

June 2017

Neural MT and the legal field]

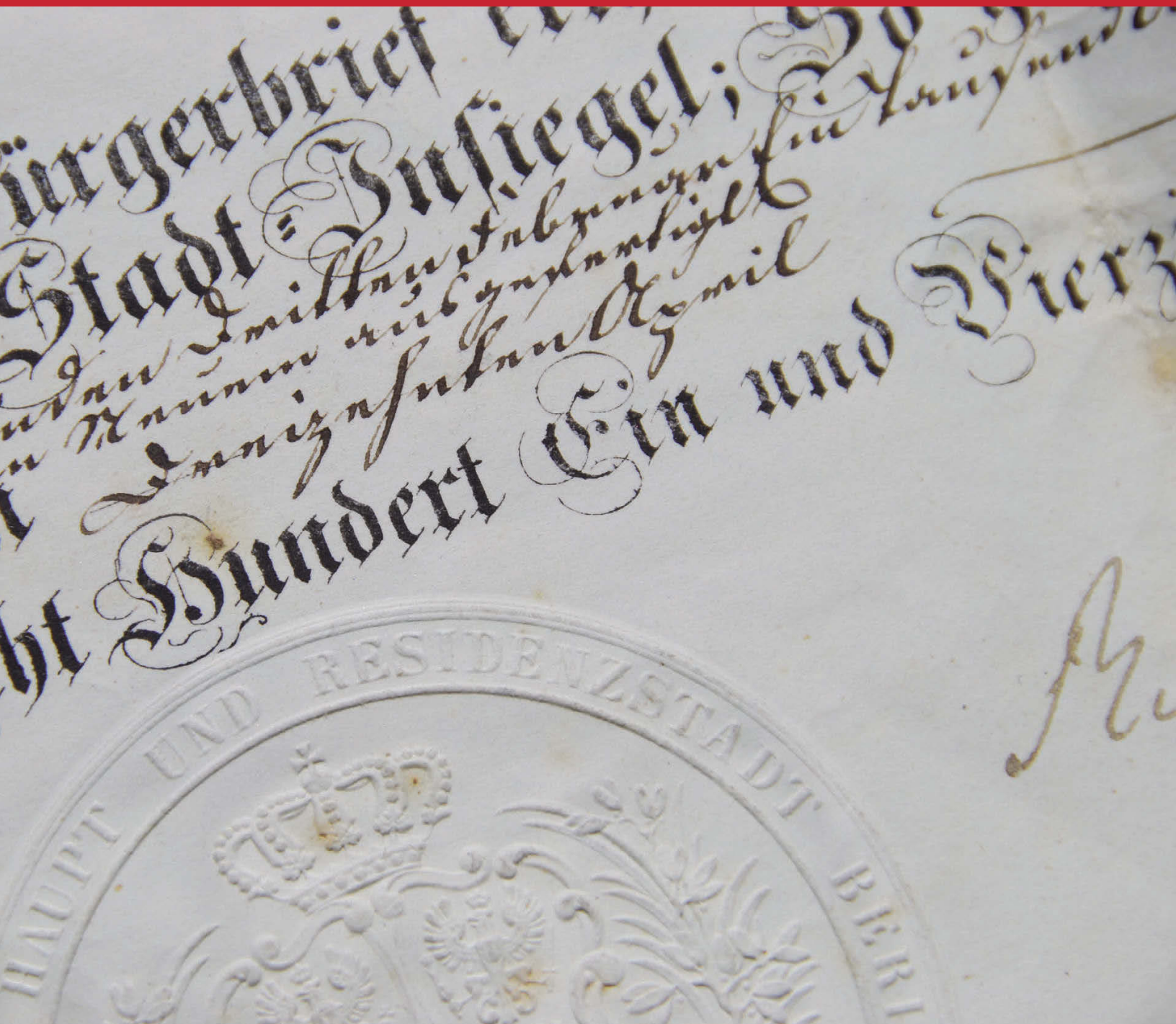
Recent changes in US immigration options for translators and interpreters]

The Trump (non) effect]

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Legal, Financial and
Immigration

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PLUS:

A Keynote Presentation

by journalist, author and digital futurist, Andreas Ekström

And a Keynote Panel

with Renato Beninatto - Globally Speaking Podcast, Kathrin Bussmann - Verbaccino, Robert Lane Greene - *The Economist*, Donna Parrish - Localization World, Ltd., Rebecca Ray - CSA Research, and moderator Michael Stevens - Moravia



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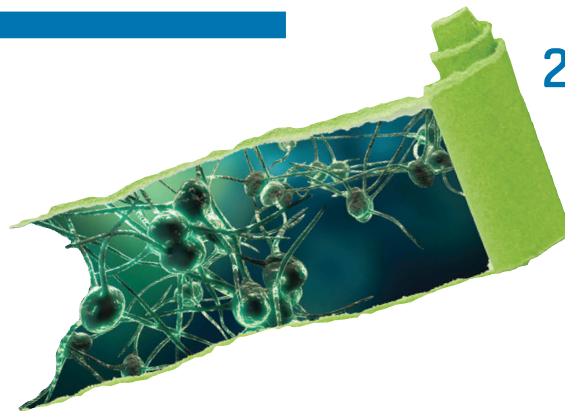
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A "citizen letter" from the late 1800s bestowing official Prussian citizenship on a man called Friedrich Wilhelm Wilde. Private collection.



Post Editing

A After having edited for a lawyer whose job involved looking things up on a database and then rewriting legal documents from saved templates, I became convinced that I, too, could write contracts, provided I had the correct template from which to work. After all, what is a lawyer but a linguist with the right code words?

Of course, there's always a time to ask the experts, so we've sourced some experts for this issue. The three topics we cover – legal, financial and immigration – are linked by recent world news developments. Thomas Gilmartin's piece on Brexit, for example, covers all three: the legal finer points influencing the migration of the financial sector from London.

A duo of legal experts – a linguist and a lawyer – take a look at linguistic-based immigration from a legal perspective (because this is one of those times when it's best to ask the experts). Legal immigration is still on everyone's minds thanks to Donald Trump, as Terena Bell points out in her article.

John Tinsley covers neural machine translation and the role it can play in the legal field, while Jeff Schmidt takes more of a bird's-eye view of language services and global litigation.

Because some of the topics we cover are complex and because we recognize that people increasingly get their news from tweets and other short-form messages, we've introduced the "chat version" of articles in this issue. Ultimately, we hope these summaries will spur you to read further. *m*

Katie Botkin

MultiLingual

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Editor-in-Chief, Publisher: Donna Parrish
Managing Editor: Katie Botkin
Proofreaders: Bonnie Hagan, Bernie Nova
News, Calendar: Kendra Gray
Production: Darlene Dibble, Doug Jones
Cover Photo: Katie Botkin
Technical Analyst: Curtis Booker
Assistants: Gayle Hallock, Chelsea Nova
Circulation: Terri Jadick
Special Projects: Bernie Nova
Advertising Director: Kevin Watson
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Editorial Board

Games: Miguel Á. Bernal-Merino
Standards: David Filip
Business: Aki Ito
Marketing: Nataly Kelly
User Experience: Ultan Ó Broin
Technology: Jost Zetzsche

Advertising

advertising@multilingual.com
<https://multilingual.com/magazine-ads>
+1 208-263-8178

Subscriptions, back issues, customer service

subscriptions@multilingual.com
<https://multilingual.com/subscription-information>

Submissions, letters

editor@multilingual.com
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<https://multilingual.com/editorial-submissions>

Reprints

reprints@multilingual.com

MultiLingual Computing, Inc.

319 North First Avenue, Suite 2
Sandpoint, Idaho 83864-1495 USA

info@multilingual.com

<https://multilingual.com>

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TLC held in Warsaw

The sixth edition of the Translation and Localization Conference (TLC) took place in Warsaw, Poland, March 24-25, 2017, with around 200 attendees.

TLC is designed to bring the entire industry together. Each year, they welcome freelancers, translation agencies, localization companies, corporations, universities and people who engage in a constructive dialogue during the event and long after. Seeing different points of view and learning from others is the best way toward a sustainable professional development. This year TLC introduced “Level Up!” as the conference theme, focusing on gaining new skills, growing business, acquiring knowledge and simply taking it a level higher.

The keynote speaker was professor Minako O’Hagan. Her talk focused on game localization in the age of user empowerment and touched on issues such as user role versus player experience and user-centered translation. Professor O’Hagan reminded everyone that they need to plan localization actions beforehand and as always, remember to communicate them to end users.





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Featured Reader

Li Xu, secretary general of the localization service committee at the Translators Association of China (TAC).

Where do you live?

Beijing, China.

How long have you worked in the industry?

Four years.

Which languages do you speak?

Chinese and English.

How did you get started in this industry?

After graduating from China Foreign Affairs University with a major in international relations, I joined China International Publishing Group (CIPG), which is a key founding member and the umbrella organization of TAC in China. Then I worked as a secretariat for TAC. In 2016 I went to Middlebury Institute of International Studies at Monterey to learn translation and localization as a visiting scholar. I am very happy to be involved in the language



services industry, which is undergoing dramatic changes not only in China but also in other parts of the world.

What do you like to do in your spare time?

Reading and running.

Why do you read MultiLingual? *MultiLingual* is a professional and engaging magazine in the translation and localization industry. It is helpful and useful for me. I hope all of our industry peers like it and benefit from it!



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Business

Industry mergers and acquisitions

■ Sajan, a provider of language services, has announced that a merger agreement has been signed, whereby Sajan will be acquired by a wholly-owned subsidiary of AMPLEXOR International, a digital solutions provider.

Sajan www.sajan.com

■ Arancho Doc S.r.l., providers of translation of technical documentation for the manufacturing, life science, IT, transport and retail sectors, has announced the acquisition of Soget, a Milan-based translation company with a focus on marketing and consulting.

Arancho Doc S.r.l. www.aranchodoc.com

Soget www.soget.com

■ RSI Content Solutions, a content management system software provider, has merged with Orbis Technologies, Inc., a provider of services and technologies for designing and developing big data platforms and solutions. The combined operating entity will assume the Orbis Technologies, Inc., name with corporate headquarters in Annapolis, Maryland.

RSI Content Solutions www.rsicms.com

■ SDL, a provider of global customer experience management, has agreed to sell its social intelligence activities, comprised of two subsidiaries, to Social Data Intelligence LLC. The Social Intelligence Business designs and develops software and provides analysts' services to collect, analyze and interpret social data.

SDL Language Solutions www.sdl.com

■ Semantix, a Nordic region language service provider,

has acquired TextMinded, a Danish translation company. TextMinded was sold by its six owners, all of whom will stay on as part of the new organization.

Semantix www.semantix.se

Textminded www.textminded.com

People

Recent industry hires

■ Iconic Translation Machines Ltd., a language technology software company, has hired Patrik Lambert as a machine translation scientist.

Iconic Translation Machines Ltd. <http://iconictranslation.com>

■ TripleInk, a multilingual marketing communications agency, has promoted Uta Moncur to vice president of strategic operations and localization services.

TripleInk www.tripleink.com

■ Commit, a language solutions provider, has hired Clio Schils as chief development officer.

Commit www.commit-global.com

■ Glyph Language Services, Inc., has promoted Viktoriya Reed to president and chief executive officer.

Glyph Language Services www.glyphservices.com

Products and Services

Netflix HERMES

Netflix, a provider of streaming media and video-on-demand online and DVD by mail, has launched HERMES, an online subtitling and translation test and indexing system.

Netflix <https://tests.hermes.nflx.io>



VideoLocalize
The Platform for Video and Voiceover Synchronization

www.VideoLocalize.com

VideoLocalize is a cloud-based software tool that synchronizes the multilingual voiceover with the original video automatically.

Check it out

Synchronizing multilingual voiceover or dubbing for your international video is expensive and time-consuming. Often, the length of each voiceover segment is different from the original language. Now comes VideoLocalize, an award winning innovative tool that eliminates all that tedious work.

Net-Cloud

Net-Translators Ltd., a provider of localization and multilingual testing services, has introduced Net-Cloud, an online translation management system that manages the entire process, from initial submission to translation to invoicing.

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

Memsource mobile app, new feature

Memsource, a developer of cloud translation software, has launched its mobile app and added a new feature allowing users to analyze projects by language.

Memsource www.memsource.com

Translators without Borders platform updates

Translators without Borders, a not-for-profit focused on spreading knowledge through humanitarian translations, has developed new and enhanced services using its latest translation platform, Kató. Developed with the support of MateCat, Kató can now interpret for all media, including providing subtitles and voiceovers for videos.

Translators without Borders www.translatorswithoutborders.org

Term checker update

TechScribe, a provider of documentation services for software companies, has updated its term checker to validate text for conformity with ASD-STE100 issue 7.

TechScribe www.techscribe.co.uk

Lingotek - Inside AEM 6.2 connector

Lingotek, a developer of collaborative translation technology, has introduced its latest translation connector with Adobe Experience Manager (AEM) 6.2, a content management platform for building websites, mobile apps and forms.

Lingotek www.lingotek.com

Language Studio update

Omniscien Technologies, a developer of automated translation technology, has released a version of Language Studio, its machine translation (MT) platform, offering a combination of statistical MT and machine learning-based neural MT technology.

Omniscien Technologies <https://omniscien.com>

TranslateWebsites.com

Asia-based translation provider Mind Your Language has launched TranslateWebsites.com, a website using core technology that acts as a plug-in to any open source or content management system.

Mind Your Language www.mylglobal.com

Localization Maturity Model 3.0

Common Sense Advisory, Inc., an independent market research firm specializing in the language service industry, has released Localization Maturity Model 3.0. The new version is based on a data collection initiative to identify how maturity is evolving in governance, strategy, process, organization and automation.

Common Sense Advisory, Inc. www.commonsenseadvisory.com

Clients and Partners

lexiQA, Memsource integrate technology; lexQA selected by SoundCloud

lexiQA, an application program interface solution for online linguistic quality assurance, has integrated its technology with the translation platform from Memsource, a developer of cloud translation software.

lexiQA has been selected by SoundCloud, a social platform for online streaming of music and audio, to provide LQA services to SoundCloud's localization department.

lexiQA www.lexiqa.net

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Cloudwords partners with Lilt

Cloudwords, Inc., an online translation management platform, has partnered with Lilt, developers of an interactive, adaptive translation platform. The combined technology incorporates global content localization and interactive machine translation and computer-assisted translation software.

Cloudwords, Inc. www.cloudwords.com

Skrivanek, Jouve awarded project

Skrivanek Group, a provider of localization solutions, and Jouve, a specialist in business data and new technologies, have been awarded a project from the Publications Office of the European Union to oversee the implementation of infrastructure for processing notices published in the Supplement to the Official Journal.

Skrivanek Group www.skrivanek.com

Acclaro Drupal Connector

Acclaro Inc., a translation and localization firm, has announced the availability of its Acclaro Drupal Connector enabling users to connect a Drupal website directly to Acclaro's translation platform.

Acclaro Inc. www.acclaro.com

One Global partners with Beattie

One Global, a provider of language and recruitment services, has partnered with Beattie, a creative communications group, combining public relations, marketing and localization services.

One Global <http://one-global.com>

Memsource, Paligo integrate technology

Paligo, a content authoring and management platform for technical documentation, has integrated its technology with the translation platform from Memsource, a developer of cloud translation software.

Memsource www.memsource.com

Omniscien partners with LexisNexis

Omniscien Technologies, a developer of automated translation technology, has announced a partnership with LexisNexis, a provider of computer-assisted research and risk management services, to combine technology to expand capabilities in the LexisNexis IP Solutions workflow.

Omniscien Technologies <https://omniscien.com>

TransPerfect integrates with IBM Aspera

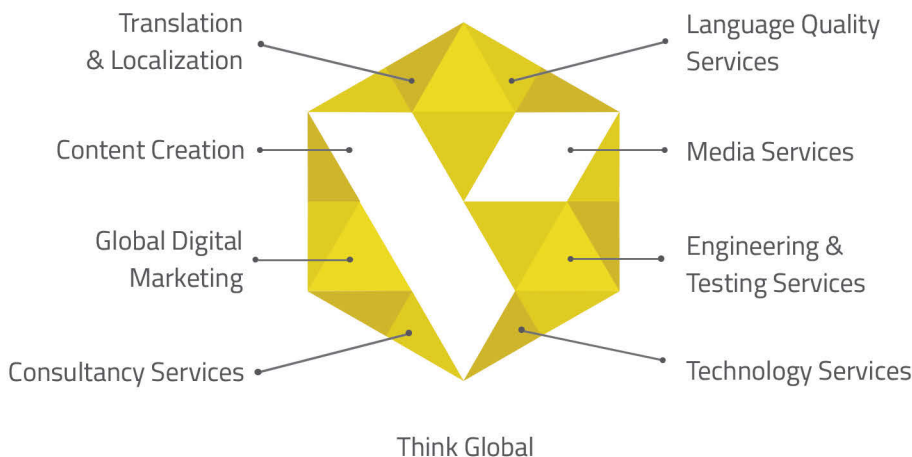
TransPerfect, a provider of global business services, has announced a full integration with IBM's Aspera file transfer software that includes patented bulk data transport FASP technology.

TransPerfect www.transperfect.com

Certifications

Idea Translations, a US-based translation and localization company, has received certification for ISO 9001:2008 and ISO 17100:2015 standards at its Buenos Aires production center.

Idea Translations www.ideatranslations.com



Europe Global HQ
 Vistatec House
 Dublin, Ireland
 T. +353 1 416 8000
info@vistatec.com

North America
 Vistatec
 T. +1 408 898 2364
www.vistatec.com

June

NZSTI 2017

June 10-11, 2017, Auckland, New Zealand
 New Zealand Society of Translators and Interpreters
www.nzsti.org/annual-conference

TAUS Industry Leader's Forum

June 12-13, 2017, Girona, Spain
 TAUS, www.taus.net/events/conferences/taus-industry-leaders-forum-2017

E3 2017

June 13-15, 2017, Los Angeles, California USA
 Entertainment Software Association, www.e3expo.com

TAUS QE Summit Barcelona 2017

June 14, 2017, Barcelona, Spain
 TAUS, www.taus.net/events/conferences/qe-summit-barcelona-2017

LocWorld34 Barcelona

June 14-16, 2017, Barcelona, Spain
 Localization World, Ltd., www.locworld.com

open-korean-text: Tools for the Trickiest Language to Process or Translate

June 15, 2017, Mountain View, California USA
 The International Multilingual User Group
www.meetup.com/IMUG-Silicon-Valley/events/235674473

Language, Data and Knowledge 2017

June 19-20, 2017, Galway, Ireland
 Insight Centre for Data Analytics, NUI Galway, Goethe Universität Frankfurt, InfAI
<http://ldk2017.org>

Summer Meeting

June 19-22, 2017, Tampere, Finland
 Society for Pidgin and Creole Linguistics, www.uta.fi/ltl/SPCL2017.html

Virtual Summit on Scaling Content Production

June 20-22, 2017, online
 The Content Wrangler, <http://bit.ly/2nlfU6a>

Localization Unconference

June 22-24, 2017, Berlin, Germany
 Localization Unconference Team, <https://sites.google.com/site/localization-unconference/german-localization-unconference-2017>

Game QA and Localisation Forum Europe

June 27-29, 2017, Berlin, Germany
 IQPC, <https://gameqaleurope.iqpc.com>

21st Conference on Language for Specific Purposes

June 28-30, 2017, Bergen, Norway
 NHH Department of Professional and Intercultural Communication
www.nhh.no/en/lsp2017

8th International Symposium

June 30, 2017, Barcelona, Spain
 Universitat Autònoma de Barcelona, <http://pagines.uab.cat/simposi/en>

July

8th Asian Translation Traditions Conference

July 5-7, 2017, London, UK
 Faculty of Languages and Cultures, SOAS, University of London
www.translationstudies.net/joomla3/index.php

SSAWW 2017

July 5-8, 2017, Montaigne, France
 Society for the Study of American Women Writers, <https://ssawwnew.wordpress.com/conferences/ssaww-2017-universite-bordeaux-montaigne>

ND Focus on Sales & Marketing

July 6-7, 2017, Geneva, Switzerland
 European Language Industry Association
<http://events.elia-association.org/nd-focus-sales-2017>

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events.elia-association.org/nd-focus-sales-2017

ACLA 2017

July 6-9, 2017, Utrecht, Netherlands
American Comparative Literature Association, www.acla.org/annual-meeting

Bringing the Internet to Myanmar

July 20, 2017, Mountain View, California USA
*The International Multilingual User Group
www.meetup.com/IMUG-Silicon-Valley/events/234430097*

August

Computer-Assisted Translation Course

August 1-4, 2017, Monterey, California USA
*Middlebury Institute of International Studies at Monterey
www.miiis.edu/academics/short/translation-interpretation/computer-assisted*

FIT XXI World Congress

August 3-5, 2017, Brisbane, Australia
International Federation of Translators, www.fit2017.org

I Congreso de la Industria de la Traducción

August 4-6, 2017, Cordoba, Argentina
Translated in Argentina, www.translated-in-argentina.com/clint

PACLING 2017

August 16-18, 2017, Yangon, Myanmar
*Pacific Association for Computational Linguistics
<http://pacling.ucsy.edu.mm/pacling/index.html>*

Interspeech 2017

August 20-24, 2017, Stockholm, Sweden
Conglomerate, www.interspeech2017.org

September

RANLP 2017

September 2-8, 2017, Varna, Bulgaria
University of Wolverhampton, LMD, Institute of Information and Communication Technologies, BAS, <http://iml.bas.bg/ranlp2017/start.php>

2nd International Translation Technology Summer School

September 4-8, 2017, Antwerp, Belgium
University of Leuven, www.arts.kuleuven.be/conference/transtech-summer-school

Content Marketing World

September 5-8, 2017, Cleveland, Ohio USA
Content Marketing Institute, <http://contentmarketingworld.com>

EMNLP 2017

September 7-8, 2017, Copenhagen, Denmark
European Chapter of the ACL, www.statmt.org/wmt17/index.html

Second International Congress of Translation and Interpretation

September 9-11, 2017, Montevideo, Uruguay
CTPU, <http://congresoctpu2017.org>

MT Summit XV

September 18-22, 2017, Nagoya, Japan
*Asia-Pacific Association for Machine Translation
<http://aamt.info/app-def/S-102/mtsummit/2017>*

ATC Annual Conference

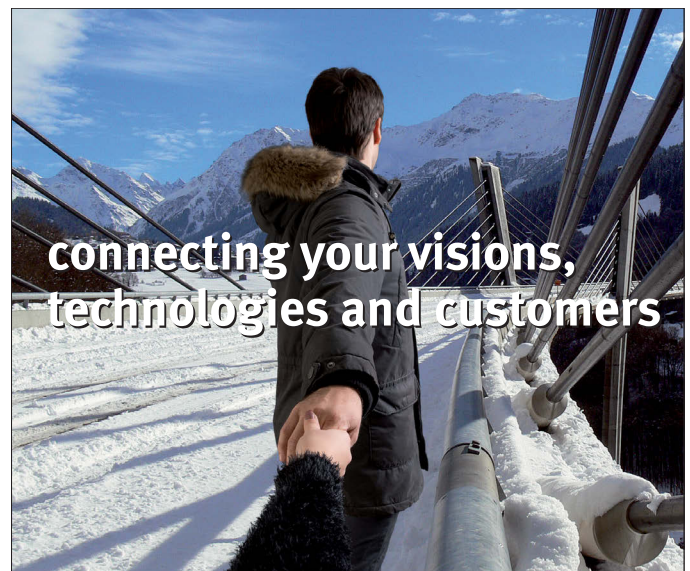
September 21-22, 2017, London, UK
Association of Translation Companies, www.atc.org.uk/conference/en

eLearning Africa 2017

September 27-29, 2017, Port Louis, Mauritius
ICWE GmbH, www.elearning-africa.com

13th China Workshop on Machine Translation

September 27-29, 2017, Dalian, China
*Chinese Information Processing Society of China
http://ee.dlut.edu.cn/CWMT2017/index_en.html*



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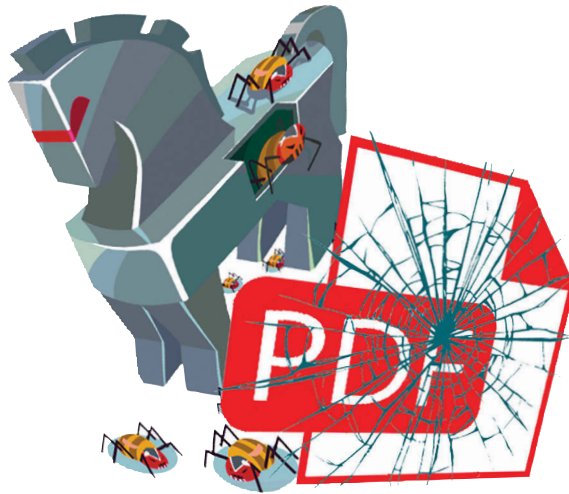
Localization Business School

Advanced tips for advanced security threats



Andrew Lawless

Andrew Lawless is the president and founder of Rockant, which focuses on localization training and consulting. His goal is to inspire and prime localization professionals for success.



“How much do localization service providers expose their clients by emailing PDF files?” I asked this question to the head of cyber security of one of the largest defense contractors to the US government. We ended up having an all-night conversation at the bar of Founding Farmers in Washington, DC. Here is what I learned.

PDF files are a threat. You may think that nonexecutable files cannot do harm. But that’s wrong. The Israeli Ministry of Defense fell victim to malicious PDF files in 2014, and so can you.

Take, for example, the story of web-based startup Distribute.IT. By 2011, it had secured 10% of the market for Australian domain names, held multiple international domain accreditations and had 30,000 hosting clients through 3,000 active resellers. Then, malware took them out of business in less than three weeks.

Hackers carefully targeted an individual employee inside the company and installed keylogging malware onto his laptop. The malware secretly built a password database and used the computer’s secure virtual private network (VPN) connection to bypass the company’s entire security protocol to gain access to its master user access information. With Distribute.IT’s clients in danger of losing their livelihoods and many websites unrecoverable, the company had no choice three weeks later: “My brother and I knew at this point that our business was gone,” said CEO Carl Woerndle.

How can hackers do that? One effective way is through malicious files. PDF files, for example, are tricky. They can contain legitimate JavaScript code, such as 3D content, form validations and calculations. JavaScript is also used to

prevent reverse engineering of proprietary applications. Hackers, however, conceal malicious code within PDF files and prevent it from being recognized by antivirus software.

Once you open an infected file, malicious code can download an executable file from the internet, which then initiates an attack on your computer without you realizing it. Most attacks related to PDF files are conducted using JavaScript code embedded inside a PDF.

How many PDF files do you receive and open every day? You may think that these come from trusted vendors and that there is only a slim chance that these are malicious.

That’s exactly how the largest steel company in America, U.S. Steel, got hacked. The company opened cleverly designed emails purported to be from colleagues or board members, with subject lines relating to meeting

agendas or market research. The emails, however, delivered malware attachments that included malicious code. The result: the hackers stole host names for 1,700 servers that controlled access to the company's facilities and networks. Their bounty included documents on business strategies; pricing; production amounts; timing and content of trade complaints; and more.

In other words, hackers stole documents of the nature that language service providers (LSPs) around the world are translating every day. And because LSPs are often an easier target than big corporations that can afford cyber security teams, you may already be under attack and sharing your clients' trade secrets without knowing it.

So, why would a translator be part of such a scheme?

I asked my cyber security friend this very question. I wondered if government sponsored hackers could secretly add malicious code to nonexecutable files. He looked at me and said: "Dude, there are governments out there that tell a translator to put it in or they will be thrown in jail. It does not need to be more sophisticated than that."

How LSPs get hacked

Hackers first look at the list of clients on the LSP website, and then locate the Facebook page of the LSP CEO or any other staff member that represents that company at conferences or speaks on its behalf. They may then look up every family member that is connected to this person. Once they have found names and email addresses of their kids or spouses, they attack their computers. These are the easier targets, because odds are that home computers are less secure.

Finally, hackers send very plausible emails to the CEO or company representative that appear to come from

family members, like a shopping list or a report card. These emails contain correct headers, sender email addresses and mail agents as well as clever mechanisms to bypass spam filters.

The moment the attachments are being opened, the hackers own the email inbox and computer. They may install keyloggers that record every single keystroke to get sensitive information like passwords, bank information, social security numbers and so on. From then on, it's easy to access the whole sever network.

Average people are being targeted by automated bots that can be easily spotted and deflected. But if hackers target you as described above, they may be very effective.

How do you safeguard your customers' data?

1. Protect all your home and business computers with a solution that integrates antivirus, anti-spyware, firewall, anti-spam, anti-phishing and backup technologies. Protect your mobile devices as well.

2. Turn on auto-update on all your computers and mobile devices. Developers update their apps and operating systems regularly to address vulnerabilities. Install patches as soon as they are distributed. Update your antivirus software daily.

3. If your IT team is against auto-update, you may need a new IT team.

4. Use common sense when opening an attachment even from known senders. If the tone of a text in the email message sounds off, be vigilant. It is unlikely that your vendor suddenly offers Russian mail-order brides or organ enlargement pills, for example.

5. Don't click on the link: No one in Nigeria knows you well enough to wire a million dollars into your bank account.

6. Use a VPN service, especially when you are accessing a public

Wi-Fi. VPNs encrypt your data, hide your IP address and location, and allow you to surf anonymously without leaving behind a digital footprint. Don't use free services, though. You may want to subscribe to services, such as ExpressVPN, NordVPN, PureVPN or IPVanish. Many free VPNs are security nightmares themselves as their developers sell user data to third parties or use outdated encryption.

7. Be a good digital citizen. Don't be part of the problem. Don't share your passwords.

8. Install a password manager and change all your passwords so every single one is different, and every single one is long and hard to crack. Don't use the same password for all your services. You will only expand your boundary from your inbox to your bank. When your LinkedIn account gets hacked, you will get hacked — big time.

9. Beware of the Internet of Things. Amazon Echo, for example, listens and records. If you asked your Amazon Echo, "Alexa, what is the weather right now?" you could go back to the app later to find out exactly what time that question was asked. What you say will be stored in the cloud, and the cloud can be hacked.

10. Put a cover or sticker over your webcam when you are not using it. Even Facebook CEO Mark Zuckerberg and FBI Director James Comey do that.

11. Turn on the firewall. Your computer probably comes with it, which will prevent unauthorized access to your computer.

12. Don't put USB sticks from unknown sources into your computer. A 2016 study found that almost half the people who pick up a USB stick they find in a parking lot will plug it into their computer. Only 16% of users bothered to scan the drives with antivirus software before loading the files. [M]

Community Lives

Whose data is it anyway?



Jeannette Stewart

Jeannette Stewart is the former CEO of CommuniCare, a translation company for life sciences. An advocate for the language industry, she founded Translation Commons, a nonprofit online platform facilitating community collaboration.

During the many years I've been involved in the language industry, I have encountered copyright and attribution issues in many diverse ways. When I decided to write this article, I needed some way to structure the many snippets of legalese and industry lore on copyright into a coherent whole.

Wishful thinking! Even looking at monolingual texts with a single author, there is no easy way to summarize the issues. If we multiply original source texts by any number of target texts, we suddenly face increasing complications. Factor that into the topographic undulations of our industry's supply chain, then try to accommodate the minefield that the technologies we use bring into the picture and any chance of a simple description that everyone is happy with dissolves into a morass. Yet each and every day, millions of translators, interpreters and computers somehow manage to do a great day's work facilitating communication across the globe, perhaps with varying degrees of satisfaction, but with enough to live life and get up the next day to do the same thing all over again. How is this possible?

On the face of it, this is a simple question. But there is no simple answer. In fact, I believe, it would take a hefty volume to cover the many different issues wrapped up here. We can try to move the discussion forward with a few other questions.

Who owns what

First, a thought experiment adapted from the cyberspace law guru Lawrence Lessig: I have a friend who resides in California. He likes to gamble but online gambling there is illegal. I live in Nevada where online gambling is legal and I run an

online gambling site. He opens an account, logs in and places a bet. But to complicate things, the server on which my site runs is located in New Jersey.

The question is, where does the bet take place? To move on with the thought, let's change the transaction from a wager to a translation! In this case, the site I run offers machine translation running memories that are a combo of input from human translators and word pairs that have been formed by my amazing machine-learning software. So to restate the question: where does the translation take place? Who did the work? Who owns the copyright?

chat version

Formal organizations cannot find copyright solutions for translated digital data, but blockchain technology might be the answer. Blockchain generates digital records that can link database translation with its original creator.

This might seem far-fetched, but things can easily get a lot more complicated. The server in New Jersey interacts with another server in Alicante, Spain, which houses the word-pair data. My server in Nevada runs project management software in Mumbai, India. My friend, the customer, is accessing his company's head office computer in Silicon Valley, but he works remotely from Vancouver. And by the way, we all have legal representation to take care of copyright issues, but our attorneys are in New York City and San Francisco. Oh, I forgot to mention: there are 84 target languages, involving 84 translators and 84 reviewers, all in different locations and countries!

This isn't just network complexity, this is a complicated morass of dynamic connections that simply defies transaction recording and regulation. Perhaps it would be better just to avert our eyes from the tangle of tails and just accept that we are dealing with a rats' nest.

The Creative Commons answer

But ecommerce is still exploding across the globe. Billions of emails are exchanged daily. There are goodness knows how many websites online, buzzing with all kinds of cyber-activities. Are there other areas that have copyright issues and how have they been dealt with? The answer is yes and a perfect example to begin with is Creative Commons.

Creative Commons was founded in 2001 with the goal of providing a simple means of sharing 'creative' work at no cost to users. However, Creative Commons' licenses protect creators from misuse of their work. This replaced the cumbersome system of reuse licensing that was thought to hamper the distribution of creative works. Given that well in excess of one billion Creative Commons licenses have been issued

since the scheme's inception, it may be judged a resounding success. In particular, the widespread use of images across the web can be attributed to Creative Commons. Naturally, there has been criticism. To take one example, there has been concern over certain unclear distinctions between commercial and noncommercial use. While this is most certainly an issue that would attract the attention of language industry professionals, we should note that this has not actually stopped successful reuse of creative works. The phrase, where there's a will, there's a way, comes to mind. The bottom line, in overly simple terms, comes down to whether you want your work to reach a wider audience or not.

The DMCA answer

Another notable initiative has been the Digital Millennium Copyright Act (DMCA) of 1998. This US copyright law was devised in particular to protect creators of online content by extending the scope of copyrights and to deal with the threat of piracy and other such misuses in the burgeoning world of global connectedness. Given the scope of the law's reach, it is not surprising that it is has provoked much debate and a number of high-profile lawsuits and high-profile reviews in Congress. There is no question that the internet, which has resulted in massive changes to the ways in which we in the language community work, has brought both good and bad opportunities. The advent of the DMCA should also forcefully emphasize that there is no magic bullet that will solve the copyright problems we face if we want to share our work with the world.

The EFF answer

At present, sharing content with the world involves using the services



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of a cloud-computing service. The content here is likely to be some form of entertainment like movies or music, but what if multilingual content is included and what about the people who created it? Not only is this unclear, how many of us are aware that according to the US government, we forfeit property rights to it? Let's get this straight: your translations can cease to be yours based simply on the means of storing content. Fortunately situations like this have kicked up storms of protest, but organizations like the Electronic Frontier Foundation (EFF) are there to try and resolve the issues.

The EFF was founded to protect the openness of the internet and they have fought passionately to maintain the principles of open sharing that the internet was built upon. Preserving this openness is, of course, a battleground for advocates of various rights like the right to privacy and freedom of expression and from those who seek to control, legislate and monetize from software and network use. With multilingualism now identified as a digital right,

what exactly is at stake for us in the language community? It's quite ironic that for language professionals, computer technologies are both powerfully enabling and potentially restrictive at the same time. And as a result, what exactly is our place in the digital world?

Big Data

We are now immersed in oceans of data and it's no misnomer that this is now known as Big Data. Information science along with global corporations have seized upon this lucrative resource with both hands, determined to wring whatever value they can from this true treasure trove. However, where is the individual in this gargantuan mass of assets? More to the point for us in the language community, what ownership remains for the creators of this colossal corpus? Specifically, how can ownership be attributed, tracked and credited? In his 2013 book *Who Owns the Future?* computer scientist, musicologist and pioneer of virtual reality Jaron Lanier proposed an intriguing solution to accrediting content. He pointed out that whoever controls

the data controls the wealth because they own and manage the tech infrastructure. Lanier suggested using a system that would link users of data with its originator, who would be compensated by means of micropayments. In fact, he specifically has used the example of translators in a multilingual world to argue his case. As yet, his proposal has not yet found many proponents among the Silicon Valley behemoths who control the data. However, all is not lost and the merits of Lanier's ideas may find a more feasible solution in the emerging technology of blockchain.

Open and closed cases

Ownership issues are diverse and plentiful. In fact, trying to discuss them at any length is impossible. I feel as if I'm afloat in an endless sea not knowing in which direction to swim. The truth is that just as in every other business and cultural community, the digital era with all the benefits it brings also brings problems and attributing ownership of translated material can seem intractable. In the interest of simplifying the

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issues, I want to suggest two main areas of concern that will, I hope, serve to illustrate our difficulties. These are translated materials in a closed environment and those in an open environment. The former are held by business entities that seek to gather, manage and use translations strictly for their own purposes. The latter are characteristically large global corporations that provide some form of automated translation tools for general use. They rely on Big Data repositories of materials culled from many different sources. Both present their own set of copyright, ownership and attribution issues.

Let's take the fictitious Acme Widget company as an example of a closed repository. They have built their corpora up from work with their own in-house and contracted translators. They use translations for their own purposes: sales and marketing, customer support and so on. Through their own commercial activity they own the copyright on their material, both sources and targets. But eventually their database will mature sufficiently that they are able to use existing material without adding much to it. If they only used old material, then the translators who worked for them would have to go elsewhere in search of another job. In real life, though, there is always new content to be translated or updated, thankfully keeping those translators busy for years to come.

Let's now take the fictitious Binary Inc., a global corporation and household name that provides all manner of digital services. Their translation material is vast and used by their own translation app, available free to anyone with a phone, tablet or desktop, along with hundreds of mobile apps that use the technology. Trying to

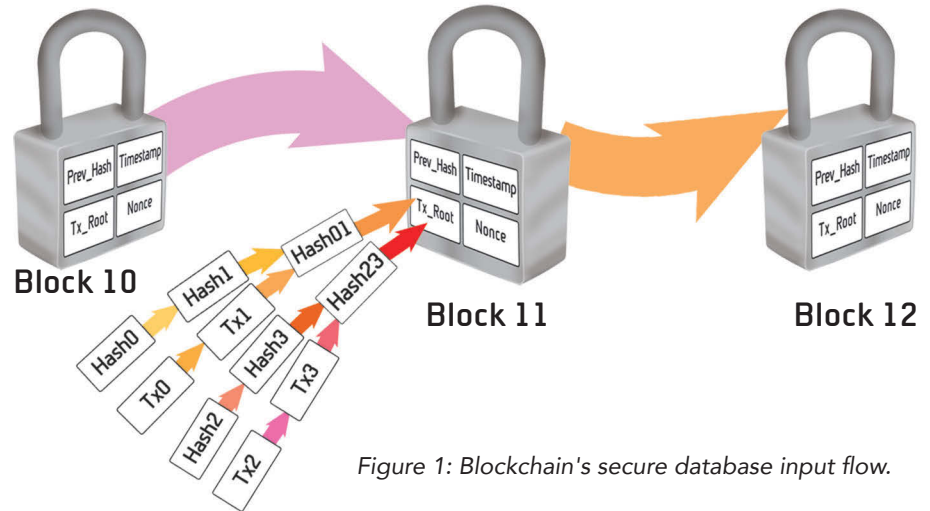


Figure 1: Blockchain's secure database input flow.

figure out who made a penny from translating such powerfully-enabling material is, however, enough to have you reaching for the Pepto-Bismol.

The fact is that 100% attention has been given by both Acme and Binary to the end product. Okay, not quite 100%, but you can figure out that the language translators who create the resources are not the highest priority. Having been a part of the language industry for so many years, I have heard no end of complaints about this situation. Translators and interpreters need a better deal. Is there a direction in this vast sea of language that we can swim through to a safe haven of equitable ownership? And this brings me back to blockchain and artificial intelligence (AI) researcher Alan Stewart's suggestion that investigating blockchain further may benefit the language community and in particular attribution of target texts.

Could blockchain be the answer?

Blockchain is a concept that defies simple explanation. But we're all familiar with Bitcoin and digital currencies, which are instances of blockchain technology at work. Unfortunately this might be more

because of certain shortcomings that have received adverse publicity. Nevertheless the technology, admittedly still in its infancy, is with us and promises, if its proponents are to be believed, to revolutionize our world.

A blockchain calculation creates a block, a unique identifier that can be linked to a unique, identified owner (in our case attributing a translator's target text) and this can never be changed, thus conferring permanent ownership with unlimited reuse. Successive blocks are filed in a ledger to form a chain. These are available for anybody who subscribes to the database, with the content (a target text) and its creator indelibly marked. Figure 1 illustrates how blocks are produced, with the internal working of Block 11 shown as well. Each block is the product of intense mathematical calculations and it is only when those calculations are complete that work can proceed to the next block.

Essentially blockchain technology is derived from a constant process of generating blocks of records, each guaranteed to be unique by a rigorous cryptologically-driven algorithm. Effectively it is a massive distributed database available to all

who subscribe to it. Essentially it offers the capability of linking online work with its original creator in an uneditable and secure form.

This grossly simplified description is clearer with an example. The following is an amended version of a post on the tech website slashdot.org. The words in italics replace words in the original so that it makes a certain amount of sense to the language community:

Imagine that every digital translation sent updates about amendments, quality problems and ownership details to an open source, community-wide trusted ledger, so additions and subtractions to the translation were well understood and auditable across organizations. Instead of just displaying data from

a single database, the text could display data from every database referenced in the ledger. The end result would be perfectly reconciled community-wide information about the text, with guaranteed integrity from the point of data generation to the point of use, without manual human intervention.

The original is a report on an article in the *Harvard Business Review* in conjunction with MIT describing how blockchain might facilitate a real-time, medical record system. My question is, if the health care community can do it, why can't the language community? Why shouldn't we? If the much-hyped Internet of Things is any indication of things to come, we could see a massive proliferation of wired

devices with some form of language component built in. Who is going to provide those language components? If we don't yet have an answer, we better start thinking of one.

A golden opportunity

Our community would most certainly benefit from at least investigating whether this digital technology could enable language professionals to literally leave their mark on their work when creating target texts. Payment for reuse of work could also be facilitated using the so-called salami-slicer approach in which fractional payments are received on a per-use basis. Remember, with enough slices, you end up with a whole salami! Ownership is easily transferrable. We most certainly now possess the computing infrastructure to handle vast outputs of material and to do so in close to real-time. Back-ups are guaranteed so data integrity is never a problem. Finally, this truly is a community-driven technology and that should exert strong appeal to us all.

In Stewart's words, "I have only provided a sketch on the back of an envelope of an idea that really needs to be taken up at large. We need the input of academics, business and technical workers, linguists, the whole throng that works to deliver multilingual solutions to the world. Dismiss it out of hand if you wish, but there is quite likely a golden opportunity to overcome a number of obstacles to giving language services their rightful place in the world." Walking away from blockchain without investigating further—when IBM, Microsoft and Intel to name but three blue-chip companies of many investing heavily in this new technology—would be short-sighted and leave us languishing where we always have as Cinderellas missing out on the grand ball. [M]



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Global litigation is on the rise as organizations expand their reach into wider geographic and legal territories. Litigation cases often result in costly and lengthy legal procedures for all parties. Each case often generates huge volumes of discovery data and for litigation cases involving parties from more than one country, datasets can be in multiple languages, which increases turn-around time and complexity. The accurate, timely and cost effective translation of discovery data is a crucial part of the overall litigation process. Many law firms and corporate counsel encounter multilingual litigation and quality language providers play a vital role in the success of many global cases.

Growth in cross-border litigation

According to the 2016 Litigation Trends Annual Survey commissioned by Norton Rose Fulbright, there has been a significant increase, from 35% in 2015 to 41% in 2016, of respondents having to conduct cross-border discovery. Certain industries, such as banking and finance, experience high levels of cross-border litigation. Respondents to the annual survey discussed “...the costs and resource implications of discovery in litigation and how it was growing out of proportion to the benefits gained. As more discovery now has a cross-border element, this also creates more complexities.”

One area that is often overlooked at the start of a case is the sheer volume of litigation and discovery data that can be involved in each case. The collection of documents from multiple jurisdictions creates challenges as documents must be accurately translated, reviewed and then submitted for disclosure in the native language. Many legal parties are now turning to language detection, technology-assisted review and machine translation (MT) to reduce the high costs associated with discovery and translation in litigation. The Norton Rose Fulbright Survey 2017 stated that the proportion of respondents using technology-assisted review has increased from 57% in 2015 to 60% in 2016. Uptake in the United States is significantly higher with 66% using technology-assisted review.

The litigation process and translation

When legal teams begin a litigation case, they are often presented with high volumes of digital or scanned documentation. The English language documents are processed and managed first, with the legal team evaluating which data is important and whether it is relevant to the case being built. If there is foreign language data, the litigation team must first convert the data into a form

Global litigation facts

- ☀ The United States has the highest number of lawyers per capita with one lawyer for every 300 people (the UK is one lawyer per 401 people, Germany one lawyer per 593).
- ☀ In 2015, patent litigation in the US district courts grew with 5,830 patent cases filed, a 15% rise from 2014.
- ☀ A litigation cost survey of major companies by United States courts put ediscovery costs at around \$3.5 million for a typical midsize lawsuit.

of understandable and usable content and then decide whether it is relevant to the case.

Many teams approach this challenge by using any available in-house foreign language resources to complete document review. For larger datasets, legal teams will hire teams of contract attorneys or document reviewers, often at a high cost, to carry out first pass linear review. These document review and contract attorney teams assess the data and produce a subset of likely relevant documents, which are presented to the case team to determine importance during a second-pass review.

After the initial review, case teams decide which of the reviewed documents contain the most important information and have the potential to be utilized in an official capacity. Whether for a deposition, for a legal brief or as part of a trial or hearing, a certified level translation is required if the original is in another language. However, many litigation teams will wait to translate these documents until the very last minute before they are needed. When rushing certified translations, costs are often higher and quality is at a higher risk of being compromised. This can be a potential pitfall as some, if not all, of these documents can be pivotal to the case and an error in the translation can be damaging.

A much more measured approach is to address the foreign language aspect of the case at the very beginning of the document evaluation phase. Case teams will benefit greatly by partnering with a litigation language expert at the first hint of foreign language data in the litigation. The language experts will work as an extension of the case team and together the most efficient and cost effective foreign language management strategy can be developed.

With a greater degree of oversight, not only will the overall cost of the litigation decrease, but the quality of translation will increase. With more predictability and foresight into the volumes and types of translations required, as well as a more suitable amount of time to complete the certified level translations, the case team will benefit from higher quality and cost efficient translations.

Technology-assisted translation in litigation

A technology-assisted translation framework is a solution that leverages leading MT technologies and is rapidly becoming fundamental to successfully managing the associated costs of global litigation.

Implementing translation tools into the litigation process enables case teams to conduct first-pass and second-pass review of foreign language originating data more rapidly and in parallel to English documents. This works by using subject matter and individual case specific data as the seed set to inform an otherwise

untrained MT engine. The process creates more relevant translation output and results in a more actionable translation. Having relevant English documents enables first-pass review to be conducted by English-speaking reviewers as opposed to more expensive foreign-language counterparts. Additionally, second-pass review is possible with English speaking case teams, avoiding the need to incur human translation costs at this stage and reducing human translation requirements down to only those very important documents.

Using technology overcomes the challenges of complex discovery processes involving large volumes of multilingual data. Most law firms and corporations use ediscovery technology to host and manage litigation and discovery data. Translation tech solutions seamlessly integrate with popular ediscovery platforms to enable the secure movement of data between parties, and creates a more efficient workflow.

Imagine this scenario: a localization service provider (LSP) has delivered

rapid technology-assisted translation to an international law firm managing a high profile litigation case involving multiple jurisdictions. The initial dataset contained multiple languages identified by the ediscovery processing and review platform. The deadline for ediscovery review and production to opposing counsel was seven days, which would have been impossible to achieve using only human translation. The LSP customized the MT engine specific to each language and data type, seeding the engine based on the subject matter. Once the MT solution was underway, the team realized that there were new language groups that had not been previously detected by the client's review platform. Language detection technology identified more languages requiring translation.

The output for all languages was handed off to the ediscovery provider to load on to the review platform. English speaking reviewers were engaged to post-edit and review final output.

Using this framework to manage the high volumes of data enabled the client to meet the deadlines and avoid any court penalties or sanctions imposed by the judge. The combination of MT, ediscovery processing and review technology enabled the processing of huge amounts of word counts in multiple languages. Enabling English speaking contract attorneys, as opposed to foreign language speaking contract attorneys, at the first-pass review stage saved the client significant costs.

If the client had gone down the more traditional route of human translation and foreign language reviewers, it would have been impossible to meet deadlines and costs would have escalated.

Use of ediscovery platforms

Many large law firms and corporations use ediscovery technology to manage and host litigation

ediscovery documentation. Some translation tech programs plug in to popular ediscovery platforms such as kCura's Relativity platform to enable a streamlined flow of content between parties: the law firm, the client, the ediscovery vendor and the legal language solutions provider. Successful global litigation is dependent on the secure and smooth transfer of data and communication. With many gigabytes and even terabytes of data involved in most mid to large size litigation cases, effective management of this data is crucial to the success of the case.

Documents can be flagged within the ediscovery platform and automatically delivered to the customized MT engines. Translated data is then automatically delivered back to the platform and mapped to the source

location. Relying on traditional methods of data transfer, such as email and FTP transfer, can be time consuming and disorganized and has potential for serious security implications if meticulous care is not taken.

Partnership and innovation

Developing a long-term partnership with an expert legal language solutions provider that can provide the most efficient and cost-effective foreign language management strategies for each new case is crucial for success in global litigation. Tailoring and applying the right combination of expertise, language technology, review platform integration and human-based language services is vital to ensuring this success. Additionally, involving a legal language solutions provider as early as pos-

sible assists in the forecasting and resource alignment required for the highest quality human translation when needed later in the process. If those of us in the language industry can forecast and build systems to support ongoing litigation needs, then it's obvious that the translation workflow will be more efficient and cost-effective.

Economic and market forces will continue to fuel the pace of globalization, which will in turn fuel more international litigation. Innovative, agile and intelligent language solutions are crucial to support an increasingly litigious world with few geographical boundaries. The translation and localization industry must continue to drive forward their expertise and knowledge in this area to help shape the future of global litigation. [M]



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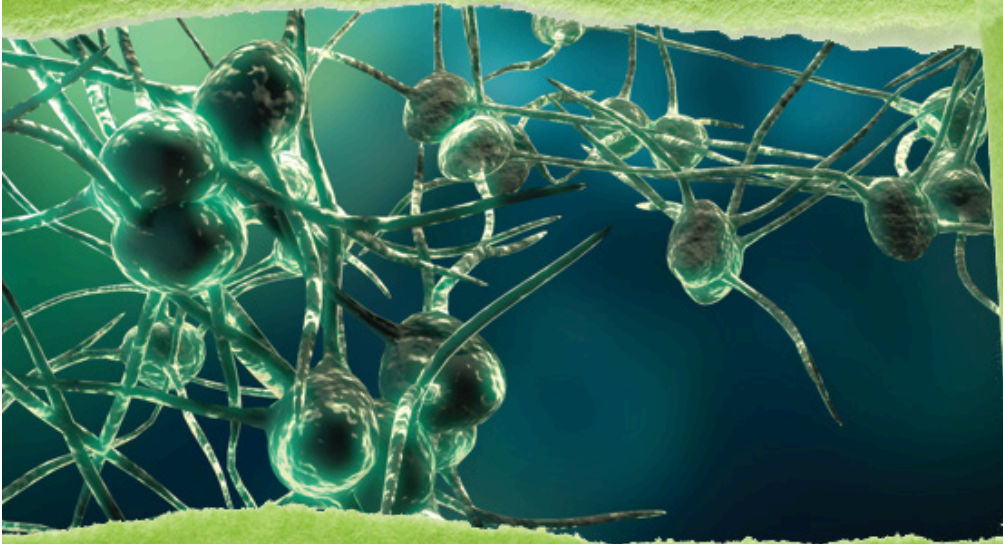


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Neural MT and the legal field



John Tinsley

John Tinsley is the CEO of Iconic Translation Machines Ltd. He holds a PhD in machine translation (computing) from Dublin City University and also consults as a language technology expert with the European Commission.



Neural machine translation (MT) is a topic that is on everyone's lips these days. With natural origins in academia, there has been some great in-depth coverage of how the technology actually works, ranging from broader expositions of how neural networks and deep learning can be applied to the challenge of translation to deep dives into the nuts and bolts (read: mathematics) of neural MT and its variants.

While these technical details are comprehensive and easily found (if not as easily understandable) there hasn't been a lot of discussion about the impact of this technology on the translation and localization industry from a practical perspective, both in the short and longer term. In the absence of such discussion, there has been a lot of marketing copy and a lot of hype surrounding neural MT, much of which has been taken out of context and made more palatable for mainstream consumption. No better example of this can be found than what stemmed from the research

chat version

There has been a lot of media coverage on AI and neural MT. It's hard to separate the hype from the reality, unless you peek behind the curtain to see what's actually going on.

paper published by Google in September 2016. This was a 23-page academic paper that effectively detailed their approach, experimental setup and results, with full context. There was a line in the conclusions of this paper that stated, in a fairly conservative manner, that “In some cases human and GNMT [Google neural MT] translations are nearly indistinguishable on the relatively simplistic and isolated sentences sampled from Wikipedia and news articles for this experiment.”

In the mainstream coverage, this was sensationalized in articles with headlines such as “New service translates almost as well as humans can” and “AI system is approaching human-level accuracy,” which was not the intent of the authors. There was a collective groan from MT developers around the world who have heard such grand proclamations in the past and have been working feverishly to manage expectations when it comes to the strengths and weaknesses of the technology.

That being said, while it is clear that we are at the peak of a hype cycle when it comes to neural MT, there is justifiable cause for the optimism. In order to understand what exactly the fuss is all about, we need to take a brief look back at the history of MT research and development to see where it fits in context.

A rollercoaster history ride

Things kicked off as recently as the mid-1950s when a collaboration between IBM and Georgetown University developed the first rule-based MT system to translate between Russian and English (Figure 1). The results

were so positive that it was declared that the machine translation question would be solved “within five, perhaps three years.” Obviously, this turned out not to be true and it took quite a while for MT to come out of the doldrums with some well

funded projects in Europe (Eurotra) and North America (METEO).

In the early 1990s we had our first paradigm shift from rule-based to statistical MT when researchers applied purely statistical, data-driven approaches to the task of translation. While initially met with skepticism, this quickly became the state of the art and has been the approach that researchers and developers have been building upon for the last 20 years — until now.

In 2014, neural MT was a fringe research topic. While neural networks are not necessarily a new concept, applying them to machine translation is. However, it requires significantly more compute power than was available with commercial computing processors. Once this changed with the advent of GPUs

Neural machine translation uses a large artificial neural network. Neural networks are based on connected simple units called artificial neurons, loosely analogous to axons in a biological brain. Neural MT departs from phrase-based statistical machine translation (SMT) approaches that use separately engineered subcomponents. Google and Microsoft translation services now use neural MT.

Neural MT models use deep learning and representation learning. They require only a fraction of the memory needed by traditional SMT models.

(graphics processing units, which can be up to 100 times more powerful than regular processors), we very quickly started to see impressive results with neural MT.

Where the excitement comes from is the fact that this is another paradigm shift in terms of how we do MT. Developers have spent the last 20+ years refining statistical MT for specific languages and use cases, incorporating linguistic information, terminology and many other approaches. This new paradigm, neural MT, as an out-of-the-box technology with limited refinement, has in a large number of cases achieved comparable, and in some cases even better results than the existing state of the art. While we are still in the very early days of this paradigm and need to realize that we don't have a silver bullet on our hands, that in itself is where the excitement is coming from. There are so many things that we simply have not yet had the time to try from a development perspective. With statistical MT, the last number of years have involved iterative improvements, focusing very closely on specific usage scenarios and addressing detailed language-specific issues. With neural MT, we have a blank canvas and our starting point is already quite strong in terms of quality. That's what is exciting.

Technology in its infancy

Considering that it takes a number of months from start to finish to come up with new research ideas, implement them, and design and carry out evaluations, neural MT is very much in its infancy given that people have only been working on it for a little over two years. Because of this, there are still a lot of unanswered questions and unknowns.

In academic circles, almost all research has been on the general case. In statistical MT, people have written whole dissertations addressing

specific grammatical issues (such as noun phrases) and in particular languages (such as prepositions from English to Chinese). With neural MT, work has been completely language and use case independent. There's an argument that we might not need to go so deep on a particular language because the neural network will "take care of it" but again, this has not yet been verified.

Even though there's already interest in the industry from a research and development perspective in such a new concept, we are still in such early days that many practical considerations and issues have been addressed in existing approaches to MT, yet have not been comprehensively covered in neural MT.

This includes the ability to apply customer-specific terminology and to generally guide the translation of certain terms. Neural MT systems are notoriously poor at handling unknown words that are commonplace when translating real-world content. Related to that, research to date has been carried out using standardized data for MT system training and testing, which is generally quite clean and sanitized. As we all know only too well, we rarely have the luxury of working with content like this in practice. Neural MT has yet to be put to the test on tagged or marked-up content, strings and other "nasties" that will need to be addressed in due course.

Despite the fact that we are in the early days of neural MT, there is clearly cause for optimism based on initial performance. However, much of the evaluation that we've been exposed to thus far has been anecdotal: people translating chunks of text and noting, "this looks better than I've seen before." Fortunately, there have been more comprehensive quality assessments carried out across a number of universities working in the field of language technology.

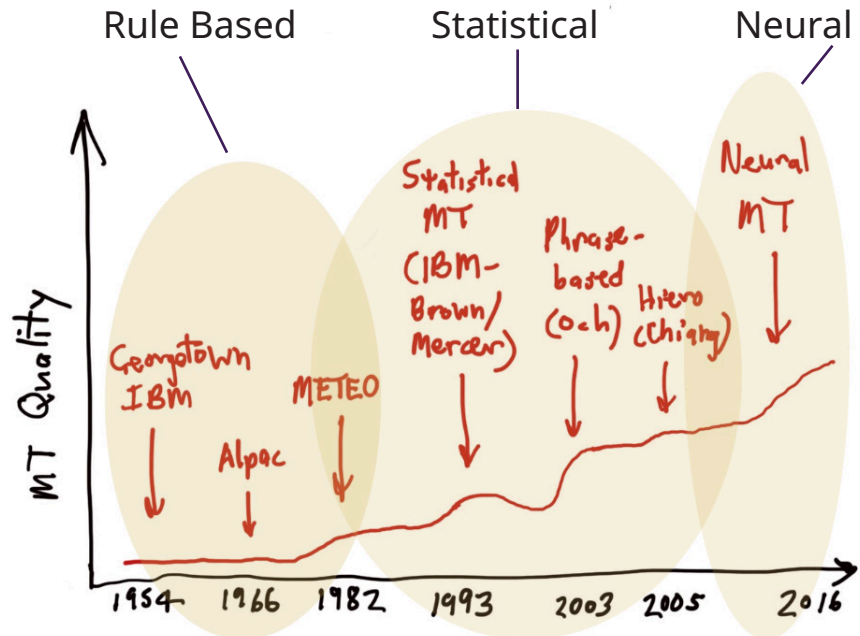


Figure 1: A history of machine translation.

These assessments have broadly shown the same trend: that neural MT can be very good insofar as the results are comparable to, if not better than, existing approaches to MT in many cases. They have also shone a little more light on exactly where neural MT is doing better. For instance, with languages that have traditionally proved harder for MT — such as Japanese, Korean and Arabic — neural MT is showing very promising results. These languages have the common trait that they are grammatically complex, and highly inflected, among other things, and the neural networks are doing a good job at generalizing over these issues to generate more accurate, fluent output.

On the other hand, for languages that are "easier" for MT and where existing approaches can already perform to a very high level, the improvements seen by neural MT are much less stark, if they're there at all. For languages where there is a lot of room for improvement, neural MT has room to improve. But the higher the initial quality bar, the less impact neural MT is having at this point in time.

These assessments have also highlighted areas where neural MT still needs work, and perhaps falls down where existing MT is strong, particularly as relates to the handling of unknown words and the application of terminology.

Like we pointed out earlier, though, these assessments have been academic in nature meaning they've been focused on gathering broad findings on general data. Whether these results will hold for specific industry use cases or on "real" data remains to be seen.

Testing and comparing

In order to try to better understand where neural MT might potentially have an impact in some of our core areas of business in the short term, our company partnered with the ADAPT Research Centre at Dublin City University to build neural MT engines and carry out a more practical comparative assessment.

We took one of our more mature production engines, a Chinese to English MT engine tuned for chemical patent translation, and compared its output to that of a neural MT engine

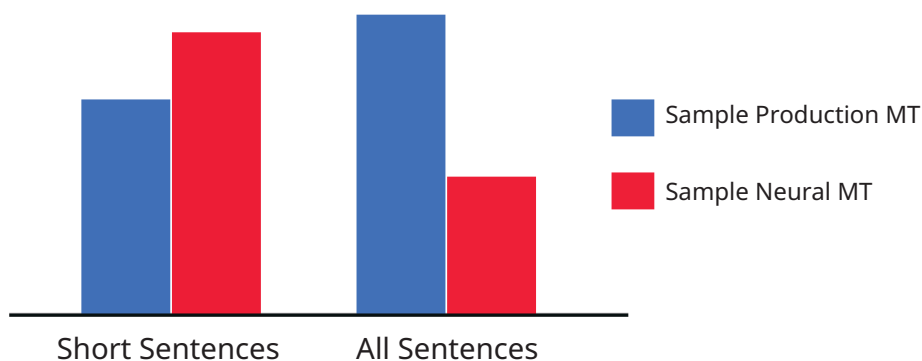


Figure 2: Comparing production MT output to neural MT output.

built using exactly the same training data, so that we had an apples to apples comparison. The results were quite interesting.

At first glance, the neural MT engine performed quite well out of the box, producing equal or better translations than the existing production system about 40% of the time, according to human judgments. When we dug a little deeper, and carried out a qualitative evaluation of the output, we learned a lot more.

When translating the patent titles, which are on average eight words in length, the neural MT engine was better in 53% of the cases. However, as the sentences grew longer in other parts of the document, performance dropped rapidly and the existing production engine was better in almost 70% of the cases (Figure 2). Looking at the relative strengths and weaknesses of both engines in terms of output quality, we saw some strong trends emerging.

The production engine was better at producing perfect output due to its


refinement over time. The accuracy of terminology was generally better, which can be attributed to the fact that we are able to directly apply glossaries when needed. However, it suffered in the same places MT always suffers, in that sometimes the output was clumsy and the sentence structure was awkward.

As for the neural MT engine, it was better in areas we've seen validated in the academic experiments: fluency was good and agreements between nouns and adjectives, for example, was more accurate. However, it failed in peculiar ways such as randomly leaving out large chunks of sentences in the translation (Figure 3).

What these findings serve to show is that, while neural MT is not a silver bullet today in terms of all-round performance and production, there's a lot of promise and we have a clearer picture as to where to focus development and improvements. Part of the challenge facing us now is the why and the how. Why is it making these mistakes, and how do we fix it?

Sample Production MT	Sample Neural MT
+ Error-free output	+ Word order
+ Terminology accuracy	+ Agreement
- Sentence structure	- Omitting phrases


Figure 3: The relative strengths and weaknesses of production vs. neural MT.



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Old and new challenges

As strange as it sounds, to a large extent we don't know exactly why neural MT is as good as it is. For the same reasons, we don't quite know why it's bad in some cases, or how to go about addressing those cases directly. Things will certainly become clearer over time as researchers continue to experiment, but for now we're essentially dealing with a vaguely transparent black box.

This makes leveraging and utilizing neural MT in the industry more of a challenge. The most effective MT must be adaptable for specific business purposes, such as data and terminology, and customization for specific use cases and language will always lead to better performance. We must also be able to directly address specific issues raised with MT output. Production performance must also be addressed, given the increased time and cost needed to build neural MT engines at scale.

Many of these challenges are things that were already solved with existing approaches to MT, and their case needs to be reopened again. Generally speaking, these questions are answerable, and the problems solvable, but it is just a matter of time as to when.

While there are new challenges presented or reintroduced by neural MT, there are still a number of challenges related to machine translation in general that haven't gone away:

1 Data. We still need data to train neural MT engines, and arguably they are more data-hungry than statistical MT. There may be approaches down the line that will be able to address this ("zero-shot" translation) but for now, lesser-resourced languages will still be left on the back burner.

2 Evaluation. We're still dealing with MT output so we still need to evaluate the output in terms of how fit for purpose it is for various use cases.

3 Pricing. How do we charge or pay for post-editing in such a way that fairly compensates all stakeholders in the supply chain? Even with neural MT, that's still the same question as before.

The neural frontier

What does this all mean for you — the buyer, the vendor, the consumer, the developer — today? In three years' time?

The biggest impact that neural MT will have in the short-term — on the languages for which it has been developed and where it has shown to perform well — is that it's going to raise the bar for the effectiveness of general purpose MT. Currently, there are certain language and use case combinations for which general purpose MT is fit for purpose. After that, end users need customized solutions in order to meet their specific needs, be it terminology, style or simply more adequate output. In the latter case, neural MT can address this issue, which means that general purpose MT will be more fit for purpose for more use cases than it has been to date.

Things will get really interesting over the next two to five years as we gain much more clarity into the how and why of neural MT. We will begin to see new types of hybrid MT that include neural approaches. Remember, when statistical MT came about, rule-based MT didn't go away. The technologies ran in parallel, and still do in many cases. The same will happen with neural MT. We have already seen researchers working on neural post-editing of statistical MT output, and this trend of hybrid engines, and system combination will continue.

MT and the legal industry

We're already seeing trends toward new use cases for machine translation, aside from the "traditional" post-editing workflow. These frequently include cases where we

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have large volumes of content that need to be turned around quickly, such as ediscovery and cross-border litigation.

In such cases, a company and/or law firm involved in a legal dispute will need to review documents retrieved from the opposition in order to find a “smoking gun” to support their legal case. The problem is that if the opposition is based in a foreign country or is a multinational operating in multiple regions, these documents are likely to be in a different language. Moreover, in ediscovery we're typically dealing with hundreds of thousands of documents — often mixed language and in a variety of different formats and styles — which adds a further layer of complexity.

The documents can be reviewed in the native language(s), but this

option will be very expensive, as it will require hiring attorneys who are fluent across multiple languages. This leaves translation as the only option to allow for native-language review, but human translation will also be very expensive, and time-consuming given the volumes in question, if even practical in the first place.

As the review typically needs to be carried out during particular windows of time based on court dates, MT quickly becomes the only sensible option. It makes even more sense for this use case because the translation doesn't need to be perfect — it just needs to be adequate enough to allow the attorney to determine whether the document contains information relevant to the case (mentions a specific person, product or place) and whether a “full” translation is required.

Similarly, use cases that require real-time translation and translation that is fit for a particular purpose are emerging as prime candidates for MT, including multilingual customer support, ecommerce and content that is created in a continuous delivery environment. These trends will continue upward as neural MT comes on-stream in the medium term.

Longer term, it's obviously difficult to predict the future but there is one thing we can say for certain — neural MT will not be a replacement for human translation. This is a conversation that needs to be reframed. It's not a case of human vs. machine, or which is better. On one hand, they are complementary approaches whereby MT can be used to aid the overall translation process, be it as segments for post-editing, to



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provide terminology suggestions, or to help determine which specific documents from large batches require full translation.

On the other hand, there are cases where machine translation is the most appropriate solution, or the only option. As mentioned above, these include cases where instant translation is required in real-time, or massive volumes of content need to be translated in a short space of time.

Similarly, human translation is not going away. In a sense, it feels very obvious to spell it out but given some of the reporting on neural MT it also feels very necessary. When you're dealing with mission-critical tasks, particularly challenging languages or content types, and importantly, cases where fully fluent and adequate translations need to be guaranteed, we will always take the human translation approach. Going back to the ediscovery use case, by the time the attorney is going to court in the United States to argue a case based on the German language email exchange they found via MT, you can bet your bottom dollar that they'll be going in with a certified translation.

Cautious optimism

This first generation of neural MT solutions are only general-purpose systems, but they are clearly showing great promise and, in many cases, improvements over existing technology, for the general use case. While we need to be cautious in terms of over-blowing the potential of neural MT, and particularly the timeframe in which that potential might be realized, there is without doubt great cause for optimism.

As we continue to better understand exactly how the neural MT is working, and improve and build upon existing approaches, we can only expect further quality improvements. Just give it time. [M]

Legal and financial services

Challenges and opportunities following Brexit



Thomas Gilmartin

Thomas Gilmartin is a freelance writer with a degree in history, a master's in international relations and a law degree from King's College London. He worked for several years at a high-profile anti-corruption tribunal in Dublin.

The United Kingdom's referendum decision to leave the European Union (EU) has now been formally put into action with the triggering of Article 50 of the Treaty on European Union, notifying the EU of the UK's intention to leave. A two-year process of negotiations has begun, to culminate in final withdrawal from the EU in March 2019.

The United Kingdom has begun the formal process of leaving the EU, including its tariff-free single market. Major law firms and financial institutions are moving tens of thousands of jobs out of Britain and into other European cities. Opportunities are opening up for those within the localization industry as companies and jobs shift across borders, but there are also longer-term implications to be considered.

The likely post-withdrawal relationship will involve a “hard Brexit” — a withdrawal from the single market consequent to the refusal of the British government to countenance continuing free movement of workers to and from the remainder of the EU. Financial and legal London has been thrown into uncertainty regarding where they will stand thereafter, and some institutions are beginning to preempt the final deal by establishing bases elsewhere in the EU to preserve access to the single market.

The way in which events will unfold is difficult to predict, but upheaval is likely. This is true both in the immediate to medium-term effects upon the structure and provision of legal and financial services, and in longer-term cultural changes in regulatory environments and political centers of gravity. Those working in the localization field should be aware of the opportunities this change presents, while firms and institutions looking to adapt to the new circumstances will need to manage their localization strategies with a new intensity.

The looming divorce

Withdrawal from the European single market, and with it the ability to offer goods and services tariff-free across the EU, is not a necessary consequence of withdrawal from the EU. Other countries such as Norway and Iceland trade freely with the EU via membership of the European Economic Area (EEA), abiding by the four freedoms: free movement of workers, services and capital, and freedom of establishment within other member states. Switzerland, also party to the four freedoms, is not an EEA member but rather has a series of bilateral agreements allowing it to trade with the EU on similar terms. What such countries do not possess, however, is the power to influence the legal and regulatory regimes established within the European Union, and they must merely adjust themselves to any changes in those regimes to continue trading.

The British, though, are on a path toward complete rejection of the four freedoms — particularly free movement of workers. British Prime Minister Theresa May is aware that the main driving force behind most (not all) opposition to remaining within the European Union was antipathy toward mass immigration from other EU coun-

tries (perhaps also conflated in some voters' minds with the entirely separate subject of immigration from outside the EU). She is not willing to risk antagonizing that section of the electorate, nor those of a similar mindset within her own Conservative party, by agreeing to withdrawal from the European Union on any basis that continues to allow free movement from the EU.

Politicians from the other member states, as well as politicians and officials at the EU itself, have been clear from the start that there can be no cherry-picking of obligations by any withdrawing member state. To allow the British to get the benefits of the single market without the responsibilities and burdens borne by other members would fatally undermine the EU, and thus the British will be faced with a “take it all or leave it all” situation. The British, faced with a choice between losing single market membership or accepting the free movement of workers from other parts of the EU (particularly from the more recent additions in central and eastern Europe), have chosen the former. Thus, the United Kingdom is on course for complete withdrawal from the single market, confirmed by the Prime Minister in a speech on January 17. With London having long been the financial powerhouse of the EU, and an important legal center, minds within and around London's Square Mile have been concentrated on how best to preserve their status after ties with the single market are severed.

Financial services on the move

Prior to the referendum, there were dire predictions by pro-remain politicians and business figures of a mass stampede of large institutions and corporations from the UK in the event of a vote to leave. So far, such an exodus has not materialized, but it should also be pointed out that the UK hasn't left the EU yet. What we are seeing is a move by major law firms and financial institutions to Brexit-proof themselves. Access to the single market is of vital importance, and the first steps are being taken toward at least having a foot in both camps.

In March, Lloyds of London, the world's biggest insurance market, announced the establishment of a subsidiary in Brussels. Although not a huge operation — beginning with a staff of about 60, with only a handful moved from London— it is indicative of a shifting of the center of gravity

from London toward cities in other EU member states. Lloyds wishes to continue underwriting insurance policies from across the EU and EEA, and having a subsidiary in Brussels should allow them to do so. Although only a very small proportion of their revenue is in a class threatened by Brexit; they expect London to continue being the base for the vast majority of their operations.

Hopes of maintaining the current system of “passporting” financial services throughout the EU (allowing institutions operating under the regulatory system of one member state to trade freely across the entire EU) have disappeared, and Lloyds has acted to mitigate the potential damage. Other large insurers such as the Royal London Mutual Insurance Society and AIG have also acted to establish subsidiaries within the EU — in Dublin and Luxembourg respectively.

Investment banks are also acting in anticipation of a hard Brexit. Citibank is expecting to move many workers from London to a new operation based within the post-Brexit EU, citing the need to create a client-facing workforce there. JP Morgan is reportedly in talks to buy an office block in Dublin capable of holding 1,000 workers moved from London, raising fears of a planned mass movement of bankers out of London. Bank of America, Barclay and Morgan Stanley are also looking toward Dublin as a base for new entities that would maintain their passporting rights. HSBC is considering the possibility of moving 1,000 jobs to Paris. Goldman Sachs intends to relocate hundreds of workers to Frankfurt and Paris. In all, tens of thousands of jobs in the sector are already likely to move out of the UK and into other European cities. The European Banking Authority (EBA) is also going to have to move from London. Currently, Luxembourg, Paris and Frankfurt are all vying to win its presence and the 150 or so jobs

involved. The European Commission is also looking to propose legislation moving the Euro-clearing role of London’s financial services sector to elsewhere in the EU, possibly Frankfurt, before Brexit is finalized. British tabloid newspapers have presented this phenomenon as if other countries are behaving like vultures, but it is surely the logical consequence of the decision of the British people to vote Leave.

None of this is evidence that the UK will no longer be a significant financial hub — it will be — but it is evidence of a reorientation. London will now be a hub looking outward, beyond the EU, but its role as the preeminent EU financial center will probably be taken by others. This will result in significant changes for tens

of thousands of workers, as well as many opportunities. Also to be borne in mind is that this is not a one-way street. EU firms will continue to desire access to the huge market in the UK, and financial services institutions are not an exception. It is thus likely that, even with a hard Brexit, the financial regulatory environment in a post-withdrawal UK will probably not diverge too markedly from that of the EU (possibly with some striking exceptions, such as in relation to the EU’s cap on bankers’ bonuses).

Brexit and the legal sector

British law firms are currently empowered by membership of the European single market to offer their services throughout the EU, either through temporary cross-border

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provision of services or via permanent establishment in other member states. Individual lawyers have something of a fast-track toward professional qualification in other member states. It is likely the case that UK law firms have had the most benefit from the single market, compared to those of other member states.

Not for much longer. The specter of withdrawal from the single market threatens to put British law firms at a massive disadvantage when it comes to competing for work within the single market area. More profoundly, the status of common law as an influence on the future direction of European law is now in jeopardy, with by far the largest common law system imminently departing. With all but a couple of other member states using civil law systems, the possible development of a

pan-European contract law based on civil law ideas, for example, threatens the current ascendancy of the English common law approach to contracts. This in turn threatens the ability of British firms to compete in this area. Meanwhile, the lack of a trade deal in the aftermath of withdrawal could be catastrophic for those law firms wishing to continue operating in the EU, as the legal services sector has no World Trade Organization-style body of rules to fall back on in such circumstances.

Competition/antitrust law is a particular area where British lawyers might struggle post-Brexit. Competition law is so European in character that it is often referred to as “EU law,” and British law firms might struggle to maintain access to the Court of Justice of the European Union (CJEU) if their lawyers have lost professional

privileges in the remainder of the EU. Thus we see preemptive moves by many of the large firms toward establishing bases elsewhere within the EU, particularly Dublin, in order to maintain professional access. So-called “Magic Circle” firms such as Freshfields, Allen & Overy, and Slaughter and May moved to establish themselves in Dublin before the vote, such was their concern at the potential outcome. The Law Society of Ireland has since revealed a record enrollment of British-based lawyers, mostly competition lawyers anxious about having continued access to the CJEU, with 810 qualifying in 2016 (they are not required to be physically present in Ireland to remain enrolled).

Many of the large US law firms established in London via affiliates in order to secure the right to work in conjunction with local lawyers throughout the EU, will also now have to reorient their European operations in order to avoid being collateral casualties of Brexit. This will likely include the need to reduce the size of their London offices and shift workers toward other European legal centers (again, Dublin being the possible beneficiary). Indicative of the uncertainty facing both foreign and domestic large law firms is that the amount of London floorspace acquired since the referendum by major firms has dropped significantly compared with the annual average over the past decade.

The fact that tens of thousands of jobs in the financial sector look likely to move to other parts of the EU will also mean a reduction in work for large firms from blue-chip clients. Law firms lower down the pecking order will probably suffer the most, but even Magic Circle firms will be affected. Much will depend on how well the British economy can adapt to the changed situation, and on how well new markets and new investment opportunities can be opened up elsewhere in the world. For now, all we have is uncertainty.

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On the upside, however, there will be a short-to-medium term silver lining in the form of business clients needing advice and services for the purpose of adapting to the post-Brexit world. The larger firms can also expect a bonanza in government contracts given the complexity and sheer scale of the legal changes being undertaken and the legal services necessary in the two-year negotiation window as well as in trade negotiations thereafter. The so-called “Great Repeal Bill” currently working its way through the Houses of Parliament will incorporate all EU law into British law, and, after Britain’s exit, there will begin the Herculean task of removing all pieces of EU legislation and regulations found to be unwelcome by whichever British governments are in power in subsequent years. London will also always be a global center for certain legal fields, particularly arbitration and maritime law.

The localization angle

The upheaval being caused by the decision of the UK to leave the EU, and the movement of legal and financial service providers to new areas of the EU, provides opportunities for those working in the localization sector. Though the proposed or possible adjustments involve relatively culturally homogenous countries, there are significant adaptations necessary. Even a shift of workers from London to Dublin, two cities that were once part of the same United Kingdom, requires cultural, political, legal and other adaptation — even a cursory knowledge of some Irish Gaelic terms and titles used in the political and legal fields.

Legal localization will become much more of an issue in years to come — specifically for firms wishing to straddle both common law and civil law jurisdictions. With the largest common law influence on European

law about to be removed (only Ireland and Cyprus will remain as common law systems among the 27 EU member states), EU law is liable to adopt an increasingly civil law character. Firms selling in to the single market, or lawyers looking to maintain a professional presence there, will need to adapt to this new development in European legal culture, should it occur.

In terms of financial services, the preeminence of London has meant that the more freewheeling, light-touch regulatory approach commonly found in the anglophone world has had a huge influence on the culture at the EU level. This can be expected to change. It is highly likely that firms looking to enter the single market from abroad will be faced with an increasingly complex and stringent regulatory environment, making adaptation more expensive and requiring more detailed expertise. Legal and financial localization will become ever more key for firms looking to thrive in the new EU.

The departure of the UK also moves the EU’s cultural center of gravity further east. The EU was culturally and politically dominated for most of its existence by the original member states. In other words, Western Europe. The accession of many formerly Soviet-dominated states as well as the Balkan states has begun to change that culture, and with the UK gone, there is now a central European core with a strong eastern component. This will have consequences for future decision-making at the EU level, and it will be useful for firms in the legal and financial sectors to anticipate this.

When Lloyds of London chose Brussels as the base for its new subsidiary over Dublin and Luxembourg, high among the reasons was the fact that Brussels is a city with a multi-lingual workforce. French, Dutch and German are official languages in Belgium. The influx of jobs from London into what will, in likelihood,

become a less anglophone EU political, legal and business environment, will require workers with language skills, including translators. It will also require the services of those who know how to help the incoming firms and workers to adapt to specific local circumstances.

The localization opportunities will not be confined to the requirements of law firms and financial institutions looking to maintain a presence within the single market, of course. With Brexit comes the opportunity for a new level of engagement by British-based financial and legal entities with markets across the world. The need to adapt to local circumstances; to navigate the legal and regulatory environments in so many new jurisdictions; and to do so in a culturally sensitive manner, will require expertise and advice from many quarters of the localization sector. The shift in emphasis from engagement with a relatively homogenous economic neighborhood toward tapping new and hugely diverse global markets means that the legal and financial sectors in Britain will have to be on top of their localization game. We might

well see this manifesting itself in changed recruitment procedures and internal restructuring. This process will be complicated by the coming restrictions upon non-British EU nationals working in Britain, as well as an overall reduction in all types of immigration (a key Conservative government pledge). External hires or outsourcing in those new marketplaces will become key for crucial localization purposes.

For years to come

The bald truth is that nobody knows how profoundly, or to what timescale, Brexit will change the center of gravity of the legal and financial services industries currently based in the United Kingdom. Much of what is predicted by commentators and politicians is based upon political prejudices rather than upon anything firmer. With two years of negotiations yet to commence, and further trade negotiations after that, the precise nature of the final arrangements are extraordinarily difficult to predict. Perhaps the positions of those sectors will remain largely unchanged, with new subsidiaries elsewhere serving only as legal and financial technicalities.

It is, however, possible to see that some things are likely. Chief among those is that the European Union will not allow, for obvious reasons, the UK to get better benefits than its own members have, and that the UK in turn will not sign up for free movement of workers from Europe, thus forsaking all the other freedoms attendant with single market membership. Withdrawal from the single market will at the very least cause foreign institutions using London as an entry-point to the EU, as well as many British firms, to move a significant proportion of their workforce to other jurisdictions within the EU. To what extent we can only guess. A conservative estimate says tens of thousands of people on the move or positions reallocated. Significant cultural changes in the political, legal and financial environments following the British departure seem a logical conclusion.

Combined with the need for the UK to establish new markets elsewhere in the world, there is scope for significant input from those working in localization fields. Opportunities in this regard are likely to manifest themselves for many years to come. [M]



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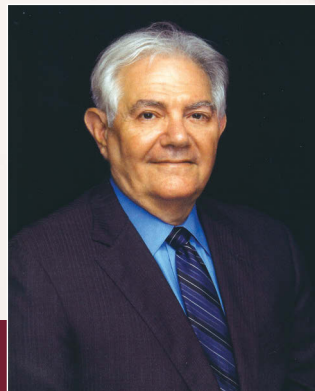
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Elizabeth Ricci

Elizabeth Ricci is managing partner of Rambana and Ricci, PLLC, in Florida's capital where she has been a recognized immigration attorney for over 15 years. Ricci concentrates on business immigration and speaks Spanish fluently. She holds degrees in transactional law and international business.



Michael K. Launer

Michael K. Launer is vice president of RussTech Language Services and is an ATA certified translator and a former State Department and Department of Energy technical interpreter. An Emeritus Professor at Florida State University, he holds a PhD from Princeton.

chat version

There are still immigration opportunities for translators and interpreters in the USA.

Foreign language experts are a tremendous asset to businesses and to society as a whole — a fact that has been recognized by the American government, which can grant special treatment to linguists under certain circumstances. A variety of programs administered by the US Citizenship and Immigration Services (USCIS) are available. Some interpreters and translators may be eligible for H-1B specialty worker visas; green cards with and without sponsors; citizenship through the MAVNI program; or Special Immigrant Visas. However, many linguists are unaware of these programs and of recent changes in US immigration law — or may be confused as to whether old laws still apply under the current administration. Cowritten by a practicing immigration lawyer and a certified translator, this article explains the pros and cons of available options and provides some practical pointers. Last year, we wrote a similar article for the *ATA Chronicle*, but with recent concerns about and changes to immigration policy, it's already time for an update.

H-1B "Specialty Worker" and other employment-based visas

H-1B visas, certainly the best known of all work-related visa categories, can be pursued by translators and interpreters of any nationality. H-1Bs are "specialty worker visas" for foreign professionals with a college degree or equivalent (three years of experience is the equivalent of one year of higher education) who perform work that requires a related degree. For example, a medical publishing company might be successful in petitioning for a translator who performs highly sophisticated or complex translations where the company normally requires its translators to be degreed. On the other hand, a doctor's office that serves a multilingual population would not likely receive H-1B approval for its bilingual receptionist who does not have a college degree or whose degree is in a field other than language.

H-1B petitions are submitted by the potential employer. If approved, the visa can be issued by a USCIS Service Center (to persons currently "in status" in the United States), or it can be issued at a US consulate in another country (to

persons currently abroad or persons "out of status"). An H-1B visa is generally valid for up to six years, but there exist stringent limitations: H-1B holders may work only for their petitioner, and the status does not lead to permanent residency or naturalization.

In order for individuals to receive an H-1B visa, prospective employers must file a Labor Condition Application (LCA) through the iCERT portal maintained by the United States Department of Labor Employment & Training Administration — usually, but not necessarily, with the assistance of an immigration attorney. The following information must be submitted to the USCIS Service Center along with the application:

- * Department of Homeland Security Form I-129 "Petition for a Nonimmigrant Worker".
- * Proof of the linguist's credentials.
- * A statement regarding the employer's need for this employee.

Just over 200 H-1B LCAs were filed for the 2016-2017 fiscal year on behalf of translators and interpreters for positions in New York, California, Texas, Florida and Illinois. Job titles ranged from "interpreter and translator" to "technical writer," "editor" and "author."

Although there are 65,000 H-1B visas available per fiscal year, USCIS generally runs out of them within a few days after applications are accepted on April first (six months before the start of the federal government's next fiscal year). Nonprofit research institutes and institutions of higher learning are usually not subject to the fiscal cap, however.

In the past it was possible to pay for expedited service (known as Premium Processing), which reduced the H-1B visa wait time to a few weeks. However, in March of this year USCIS eliminated expedited service; accordingly, all H-1B applicants should now expect to wait several months before learning if their petitions were successful.

Two other employment-based programs exist that are not subject to the restrictions imposed on holders of the H-1B. These are known as the EB-3 and the EB-2 petitions. Although the procedures are much more cumbersome, employers may petition for EB-3 or EB-2 status, whereas individuals can apply under the EB-2 program only. Recipients of Lawful Permanent Residency under each of these programs are eligible to apply for US citizenship after five years.

EB-3/PERM Residency

Employers may petition for Lawful Permanent Residency (the "green card") for a translator or interpreter under the Employment Based Third Preference (EB-3), also known as PERM (Program Electronic Review Management). EB-3s/PERMs can be onerous and expensive, as the application procedure requires multiple recruitment steps that may only be paid by the employer. The PERM process is also



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lengthy because two bureaucracies — the Department of Labor (DOL) and USCIS — are involved.

PERMs first require that the DOL certify the offered wage, an online process that takes approximately three months. This Labor Certification application must be filed no less than 30 days, but no more than 180 days, after the last recruitment step. Once the proposed wage has been certified, the employer must place two Sunday classified ads in a newspaper of major circulation, an online posting for thirty days and an in-house posting for ten days. In all likelihood, professional positions such as translators and interpreters will require two additional postings that can include a radio or profes-

sional trade journal ad, on-campus recruitment or an in-house incentive program. It can take ten months to a year for DOL to process such cases,

during which time the applicant does not have immigration status. For that reason, the applicant may need to wait abroad or already possess temporary status such as F-1 Student or H-1B if filing from within the United States. If a case is certified and a visa is available, a full “adjustment of status” case may be submitted to USCIS, which could take several additional months to make a decision.

EB-2 Visas/National Interest Waiver

The Employment Based Second Preference (EB-2), also known as the National Interest Waiver (NIW), is a little known and not widely used immigration benefit. Because

many translators are independent contractors and/or work part time, they are precluded from sponsoring themselves via the traditional EB-3/PERM route. The NIW can lead to a green card and, potentially, US citizenship, and does not require employer sponsorship. Although the legal standard in such cases changed significantly in December, 2016, with the Dhanasar case (www.justice.gov/eoir/page/file/920996/download), the standard remains high, and cases can take from a few months to over a year to be resolved, especially for Chinese and Indian applicants. Premium Processing is not available for these cases.

Employers and individuals are entitled to file a petition for an EB-2. In either event, the translator or interpreter should document possession of an advanced degree (which more than 25% of linguists possess) and address the following factors:

- * The foreign national’s proposed endeavor has both substantial merit and national importance.

- * The foreign national is well positioned to advance the proposed endeavor.

- * That on balance, it would be beneficial to the United States to waive the requirements of a job offer and thus of a labor certification. The translator or interpreter may live and work legally in the United States while the case is pending and is not tied to a particular employer upon approval.

One example of a previously approved case is a multilingual technical writer in the nuclear field who held a master’s degree in rhetorical and communication theory. In contrast, the application submitted by a bilingual counselor at a university was denied.

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The US Army’s recruiting program known as MAVNI (Military Accessions Vital to the National Interest)

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allows legal noncitizens with fluency in certain languages to join the army in exchange for expedited US citizenship and without first having to be a Lawful Permanent Resident.

The languages in question are Albanian, Amharic, Arabic, Azerbaijani, Baluchi, Bengali, Bulgarian, Burmese, Cebuano, Cambodian/Khmer, Chinese, Czech, French (with citizenship from an African country), Georgian, Haitian Creole, Hausa, Hindi, Hungarian, Ibo/Igbo, Indonesian, Japanese, Kashmiri, Korean, Kurdish, Lao, Malay, Malayalam, Moro (Tausug/Maranao/Maguindanao), Nepalese, Pashto, Persian Dari, Persian Farsi, Polish, Portuguese, Punjabi, Romanian, Russian, Serbo-Croatian, Sindhi, Singhalese, Somali, Swahili, Tagalog, Tajik, Tamil, Thai, Turkish, Turkmen, Ukrainian, Urdu (with citizenship from Pakistan or Afghanistan), Uzbek and Yoruba. Applicants between 17-34 years of age must meet a two-year residency requirement, possess a high school diploma, and have achieved a qualifying score on the Armed Forces Qualification Test.

Individuals currently located on US territory who join the army through this program are able to move from a broad range of visa categories — including H-1Bs or asylee/refugee/Temporary Protected Status — directly to citizenship.

In particular, the army is searching for certain categories of licensed health care professionals and individuals who can speak more than one language. To be eligible, an individual must have qualifying scores on an English language proficiency test and be fully licensed in the United States.

In most cases participants in the program will become naturalized US citizens by the time they graduate from ten weeks of Basic Combat Training or accept commissions as army officers. For more information visit: www.goarmy.com/benefits/additional-incentives/mavni.html

Special Immigrant Visas

Special Immigrant Visas are available to approximately 50,000 Afghan and Iraqi translators or interpreters if they worked directly for the US Armed Forces or under the authority of the Chief of Mission for a period of at least one year at any time since October 7, 2001. In order to qualify, an applicant must have experienced a serious threat due to employment by the US government and be otherwise eligible. A background check is required. The following documentation must be sent to the USCIS Nebraska Service Center:

- * Department of Homeland Security Form I-360.
- * A favorable written recommendation from the US officer whom the translator or interpreter supported.

Upon approval, the Special Immigrant Visa is issued at a US embassy or consulate abroad.

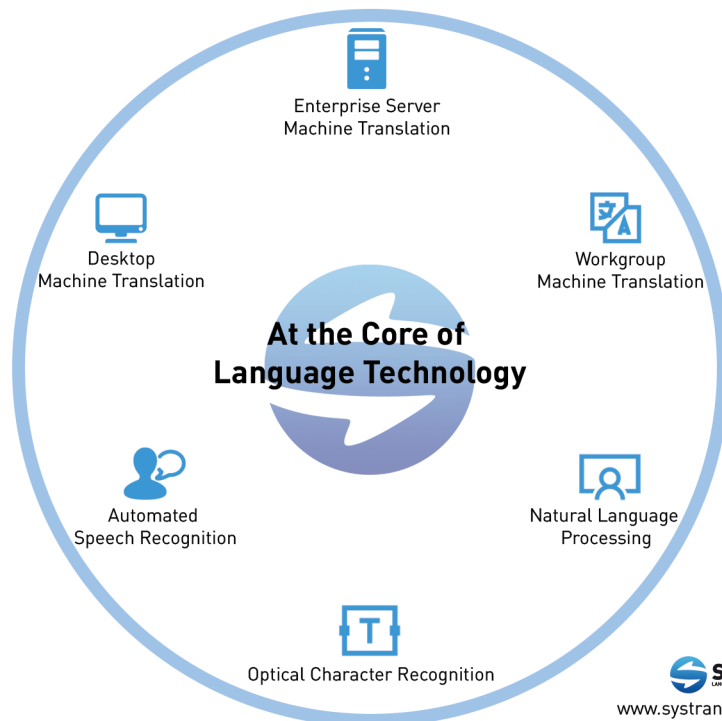
The utility of this program has been greatly reduced because of Congressional action and administrative red tape. For example, Special Immigrant

Visa petitions can take months or years to process due to bureaucratic policies, heavy security screening, statutorily dictated time frames and the numerical restriction of 50 visas per year. If successful, however, Special Immigrants become Lawful Permanent Residents upon arrival to the United States and may eventually become US citizens. Their families may accompany them and are not included in the fiscal cap. See: <https://travel.state.gov/content/visas/en/immigrate/iraqi-afghan-translator.html>

Recent Executive Orders have included provisions to limit Afghan and Iraqi visas, but the orders are currently being litigated.

Conclusion

The immigration options available to foreign-born translators and interpreters are varied. Each has its own regulations, fees, pros and cons. Professional translators and interpreters should carefully explore all of their options before filing for a US immigration benefit. [M]



The Trump (non) effect

When it comes to how Trump's immigration order impacts translation, the industry moves along

Terena Bell

Terena Bell is a freelance writer for *Marie Claire*, *The Atlantic*/*CityLab* and more. A language industry veteran, she was CEO of In Every Language and was on the GALA and ALC boards.



There's nothing to see here, people. Move along.

When it comes to how US President Donald Trump's ever-shifting immigration policies affect the translation industry, this seems to be the company line.

On January 27, President Trump signed an executive order putting a 90-day hold on visas for people from seven countries: Iran, Iraq, Libya, Somalia, Sudan, Syria and Yemen.

At first glance, it's easy to see why this would affect translation. The Trump administration says the President

selected these countries because they pose the greatest security threat to the United States. In one fell swoop, his executive order promised to keep out the "terrorists." The thing is, it could also keep out everyone who understands what potential terrorists might be saying. The languages spoken in these countries — Mai-Mai, Somali, Sudanese Arabic and so forth — aren't frequently taught in American schools.

Even more pointedly, people from those countries en route to the United States while the order was being signed were detained after landing. One was a US Army interpreter.

chat version

As far as anyone in the language industry can tell, Trump's immigration policies haven't affected them.

Ask industry leaders, though, how Trump's immigration policies impact the world of translation, and there is nothing to see here, people. Move along.

National Association of Judiciary Interpreters & Translators (NAJIT) members did step up the day the order went through, providing free services to the American Civil Liberties Union attorneys representing detainees. At the request of Red T, a nonprofit that works to protect interpreters in high-risk areas, on January 31 the organization cosigned an open letter to the President: "As representatives of the national and international community of translators and interpreters, we are greatly alarmed at the implications of your Executive Order on immigration for our colleagues who work in conflict zones."

In the interim — on January 28, 19 hours after being first detained — Iraqi Arabic interpreter Hameed Khalid Darweesh was released. He had interpreted for the 101st Airborne for ten years. Since then, it's all quiet on the industry front.

From Rob Cruz, NAJIT's executive director: "At the present time, there is a great deal of concern about

possible impacts of some of the new administration's policy on immigrant groups but how that would affect interpreters is a speculative matter and the NAJIT board does not have a comment on that speculation. There seems to be a great many 'what-if' scenarios."

From David Rumsey, president of the American Translators Association (ATA), who also cosigned Red T's letter: "ATA is also interested to see how the new administration's position on travel and immigration will affect the work of translators and interpreters. Early indicators are pointing to significant interest in the ATA conference, which is being held in Washington, DC, Oct 25-28 2017, where some of these issues may be discussed."

President of the Association of Language Companies (ALC) Doug Strock said that the ALC did not have a statement. Laura Brandon, executive director of the Globalization and

Localization Association (GALA), which as an international organization does not sign single country letters, similarly noted, "We do not have a position statement about Trump's immigration policy."

Nothing to see here, people. Move along.

Trick is, even though Americans use that expression sarcastically — mocking how police back crowds away from a crime scene — Trump's new immigration policies (many of which, including the January 27th order, have been struck down by state courts) may very well not affect our industry at all. Neither Cruz, Strock nor Brandon knew of any direct impact on members, good or bad. If companies have experienced difficulty finding resources or an uptick in requests, they aren't talking about it. Gio Lester, chair of NAJIT public relations (PR) committee and a legal interpreter, does say that "cases are moving faster," but since interpreters are paid by the hour, faster cases don't equal more business — just a busier day. And even Lester admits the heavier workload is nothing she's experienced personally, just industry hearsay.

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Hearsay does seem to be the bulk of it, as client-side there's no change either. After reaching out to multiple firms and issuing a call for information on Help a Reporter Out — a commonly-used US listserv connecting reporters and sources — I found one law firm whose PR department indicated the policy had impacted its interpreting purchases: Gardere in Houston, Texas. But once PR connected me to the actual attorney there who works with interpreters, Anacarina Estaba Bendfeldt, she explained there was no problem at all: "I work with local translators, not affected by the order." (Bendfeldt means "interpreters," but that's another article.)

The best practice of keeping language local may be the industry's saving grace. On the translation front, Stephanie Harris from localization

provider Venga Global says, "As we use in-country linguists for our translations, we do not have to worry so much about the travel ban." In this, it doesn't really matter whether someone can enter the United States. Great translation requires them to be where the translation is going.

For an American market, though, great interpreting does require someone physically present. Why, the very nature of in-person interpretation means the interpreter is there. And as for over-the-phone interpreting, US-based interpreters and operators are the first step in dividing good providers from the bad. But because the languages spoken in the order's listed countries are commonly requested for community interpreting, the battle to find trained, competent resources is nothing new. Presidents

come and go, but the quest to find a reliable Somali interpreter is eternal.

"Is it going to make that situation that's already pretty challenging worse?" asks Bill Rivers, executive director of the Joint National Committee for Languages (JNCL) and of the National Council for Language and International Studies (NCLIS). "We'll see."

Certainly it could, but it also could not, which is why Rivers says, "Don't panic...The fundamentals of globalization, that's not changing." He then points out that Trump's campaign promise to break the Trans-Pacific Partnership (TPP) didn't cause the decline in Chinese translation purchasing that many companies feared. Nor, he continues, did recent threats to the North American Free Trade Agreement (NAFTA) disrupt French or Spanish buying. "Keep calm," he cautions, "but be ready to react."

Perhaps that's why a select number of American schools have finally started to teach the languages of limited diffusion spoken in so-called "terrorist" countries: because linguistically, the United States is anything but ready. As of this writing, the American Council for International Education is putting the finishing touches on its census of foreign language instruction in US high schools. "We're seeing some growth in Arabic in high schools," Rivers shares, "There are places that are teaching Somali as a language. I believe they're starting a program in Portland, Oregon. This is driven by community interest...and by school leaderships, school boards recognizing that language is a powerful tool."

But because of the slowness of academia, any language education measures discussed in this report would have been put into place and executed long before the executive order. So even the positive uptick of possibly teaching more languages in school can't be traced to the order.

So really and truly, people, nothing to see here. Move along. [M]

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Dealing with turnaround time pressure



Hélène Pielmeier

Hélène Pielmeier is a senior analyst at CSA Research. As an analyst, she provides research and advisory services for the firm's LSP platform.

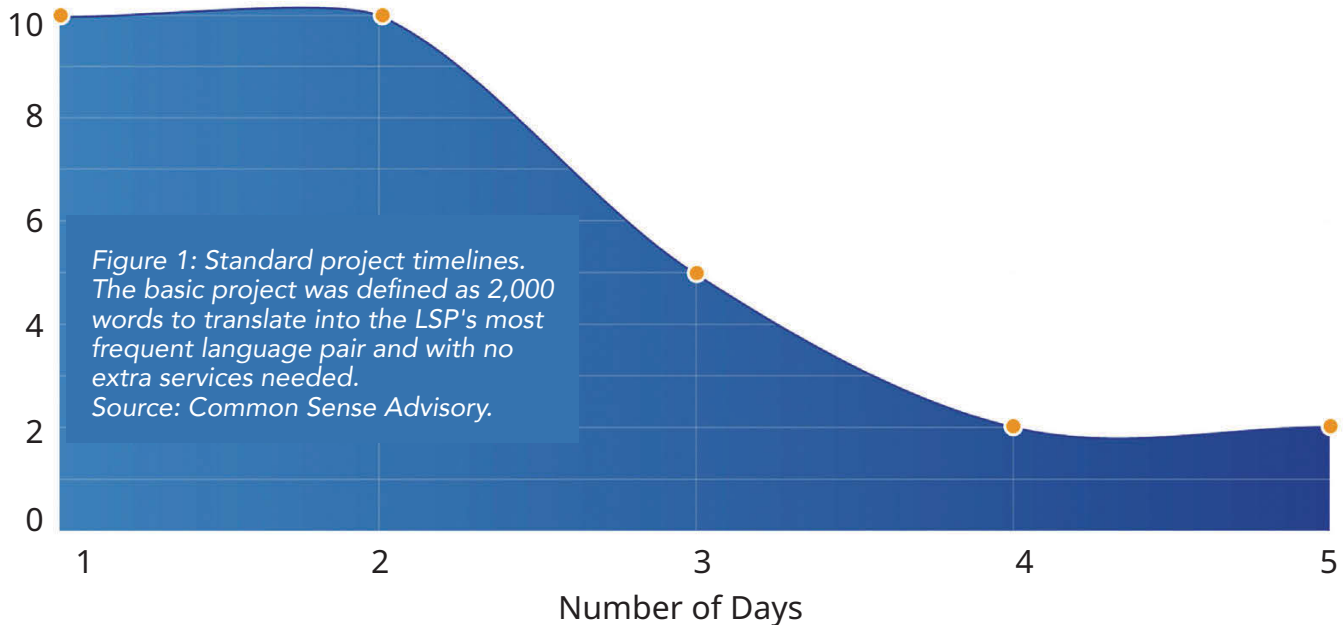
When language service providers (LSPs) quote projects and ask about deadlines, customers often joke that they need the files yesterday. Translation is frequently an afterthought, and clients rarely allocate the time for their providers to work at a comfortable pace.

With a growing number of jobs arriving as small drops of content that have to be translated and turned around in hours, the standard production model of LSPs is bursting at the seams. It's time for LSPs to embrace a new approach to project handoffs.

Shrinking project timelines

To investigate the state of quoting practices at language service providers, Common Sense Advisory (CSA Research) interviewed 22 LSPs. They were asked about the standard timeline they would quote a client who needs 2,000 words translated into the LSP's most common language. The quoted turnaround time was the standard timeline without rush fees or added services such as desktop publishing.

Most answers fell in the range of one to two business days. The shortest timelines are tied to early morning approvals — such jobs are often delivered the same day. The survey also revealed some laggards that offer turnaround



times as long as five days for such basic projects (see Figure 1).

Impact on business models

From a customer perspective, this data makes it easy to figure out why certain providers may not make the cut on a simple bid, even if their pricing is comparable. LSPs may hide behind their process as the justification for the length of time it takes to complete jobs. However, the problem often isn't caused by the process. Instead, it is tied to how long a project sits around waiting for the next person to pick up his or her task.

Such delays, combined with email for handoffs and status reporting, are a death sentence for agile projects. Experienced buyers expect LSPs' business models to support fast delivery times for these small content chunks that are updated continuously. Anxious to meet their clients' needs, the typical response is to work around the clock to meet the deadlines.

Yet heroics wear out teams. When production teams work chronic overtime to meet client requests,

the system is not working. In CSA Research's survey of project management at LSPs, 11% of project managers have workweeks that last anywhere from 50 to more than 80 hours. We found that some LSPs try to shield themselves from such lifestyles by refusing to budge on client requests to compress timelines.

However, CSA Research does not recommend such rigidity, because in the long run that can hamper an LSP's ability to grow. Increasingly, clients expect projects to be turned around quickly, and providers must change their business models so they can respond to such requests.

How to cut timelines intelligently

So which techniques do LSPs cite as helpful in reducing turnaround timelines?

Providers typically start by leveraging more complex project management techniques. On large projects, they use multiple linguists. They distribute the work among several translators who are preferably paired with just one editor, with more editors

assigned if and when they're needed. To reduce inconsistencies, providers deploy cloud-based translation memory tools that enable real-time collaboration regardless of the participants' locations. They also stagger deliverables. A translator delivers completed work at the end of each day so that the subsequent person in line can start the next step before all files are completed. This method divides the waterfall approach into smaller, manageable project chunks.

Next, providers reduce word counts. Using advanced translation memory features, LSPs can minimize the amount of effort required, which in turn speeds up the project completion. Such techniques may include locking some segments or exporting repeated text to translate it ahead of the full set of files.

Some LSPs also reported skipping steps. In tightly compressed timelines, they may not have the luxury of performing all their standard process steps. For example, they may assign a premium translator to the job and skip editing by a second person altogether. By doing so, they deliver a

level of quality equivalent to using two linguists of a more average caliber.

More advanced LSPs adopt a follow-the-sun approach. Being able to service translation clients continuously is becoming a major differentiator for LSPs aiming to sell to multinational companies, businesses with high volumes of rush projects, and organizations that follow the agile methodology. LSPs with global operations are able to leverage the time difference to always keep projects moving. A project submitted at the end of the day may be completed by well-spread-out locations before the client comes online in the morning.

However, the most important way to decrease timelines is automation. Many providers now use translation management systems to manage files and push them to the next participant with no manual intervention. Content connectors or application programming interfaces that pull the text straight from the content management system and push it right back in place are less work-intensive for the customer. Software-driven quality assurance enables LSPs to

The most tech-savvy systems from LSPs using artificial intelligence can even make reasonable timeline predictions based on actual resource availability.

spot check quality as opposed to doing line-by-line reviews. And of course, machine translation can accelerate turnaround times for the right kind of projects.

Ultimately, LSPs have to remove waste in the process. Projects that sit around waiting for the next contributor to start his or her task take longer than they need to. By removing that dead time, LSPs can run a leaner organization. To achieve a high level of efficiency, they strive toward a greater reliance on lights-out project management technology in which software handles the project from quoting to invoicing without human intervention. People are freed up to do the work where a human touch is most important. The most tech-savvy

systems from LSPs using artificial intelligence can even make reasonable timeline predictions based on actual resource availability. They can forecast whether project timelines can be compressed and determine by how much.

Rush fees or no rush fees?

Timeline compression represents a good source of revenue and better profit for many providers. Staffing, technology and follow-the-sun approaches require significant investment. Given these initiatives, the next logical question is whether LSPs should charge rush fees.

CSA Research's interviews found that many LSPs do not add a surcharge for fast-turnaround work. They say that either they can do it for the price or decline, saying that they can't do the job. Smaller vendors that subcontract for other LSPs stated that you need to be one of the big players or have some business leverage to get away with rush fees. An interview summed it up, "If the project is possible, then it gets the normal rate. If it's not possible, then it's not possible." [M]

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Across Language Server is a market-leading software platform for all corporate language resources and translation processes. Within a very short time, the use of Across can increase the translation quality and transparency, while reducing the workload and process costs. The Across translation management software includes a translation memory, a terminology system, a powerful PM and workflow control tools. It allows end-to-end processing for a seamless collaboration of clients, LSPs and translators. Open interfaces enable the direct integration of third-party solutions like CMS, ERP or others. Customers include Allianz Versicherungs AG, Hypo-Vereinsbank, SMA Solar Technology, Thyssen-Krupp and hundreds of other leading companies.

Languages: All

Across Systems GmbH Karlsbad, Germany

49-7248-925-425, Email: info@across.net

Across Systems Inc. Glendale, CA USA

877-922-7677, Email: americas@across.net

Web: www.across.net

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STAR Group

Multiple Platforms

STAR is a leader in information management, localization, internationalization and globalization services and solutions such as GRIPS (Global Real Time Information Processing Solution), STAR CLM (Corporate Language Management) including Transit (Translation & Localization), TermStar/WebTerm (Terminology Management), STAR MT (Corporate Machine Translation), STAR Web-Check (Online Translation Reviewing) and Mind-Reader (Authoring Assistance). With more than 50 offices in 30 countries and a global network of prequalified freelance translators, STAR provides a unique combination of information management tools and services required to manage all phases of the product information life cycle.

Languages: All

STAR AG (STAR Group headquarters)

Ramsen, Switzerland, 41-52-742-9200

Email: info@star-group.net

Web: www.star-group.net

STAR Group America, LLC Lyndhurst, OH USA

216-691-7827

Email: lyndhurst@star-group.net

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LOCALIZATION SERVICES



ADAPT Localization Services

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

Languages: More than 50

ADAPT Localization Services Bonn, Germany

49-228-98-22-60

Email: adapt@adapt-localization.com

Web: www.adapt-localization.com

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Alliance Localization China (ALC)

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

Languages: Major Asian and European languages

Alliance Localization China (ALC) Beijing, China

86-10-8368-2169

Email: contact@allocalization.com

Web: www.allocalization.com



Total Solutions for Your Business

E4NET is a total localization solutions provider, specialized in Asian localization covering all major Asian languages and other regional tier 3 languages. We have 20+ years of successful localization production experience with many major projects for customers such as Google, Facebook, Microsoft, Oracle, HP, LG Electronics, Panasonic, IKEA and more. E4NET specializes in the fields of IT and life science, but also covers other industries such as patent, travel, fashion, games, financial, governmental and automotive. We continuously develop and apply innovative leading-edge technology such as MT throughout our production process, and also provide associated services to maximize production/service efficiency.

Languages: 60+

E4NET Co., Ltd. Seoul, South Korea

82-2-3465-8500

Email: l10n@e4net.net

Web: www.e4net.net



Precision Matters in Translation

For over 17 years, EC Innovations has specialized

in customized solutions and subject matter expertise to fit almost any budget for most industry verticals. Originally known as a supplier to suppliers, ECI has quickly become one of the fastest growing language service providers in the marketplace. Today, EC Innovations has grown into 14 strategically located global offices with 300+ full-time employees offering full localization support into 60+ languages. EC Innovations continues to build upon its reputation as a customer-centric organization focused on high-quality standards, technological creativity and value-added services to accommodate any type of localization program.

Languages: All

EC Innovations, Inc. Wilmington, DE USA

312-863-1966

Email: info@ecinnoventions.com

Web: www.ecinnoventions.com



EuroGreek Translations Limited

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

Languages: Greek

EuroGreek Translations Limited

London, United Kingdom; Athens, Greece

30-210-9605-244

Email: production@eurogreek.gr

Web: www.eurogreek.com

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iDISC Information Technologies

iDISC, established in 1987, is an ISO 9001 and EN 15038 certified language and software company based in Barcelona with branches and teams in Argentina, Mexico, Brazil, Bolivia and Guatemala. We have dedicated teams for web content, software localization and translation of technical, business, automotive, biomedical and marketing documents. Our software development



engineers and translation teams provide high-quality and on-time production solutions that are cost-efficient, flexible and scalable.

Languages: Spanish (all variants), Portuguese (all variants), Catalan, Basque, Galician, Valencian, K'iche', Quechua, Aymara, Guarani

iDISC Information Technologies Barcelona, Spain

34-93-778-73-00

Email: info@idisc.es

Web: www.idisc.es



Janus Worldwide

Founded in 1996, Janus Worldwide was built on providing unparalleled customer service and support. With over 280 employees in 12 global offices, we are one of the leading language service providers in Europe. Our in-country, industry specific in-house and external subject matter experts translate, localize and offer multilingual testing in over 100 different languages. Janus Worldwide is ISO 9001:2008, ISO 17100:2015 and ISO 13611:2014 compliant, adding an additional layer of quality control process that is used on all of our client projects.

Languages: More than 100

Janus Worldwide Vienna, Austria

+43 680 328 26 22

Email: sales@janusww.com

Web: www.janusww.com

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Localsoft Localization Services

Localsoft, S.L., is one of the leading localization companies in Europe. With thousands of localized projects completed, we offer premium localization services including translation, proofing, desktop publishing, subtitling, audio and testing. We take pride in our work and guarantee the highest quality of service. We specialize in mid- to large-size projects and set up project teams that match your specific requirements. Localsoft provides a one-stop solution for all of your localization needs. Rest assured that your projects will be delivered on time, on budget and with the highest level of quality and confidentiality.

Languages: 50

Localsoft, S.L. Málaga, Spain

+34 952 028 080

Email: info@localsoft.com

Web: www.localsoft.com

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MORAVIA

Moravia IT, LLC

Moravia is a leading globalization solution provider, enabling companies in the information technology, eLearning, life sciences, consumer electronics and telecommunications industries to enter global markets with high-quality multilingual products. Moravia's solutions include localization, product testing, multilingual publishing, technical translation, content creation, machine translation and workflow consulting. Adobe, IBM, Microsoft, Oracle and Toshiba are among some of the leading companies that depend on Moravia for accurate, on-time and economical localization. With global headquarters in Brno, Czech Republic, Moravia has local offices in Europe, the United States, Japan, China and Latin America. To learn more, please visit us at www.moravia.com.

Languages: All

Moravia IT, LLC

USA: Thousand Oaks, CA USA

805-262-0055

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

Europe: 420-545-552-222, Email: europe@moravia.com

Ireland: 353-1-709-9822, Email: ireland@moravia.com

Asia: 86-25-8689-6500, Email: asia@moravia.com

Japan: 81-3-3354-3320, Email: japan@moravia.com

Argentina: 54-341-481-2992

Email: argentina@moravia.com

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We add **local flavour** to your global business

Greek Localization Experts Since 1983

Founded in 1983, ORCO S.A. is a leading translation and localization provider, certified according to the EN 15038 and ISO 9001 standards. We specialize in software localization and technical translations into Greek and other languages, in areas such as IT, telecommunication, life sciences, automotive, engineering, marketing, financial and EU. With our experienced in-house team of linguists and project managers we offer high-quality services. Our client list includes long-term collaborations with companies such as Abbott, Canon, Cummins, Ford, General Electric, Google, IBM, Microsoft, Oracle, Sony and important international institutions such as the EU (CdT, DGT, European Parliament) and UNHCR.

Languages: Greek

ORCO S.A. Athens, Greece

+30-210-723-6001

Email: info@orco.gr, Web: www.orco.gr



Localization and Globalization Partner

Saltlux is a language service provider that specializes in supplying Korean, Japanese, S-Chinese, T-Chinese and other Asian languages. Our services encompass translation, localization, DTP, MT post-editing, planning and writing of technical manuals. We have extensive experience in medical equipment and pharmaceutical products, cosmetic and cosmeceutical products, IT, software, electrical, automotive and technical industry, and so on. With 36 years' accumulated know-how, Saltlux will be your ideal global communication partner. To learn more, please visit www.saltlux.com.

Languages: Korean, Traditional and Simplified Chinese, Japanese and other Asian languages, European languages

Saltlux, Inc. Seoul, South Korea

822-379-8444

Email: tcsales@saltlux.com

Web: www.saltlux.com



TOIN Corporation

TOIN has achieved a 50-year track record of excellence by, as our clients say, being consistently "present" to meet their needs. TOIN offers a spectrum of translation, localization and consulting solutions to Global 1000 companies across a range of industries including automotive, IT, telecommunications, life sciences, eLearning, software, gaming, semiconductors and consumer products. TOIN provides exceptional strength in Asia as well as a global reach, with offices in Japan, China, Korea, Hong Kong, Taiwan, the United States, the Netherlands, Slovakia and Brazil.

Languages: Japanese, Traditional and Simplified Chinese, Korean, Indonesian, Malay, Thai, Vietnamese and European languages

TOIN Corporation

Japan: Tokyo, Japan, +81-3-6453-6282

Email: toshihito-hattori@to-in.co.jp, Web: www.to-in.co.jp

North America: Minneapolis, MN USA, +1-612-986-3108

Email: aki-ito@to-in.co.jp, Web: www.to-in.com

Europe: Amsterdam, The Netherlands, +31(0)6-21-85-85-30

Email: rene-savelsbergh@to-in.co.jp, Web: www.to-in.com

China: Shanghai, China, +86-21-3222-0012

Email: shen-yi@to-in.co.jp, Web: www.to-in.com



Vistatec

We have been helping some of the world's most iconic brands to optimize their global commercial potential since 1997. Vistatec is one of the world's most innovative, progressive and successful localization solutions providers. Headquartered in Dublin, Ireland, with offices in Mountain View, California, USA. Think Global.
Languages: All

Vistatec
Europe: Dublin, Ireland, 353-1-416-8000
North America: Mountain View, CA USA
409-898-2364
Email: info@vistatec.com
Web: www.vistatec.com
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LOCALIZATION TOOLS



VideoLocalize.com

Multiple Platforms
Video localization is complicated. It involves not only translation processes and graphic engineering, but also voiceover and audio/video editing as well. The challenge is how to keep control of the budget while meeting client expectations. VideoLocalize is the answer. Videolocalize.com is a cloud based online platform designed for video localization. It is the brainchild of Boffin Language, an Asian-language service provider led by cofounder George Zhao. VideoLocalize's mission is to make video localization faster and more cost-effective.

Boffin Language Group Inc. Toronto, Canada
+1 (647) 802 8223
Email: george.zhao@boffin.com
Web: www.videolocalize.com
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NONPROFIT ORGANIZATIONS



Protecting Translators and Interpreters Worldwide

Red T is a 501(c)(3) nonprofit organization advocating for the protection of translators and interpreters in high-risk settings.

Red T
New York, New York USA, +1-212-675-0451
Email: contact@red-t.org, Web: http://red-t.org



The following two organizations are not affiliated.



The Rosetta Foundation

Access to information is a fundamental and universal human right. It can make the difference between prosperity and poverty, freedom and captivity, life and death. The Rosetta Foundation is a nonprofit organization registered in Ireland promoting equal access to information and knowledge across the languages of the world. It maintains the Translation Commons (www.trommons.org) matching nonprofit translation projects and organizations with the skills and interests of volunteer translators.

Languages: All
The Rosetta Foundation Dublin, Ireland
+353-86-7851749
Email: info@therosettafoundation.org
Web: www.therosettafoundation.org



Translation Commons

Translation Commons is concerned with helping all language professionals to maximize their contribution to the language industry and to achieve due recognition for their work.

Translation Commons Las Vegas, NV USA
(310) 405-4991
Email: info@translationcommons.org
Web: www.translationcommons.org



**TRANSLATORS
WITHOUT BORDERS**

Translators without Borders

Originally founded in 1993 in France as Traducteurs sans Frontières by Lori Thicke and Ros Smith-Thomas to link the world's translators to vetted NGOs that focus on health and education, Translators without Borders (TWB) is a US nonprofit organization that aims to close the language gaps that hinder critical humanitarian efforts worldwide. TWB recognizes that the effectiveness of any aid program depends on delivering information in the language of the affected population.

Languages: 190 language pairs
Translators without Borders CT, USA
Email: info@translatorswithoutborders.org
Web: www.translatorswithoutborders.org
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TERMINOLOGY MANAGEMENT



Kaleidoscope

quickTerm manages the entire terminology life cycle. If you would like to see your SDL MultiTerm terminology used enterprise-wide, Kaleidoscope has the ideal add-on: quickTerm. With quickTerm, individuals do not need to be terminology-savvy power users or have their own MultiTerm license to quickly and easily access terminology. Users can simply search for terminology from within any application or via a web browser. This alone significantly raises the level of terminology adherence. Additionally, quickTerm enables enterprise-wide participation in terminology discovery, approval and revision processes, which further ties in colleagues in the terminology process.

Languages: German, English
Kaleidoscope GmbH Vienna, Austria
004 31 253 5352
Email: info@kaleidoscope.at
Web: www.kaleidoscope.at
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**TRANSLATION
MANAGEMENT SYSTEMS**



Plunet BusinessManager

Multiple Platforms

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 Berlin, Germany
+49-(0)30-322-971-340
Email: info@plunet.com
Web: www.plunet.com
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Smartling

Smartling helps ambitious brands access more markets, deliver better experiences and build stronger relationships by transforming the way their content is created and consumed around the world. Our translation management software prioritizes process automation and intelligent collaboration so that companies can quickly and cost-effectively localize their websites, apps and documents with minimal IT involvement. Additionally, our curated community of professional translators is continuously measured to ensure the highest quality standards and is readily available to serve a variety of linguistic needs. To find out how our unique approach has helped brands like British Airways, Spotify and WeWork tell a global story, visit www.smartling.com.

Smartling New York, NY USA
1-866-707-6278

Email: hi@smartling.com
Web: www.smartling.com
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Wordbee Translator

Web-based

Wordbee is the leading choice for enterprises and language service providers that need to save money and make their company run more efficiently. Wordbee has the most complete feature set of any cloud solution: project management, portal, business analytics, reporting, invoicing and a user-friendly translation editor. Tasks such as project and workflow setup, job assignment, deadline calculation, multiple phase kick-offs and cost management can all be automated in the collaborative translation platform. Also, the Beebox connects CMSs, DMSs or any propriety database source with the TMS of the translation vendor or internal translation team.

Languages: All

Wordbee Soleuvre, Luxembourg
+352 2877 1204

Email: info@wordbee.com
Web: www.wordbee.com



XTM: Better Translation Technology

Multiple Platforms

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.

Languages: All Unicode languages

XTM International

Gerrards Cross, United Kingdom
+44-1753-480-469
Email: sales@xtm-intl.com
Web: www.xtm-intl.com

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TRANSLATION SERVICES



BiroTranslations

Founded in 1992, BiroTranslations specializes in life science, legal, technical, IT and automotive translations into all East European languages (Albanian, Bosnian, Bulgarian, Croatian, Czech, Estonian, Hungarian, Latvian, Lithuanian, Macedonian, Polish, Romanian, Russian, Serbian, Slovak, Slovenian, Ukrainian). We have a long-term partnership with the world's top 100 MLVs and many end-clients all around the globe. With our experienced project managers, extensive network of expert linguists and usage of the latest CAT tool technology, your projects will be delivered on time, within budget and with the highest standards of quality. For more information, please contact Mr. Matic Berginc (details below).

Languages: Eastern European languages

BiroTranslations Ljubljana, Slovenia

+386 590 43 557
Email: biro2000@biro2000.com
Web: www.birotranslations.com

Ads on pages 12, 39



Translation Services Provider in SEE

Ciklopea is one of the leading translation and localization service 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, EN 15038:2006 and ISO 27001:2005.

Languages: More than 25 languages

Ciklopea d.o.o. Zagreb, Croatia
+385-1-3751736

Email: info@ciklopea.com
Web: www.ciklopea.com

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Diskusija – Translation and Localization

Diskusija is a regional LSP specializing in the languages of the Baltic countries and Central, Eastern and Southeastern European languages. Our core business is serving other LSPs. If you need translation into any of these languages, we are ready to help in whatever way suits you best. Your goal to provide your customers with the best services is our goal! We always try to be an extension of our client's team in order to understand the requirements and the working style, to find the best solutions together; and, in other words, to become real partners. If you are looking for a flexible, adaptable partner, we are your choice.

Languages: Baltic, Central, Eastern and Southeastern European languages

Diskusija Vilnius, Lithuania
370-5-2790574

Email: diskusija@diskusija.lt
Web: www.diskusija.lt





GlobalWay Co., Ltd.

GlobalWay, a leading localization company in Korea, provides professional localization and globalization services with exceptional quality and also offers a wide range of content and document management services including voiceover, testing and DTP. We have highly qualified in-house linguists who translate and review a variety of content with professional knowledge. Our experienced engineers and project managers can help you to get exactly what you want. GlobalWay and its partners worldwide are ready to support your growing business and localization tasks. Feel free to contact us for more information.

Languages: Asian and European
GlobalWay Co., Ltd. Seoul, South Korea
 +82-2-3453-4924
 Email: sales@globalway.co.kr
 Web: www.globalway.co.kr



Asianlization with HansemEUG

With more than 180 trained in-house staff and EN15038 and ISO9001 certification, Hansem EUG has become the largest LSP in Korea. Specialized in Korean, Chinese, Japanese, Vietnamese, Thai, Malay, Indonesian, MEA and African languages, HansemEUG provides a one-stop solution with a broad spectrum of language services including: HQAS (Hansem Quality Audit Services) with a medical advisory board, expedited services with in-house DTP production, MT engine optimization, data solutions and system development, technical authoring and consulting services for Chinese GB compliance. Our headquarters are located in Korea and a language center is in Vietnam.

Languages: More than 10
HansemEUG, Inc.
 Suwon-si, Gyeonggi-do, Republic of Korea
 Korea: +82-31-226-5042
 Email: info@ezuserguide.com
 N. America: +1-800-532-4176
 Email: overseas_sales@ezuserguide.com
 Web: www.ezuserguide.com
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Lingualinx Language Solutions, Inc.

Lingualinx is a leading provider of global content and language translation 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. To learn more, visit lingualinx.com.

Languages: All
Lingualinx Language Solutions, Inc. Troy, NY USA
 518-388-9000
 Email: info@lingualinx.com
 Web: www.lingualinx.com



Lionbridge

Lionbridge

Lionbridge enables more than 800 world-leading brands to increase international market share, speed adoption of products and effectively engage their customers in local markets worldwide. We provide translation, online marketing, global content management and application testing solutions that ensure global brand consistency, local relevancy and technical usability across all touch points of the global customer life cycle. Using our innovative cloud technologies, global program management expertise and our worldwide crowd of more than 100,000 professional cloud workers, we provide integrated solutions that enable clients to successfully market, sell and support their products and services in global markets.

Languages: All
Lionbridge Waltham, MA USA
 781-434-6000
 Email: hello@lionbridge.com
 Web: www.lionbridge.com
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LocaTran Translations

LocaTran Translations Ltd., established in 2004, is an ISO 9001:2008-certified company with its headquarters in Shanghai, which is China's most progressive city. As a team of dedicated professionals, we offer a range of translation and localization services encompassing

Chinese, Japanese, Korean, Thai, Malay, Indonesian, Vietnamese and other Asian languages in the diverse fields of marketing, legal, IT, manufacturing, medical and many more. We count Deloitte, AECOM, AIA, ARM, Samsung as well as language service providers worldwide among our loyal clientele. At LocaTran Translations, we consistently ensure that we provide first-rate quality, beyond expectations.

Languages: Chinese, Japanese, Korean, Thai, Malay, Indonesian, Vietnamese

LocaTran Translations Ltd. Shanghai, China
 +86-21-63760188
 Email: info@locatran.com
 Web: www.locatran.com



Since 2005, No Matter What!

LtoI has consistently been an expert in the localization of the Korean language. With this experience, we are sincerely striving to grow together with our partners through the next decades. Our motto is "There are customers who have not worked with us yet, but no customers work with us just once." With this in mind, we provide localization services in the following fields: storage, database, IT hardware, medical, travel with TEP, MTPE, DTP, marketing, eLearning, UI, UA and more. Moreover, LtoI has been a premium vendor for MLVs and direct clients with competitive and reasonable prices.

Languages: English into Korean and vice versa, Chinese, Japanese, Taiwanese
LtoI, Inc. Seoul, South Korea
 82-2-780-0401
 Email: sales@ltoi.co.kr
 Web: www.ltoi.co.kr



Medical Translations Only

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.

Languages: 45, including all EU languages

MediLingua Medical Translations BV

Leiden, Netherlands

+31-71-5680862

Email: info@medilingua.com

Web: www.medilingua.com

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Think Globally, Act Locally.

PTSGI is one of the largest integrated language service providers in Asia and the first multilingual translation company in Taiwan. We have over 51 years of experience covering 133 languages, from the commonly used to less frequently demanded languages and dialects. Together with our in-house translators and over 6,000 highly qualified and experienced translators worldwide, we adhere to stringent quality control through our standardized operating procedures to ensure the best quality translation. We view our projects from the customer's perspective and, in turn, gain respect and trust, steering our commitment to provide not just translation services but complete professional solutions.

Languages: All

PTS Group International Company Ltd

Taipei, Taiwan

+886-2-87916688

Email: sales@ptsgi.com

Web: www.ptsgi.com

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Rheinschrift Language Services

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.

Languages: German to/from major European languages

Rheinschrift Language Services Cologne, Germany

+49-(0)221-80-19-28-0

Email: contact@rheinschrift.de

Web: www.rheinschrift.de

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SEAtongue Ltd.

With production bases across Asia, SEAtongue offers unmatched customer-oriented localization services with highly specialized in-country, in-house linguists. We listen to our customers, explore a solution to the localization challenges they face with Asian languages, and provide services tailored to meet their specific requirements. Over the past decade, we've been building a team of carefully selected linguists in key Asian language pairs, while constantly improving our quality assurance measures. We support all time zones, ensuring fast communication with our customers around the world. Our mission is to help you grow your business as your main localization partner in Asia.

Languages: More than 20 languages

SEAtongue Ltd Kuala Lumpur, Malaysia

+603-2169-7407

Email: ml@seatongue.com

Web: <http://seatongue.com>



SpanSource

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 eLearning 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.

Languages: Focus on Spanish and Portuguese, other language combinations through partners

SpanSource SRL Rosario, Argentina

54-341-527-5233

Email: info@spansource.com

Web: www.spansource.com



TripleInk Multilingual Communications

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.

Languages: All major commercial languages

TripleInk Minneapolis, MN USA

612-342-9800, 800-632-1388

Email: info@tripleink.com

Web: www.tripleink.com



Tailored APAC Translator Teams

Witrans is a technology-driven and innovative company that serves the localization industry. We provide customized translation solutions for clients worldwide, especially for language service providers. Witrans only works with verified subject matter translators. Each and every one of Witrans' translators is handpicked, verified and receives on-going evaluation with QA reports automatically generated on each project, recording translation quality scores for all translators. Translator KPI data is used to select the most suitable translators and reviewers for each project. We firmly believe that qualified translators, proven translation processes, QA mechanisms and new technology produce the best quality.

Languages: More than 30 language pairs. Specialized in mainstream Asian languages.

Witrans Network, Ltd. Hong Kong

+86 400 612 1216

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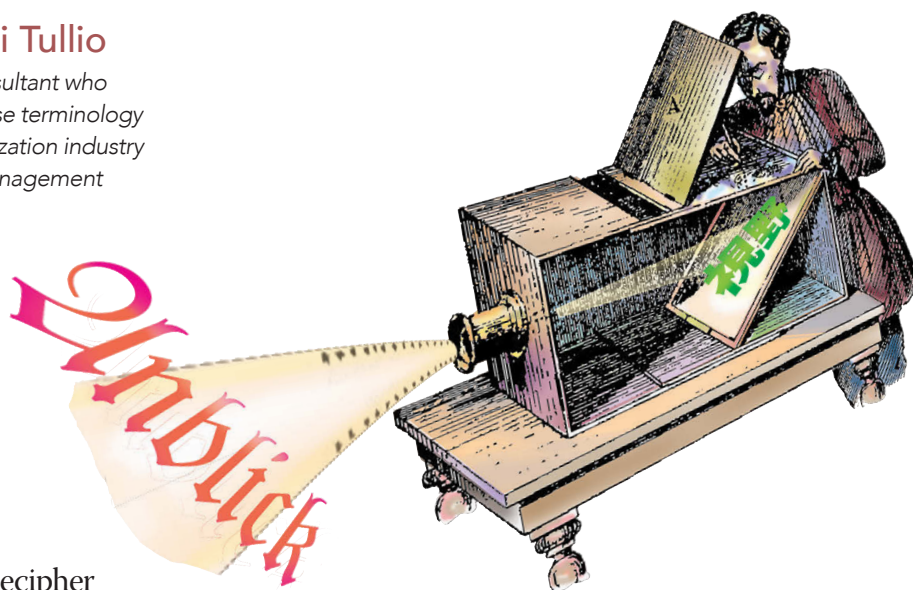




Laura Di Tullio

Laura Di Tullio is a terminology management consultant who has developed termbases and managed enterprise terminology for large multinationals. She has been in the localization industry for over 20 years, holds an MA in terminology management and a degree in translation studies.

Technology glosses



Terminology management helps us decipher meanings and explore concepts. At the same time, it is often regarded as the cherry on the cake, or an accessory task, rather than a necessary activity, which makes terminology management seem abstract and somehow superfluous. However, creative terms are indissolubly linked to knowledge.

Consider the term *augmented reality* (AR). From a purely terminological point of view, augmented reality has a place in our ideal termbase as it applies to a fairly new notion in the broad field of information technology and engineering. It is a view of the world obtained using a “3D program that layers virtual objects on top of the actual physical environment in real-time, adding a digital overlay to the immediate surroundings” according to *Augment’s Essential Guide to Augmented Reality*. Grammatically speaking, the term is an adjective-noun combination to be entered in the source language field as a full form, whereas AR, as an acronym, has its own source language field in the same entry. This is in compliance with the term autonomy rule of terminology management as set forth in the ISO standards.

From a text analysis standpoint, the term augmented reality is not far from being an oxymoron. *Reality* and *augmented* are de facto a juxtaposition, since reality reflects things as they actually exist, aside from any imaginary trimmings. But for a terminologist, augmented reality is a good example of how terms represent a concept and are not necessarily the sum of the meanings of their individual components.

The term was coined in the 1960s by Ivan E. Sutherland to describe the first head-mounted display that rendered simple wireframe drawings. Since then, the term has been used in a growing number of combinations, for instance “augmented reality markup language” or “augmented reality marker” to refer to the data standard that describes and interacts with augmented reality scenes and to the visual cues that trigger the display of the virtual information.

As for the relation between the term and its applications in real life, augmented reality is already being used in a variety of domains, although it is far from having achieved its full potential. One of the first AR examples broadcast on TV was the yellow first down line used for football games. Other examples

of AR are stargazing applications such as Star Walk and, of course, Pokémon Go, which has recently captured the attention of millions of players all over the world.

But, how does augmented reality link with the language industry? Well, if we look at education, the offer is quite interesting, but for now it mainly revolves around children's education (with applications like Quiver and the Arloon series) and language learning with applications such as Tellagami, ThingLink or Green Screen.

For the translation industry, an innovative company called Word Lens was working on how to go from an image in the source language to its translation in the target language. Sounds interesting? So much so that Google acquired the company

in May 2014. It then integrated the augmented reality software into Google Translate and made it available to the general public in a downloadable application. For now, the functionality is available in a limited number of language pairs and does not recognize elaborate customized lettering, but it is definitely worth a try. Of course, what is really fascinating here is the idea of looking at written text as at an image and going, at least in an end-user perspective, from one language into another with just one picture and a couple of clicks, completely bypassing the writing act.

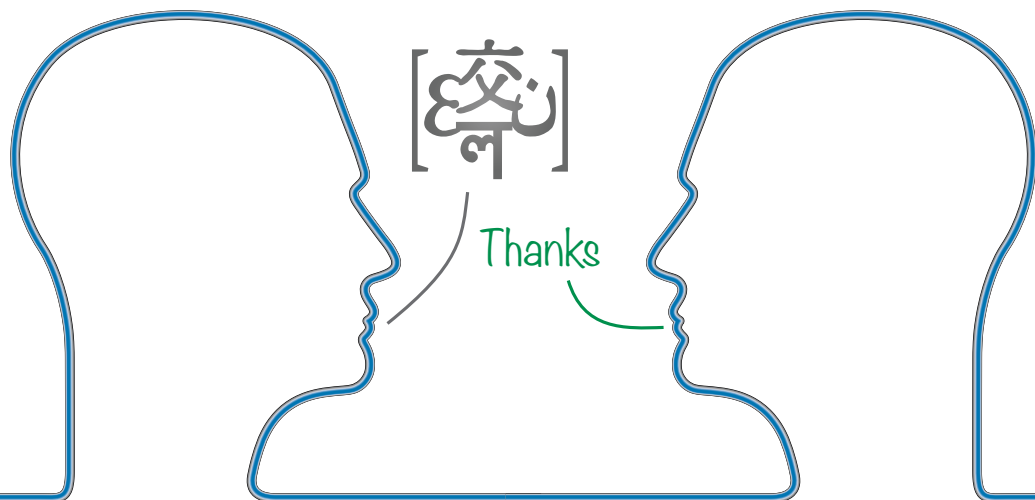
If we look at terminology management, the AR offer is still in its embryo phases. For our ideal termbase, I will have a look at the tools that can handle images and, why not, even videos?

Just too often, there is no time to incorporate images into a termbase, but it looks like it is high time to revive this functionality and even expand it, possibly envisioning new horizons. So, developers, look into the different platforms and technology available out there: Blippar, Aurasma, Augment, DAQRI 4D Studio and others. There might be some margin for action for augmented reality and terminology management, too!

In the January 2017 issue of *Profiles in Innovation* by Goldman Sachs, the authors consider that "Virtual reality (VR) and augmented reality (AR) have the potential to become the next big computing platform, and as we saw with the PC and smartphone, we expect new markets to be created and existing markets to be disrupted." [M]

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Why old-school localization is a threat to your digital content

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This localization gap has reached crisis proportions. But it's a hidden crisis, where the penalties you pay are spread throughout your company in a thousand places. We believe that old-school localization won't cut it anymore. It's time for a faster, better approach suited to the way we use content today. Read our manifesto "The content localization crisis" and find out why.

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