is, however, one area that remains the responsibility of the user, and this is the selection of their own translation assets used to customize the engines.

Data in a brave new world

Regardless of how sophisticated the MT systems become, the same basic rule will always apply: bad quality in will equal bad quality out. However, even if the quality going in isn’t great, poor quality training data can still be cleaned considerably using automation, meaning that SMT is not restricted to the data-rich. Wheeldon was adamant that there are no better potential mass adopters of

do-it-yourself MT than translators themselves, based on how well they know their training data and therefore the output that can be achieved with minimal intervention from the experts. “The vast majority take huge pride in keeping their TMs and glossaries up-to-date and clean, both of which are critical to the level of quality that can be achieved when building an engine. Quality over quantity most definitely applies when dealing with SMT and blindly adding more data is not a guaranteed recipe for success. On one occasion recently we threw away 1.2 million sentence pairs of a client’s data prior to building a customized engine for them.” Data cleaning must be applied, regardless of how the training data was generated and in SmartMATE, for example, this includes the application of a large number of pre- and post-processing rules.


Enhanced MT performance can also be achieved by choosing the more hands-on approach of DoMY. Users address and resolve advanced topics such as appropriate hardware selection and repurposing training data. As a result, several DoMY users have invested less than \$2,000 in new hardware that accelerates the training and tuning of MT engines to hours instead of days. Other users learned that operating an MT system does not match their core competencies and switched to online self-serve or full-service companies in the new MT community. This is where the do-it-yourself solutions that don’t require detailed user knowledge come into play.

There are clearly different levels of user intervention being demanded within the market and it isn’t possible to categorize this by size or value of the user company. It is possible to provide fully customized solutions for large global organizations that have no desire to understand any part of the MT process other than the end result and quality scores.

“The web is populated with myriads of specialized software services, giving enterprises and application developers the freedom to mix and match them into applications that fit their needs. Do-it-yourself MT is part of this new paradigm,” said Tilde’s CEO, Andrejs Vasiljevs. Tilde’s involvement in the European Union ICT-PSP Programme project, LetsMT! allows users to access an open platform to build customized MT systems using shared data resources. These resources include publicly available parallel texts, pre-

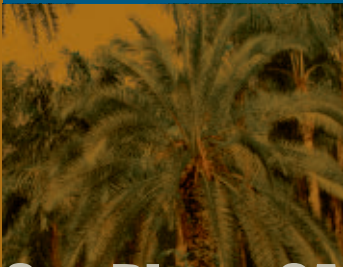
trained engines and tools to use the MT engines in various production scenarios.

There is much debate in the public domain regarding data quality, data security and data sharing, all of which do need to be openly addressed in order to eliminate the uncertainty for potential users. Vasiljevs understands the fears: “MT continues to make many industry practitioners wary. Many are concerned with practical questions such as privacy, confidentiality and cost. On the one hand, they are burning to try MT, and on the other, they are unsure how to start.” LetsMT! encourages users to try MT in a secure, cloud-based environment with a



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friendly user interface that gives them everything they need to create their own customized MT engine and put it to work.

Privacy is something that Applied Language Solutions is acutely aware of. “We learned very quickly from our initial testing group that data privacy needed to be clearly addressed, whether in the beta version of our SmartMATE terms and conditions, or in any e-mail communication where we were asking people to test the system,” said Wheeldon. “Covering it in our FAQs simply wasn’t enough given the level of protection that people want around their own carefully guarded data.”

Any do-it-yourself engine builder should be able to assume that no unauthorized individual or company can access or use its training data, but for many the data isn’t there or isn’t good enough, and this is where data sharing needs to be encouraged. Both Pangeanic and Applied Language Solutions have long been supporters of contributors to TAUS Data Association (TDA) and join other data uploaders including Dell, Oracle, Microsoft, Intel, Adobe and PTC in sharing hundreds of millions of words.

Herranz is a firm believer in safe data sharing and has been a public advocate of TDA for several years. “In 2009, PangeMatic, our internally used MT system, was born. This was possible due to a large extent to the extensive data pooling from TDA. That same year our first translation engines were commissioned by our strongest corporate clients, with some of them keen to share their own translation data and become TDA donors themselves through Pangeanic.”

Similarly, the LetsMT! consortium encourages users such as researchers and industry practitioners to donate their parallel data for public use. It provides vast preseeded publicly available data for MT customization that users can then complement with their own data. “An important concept to encourage the donation of data, however, is to restrict access to this data,” said Vasiljevs. “Although the public data may be selected to train systems within the LetsMT! platform, it cannot be accessed for reading or downloading and can only be used within the training system. In this way, the consortium seeks to engage users in providing resources that can result in better MT engines, particularly for hard to resource languages.” Enterprises can also opt for private space on

the LetsMT! platform, where they can safely and securely upload data and use it to customize their engine while keeping it private. It is this choice that many believe needs to be available to the users.

For those that are resource-starved, systems such as SmartMATE, and LetsMT! in the near future, allow TDA members to access data through an API from the TDA repository in order to train their engines. Herranz doesn’t believe data is everything, however: “We are keen followers of the data-driven MT approach, but it is essential to have the right MT core components and peripheral modules in place. In our own SMT approach we work hard to research and test new techniques related to Moses. We keep a flexible and open mind. We do not disregard some hybrid-

“Choice brings competitiveness and we can expect to see dramatic changes”

ization efforts for distinct languages, such as Japanese – a language we have made significant inroads with on our own and in cooperation with Toshiba Corp.”

The clearing road to mass adoption integration capabilities are critical to the success of customized MT services, whether managed by a vendor or hosted as a do-it-yourself solution. “Integration with a number of popular translation management systems and working together with tool developers makes the adoption of MT much less painful for the end user,” said Wheeldon.

Tilde is also keen for LetsMT! to be accessible in a similar way. Vasiljevs commented, “Once you have plunged in to train an engine, you will also grasp the power and interconnectivity that cloud computing puts at your fingertips. The engines that you train become available to use through CAT plug-ins, widgets and APIs to use on demand. The system you have trained resides in the cloud and the results are hosted there too, meaning you can access the results anywhere, anytime. Integrating with CAT solutions such as SDL Trados means the user can realize productivity gains combining translation memories with MT suggestions. You can build it into web pages for

cost-effective solutions when you need on-demand multilanguage support.”

And what of the minefield of pricing models that are now being promoted within the community? As with any technology evolution, the performance is increasing and the prices are falling, which is opening up the market significantly. Technology is all about automation and the ultimate in automation is the automation of automation – in this case a do-it-yourself, click-and-build MT solution. “One of the pain points and sad inheritances from the traditional translation industry is the willingness of many to keep on offering MT output-only solutions under word-based pricing tiers. This may look like a comfortable way of putting a value against MT, but it does pose a problem to those organizations that have large volumes of content to machine translate and, most importantly, are interested in knowing what happens behind the scenes with their engines and the data used to create then retrain their solutions,” said Herranz.

So what of the future? Vasiljevs believes more tools and user control will become ever more important: “The next wave of developments will augment the existing mix and match list of tools with exciting new web services such as quality MT for smaller languages by integrated linguistic knowledge, terminology identification and pretranslation, automated extraction of language resources from the web.” For those who are passionate about MT, total user influence and control, the new MT community has become a reality. New users who are clear from obstructions and armed with tools and knowledge are liberated to innovate on their own.

The new providers are enthusiastic about encouraging the sharing of data, knowledge and experience. The choice is in the hands of the buyer, whether they simply pay for hosting and accept that their do-it-yourself engine output may sometimes require some post-editing, opt for the ability to build and tweak engines using Moses knowledge or outsource the whole thing to one provider. Choice brings competitiveness and we can expect to see dramatic changes, where license fees are no longer the only option for those wishing to utilize the fantastic resource that is do-it-yourself MT. Every user from a freelance translator to a multinational organization can now go to market and expect to be offered extremely attractive solutions. **M**

Linport addresses translation package compatibility

Alan Melby, Brian Chandler & Arle Lommel

How do you reduce the cost of a translation project? Much depends on the nature of the project, of course. In some cases, the answer is to use raw machine translation (MT), especially when awkward, mistake-ridden text is acceptable. In other cases, crowdsourcing – outsourcing tasks to a distributed group of people – could work, although it isn't proven that even properly managed crowdsourcing always reduces costs. Many in the translation industry believe that another approach, MT that is post-edited by humans, will dramatically increase in volume in the near future. This does not mean, however, that the volume of translation produced by professional human translators will decrease in turn.

In any case, whenever humans are involved, a substantial portion of the total cost of a project can be eaten up by overhead tasks that are not actual translation (Figure 1).

There are two easily identifiable solutions to the problem of increasing translation efficiency. The first approach is to develop one universal translation management system (TMS) that everyone in the world will use for all translation projects. Given the abundance of TMS products on the market, the lack of a clear winner and the frequent appearance of new TMS products, we believe this solution is not viable. The excep-

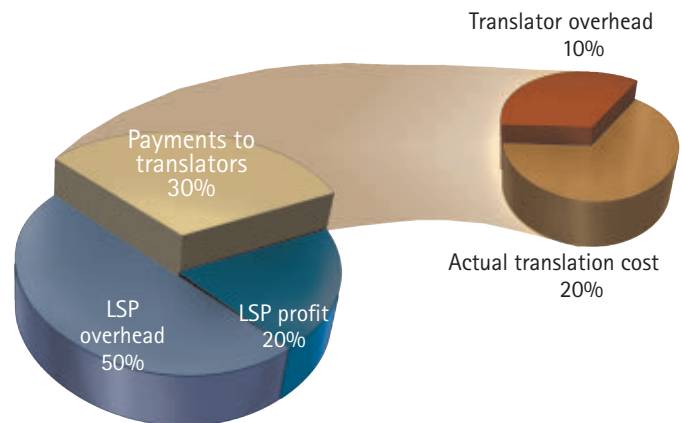


Figure 1: The true costs of translation, according to Reinhard Schäler (Localisation Research Centre) and Smith Yewell (Welocalize)

tion would be a single organization that imposes a particular vertically integrated solution – one TMS, one content management system (CMS), one translator tool. This integrated solution would have to be imposed on everyone involved in the document production chain, on both its in-house and freelance translators, and even those requesting translation services.

A second approach, although ambitious, may be more realistic: develop one universal package format for translation projects and gradually convince TMS developers and translator tool developers to implement and integrate it with their systems. This could greatly enhance interoperability among various tools, and thus increase efficiency by reducing the “friction”



Alan Melby, (far left) is the chair of the Localization/Translation and Authoring Consortium, chair of the Translation and Computers committee, and a linguistics professor at Brigham Young University. Brian Chandler (center) is the executive VP of business development and technology at MultiLing. Arle Lommel (left) is the standards coordinator for the Globalization and Localization Association.



Figure 2: ISO shipping containers can be transported and stacked differently, and the standard size does not limit who can transport them or how they may be transported.

that is encountered when passing a project between tools.

In a recent article in the April/May 2012 issue of *MultiLingual*, Don DePalma of Common Sense Advisory predicts the emergence of standards for packaging content and “transporting it around supply chains” and supports the universal package format.

A new initiative called the Linport project aims to address the problem of translation package compatibility and high overhead involved in a translation project while keeping all the relevant project information together, organized and efficient as it is passed from one tool to another with minimal loss of information (ideally, none at all); and also while communicating clearly among all participants about project requirements.

Linport stands for Language Interoperability Portfolio, where *portfolio* is to be thought of as a package containing all the elements required for a translation project. The primary purpose behind the Linport project is to simplify and standardize a key part of the translation process, while still allowing essentially anyone who would like to implement it to be able to. At the March 2011 LISA Conference, Smith Yewell from Welocalize demonstrated a similar dilemma by showing how the worldwide shipping industry has implemented the International Organization for Standardization (ISO) standard for shipping containers. This has created a global understanding of what sort of package is expected, but

has still allowed individual shipping companies to determine how they want to handle and transport the containers, from using the smallest boat and dock to the largest cargo ship or airplane (Figure 2). Before ISO containers, there was a significant amount of manual unloading and reloading of the same contents as materials were transported by sea, air, rail and road in various incompatible containers. The ISO container standard changed that, making shipping much more efficient. The Linport project will do the same thing for the materials needed for a translation project, and it will be something that can be used by small and large companies, whether they be translation requesters, translation providers or tool developers.

Any standard package format universally adopted by tool developers would address the business need of maintaining the integrity of a translation project as it passes between tools. However, a standard package format does not necessarily address a second business need: communication among all project participants about project requirements. Fortunately, a standard way to structure translation project specifications has been developed as ISO/TS 11669. The informal name of this standard is ISO Translation Guidance, and the core framework for structuring project specifications is freely available to the general public at www.ttt.org/specs. There you will find 21 primary translation parameters in five categories: descriptions of the source

content; linguistic requirements for the target content; production tasks to be performed; environment requirements, such as resources to be consulted; and requester-provider relationships, such as due date and compensation.

The full ISO Translation Guidance standard was published in May 2012, and many organizations are expected to use it as a guide to best practices for developing structured translation project specifications.

Dealing with competing analogous formats

A universal translation package format should increase interoperability and improve communication, and thus efficiency, among the many competing software systems for project managers and translators. As David Filip and Rahzeb Choudhury both mention in their respective articles in the April/May 2012 issue of *MultiLingual*, translation and localization industry standards should also be open rather than proprietary, which includes transparent development and freedom from royalty payments. However, problems may still arise.

Even when the package specification is publicly available, there is a potential problem in that many organizations may have their own interpretation or view of how a package should look. This can lead to two or more organizations developing similar standards to address the same business problems. These standards can then also end up competing for the

attention of translation technology vendors. As Jost Zetzsche pointed out last year in the 198th *Tool Box Newsletter*, there are already a number of proprietary translation project package formats associated with different tools.

As is the case with numerous standards both inside and outside of the localization industry, trying to do too much with one standard typically results in the standard failing. Standards developers often get into a mindset where they believe they need to cover every possible scenario. Although it is good to be thorough, trying to be all encompassing tends to lead to a large, verbose standard that never gets completely finished or implemented; may become outdated before it is finished; and is too complex and confusing for the average user or company to be willing or able to implement. All of this means the standard does not get the acceptance and buy-in of the industry in general.

The Linport project avoids these two dangers by giving a high priority to cooperation. The object is not to try to crush the competition, as is often the case, but rather to interact with all organizations developing similar projects, with the objective of joining forces and combining good ideas. The standard also clearly focuses on the container format and interoperability rather than trying to standardize complex workflows.

Typical payloads such as XLIFF, TMX and TBX will be identified, while only minimal workflow information, such as a unique ID for a package or the task the recipient is expected to perform, will be defined. Complex workflow – such as the stages a package must pass through, who approves the package at each stage or how its history and version are recorded – will, at least initially, be left to the TMS. The TMS will only need to maintain the abstract data model for the structure of a translation package throughout the various workflows.

Three streams converging

In June 2011, there were three major projects that were identified in the industry that were all working toward some kind of universal translation package format. The first stream was the Container Project. What is now known as the Linport project, from one perspective, began March 2011 at the last LISA Standards Summit in Danvers, Mas-

sachusetts. While digesting the news of the demise of LISA as an organization, various organizations were discussing how the standards territory that was suddenly unoccupied might be divided up. The only thing the diverse group of participants representing content owners, service providers, tool developers, and research centers could agree on was that the next industry standard needed is a container standard including structured project specifications.

The Globalization and Localization Association (GALA) and the Localization/Translation and Authoring Consortium (LTAC) were asked to prepare a draft version of such a standard and discuss it with various stakeholders. It was named the Container Project, based on the idea from the presentation by Yewell about the huge impact of the ISO standard for shipping containers on the world of shipping by land, sea and air.

The first presentation of the Container Project took place the following month in Torino, Italy, at the annual translation technology conference sponsored by the United Nations. After this presentation, Josep Bonet from the Directorate General for Translation (DGT) of the European Commission indicated that a similar project was underway within the DGT. The project was called Multilingual Electronic Dossier (MED). Bonet introduced

the MED project leader, Tomas Carrasco-Benitez, to the Container Project team.

After a number of discussions, in July 2011, both teams agreed to merge the two projects under a new name, Linport. Then, the complex process of bringing together disparate views on how to accomplish essentially the same task began, which included an early point of agreement on how to include ISO-style structured specifications in Linport packages.

In the summer and fall of 2010, software developers and business managers from tool vendors, localization service providers and corporate translation teams came together with the goal of improving interoperability between tools in the translation supply chain. The newly formed Interoperability Now! (IN!) team started drafting a representation guide for an XLIFF 1.2 document optimized for tool interoperability. Unbeknownst to the Linport team, IN! was also working on a companion translation package called the TMS Interoperability Protocol Project (TIIPP) as part of their overall Translation Interoperability Protocol work. At some point during the Linport symposium held in Luxembourg in September 2011, the Linport team became aware of IN!. A series of discussions from October 2011 into the first quarter of 2012 finally led to an agreement to work toward merging the TIIPP format

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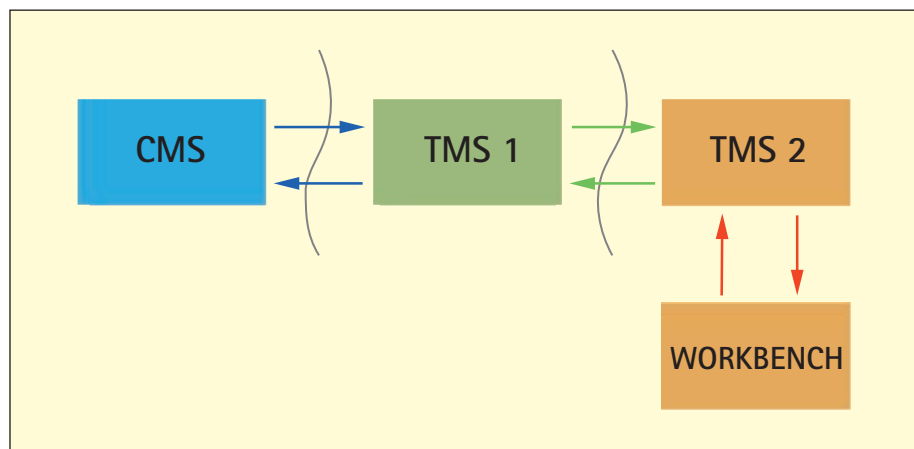


Figure 3: A translation buyer stores content that is passed to language vendors and on to the translator, and then back again. All the tools in question must interface.

into the Linport project, specifically with the purpose of avoiding similar, competing formats in Linport and IN! package formats. This agreement avoids the danger of multiple standards for the same purpose, and focuses all development and standardization efforts on the same format.

Where do we go from here?

The objective of the Linport project, which is hosted by a nonprofit corporation called LTAC Global, is to develop a degree of consensus on a translation package format that would allow delivery

of a “blueprint” to the OASIS open standards organization. From there, OASIS can open a Linport project and develop an industry standard. The European Telecommunications Standards Institute will set up a coordinating group to provide input to the OASIS Linport technical committee.

Once Linport becomes an OASIS industry standard, a process will be started to put Linport on a fast track to becoming an ISO standard as well. This will be particularly beneficial in that many organizations, particularly governmental organizations, have an official preference for ISO standards. The appropriate ISO technical com-

mittee for the future Linport standard is 37. This committee oversees terminology and other language resources.

The current plan is not to have the ISO version of Linport replace the OASIS version of the standard. Instead, there should be a copublication agreement, such as the one that was in place between ISO and LISA. The reason for this is to make the standard more accessible in that it can be sold by ISO, but will also be available as a free download from OASIS.

There are two distinct approaches as to how a Linport package can be used. One approach is to actually pass packages around over some kind of network, such as the internet, a local area network or a virtual private network, among various software applications. Each application processes a package locally. The second approach is for a package, or at least its contents, to stay on a server while multiple tools access components of the package remotely using web services.

In both approaches, the local approach and the remote approach, all stakeholders involved with the translation project still benefit from having a standard package format. The stakeholders in this process would typically be defined as content owners (translation buyers); language service providers of various sizes; and translators, revisers, reviewers and post-editors.

Figure 3 illustrates the potential points of contact for the package through the package translation life cycle, starting with the authoring of the document to the delivery of the document back to the buyer or content management system.

In this diagram, there are four TIPP-aware tools controlled by separate organizations. A translation buyer stores its content in the CMS. At the start of a translation cycle, the buyer passes content to a multilanguage vendor (MLV) that uses a TMS to manage the work. The MLV in turn passes the content to a single-language vendor (SLV). A translator in the employ of the SLV uses a translation workbench to perform the translation.

Once the Linport project has produced a standard format for translation packages and the standard has been implemented by a variety of translation tools, the industry should start reaping the desired benefits discussed in this article: maintaining everything related to a translation project together in one package and improving communication among all parties about project requirements. **M**

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).

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 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.

desktop publishing (DTP). Using computers to lay out text and graphics for printing in magazines, newsletters, brochures and so on. A good DTP system provides precise control over templates, styles, fonts, sizes, color, paragraph formatting, images and fitting text into irregular shapes.

diaspora. A dispersion of a people from their original homeland or the dispersion of an originally homogeneous entity, such as a language or culture.

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.

gamification. The use of game design, game thinking and game mechanics to enhance non-game contexts.

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.

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.

Latin America. The region of the Americas where Romance languages — those derived from Latin, namely Spanish and Portuguese — are officially or primarily spoken.

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.

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.

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

Basics

with morphological, syntactic and semantic information, and large sets of rules.

simship. Simultaneous shipment of a product to different markets worldwide, as opposed to releasing in the home market first and in other locales later.

social games. In this context, a social network game, a type of online game distributed primarily through social networks such as Facebook. Social games are usually characterized by community – often built around the existing social network – and the ability to drop in and out of the game without ever winning or losing.

social media. Refers to the web-based and mobile technologies used for interactive dialogue. It builds on the ideological and technological foundations of Web 2.0 and typically allows for the creation and exchange of user-generated content. Social media can take on many different forms, including internet forums, social networking sites, blogs, microblogging, wikis and interactive visual media.

social network. An online service, platform or site that focuses on building social relations among peo-

ple who, for example, share interests or activities. A social network service essentially consists of a representation of each user (often a profile), his or her social links, and a variety of additional services. Most social network services are web-based. Facebook, LinkedIn and foursquare are popular social networks used for different purposes.

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.

terminology management. Primarily concerned with manipulating terminological resources for specific purposes – for example, establishing repositories

of terminological resources for publishing dictionaries, maintaining terminology databases, *ad hoc* problem solving in finding multilingual equivalences in translation work or creating new terms in technical writing. Terminology management software provides the translator a means of automatically searching a given terminology database for terms appearing in a document, either by automatically displaying terms in the translation memory software interface window or through the use of hotkeys to view the entry in the terminology database.

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 management system (TMS). Sometimes also known as a globalization management system, a TMS automates localization workflow to reduce the time and money employed by manpower. It typically includes process management technology to automate the flow of work, and linguistic technology to aid the translator.

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 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.



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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).

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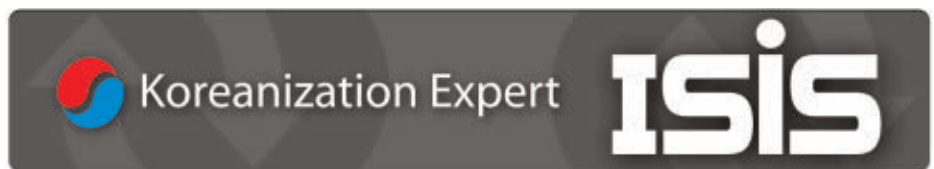
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Languages Korean, Traditional and Simplified Chinese, Japanese and other Asian languages, European languages **Description** Saltlux was founded in 1979 as the first Korean technical translation company. Our services encompass translation, localization engineering, DTP, MT post-editing, planning and writing of technical manuals. We have extensive experience in medical and pharmaceutical products and equipment, IT, software, electrical, automotive and technical industry, and so on. With 32 years accumulated know-how, Saltlux will be your ideal global communication partner. To learn more, please visit www.saltlux.com.

Saltlux, Inc. 5~7F, Deokil Building, 967 Daechil-dong, Gangnam-gu, Seoul 135-848, South Korea, 822-379-8444, Fax: 822-379-5996, E-mail: tcsales@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, United Kingdom, 44-20-8644-8685, E-mail: michael-stephenson@to-in.co.jp, Web: www.to-in.com
China Shanghai, P.R. China, 86-21-3222-0012, E-mail: shen-yi@to-in.co.jp, 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 level of quality 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 26



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, language review, transcreation and brand integrity services during the design, development and marketing cycles of client's products.

VistaTEC

Europe VistaTEC House, 700 South Circular Road, Kilmainham, Dublin 8, Ireland, 353-1-416-8000, Fax: 353-1-416-8099
USA East 2706 Loma Street, Silver Spring, MD 20902, 301-649-3012, Fax: 301-649-3032
USA West 1800 West El Camino Real, Suite 108, Mountain View, CA 94040, 408-898-2357 Fax: 408-898-2362
 E-mail: info@vistatec.com, Web: www.vistatec.com
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WhP International

Languages All European and major Middle Eastern and Asian languages, including local variants **Description** Since 1994, WhP International has offered a set of linguistic and technologic solutions, dedicated to each client's needs. WhP has become a renowned actor in the translation and localization world. By placing clients' needs at the forefront and by carrying out huge efforts and best practices for each individual client, WhP has gained the loyalty of international accounts such as Oracle, Dell, IBM, Crossknowledge, Total, Amadeus and HP in the fields of software, online applications, training and e-learning, video games and so on. WhP maintains 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



Xlated Ltd.

Languages Italian, French, Spanish, Portuguese, German, Russian **Description** Xlated is a young and dynamic localization service provider, founded and managed by translators with 15+ years of specialization in software localization. Thanks to a proven knowledge of internationalization and localization processes, a team of highly skilled and motivated professionals, and an intelligent use of the most recent translation technologies, we offer a wide range of multilingual

services for small to large and complex software localization projects. Services include terminology management, translation of GUI and user documentation, linguistic and functional quality assurance, engineering, multiplatform DTP and consulting.

Xlated Ltd. Riverbank, Kells Business Park, Kells, Co. Meath, Ireland, +353-(0)46-9250005, E-mail: info@xlated.com, Web: www.xlated.com See ad on page 29

NONPROFIT ORGANIZATIONS



The Rosetta Foundation

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 See ad on page 9

TRANSLATION MANAGEMENT SYSTEMS



MultiCorpora

Multiple Platforms

Languages All Unicode languages **Description** As language technology experts since 1999, MultiCorpora is exclusively dedicated to providing language technology software solutions to enterprises, language service providers and governments. Its flagship product, MultiTrans Prism, offers an innovative and complete turn-key translation management system. MultiTrans Prism is an enterprise client-server application that consists of four core components which, together or individually, enable communications in more than one language; they are business management, project management (workflow), advanced translation memory and terminology management. RR Donnelley, Nomura, the Translation Bureau of Canada,

UNESCO and many others rely on MultiTrans to manage their mission-critical translation operations.

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
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Plunet BusinessManager

Multiple Platforms

Description Plunet develops and markets the business and workflow management software Plunet BusinessManager — one of the world's leading management solutions for the translation and localization industry. Plunet BusinessManager provides a high degree of automation and flexibility for professional language service providers and translation departments. Using a web-based platform, Plunet integrates translation software, financial accounting and quality management systems. Various functions and extensions of Plunet BusinessManager can be adapted to individual needs within a configurable system. Basic functions include quote, order and invoice management, comprehensive financial reports, flexible job and workflow management as well as deadline, document and customer relationship management.

Plunet GmbH Prenzlauer Allee 214, D-10405 Berlin, Germany, 49-30-322971340, Fax: 49-30-322971359, E-mail: info@plunet.com, Web: www.plunet.com



Text United

Windows

Description Text United is an innovative translation platform covering all of your professional translation needs. Our unique approach to terminology and in-country review allows you to protect the core of your brand, while letting it shine in different colors on foreign markets. Text United platform can be used by in-house staff, external translators and by in-country reviewers. It facilitates collaborative and transparent translation processes and provides advanced language technologies such as translation memories and terminology management, deployed centrally and automatically. Thanks to transparency of the supply chain, Text United helps reduce cost of translation by 25%. Available on subscription, with no up-front costs.

Text United GmbH Attemsgasse 7/D20, Vienna, Austria, 1220, 43-660-735-7355, E-mail: welcome@textunited.com, Web: www.textunited.com



XTM: Better Translation Technology

Multiple Platforms

Languages All Unicode languages **Description** XTM is a fully featured online CAT tool and translation management system available as a pay-as-you-go SaaS or for installation on your server. Built for collaboration and ease of use, XTM provides a complete, secure and scalable translation solution. Implementation of XTM Cloud is quick and easy, with no installation, hardware costs or maintenance required. Rapidly create new projects from all common file types using the templates provided and allocate your resources to the automated workflow. XTM enables you to share linguistic assets in real time between translators. Discover XTM today. Sign up for a free 30-day trial at www.xtm-intl.com/trial.

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XTRF Translation Management Systems

Multiple Platforms

Description XTRF is a global management system for translation agencies. With built-in cutting-edge Java technology, XTRF is a flexible, customizable and web-based software, enabling web access for a company's suppliers and customers. It's designed to help translation companies to streamline all of their daily activities, and it guarantees smooth management of the company while reducing administrative costs. Project management, invoicing, quotations, ISO 9001 reports and CRM are the main fields covered by the system. Designed by translation and localization professionals and created by the best IT team, this powerful tool will reduce the time spent on repetitive tasks and increase a company's effectiveness.

XTRF ul. Kamińskiego 51, 30-644 Kraków, Poland 48-12-255-14-80, Fax: 48-12-255-14-77, E-mail: info@xtrf.eu, Web: www.xtrf.eu See ad on page 7

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 of services such as translation, editing and proofreading of documentation, software localization, web solutions, voiceover and DTP services. We have an experienced in-house staff who guarantees our high standard of quality. Our values as a company are cost-effectiveness, responsiveness, customer-oriented service, reliability and fast turnaround.

Arcadia Translations Arenales 3709 16°B, Capital Federal, Argentina, 5411-4833-7568, E-mail: info@arcadia-t.com, Web: www.arcadia-t.com



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.

BENEXtra Korea Second Floor, Gukdong Building 1163-7, Gaepo-Dong, Gangnam-Gu, Seoul 135-960, Korea, 82-2-572-4987, Fax: 82-2-3462-4987, E-mail: info@benextra.com, Web: www.benextra.com See ad on page 15



Translation Services Provider in SEE

Languages English, German, Italian, Croatian, Slovenian, Serbian, Bosnian, Macedonian, Montenegrin, Albanian, Bulgarian and Romanian **Description** CIKLOPEA is one of the leading translation and localization services providers in the region of South East Europe (SEE) specialized in translation projects, interpreting and localization into the languages of the South region (Croatian, Slovenian, Serbian,

Bosnian, Macedonian, Montenegrin, Albanian, Bulgarian and Romanian). Our fields of specialization are manufacturing, consumer products, engineering, industry, technology, IT, medical, pharmaceutical, health services, life sciences, law, economics, business, finance, insurance, marketing, PR, communication and tourism. CIKLOPEA is certified in accordance with ISO 9001:2008 and EN 15038:2006.

CIKLOPEA Medimurka 21, Zagreb 10000 Croatia +385-1-3751736, E-mail: info@ciklopea.com, Web: www.ciklopea.com
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When it comes to translation, we hear you

Languages English and FIGS languages into Polish **Description** Vendor managers, project managers, directors and CEOs of LSPs have worked with CONTRAD since 2005. A common concern of MLV executives is difficulty finding appropriate vendors for Polish. Appropriate means not only focusing on Polish language, culture, subject matter being translated/localized, sticking to project instructions, terminology, deadlines or covering turnaround demands, because these are obvious. Appropriate means more. It means having certain qualities that reach further, like listening to clients and truly hearing them, asking the right questions, responding promptly, properly reacting to feedback, and maintaining good communication with clients' staff. You will receive it here, day in and day out.

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Diskusija – Translation and Localization

Languages Central and Eastern European languages **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, LT-09312 Vilnius, Lithuania, 370-5-2790574, Fax: 370-5-2790576, E-mail: diskusija@diskusija.lt, Web: www.diskusija.lt



Follow-Up Translation Services

Languages English, Brazilian Portuguese **Description** For 23 years, Follow-Up has been one of the best single-language translation companies in Brazil. We're equipped with a large network of professional translators, effectively trained project managers and state-of-the-art technology resources. We're capable of working locally and on the cloud. Our areas of expertise include IT, finance, pharmaceuticals, medicine and marketing. Follow-Up's main partner and founder, Luciana Lavôr, is a certified localization professional by California State University. Another partner at the company, Ana Beatriz Fernandes, is an official public sworn translator. Therefore, under her supervision, we also have a legal translations department.

Follow-Up Rua Visconde de Pirajá, 351, Sala 815, Rio de Janeiro, RJ 22410-003 Brazil, 55-21-3553-7223, Fax: 55-21-3553-7223, E-mail: info@follow-up.com.br, Web: www.follow-up.com.br



ForeignExchange Translations

Languages 42 languages and growing **Description** Foreign-Exchange is the global leader in providing translation services to life sciences companies. We work with many of the biggest pharmaceutical companies, medical device manufacturers, biotech companies and CROs. Our proprietary Multilingual Compliance Process combines expert linguists, best-of-breed technology and measurable translation quality in a process that is both robust and completely scalable, ensuring your projects are finished on time and within budget. For more information on how we can help meet your translation requirements or for a quote on your next translation project, please contact us directly or visit our website at www.fxtrans.com.

ForeignExchange Translations 1001 Watertown Street, 3rd Floor, Newton, MA 02465, 617-559-9760, Fax: 617-559-9764, E-mail: getinfo@fxtrans.com, Web: www.fxtrans.com



Lingualinx Language Solutions, Inc.

Languages All **Description** Lingualinx is a leading provider of global content and language intelligence to organizations around the world. The content experts at Lingualinx help manage and localize messaging to enhance efficiency and provide consistency across all forms of communication. With offices around the world, Lingualinx provides organizations with localization solutions that fit their needs including: translation and interpretation, marketing communications and website localization, translation memory deployment, multilingual SEO, translation readiness assessment and global content management. Unify your global organization with a customized content intelligence strategy and ensure that your messages resonate across borders with language intelligence. To learn more, visit lingualinx.com.

Lingualinx Language Solutions, Inc. The Lingualinx Building, 122 Remsen Street, Cohoes, NY 12047, 518-388-9000, Fax: 518-388-0066, E-mail: info@lingualinx.com, Web: www.lingualinx.com



Medical Translations Only

Languages 45, including all EU languages **Description** MediLingua is one of the few medical translation specialists in Europe. We only do medical. We provide all European languages and the major languages of Asia and Africa, 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.andriesen@medilingua.com, Web: www.medilingua.com See ad on page 31



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, medical, information technologies and telecommunications. The business techniques introduced and applied by the company currently serve as the best practice within the translation industry. Neotech is leading the drive to continuously develop translation market standards and to implement new levels of business and interpersonal communications into the translation industry within Russia and abroad.

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Omnia S.r.l.

Languages 150 language combinations including rare and obscure languages **Description** Omnia has been helping companies successfully deploy their message in the global marketplace for 25 years. Let Omnia partner with you to meet your international communication objectives through a range of bespoke services, including technical documentation translation; marketing collateral transcription; website and software localization; multilingual desktop design and publishing; content authoring and controlled English; and content and term management.

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PTSGI

Languages English, Traditional and Simplified Chinese, Japanese, Korean, Thai, Malay, Indonesian, Tagalog, Vietnamese, Arabic, Farsi, Russian, German, French, Italian, Spanish, Dutch, Czech, Polish, Hungarian, Turkish, Greek, Norwegian, Danish, Hebrew, Irish, Finnish, Swedish, Luxembourgish, Romanian, Urdu, Ukrainian, Nepali, Latin, Latvian, Slovak, Slovenian, Bengali, Hindi, Pashto, Tamil, Punjabi, Singhalese, Marathi, Hmong, Khmer, Lao, Burmese, Mongolian, Somali Afrikaans, Armenian **Description** For over 45 years, PTSGI remains the largest language service provider in Taiwan providing multilingual translation, website and software localization, interpretation, desktop publishing, technical writing, game software and online translation into more than 100 languages. Our expert teams are skilled in a wide range of software that includes Trados, SDLX, Transit, CATALYST, RC-Win Trans, Idiomatic, Across, Multilizer, Passolo, RoboHelp, FrameMaker, QuarkXPress, PageMaker, InDesign, Photoshop, Adobe Acrobat, CorelDraw, Illustrator, Freehand and Dreamweaver. We view our projects from the customers' perspective and in turn gain the trust of our clients, steering our commitment to provide not just translation services but complete solutions.

PTSGI 6F, #23 Section 6, Min-Chuan East Road, Taipei City 11494, Taiwan, 886-2-8791-6688, Fax: 886-2-8791-7884, E-mail: market@ptsgi.com, Web: www.ptsgi.com



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Language German to/from major European languages **Description** Outstanding localization requires world-class experience. Rheinschrift gives your business a native voice in the German-speaking world. We offer more than 20 years' experience providing translations and localizations

for software and hardware manufacturers as well as for the sectors of business, technology, legal matters and medicine/medical applications. Our services also range from glossaries, post-editing, project management and desktop publishing services to many other related services. Rely on Rheinschrift to deliver the most competent translations and meet your deadline, whatever it takes.

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Translation and localization into Polish

Language Polish **Description** Ryszard Jarza Translations is an established provider of Polish translation, localization, marketing copy adaptation and DTP services. We focus primarily on life sciences, IT, automotive, refrigeration and other technology sectors. Our in-house team 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. Our services are certified to EN 15038:2006.

Ryszard Jarza Translations ul. Barlickiego 23/22, 50-324 Wrocław, Poland, 48-601-228332, E-mail: info@jarza.com.pl, Web: www.jarza.com.pl See ad on page 31



Skrivanek s.r.o.

Languages All, with a focus on Central and Eastern Europe **Description** Skrivanek is a world leader in providing a wide range of language services, specifically translations spanning a multitude of languages and the effective localization of products on international markets. Established in 1994, Skrivanek has managed to dominate the European translation market, creating a network of 53 branches covering 14 countries. Its well-stocked staff of professional translators, experienced project managers and dedicated software engineers and DTP specialists has enabled Skrivanek to provide outstanding quality translation and localization services in any conceivable language and volume, creating an enviable clientele representing major leading corporations in various industries. Skrivanek's quality of service is backed by EN ISO 9001:2001 certification.

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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



Synergium

Languages Eastern European with the focus on Baltic and CIS **Description** Synergium is one of the leading integrated language service providers in the Baltics with representative offices and in-house teams of expert project managers, translators, editors and software engineers in Lithuania, Latvia, Estonia, Russian Federation and Ukraine. The company has more than six years of experience in translation and localization services covering main technical industries such as automotive, environmental, EU, financial, IT, legal, medical and telecommunications. Due to its cutting-edge technologies, individual and thoughtful approach, Synergium has been recognized by world-renowned companies such as Google, Microsoft, Philips Healthcare, GlaxoSmithKline, and many others.

Synergium Žalgirio 88-404, 09303 Vilnius, Lithuania, 370-5-275-26-56, E-mail: marketing@synergium.lt, Web: www.synergium.eu



TripleInk Multilingual Communications

Languages All major commercial languages **Description** As a multilingual communications agency, TripleInk has provided industrial and consumer products companies with precise translation and multilingual production services for audio-visual, online and print media since 1991. Our experience in adapting technical documentation and marketing communication materials covers a wide range of industries, including biomedical and health care; building and construction; financial services; food and agriculture; high-tech and manufacturing; and hospitality and leisure, as well as government and nonprofit organizations. Using a total quality management process and state-of-the-art software and equipment, our team of foreign language professionals delivers the highest quality translations in a cost-effective and time-efficient manner.

TripleInk 60 South 6th Street, Suite 2800, Minneapolis, MN 55402, 612-342-9800, 800-632-1388, Fax: 612-342-9745, E-mail: info@tripleink.com, Web: www.tripleink.com



TRSB Inc. Translation Solutions

Languages French Canadian **Description** For over 25 years, TRSB's mission has been to provide cost-efficient, reliable language solutions adapted to each client's needs. As Canada's leading translation and localization firm, TRSB offers a complete array of services, including targeted marketing adaptation for Quebec, copywriting, interpretation,

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Email: info@trsb.com, Web: www.trsb.com

TRANSLATION TOOLS



Atril Language Engineering

Windows

Languages User Interface languages: English, Spanish, German, French, Italian, Dutch, Russian and Chinese. Languages supported for translation: All available languages under Microsoft Office **Description** ATRIL, precursor on the CAT tool market with the Déjà Vu product range, has been providing, above all, a tightly integrated solution to all stakeholders of the translation industry since 1993. Always in close dialogue with Déjà Vu users that has in itself been innovative, ATRIL is ensuring product development that makes a real impact on their quality, productivity and reputation. ATRIL's mission is to have customers achieve high-quality translations in the easiest, fastest, most economical way, bringing added value to the work and time, with measurable and clear results day by day.

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Kilgray Translation Technologies

Windows

Languages All **Description** Kilgray Translation Technologies is the world's fastest growing provider of computer-assisted translation tools. In 2005 the company launched the first version of memoQ, an integrated client-server translation environment designed to facilitate interoperability and teamwork. All of Kilgray's products — memoQ, the memoQ server, qTerm and the TM Repository — optimize productivity and control of the entire translation process and environment. Rated #1 by Common Sense Advisory among translation-centric TMS systems, and used by thousands of translators, language service providers, and enterprises throughout the world, memoQ and other Kilgray tools are accepted and appreciated

as premiere translation technologies.

Kilgray Translation Technologies P.O.B. 7, H-1255 Budapest, Hungary +36-30-383-9435, Fax: +36-1-312-6019, E-mail: sales@kilgray.com, Web: www.kilgray.com See ad on page 40



MadCap Lingo

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.

MadCap Software, Inc. 7777 Fay Avenue, La Jolla, CA 92037, 858-320-0387, 888-623-2271, Fax: 858-320-0338, E-mail: sales@madcapsoftware.com, Web: www.madcapsoftware.com See ad on page 13



SYSTRAN

Multiple Platforms

Languages 52 language combinations **Description** SYSTRAN is the market leading provider of machine translation solutions for the desktop, enterprise and internet. Our solutions facilitate multilingual communications in 52+ language pairs and in 20 domains. SYSTRAN Enterprise Server 7, our latest achievement, is powered by our new hybrid MT engine which combines the predictability and consistency of rule-based MT with the fluency of the statistical approach. The self-learning techniques allow users to train the software to any specific domain to achieve cost-effective, publishable quality translations. SYSTRAN solutions are used by Symantec, Cisco, Ford and other enterprises to support international business operations. For more information, visit www.systransoft.com.

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Daniel Goldschmidt

Sharing the luck



Today I feel lucky. Lucky that I can speak several languages and that I can get the information I need in my languages. I feel lucky. We are lucky. I'll repeat this several time in the next lines.

Back in September 2011, I had a catastrophic hiking accident in the Olympic National Park in Washington State. I was standing on a nice hill called Sand Point with my wife and two of my children. We were enjoying the amazing view and the quiet outdoors, but for some reason I'll probably never know, I fell from the cliff. The good news is that my wife and family, together with other hikers and the ranger, saved my life and I survived the accident. I was treated in Harborview Medical Center (HMC) in Seattle, Washington, and during the months since the accident, I've gone through a major rehab process. Due to my traumatic brain injury, I had to have speech therapy and neuropsychology evaluations — luckily, I aced them.

This experience taught me numerous lessons about life, physical freedom and independence. But beyond all that, I realized again the importance of languages.

It started when I woke from my coma, and could hear people around me speaking English, Hebrew and French. I could hear and understand the doctors, nurses, therapists and my family. I could start my speech therapies and undergo neuropsychology, which looks at the integration of psychological observations with neurological observations on the brain and nervous system.

We lived in German-speaking Switzerland for many years. In the event of such an accident, I'm sure the medical treatment would have been amazing. But as I don't speak German, would I have been able to do speech therapy? Would I understand when the doctors explained the extent of my injuries, and what I would have to do to get well? Would they have had to relocate me to another country where I can speak the language — Israel? The UK? France?

French and Hebrew are my mother tongues, and I speak English, so I spoke the same languages as my therapists. HMC has a significant set of interpreters who work day and night to give support to those patients who don't speak English. But clearly, it is better if you speak the language of the health provider. I cannot imagine someone going through this process without knowing the language. Can you imagine having cognitive therapy in a language you cannot understand?

I'm writing those words to emphasize how lucky I am. But let us think about the millions of people who cannot access health information in their native languages. Think about families in Africa or in Haiti. Think, even, about some of the homeless people you see on the street.

Language and health are connected. People who don't share a common language with their health practitioners have poorer health, suffer more from diseases and die younger. Translators without Borders (TWB) is working on just this issue. The nonprofit that represents all of us in the language industry gives humanitarian organizations a platform where they can link up with volunteer translators working around the globe.

I've been a board member of TWB for over a year, but it wasn't until my accident that I experienced firsthand how important language is, and realized how much you need to have information in your language. This year, TWB started a new initiative in Africa to help deliver health information to people in their own languages. Since the only health information most Africans will see in their lifetimes is in English, French or Portuguese, the first thing that TWB is doing to bring down this language barrier is to train local translators.

In April, an initial set of workshops was given in Kenya where people from various professions came to learn how to translate health information for their communities. In August, TWB will continue the workshops, and they are working to expand this pilot to other places in the world. It's time for us to contribute to this wonderful effort by translating, by volunteering and clearly by helping financially. TWB needs our support to extend its activities to help people get information in their language.

We are lucky. Let us join forces to give other people the opportunity to be lucky too. **M**

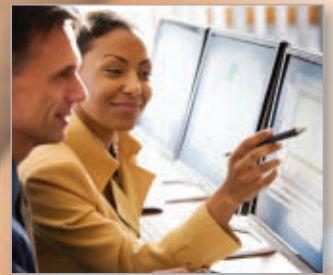
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