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# About the MultiLingual 2018 Resource Directory and Editorial Index 2017 



If you've never come across one of MultiLingual's annual resource publications before, the front pages - our Resource Directory functions as a who'swho of localization resources. Here, you can browse solutions, providers and services arranged alphabetically by category.

In our Trends department, we have new content that should help inform your localization strategies for the coming year. Donald A. DePalma returns with advice on continued growth in the language services sector. Yuka Kurihara relates how to achieve cross-border shopping success from a globalization standpoint. Juliana Pereira looks at content localization revenue opportunities.

Our editorial resources feature our editorial index of all our print articles and news items from the past year, followed by our glossary and acronyms. As always, the glossary is a continuing body of work pulled from a variety of sources, and we welcome submissions of new terms for future iterations of the print edition, as well as for our online glossary.

If you would like live links to various articles and companies, the issue is available at https://multilingual. com/resource-directory for free download - to anyone, subscriber or not. Share away!

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Associations and Member Organizations. ..... 8
Automated Translation ..... 8
Blogs ..... 8
Books \& Publications ..... 8
Conferences ..... 8
Consulting Services ..... 9
Content Management ..... 9
Data Mining ..... 9
Desktop Publishing ..... 9
Desktop Publishing Services ..... 9
Desktop Publishing Tools ..... 10
Dictionaries, Grammar Checkers ..... 10
Education (degrees, certificate programs). ..... 10
eLearning, Educational Software ..... 11
Enterprise Solutions ..... 11
Fonts \& Operating Systems ..... 12
Internationalization Services ..... 12
Internationalization Tools ..... 12
Interpreting ..... 12
Language Learning ..... 12
Language Product Resellers ..... 12
Localization Services. ..... 12
Localization Tools ..... 17
Marketing ..... 17
Multicultural Communications ..... 18
Multilingual Software ..... 18
Multimedia ..... 18
Nonprofit Organizations. ..... 19
Project Management ..... 19
Recruitment, Job Matching ..... 20
Research \& Analysis. ..... 20
Resources ..... 20
Software Testing ..... 20
Speech Technologies. ..... 20
Subtitling/Dubbing ..... 20
Technical Writing ..... 20
Terminology Management ..... 20
Training, Seminars \& Workshops ..... 20
Translation Management Systems ..... 21
Translation Services ..... 22
Translation Tools ..... 28
Voiceovers ..... 29
Website Globalization ..... 29
Workflow Solutions ..... 29


## Trends

30 Continued growth in the language services sector

- Donald A. DePalma


## 32 Achieving cross-border shopping success <br> - Yuka Kurihara

34 Content localization revenue opportunities for 2018

- Juliana Pereira


## Editorial Resources

38 Editorial Index 2017

## 54 Glossary \& Acronyms

74 Advertiser Index

## [ $\quad$ resource <br> [~N directory

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In "The Language Services Market: 2017," CSA Research estimated that the language services and technology sector would turn over $\$ 43$ billion for the year, growing $6.97 \%$ over 2016 . We also forecast that the market would continue its growth over the next four years, driven by increasing demands for multilingual information in written and spoken form, app and product localization, as well as emerging content services.
In November and December 2017, our analysts checked the pulse of the market by surveying the CEOs of the 100 largest language service providers (LSPs) on CSA Research's list of global providers. In preparation for the annual Global

Market Survey 2018, we asked those business leaders about their revenue growth and volume of client-side demand for the last two quarters of 2017 and for the year overall. We also probed their hiring plans for the past two quarters, for 2017, and for the first three months of 2018. While most LSPs were not able at the time of the survey to provide exact percentages for either business or legal reasons before they had closed their books for the year, the great majority had a positive outlook (see Figure 1).

Our business confidence survey aggregates the input of 85 CEOs of the top 100 LSPs. Each question is tied to specific performance measures that indicate whether the market is growing in terms of revenue and volume, and if LSPs are responding to growth or declines with more or less hiring. In


Figure 1: 2017 revenue reports from the largest LSPs. Copyright 2018 by Common Sense Advisory, Inc.
$\square$ Up $\square$ Unchanged $\square$ Down
this post, we share top-level business confidence survey results to give an early indicator of how 2017 turned out for the largest providers in the space.

Revenue increased for most of the top 100. Looking at all of $2017,75 \%$ of respondents reported that their revenue was up over the preceding year. It was unchanged for $18 \%$ of the CEOs, and down for just $7 \%$ of them. The survey results also confirm the seasonality of the market - our research shows that a growing amount of revenue in successive quarters was back-loaded to the fourth quarter. In this survey, we found that revenue increased in the third quarter (Q3) for $65 \%$ of respondents, and for $73 \%$ in the fourth (Q4).

What the revenue data means: most leading LSPs in our sample saw their revenue grow in 2017, a good indication that the market will continue its upward climb in 2018. These numbers are indicative of the overall market - $67 \%$ of our 2017 Global Market Survey sample, companies of all sizes, increased their revenue from 2016.

Demand for services continues to rise. For the full year, $80 \%$ of CEOs told us that the volume of work their
companies did had increased, compared to $16 \%$ who reported that it had stayed the same. Just $3 \%$ of them experienced lower demand compared to the previous year. Seasonality was at play here as well, with $65 \%$ seeing growth in Q3 but spiking to $76 \%$ of respondents that saw increased growth in Q4.

What the growth in volume means: our research shows continuing and growing demand for services and technology, in commercial, government and non-governmental organization sectors. In this very competitive and often commoditized sector, successful LSPs must increase the volume of traditional services while creating new businesses involving content, voice and technical services.

Employment does not march in lockstep with revenue/demand growth. Companies have options besides hiring more people. Improved technology and processes allow LSPs to scale to bigger volumes with the same number of employees. Thus, $59 \%$ of the sample said that employment was up for the year, unchanged at $25 \%$, and down at $16 \%$. Just as with revenue, employment shows quarterly seasonality in
the last two quarters - $47 \%$ in Q3 and $57 \%$ in Q4.

What the change in employment numbers means: as we have long noted, language is a humandelivered service that is augmented by substantial amounts of technology and outsourcing that allow LSPs to expand capacity more rapidly than headcount. Our research has shown that automation allows LSPs to meet increasing demand without scaling human resources such as project managers in lockstep with volume growth. Planners carefully track technology trends, such as artificial intelligence, which help them automate repetitive tasks and redistribute resources to activities where humans add distinct value to the process.

Overall, this business confidence survey provides insight into the current state of the industry. The lion's share of top 100 LSPs report that they did well in 2017. This is a leading indicator for the industry 2018 global market forecast, especially when we consider the explosive growth of multilingual content we witness in our research with the global 3000 enterprises and the emergence of global content service providers. [M]


Ilove shopping. I used to stroll around the mall all day, checking out each store for the best deal. Now I love the convenience of shopping online - while waiting at the doctor's office, or in my pajamas before bed. With my phone, I have the world of retail right at my fingertips. Apparently, I'm not the only one with an online shopping habit. It's happening worldwide.

Researching global shopping behaviors, Pitney Bowes surveyed thousands of consumers in over a dozen countries. We found that consumers around the world love shopping online.

In fact, $94 \%$ percent of our survey participants said that they made an online purchase domestically within the past year, and most often on a monthly $(48 \%)$ or weekly ( $26 \%$ ) basis.

Online shopping is now a part of everyday life. With online stores, the line between domestic and international shopping experiences are becoming blurry. Our research also reveals how global ecommerce is trending as consumers become more comfortable with domestic and international online shopping experiences

## Who's shopping around the world?

According to our survey, the top countries where the consumers are willing to buy a product on a foreign merchant's
website are Australia (78\%), Singapore (77\%), Canada (72\%), Mexico ( $71 \%$ ) and Hong Kong ( $70 \%$ ). These cross-border shoppers are confident about having a product shipped into their home country.

We also discovered that travelers from China (84\%), India ( $82 \%$ ) and South Korea ( $75 \%$ ) are the most likely to revisit the global retailer online after returning home from an international trip. While away, those travelers found a brand that they really liked and are looking to buy more. We called this "In-store Global, Online Local." Our survey findings uncovered that $63 \%$ of consumers contribute to this phenomenon. The trend suggests that retailers with brick-and-mortar stores can create a future cross-border shopper with visiting tourists.

The online marketplace (on sites such as eBay or Rakuten) is the most popular way of shopping across borders among our survey participants. The majority ( $62 \%$ ) of consumers find their favorite products this way. The top countries with the marketplace as their preferred method of online shopping are China (83\%), Japan (82\%) and India (81\%).

We found that about a quarter of shoppers go directly to a retailer's website. For this method of shopping, consumers from Canada, South Korea and Australia lead the way for both domestic and cross-border purchases. For cross-border purchases, the survey found that roughly a third of shoppers from these top countries go directly to the retailer's website: $35 \%$ of Canadians, $34 \%$ of South Koreans and $33 \%$ of Australians. Other shoppers surveyed did not express any particular preference, and use both marketplaces and retailer's websites.

This study seems to indicate that one approach to the online shopping experience is not enough for shoppers.

To maximize sales opportunities, retailers should consider meeting consumers wherever they are - by offering their products via multiple channels.

## Key success factors

Any retailer can start selling products online, but how do you ensure success? The answer comes down to having the right global ecommerce strategy. Do you know how to ship your product to the target country efficiently? Can the consumers in that country even read your product's description? If you don't have answers to these types of key questions, how can you expect revenue?

Proper research is needed to understand consumers' behavior and the country-by-country variations. As an example, if you sell fashion and personal care items, list them on Tmall (China's largest marketplace) where those items tend to do well. Or, if you are expanding to Japan, having an excellent customer service team is a must. Understanding the trend for the specific target market is critical. What is the most popular payment method these days? Do shoppers rely on merchant ratings and reviews? All of these are important considerations above and beyond getting the basics right. And don't forget the basics such as making your website fully localized and not surprising your customer with extra fees like duties and taxes when the delivery is made.

Your website is only the beginning of the customer's journey and the experience continues through delivery and your return policies. You should also ensure that you provide an end-to-end experience. More importantly, that you delight consumers in the local market far from your own home. [M]



Localization and global expansion aren't showing any signs of slowing down. A Smart-ling-commissioned report from IDG Research surveyed more than 300 American and European executives on localization and globalization trends, revealing a strong and growing desire at multinational businesses to continue international expansion. Here, we'll uncover the latest findings on these companies' international footprints, localization challenges and 2018 localization budgets. Global businesses can then use these insights to more intelligently shape localization strategy for greater return on investment (ROI).

For starters, the survey addressed true localization not just translation, but the cultural conversion of currency type, units of measurement and product names. Almost all survey respondents considered localization a fundamental requirement. More than $80 \%$ said content localization is essential to entering new markets and is increasingly important to business operations and $98 \%$ already localize content for foreign markets or plan to do so.

Unfortunately - as most MultiLingual readers know understanding the value of localization and doing it well are different things. Many executives and managers don't know where to start. And just because a company buys localization or translation doesn't mean its executives understand all the technologies that help them do so profitably.

Translation management software, machine translation and other industry tech aside, nonlocalization tools are also essential to international business growth: Ecommerce platforms, websites and similar cloudbased technology rapidly create a digital footprint in new markets. The proliferation of mobile continues to make cross-border business growth easier. Even recent improvements in logistics technology make international shipping more affordable and efficient than in years past. But while software for these outside areas is embraced, many translation buyers remain unaware of innovations in our own industry.

As a result, when a company rapidly expands, inefficient localization processes become a significant hindrance to growth. Of companies surveyed, $88 \%$ recognize that translation is necessary for expansion. Translation and localization
were language services of choice; only $17 \%$ of respondents regularly purchase transcreation.

From marketing content to human resources materials, what these global businesses localize is pretty broad as are their challenges in translating this material. Out of eight different possible concerns, at least one-fourth of respondents experienced every one. Slow time to market was most common. How much of a problem this is, though, depended on how many countries the company operates in - including the company's country of origin. $30 \%$ of companies in five or more markets have turnaround difficulties, compared to more than $40 \%$ of all other respondents. Similarly, 38\% of those in five or more countries said proving localization ROI is a problem, while only $16 \%$ of those in just one country said the same.

This isn't the only area where the number of markets made a difference. Businesses that operate in the same number of countries had more commonality in their responses than businesses of the same size. For example, companies in five or more international markets are more likely to need translation than those in fewer. But more specifically, the content these companies translate fell into shared categories based on the number of countries they currently operate in. Respondents with larger global footprints cited app-related content as a significant localization need. Translation of digital content was most required by those in only one country but looking to expand.

Another example is 12 month spending projections. Of companies currently in five or more countries, $76 \%$ said localization expenditures would likely "increase significantly" from the third quarter of 2017 through the second quarter of 2018, compared to $50 \%$ of those in only one country now. Across all respondents, 55\% expected to increase localization
spending significantly and $39 \%$ expected to increase that spend slightly. 5\% expected no change. A nominal 1\% projected spend would go down.

As we mentioned earlier though, costs and challenges don't keep companies from underestimating
localization's value. $71 \%$ have seen increased sales because of translation. Other noted benefits include an uptick in lead generation (51\%), improved user experience for digital interfaces and/or apps (51\%), increased user and/or buyer content

## Expected change in investment in content localization



Number of international markets


Planned international market expansions



Types of content to be localized


Top challenges of content localization

engagement (45\%), increased user and/or buyer satisfaction (34\%) and globally consistent brand messaging (18\%). But despite listing all these benefits, around one-third said it's hard to measure localization's impact.

To try to measure the impact, respondents employ different techniques. The two most common were measuring the number of customers gained and the percentage of market share captured. Customer acquisition links directly to an increase in revenue, which one-third of respondents cited as a key localization outcome. 74\% mostly or completely agreed with the statement "content localization is a revenue driver."

Given that more than half of those polled plan to spend more on language moving forward, those making smaller localization investments risk falling behind more aggressive competitors. Planned growth aside, expenditures in this area are already significant. Nearly $40 \%$ of the companies surveyed budget $\$ 500,000$ or more every year for content localization. $21 \%$ budget over one million. How are these investments directed? More than half of respondents (56\%) employ professional translators inhouse (note: that's different from the $41 \%$ who ask nontranslator bilingual staff to do the job). $56 \%$ purchase postedited machine translation (MTPE), with $51 \%$ buying machine translation as a stand-alone. $56 \%$ work with a language service provider and $39 \%$ crowdsource third-party translators on their own. When it comes to using more than one solution, companies in five or more countries were most likely to work across categories. The percentage hiring in-house, professional translators also radically shot up in this group: It's $74 \%$.

As far as who was polled, respondents covered 301 director-level or higher execs at multinational businesses based in the United States, the United Kingdom, Germany and

France. All businesses employ 1,000 people or more. Not all respondents work in marketing, although that was the most common title, with $35 \%$ serving as their company's chief marketing officer, president or head of marketing; $32 \%$ as director of marketing; and $16 \%$ as marketing vice-president. $27 \%$ of the companies themselves were in the marketing, advertising and public relations industry.

On average, the Germans spend the most on localization - €473,000 on average, converted to $\$ 559,000$ - with the Americans close behind at $\$ 538,000$. Further debunking the stereotype that American businesses don't understand the value of localization, US respondents were actually the most likely to expect a spending increase: $59 \%$ said localization budgets for the next 12 months would "increase significantly." The French spend the least - €327,000, which converts to $\$ 386,000$. Of the French respondents, $52 \%$ expected a significant spending increase. But only $39 \%$ of British companies did; on average, they spend $£ 415,000$ ( $\$ 531,000$ ).

Across all countries, the average company surveyed operates in seven international markets and translates into seven languages. A significant number do more. $22 \%$ of respondents operate in 11 or more markets, with $12 \%$ active in more than 20 . The average responding company also expected to enter seven new countries over the next 12 months - almost all of which will require translation - effectively doubling their global presence.

Until recently, such rapid geographic expansion - entering a new country every two months or even more quickly than that - would have been unthinkable for all but the largest and most sophisticated corporations. What has changed is companies' ability to have a strong virtual presence in new market locales, even if they don't have brick and mortar facilities and large employee bases in every country. [M]

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## [里]editorial तथ index

## a

aboriginal languages
"Treasure languages": Jeannette Stewart, December 2017: 26-28
Abrates
conference, October/November 2017: 13
Acclaro Inc.
Acclaro Drupal Connector, June 2017: 13
Craft CMS translation connector, October/November 2017: 18
My Acclaro, September 2017: 14
Wordpress Connector, April/May 2017: 15
Acrolinx GmbH, receives funding, October/November 2017: 16
ADAPT Centre, KantanMT collaborates with, March 2017: 17
ADT. See Attracting and Developing Talent (ADT)
Advanced International Translations
AnyCount 3D, March 2017: 16
TO3000 3D, July/August 2017: 14
"Advanced tips for advanced security threats": Andrew Lawless, June 2017: 16-17
Agnew, Fiona, October/November 2017: 14-15
Agulló, Belén, October/November 2017: 30
Aiello, Mark: "Trials and translations," July/August 2017: 48-50
Aikuma Project, December 2017: 26
Albrecht, Kathrin, October/November 2017: 16
Alkemist Translation Company, recent industry hires: Milena Dimitrijević, December 2017: 13
Amazon Web Services (AWS), January/February 2017: 43
American Translators Association (ATA), March 2017: 8
Amerland, David, September 2017: 20
AMTA. See Association for Machine Translation in the Americas (AMTA)
Andovar Pte Ltd
adds studio, March 2017: 15
expands to Ireland, September 2017: 15
Andra, Jacob: "Defense opportunities in Poland," January/February 2017: 46-50
Andrä AG
recent industry hires: Dirk Krause, July/August 2017: 14
W. L. Gore selects ONTRAM, July/August 2017: 15

Ansari, Aimee, April/May 2017: 10
AnyCount 3D, March 2017: 16
Arancho Doc S.r.l.
announced acquisition of Soget, June 2017: 11
certification for ISO 9001:2015 and ISO 17100:2015 standards, March 2017: 18
Technicis acquires, December 2017: 12
Arboledas, Sergio: "Leveraging video marketing in different regions," March 2017: 38-39
Argos Multilingual, acquires ENLASO, December 2017: 12
Association for Machine Translation in the Americas conference held in Austin, January/February 2017: 9
Association of the British Pharmaceutical Industry, January/ February 2017: 25
Association of Translation Companies (ATC), January/February

2017: 26
associations, organizations and institutions. See American Translators Association (ATA)
Association for Machine Translation in the Americas (AMTA)
Association of the British Pharmaceutical Industry Association of Translation Companies (ATC)
European Language Resources Association (ELRA)
Globalization and Localization Association (GALA)
Institute for Applied Linguistics (IULA)
ATA. See American Translators Association
ATA draws record crowd in California, March 2017: 8
ATC. See Association of Translation Companies (ATC)
Attracting and Developing Talent (ADT), October/November 2017: 28
ATV. See audiovisual translation (ATV)
audiovisual
"Audiovisual localization": Kamil Juljanski, September 2017: 28-31
"Considering tools for audiovisual translation": Rob Vandenberg, September 2017: 34-36
"How to glocalize a movie blockbuster": Cameron Frecklington and Alfredo Valdés Matta, September 2017: 48-52
"Sound and vision": Jim Compton, September 2017: 37-43
"Turkish game localization": Bekir Diri, September 2017: 44-47
"Audiovisual localization": Kamil Juljanski, September 2017:
28-31
audiovisual translation (ATV)
"Considering tools for audiovisual translation": Rob Vandenberg, September 2017: 34-36
Aurambault, Jean, January/February 2017: 29
AV Cluster, July/August 2017: 13
AWS. See Amazon Web Services (AWS)

## b

BaccS, March 2017: 16
Beatty, Jeff
See Stewart, Jeannette, and Jeff Beatty
"Minimum viable (localized) product," December 2017: 52-54
Beck, Andreas, July/August 2017: 14
"Becoming a localizer": Sarita Desai, September 2017: 66
Beeston, Mike, October/November 2017: 41
Belgium Chamber of Translators and Interpreters, March 2017: 9
Bell, Terena
"The city of Hopkinsville," September 2017: 18-19
"CroatiaTech," December 2017: 22-23
"HeraldPR," October/November 2017: 22-23
"The Trump (non) effect," June 2017: 46-48
"What's in a name," March 2017: 62
Benammar, Karim, April/May 2017: 11

Bengtsson, Teddy, October/November 2017: 14-15
Beninatto, Renato, December 2017: 8, July/August 2017: 10
Berger, Hanna, October/November 2017: 16
Better World
"Multilingual Exarcheia": Emily deTar Gilmartin, March 2017: 48-53
"Beyond the interpretation contract": Giovanna Roeseler, January/February 2017: 74
Bhattacharyya, Pritam, April/May 2017: 12
Big Data, June 2017: 20
"Building a roadmap for Big Data TM integration": Konstantine Boukhvalov and Alexander Jimenez, January/ February 2017: 51-55
Binazzi, Alessandra, July/August 2017: 9
Bininj Kunwok, December 2017: 26
"Biotech and translation mergers and acquisitions": Luke Sewell, July/August 2017: 44-46
Bird, Steven, December 2017: 26
Blaylock, Leigh, July/August 2017: 9
blockchain, June 2017: 21
Blomberg, Susan, March 2017: 15
Boffin, January/February 2017: 9
Boffin Technologies Ltd., VideoLocalize, March 2017: 17
Book a Translator, October/November 2017: 17
Boukhvalov, Konstantine, and Alexander Jimenez: "Building a roadmap for Big Data TM integration," January/February 2017: 51-55
Bowring, Jonathan, July/August 2017: 10
Box, January/February 2017: 27
Brandon, Laura, June 2017: 47
Brazilian Association of Translators and Interpreters. See Abrates
Bresson, Laurent, September 2017: 15
Brexit
"Legal and financial services": Thomas Gilmartin, June 2017: 35-40
"Pharma, the next Brexit drama?": Luke Sewell, January/ February 2017: 24-26
"Bridging gaps in app localization": Afaf Steiert and Yasin Steiert, December 2017: 40-43
"Bridging the gap": Jeannette Stewart, October/November 2017: 28-31
Brindle, Fiona: "The impact of digital marketing disruption on the localization industry," March 2017: 44-47
Brooks, Richard, October/November 2017: 12
Brown, Samantha, October/November 2017: 12
Brown, Tim, January/February 2017: 9
Brown, Will, September 2017: 35
"Building a roadmap for Big Data TM integration": Konstantine Boukhvalov and Alexander Jimenez, January/February 2017: 51-55
business
"Biotech and translation mergers and acquisitions": Luke Sewell, July/August 2017: 44-46
"Cash flow management": Adam Wooten, July/August 2017: 22-24
"A code of ethics for the Russian translation industry": Serge Gladkoff, January/February 2017: 38-40
"Dealing with turnaround time pressure": Hélène Pielmeier, June 2017: 49-51
"The economic opportunity for software localization in Africa, the Middle East and Centra Asia": Arle Lommel, October/November 2017: 36-39
"Exploring the translation market in Russia": Konstantin Dranch, January/February 2017: 34-37
"Gender in language services": Arle Lommel, September 2017: 53-56
"HeraldPR": Terena Bell, October/November 2017: 22-23
"How to find your localization dream job in 30 days": Andrew Lawless, October/November 2017: 32-35
"The impact of digital marketing disruption on the localization industry": Fiona Brindle, March 2017: 44-47
"Minimum viable (localized) product": Jeff Beatty, December 2017: 52-54
"Moving beyond content": Erin Wynn, July/August 2017: 70
Business+Practice event for freelancers held in Budapest, October/November 2017: 10
Byte Level Research, 2017 Web Globalization Report Card, book on expanding into new markets, April/May 2017: 14

## C

Canada
Trump executive order brings opportunity to Canada, March 2017: 10
Carnegie-Brown, Anu, October/November 2017: 30
Caroll, Mary, March 2017: 12
Carrascosa, José Juan Martínez, July/August 2017: 9
"Cash flow management": Adam Wooten, July/August 2017: 22-24
Cassemiro, William, October/November 2017: 13
Celebrating 25 years of Unicode, January/February 2017: 11
Central and Eastern Europe
"A code of ethics for the Russian translation industry": Serge Gladkoff, January/February 2017: 38-40
"Defense opportunities in Poland": Jacob Andra, January/ February 2017: 46-50
"Exploring the translation market in Russia": Konstantin Dranch, January/February 2017: 34-37
"Privacy and language in German localization": Libor Safar, January/February 2017: 42-45
Central Asia
"The economic opportunity for software localization in Africa, the Middle East and Centra Asia": Arle Lommel, October/November 2017: 36-39
Certitude Eurologos S.r.l., Summa Linguae invests in, March 2017: 15
CETRA Language Solutions, relocates Limerick office, December 2017: 12
CGT Commit Global Translations Ltd., certification for ISO
27001; new website, October/November 2017: 18
"The challenges of translating Hebrew into Persian": Mikhal Heffer, October/November 2017: 50-52
Chapman, Helena, January/February 2017: 8
checkTerm, January/February 2017: 14
China
"Harnessing the dragon": Patrick Gardiner,

April/May 2017: 30-33
Ciklopea d.o.o., new website, July/August 2017: 13
Ciobanu, Dragoș, December 2017: 10, October/November 2017: 29
"The city of Hopkinsville": Terena Bell, September 2017: 18-19
Client Portals, April/May 2017: 14
Client Talk
"The city of Hopkinsville": Terena Bell, September 2017: 18-19
"CroatiaTech": Terena Bell, December 2017: 22-23
"HeraldPR": Terena Bell, October/November 2017: 22-23
clinical trials
"Trials and translations": Mark Aiello, July/August 2017: 48-50
CLINT. See Latin American Congress of the Translation Industry (CLINT)
Cloudwords, Inc., partners with Lilt, June 2017: 13
"A code of ethics for the Russian translation industry": Serge Gladkoff, January/February 2017: 38-40
Colorado Translators Association event looks at tech and more, October/November 2017: 13
Columbus Translations \& Subtitling Ltd., relocates, March 2017: 14
Comben, Christina: "Five steps to prepare your mobile app localization," December 2017: 48-51
Commit
recent industry hires:
Christina Helmke, January/February 2017: 13
Clio Schils, June 2017: 11
David Serra, July/August 2017: 13
Vasso Pouli, March 2017: 15
Common Sense Advisory, Inc.
decision-making related to centralization, neural machine translation, March 2017: 15
Industry-related reports, January/February 2017: 12
international revenue as financial benchmark, changes in content strategy, October/November 2017: 16
Localization Maturity Model 3.0, June 2017: 12
MT and content optimization, technology adoption for LSPs, gender issues, July/August 2017: 14
study of market for outsourced language services and technology, September 2017: 14
Survey: global language services and technology market, March 2017: 18
Common Sense Advisory (CSA Research), December 2017: 45,
October/November 2017: 37
"The community anchor": Jeannette Stewart and Jeff Beatty,
March 2017: 22-26
Community Lives
"Bridging the gap": Jeannette Stewart, October/November 2017: 28-31
"The community anchor": Jeannette Stewart and Jeff Beatty, March 2017: 22-26
"The human element": Jeannette Stewart, July/August 2017: 18-21
"Innovation in the language community": Jeannette Stewart, September 2017: 24-26
"Language community identity": Jeannette Stewart, April/

May 2017: 22-24
"Mojito: birth of a new community": Jeannette Stewart, January/February 2017: 27-31
"Treasure languages": Jeannette Stewart, December 2017: 26-28
"Whose data is it anyway?": Jeannette Stewart, June 2017: 18-22
Compton, Jim: "Sound and vision," September 2017: 37-43 conferences

Abrates (May 25-27, 2017), October/November 2017: 13
American Translators Association (ATA) (November 2-5, 2016), March 2017: 8

Association for Machine Translation in the Americas (AMTA) (October 28-November 2, 2016), January/ February 2017: 9
Business+Practice (BP17) (May 5-6, 2017), October/November 2017: 10
Colorado Translators Association (CTA) (April 28-30, 2017), October/November 2017: 13

Fédération Internationale des Traducteurs (FIT) (August 3-5, 2017), December 2017: 9
GALA 2017 (March 26-29, 2017), July/August 2017: 10
Institute of Translation and Interpreting (ITI) (May 18-20, 2017), October/November 2017: 11

Internationalization and Unicode Conference (November 1-3, 2016), January/February 2017: 11
Languages \& The Media (November 3-4, 2016), March 2017: 12
Latin American Congress of the Translation Industry (CLINT) (August 4-6, 2017), December 2017: 8
LocWorld32 (October 26-28, 2016), January/February 2017: 8
LocWorld33 (February 28-March 2, 2017), April/May 2017: 8
LocWorld34 (June 14-16, 2017), July/August 2017: 8
memoQfest (June 7-9, 2017), September 2017: 9
ND Focus (December 1-2, 2016), April/May 2017: 11
ND Focus on Sales \& Marketing (July 7-8, 2017), October/ November 2017: 12
Plunet Summit (June 1-2, 2017), September 2017: 8
TAUS Annual Conference (October 24-25, 2016), January/ February 2017: 9
Translation and Localization Conference (TLC) (March 24-25, 2017), June 2017: 9
Translation Technology Terminology (TTT) (October 20-21, 2016), March 2017: 10
Wordcon (February 9, 2017), April/May 2017: 12
"Connecting lives through digital technology in the DRC":
Thomas Gilmartin, October/November 2017: 40-45
"Considering tools for audiovisual translation": Rob Vandenberg, September 2017: 34-36
CONTRAD, ISO 17100 certification, October/November 2017: 18 Conversis
recent industry hires:
Jamie Newall, December 2017: 13
Kim Shouler, April/May 2017: 13
Simon Halls, October/November 2017: 16
Cooper, Donald, January/February 2017: 8

Creative Commons, June 2017: 19
Crimson Interactive, website localization by Ulatus, July/August 2017: 14
"CroatiaTech": Terena Bell, December 2017: 22-23
Cruz, Rob, June 2017: 47
CTA. See Colorado Translators Association (CTA)
Ćuk, Nenad, December 2017: 22-23
culture
"Ethnobotanical medicine queries": Frieda Wiley, July/ August 2017: 30-33
Culture Clashes
"No interpreters to be had": Emily deTar, July/August 2017: 25-28
Cybersecurity Doctrine of the Republic of Poland, January/ February 2017: 50

## d

DAM. See digital asset management (DAM)
Damore, James, October/November 2017: 66
Darweesh, Hameed Khalid, June 2017: 47
Das, Rana, October/November 2017: 16
data privacy protection
"Privacy and language in German localization": Libor Safar, January/February 2017: 42-45
"Dealing with turnaround time pressure": Hélène Pielmeier, June 2017: 49-51
"Dear LSPs: You're selling yourselves short": John Yunker, December 2017: 65-66
De Carli, Gabriele, October/November 2017: 16
DeepL, DeepL Translator, October/November 2017: 18
"Defense opportunities in Poland": Jacob Andra, January/February 2017: 46-50
de Jong, Thimon, July/August 2017: 10
de Miguel, Constantino, July/August 2017: 9
Democratic Republic of Congo (DRC), October/November 2017: 41
Dent, Susie, October/November 2017: 11
Desai, Sarita: "Becoming a localizer," September 2017: 66
deTar, Emily: "No interpreters to be had," July/August 2017: 25-28
deTar Gilmartin, Emily: "Multilingual Exarcheia," March 2017: 48-53
"Diary from memoQfest 2017": Angelika Zerfass, September 2017: 9
Diehl, Christine Kamer, September 2017: 8
digital asset management (DAM), September 2017: 38
digital marketing
"The impact of digital marketing disruption on the localization industry": Fiona Brindle, March 2017: 44-47
Digital Millennium Copyright Act (DMCA), June 2017: 19
Digital Single Market (DSM), January/February 2017: 43
Dillinger, Mike, January/February 2017: 9
Dimitrijević, Milena, December 2017: 13
Diri, Bekir: "Turkish game localization," September 2017: 44-47 disease management
"Localizing a disease management system": Kevin Donovan and Joni Minear, October/November 2017: 53-56
Di Tullio, Laura
"Mobile", December 2017: 20-21
"Semantic painting," September 2017: 20-21
"Technology glosses," June 2017: 61-62
Djordjevic, Gordana, January/February 2017: 13
DMCA. See Digital Millennium Copyright Act (DMCA)
DMS. See domain similarity (DMS)
domain similarity (DMS), January/February 2017: 66
Donovan, Kevin, and Joni Minear
"Localizing a disease management system," October/November 2017: 53-56
"Updating healthcare localization," July/August 2017: 36-39
Doronin, Pavel: "Messenger bots and the demands of localization," January/February 2017: 56-59
Dousson-Lhéritier, Anne-Cécile: "The new face of tourism: Online and now!" April/May 2017: 25-27
Downie, Jonathan, October/November 2017: 10
Draghi, Giovanna, April/May 2017: 11
Dranch, Konstantin: "Exploring the translation market in Russia," January/February 2017: 34-37
DRC. See Democratic Republic of Congo (DRC), October/ November 2017: 41
DSM. See Digital Single Market
Dunkle, Allen, January/February 2017: 9

## e

ECJ. See European Court of Justice (ECJ)
eCoLoRe, October/November 2017: 29
"The economic opportunity for software localization in Africa, the Middle East and Centra Asia": Arle Lommel, October/ November 2017: 36-39
economy of scale, July/August 2017: 46
Edwards, Kate: "The future of game content," September 2017: 22-23
Edwards, Thomas, July/August 2017: 14
EEA. See European Economic Area (EEA)
EFF. See Electronic Frontier Foundation (EFF)
Eighth Abrates conference held in Brazil, October/November 2017: 13
Ekström, Andreas, July/August 2017: 8
Elanex, Inc., Straker acquires, April/May 2017: 13
Electronic Frontier Foundation (EFF), June 2017: 20
Elia focuses on sales and marketing, October/November 2017: 12
Elia's ND Focus event, April/May 2017: 11
ELRA. See European Language Resources Association (ELRA)
EMA. See European Medicines Agency (EMA)
"Embracing interpreting delivery platforms": Hélène Pielmeier, January/February 2017: 60-62
EMT. See European Masters in Translation (EMT)
ENLASO, Argos acquires, December 2017: 12
Ensemble Pour La Différence, October/November 2017: 41
Episerver Connector, March 2017: 16
Eriksen Translations Inc. recent industry hires: Nick Mango, December 2017: 13 30th year in business, March 2017: 18
ethics
"A code of ethics for the Russian translation industry": Serge Gladkoff, January/February 2017: 38-40
"Ethnobotanical medicine queries": Frieda Wiley, July/August 2017: 30-33
EU Data Protection Directive, January/February 2017: 43
European Court of Justice (ECJ), January/February 2017: 43
European Economic Area (EEA), June 2017: 36
European Language Resources Association (ELRA)
adds lexicons, December 2017: 13
IULA adopts ISLRN initiative, March 2017: 15
European Masters in Translation (EMT), October/November 2017: 29
European Medicines Agency (EMA), January/February 2017: 25
Eurotext Translations, Straker acquires, January/February 2017: 13
Eurotranslate recent industry hires: Gordana Djordjevic, January/February 2017: 13 Tamara Jovanovic, October/November 2017: 16
EU-US Privacy Shield, January/February 2017: 43
Evangelou, Yannis, January/February 2017: 10
Evgeneiadis, George, January/February 2017: 9
Exarcheia
"Multilingual Exarcheia": Emily deTar Gilmartin, March 2017: 48-53
"Exploring the translation market in Russia": Konstantin Dranch, January/February 2017: 34-37

## $f$

Fairbank, Angela, December 2017: 10
Falling Whistles, October/November 2017: 41
Fealat, Zaid Abul, September 2017: 12
Featured Reader
Ansari, Aimee, April/May 2017: 10
Bengtsson, Teddy, and Fiona Agnew, October/November 2017: 14-15
Evangelou, Yannis, January/February 2017: 10
Fealat, Zaid Abul, September 2017: 12
Mehadžić, Semir, December 2017: 11
Pantelis, Aristotle, March 2017: 11
Seva, Arben, July/August 2017: 11
Xu, Li, June 2017: 10
Federal Data Protection Act, January/February 2017: 42
Fédération Internationale des Traducteurs (FIT), December 2017: 9
Fennelly, John, September 2017: 15
Fiji
"The language of tourism in Fiji": Anna Maya Tomala, April/May 2017: 48-52
financial
"Legal and financial services": Thomas Gilmartin, June 2017: 35-40
First Plunet Summit takes place in Berlin, September 2017: 8
First Process Innovation Challenge held at LocWorld34, July/ August 2017: 9
First Summer School in Translation Technology organized by KU Leuven, March 2017: 9
FIT. See Fédération Internationale des Traducteurs (FIT)
FIT2017 takes place in Australia, December 2017: 9
"Five steps to prepare your mobile app localization": Christina

Comben, December 2017: 48-51
Fjord, October/November 2017: 41
Flaska, Todd, March 2017: 15
Fleischmann, Klaus, July/August 2017: 9
FlexData, January/February 2017: 53
Florensa, Livia, September 2017: 11
Folio Online, new website, December 2017: 12
Förster, Andreas, October/November 2017: 12
"Four keys to successful client reviews": Adam Wooten, December 2017: 18-19
Frecklington, Cameron, and Alfredo Valdés Matta: "How to glocalize a movie blockbuster," September 2017: 48-52
Freeland, Alexander, April/May 2017: 11
Free worldwide job portal Gigajob expands in Southest Asia and elsewhere, September 2017: 11
"The future of game content": Kate Edwards, September 2017: 22-23
Fyfield, Herb, April/May 2017: 13

## g

GALA. See Globalization and Localization Association (GALA) GALA 2017 Amsterdam, July/August 2017: 10
The game changers of 2016 in Portland, January/February 2017: 9
game industry
"The future of game content": Kate Edwards, September 2017: 22-23
"Turkish game localization": Bekir Diri, September 2017: 44-47
Gardiner, Patrick: "Harnessing the dragon," April/May 2017: 30-33
"Gender in language services": Arle Lommel, September 2017: 53-56
Geneva Worldwide, new website, April/May 2017: 13
Gentz, Stefan, March 2017: 10
geolocation
"Revolutionizing worldwide geolocation in three simple words": Thomas Gilmartin, December 2017: 36-39
Germany "Privacy and language in German localization": Libor Safar, January/February 2017: 42-45
Gidt, Sergei, March 2017: 15
Gigajob, September 2017: 11
Gilmartin, Thomas "Connecting lives through digital technology in the DRC," October/November 2017: 40-45 "Legal and financial services", June 2017: 35-40 "Revolutionizing worldwide geolocation in three simple words," December 2017: 36-39
GILT. See globalization, internationalization, localization and translation (GILT) program, September 2017: 10
Gindin, Thamar E., October/November 2017: 50
gisting, July/August 2017: 43
Gladkoff, Serge: "A code of ethics for the Russian translation industry," January/February 2017: 38-40
"Global customer journeys": Rebecca Ray, April/May 2017: 28-29
globalization
"How to glocalize a movie blockbuster": Cameron Frecklington and Alfredo Valdés Matta, September 2017: 48-52
"Sound and vision": Jim Compton, September 2017: 37-43 globalization, internationalization, localization and translation
(GILT) program, September 2017: 10
Globalization and Localization Association (GALA)
Translation API Class and Cases Project, January/February 2017: 12
"Globalized health care, an LSP's treasure chest": Yasin Steiert, April/May 2017: 34-37
GlobalLink 5.0, March 2017: 16
GLOBO, acquires CTI, April/May 2017: 13
Glyph Language Services, Inc., recent industry hires: Viktoriya Reed (promoted), June 2017: 11
"The Google memo and cross-cultural diversity": Michael Welp, October/November 2017:66
Görög, Attila: "Lessons from the new TAUS Translation Technology Landscape Report," January/February 2017: 22-23
Green, Spence, January/February 2017: 9
Greene, Robert Lane, July/August 2017: 8, October/November 2017: 11
Griffin-Mason, Sarah, October/November 2017: 11
Griffith, Nia, October/November 2017: 11
Guba, Jan Helge, October/November 2017: 12
Guerrero, Raul, April/May 2017: 11
Gupta, Rohit, January/February 2017: 13

## h

Halls, Simon, October/November 2017: 16
Hammerbacher, Jeffrey, September 2017: 25
Harcz, Daniel B.: "Scammers in the translation industry," March 2017:32-34
"Harnessing the dragon": Patrick Gardiner, April/May 2017: 30-33
Harris, Kim, October/November 2017: 30
Harris, Stephanie, June 2017: 48
Harvard NLP, OpenNMT, March 2017: 16
Haymillian, selected by SoftOne, September 2017: 15
Hayo, Jennifer, December 2017: 13
health care
"Globalized health care, an LSP's treasure chest": Yasin Steiert, April/May 2017: 34-37
healthcare
"Localizing a disease management system": Kevin Donovan and Joni Minear, October/November 2017: 53-56
Hebrew
"The challenges of translating Hebrew into Persian": Mikhal Heffer, October/November 2017: 50-52
Heffer, Mikhal: "The challenges of translating Hebrew into
Persian," October/November 2017: 50-52
Hegde, Vijayalaxmi: "Marketing in India," March 2017: 40-43
Helmke, Christina, January/February 2017: 13
Henes, Ulrich, October/November 2017: 28
"HeraldPR": Terena Bell, October/November 2017: 22-23
HERMES, June 2017: 11
Hernandez, Marion, July/August 2017: 10
Herrmann, Bruno, October/November 2017: 12

Hill, Ian. See Lobanov, Max, and Ian Hill
Hills, Mimi, January/February 2017: 9
Hispano Language Advisory, tenth anniversary, March 2017: 18
Horizon 2020, January/February 2017: 25
House of Commons Science and Technology Committee, January/February 2017: 25
Howard, Joy, January/February 2017: 9
"How to find your localization dream job in 30 days": Andrew Lawless, October/November 2017: 32-35
How To Get It Right When Booking Conference Interpreting Services, April/May 2017: 13
"How to glocalize a movie blockbuster": Cameron Frecklington and Alfredo Valdés Matta, September 2017: 48-52
"How to (not) kill a translation client": Andrew Lawless, April/ May 2017: 20-21
Hudson, John, January/February 2017: 11
"The human element": Jeannette Stewart, July/August 2017: 18-21
Husain-Cornelissen, Loes, April/May 2017: 11
"Hyper-global brands design websites as apps": Benjamin B. Sargent, March 2017: 35-37

## i

Iconic Translation Machines Ltd. eDiscovery translation solution, March 2017: 17 recent industry hires:

Patrik Lambert, June 2017: 11
Rana Das, Gabriele De Carli, Raj Patel, October/November 2017: 16
Rohit Gupta, January/February 2017: 13
Idea Translations, certification for ISO 9001:2008 and ISO 17100:2015 standards, June 2017: 13
idioma ISO 9001:2016 certification, October/November 2017: 18 ISO 18587:2017 certified, December 2017: 14
iDISC Information Technologies, S.L., adds Native American languages, April/May 2017: 14
IDPs. See interpreting delivery platforms (IDPs)
immigration
"Recent changes in US immigration options for transla-
tors and interpreters": Elizabeth Ricci and Michael K. Launer, June 2017: 42-45
"The Trump (non) effect": Terena Bell, June 2017: 46-48
"The impact of digital marketing disruption on the localization industry": Fiona Brindle, March 2017: 44-47
Imre, Attila, September 2017: 35
India
"Marketing in India": Vijayalaxmi Hegde, March 2017: 40-43
Indie Localizers, redesigned website and added localization platform to services pack, July/August 2017: 13
INGCO International, recent industry hires: Nadia Siddiqui, March 2017: 15
"Innovation in the language community": Jeannette Stewart, September 2017: 24-26
Institute for Applied Linguistics (IULA), March 2017: 15
Institute of Translation and Interpreting conference held in Cardiff, October/November 2017:11

Institut für Deutsche Sprache, January/February 2017: 44
Internationalization and Unicode Conference, January/February 2017: 11
International Writers' Group, LLC, Translator's Tool Box ebook, April/May 2017: 13
InterpretBank, September 2017: 14
interpreting
"Beyond the interpretation contract": Giovanna Roeseler, January/February 2017: 74
"Embracing interpreting delivery platforms": Hélène Pielmeier, January/February 2017: 60-62
"Lifestyle: Tourist, Citizenship: Global": Angela Sasso, April/ May 2017: 53-57
interpreting delivery platforms (IDPs), January/February 2017: 60
Into23, opens, October/November 2017: 16
inWhatLanguage, UNIFY Media Workbench, October/November 2017: 17
IPHA (Irish Pharmaceutical Healthcare Association), July/ August 2017: 41
ISO 18587 (2017), September 2017: 11
ITI. See Institute of Translation and Interpreting (ITI)
IULA. See Institute for Applied Linguistics (IULA)
j
Janus Worldwide Inc.
partners with CycleLabs Solutions, July/August 2017: 15
recent industry hires: Peter Smith, July/August 2017: 13
updates technology platform, September 2017: 14
Jenner, Judy, October/November 2017: 10
Jimenez, Alexander. See Boukhvalov, Konstantine, and Alexander Jimenez
Jonckers, now in Manchester, January/February 2017: 13
Jones, Doug, January/February 2017: 9
Jovanovic, Tamara, October/November 2017: 16
Juljanski, Kamil: "Audiovisual localization," September 2017: 28-31

## k

Kaleidoscope GmbH
checkTerm, January/February 2017: 14
rebrands, January/February 2017: 13
Kanabiajeuskaja, Hanna, January/February 2017: 29
KantanMT
collaborates with ADAPT Centre, March 2017: 17
KantanLQR split testing feature, April/May 2017: 15
KantanLQR update, profile alias feature, January/February 2017: 14
upgrades, March 2017: 16
Karnal, Leandro, October/November 2017: 13
Kató, June 2017: 12
Kilgray Translation Technologies, memoQ 8.2, December 2017: 14
Kincse, Szabolcs, September 2017: 9
Kohei, Romina, April/May 2017: 11
Kolkata Youth Ensemble, April/May 2017: 12
Konidaris, Spyros, March 2017: 15

Korkas, Vassilis: "Linguistic quality assurance in localization," July/August 2017: 55-60
Kosek, Anna Karina, January/February 2017: 12
Kosjar, Maria, March 2017: 15
Koskas, Celine, March 2017: 15
Kosowski, Michael, October/November 2017: 22
Krause, Dirk, July/August 2017: 14
Kuchysnki, Yauhen
BaccS, March 2017: 16
Kurzweil, Ray, April/May 2017: 8

## I

Lacrosse Language Consultancy, new website, July/August 2017: 13
Lambert, Patrik, June 2017: 11
Langtool, September 2017: 11
Language Arts \& Science, LLC Pairaphrase API, September 2017: 14
Pairaphrase updates, April/May 2017: 15
recent industry hires: Laurent Bresson, September 2017: 15
language closeness, January/February 2017: 64
"Language community identity": Jeannette Stewart, April/May 2017: 22-24
The Language Group, recent industry hires: Thomas Edwards, July/August 2017: 14
"The language of tourism in Fiji": Anna Maya Tomala, April/ May 2017: 48-52
languages
Bininj Kunwok, December 2017: 26 Quechua, March 2017: 13
Language Select, United Language Group acquires, March 2017: 14
"Language services in global litigation": Jeff Schmidt, June 2017: 24-27
"The Language Services Market: 2017," report, September 2017: 15
Languages \& The Media held in Berlin, March 2017: 12
Language Studio, June 2017: 12 updates, July/August 2017: 15
LanguageWire, Episerver Connector, March 2017: 16
Latin American Congress of the Translation Industry (CLINT), December 2017: 8
Latin Link (Language Partners Ltd), recent industry hires: Margarida Soares, Elena Montero, March 2017: 15
Launer, Michael K. See Ricci, Elizabeth, and Michael K. Launer
Lawless, Andrew, October/November 2017: 12
"Advanced tips for advanced security threats," June 2017: 16-17
"How to find your localization dream job in 30 days," October/November 2017: 32-35
"How to (not) kill a translation client," April/May 2017: 20-21
"Will localizers be automated away?" December 2017: 24-25
Lawrence, Doug, March 2017: 10
legal
"Language services in global litigation": Jeff Schmidt, June 2017: 24-27
"Legal and financial services": Thomas Gilmartin, June 2017: 35-40
"Neural MT and the legal field": John Tinsley, June 2017: 28-34
"Legal and financial services": Thomas Gilmartin, June 2017: 35-40
Lengyel, István, April/May 2017: 13, July/August 2017: 10
"Lessons from the new TAUS Translation Technology Land-
scape Report": Attila Görög, January/February 2017: 22-23
Lester, Gio, June 2017: 47
"Leveraging video marketing in different regions": Sergio
Arboledas, March 2017: 38-39
Lexical Computing, Sketch Engine SDL Trados Studio plugin, March 2017: 16
lexiQA
for Google Translator Toolkit, March 2017: 16
integrated technology with Memsource; selected by SoundCloud, June 2017: 12
partners with Linguistic Centre, April/May 2017: 15
Li, Fei-Fei, September 2017: 21
lidolang, new office space, July/August 2017: 13
lidolang specialist translations
recent industry hires: Anna Karina Kosek, January/February 2017: 12
life sciences
"Biotech and translation mergers and acquisitions": Luke Sewell, July/August 2017: 44-46
"Ethnobotanical medicine queries": Frieda Wiley, July/ August 2017: 30-33
"MT application to localization of life sciences": Laura Casanellas Luri, July/August 2017: 40-43
"Trials and translations": Mark Aiello, July/August 2017: 48-50
"Updating healthcare localization": Kevin Donovan and Joni Minear, July/August 2017: 36-39
"Lifestyle: Tourist, Citizenship: Global": Angela Sasso, April/May 2017: 53-57
Lilt, January/February 2017: 9
Lilt Labs, March 2017: 16
Lind, Anne-Marie Colliander, December 2017: 8, July/August 2017: 10
Linder, Gion, March 2017: 12
Lindsey, Jacob, December 2017: 13
Lingoport, Inc.
Lingoport Suite updates, December 2017: 14
recent industry hires: Todd Flaska, March 2017: 15
Lingotek
business intelligence app, April/May 2017: 14
Lingotek - Inside AEM 6.2 connector, June 2017: 12
Lingotek - Inside Atlassian Confluence Connector, October/November 2017: 18
Lingotek - Inside Magento extension, December 2017: 14
Linguistic Centre, lexiQA partners with, April/May 2017: 15
linguistic competence
"The human element": Jeannette Stewart, July/August 2017: 18-21
linguistic quality assessment (LQA), July/August 2017: 56
"Linguistic quality assurance in localization": Vassilis Korkas,

July/August 2017: 55-60
Lionbridge
recent industry hires: John Fennelly, September 2017: 15
selected by Kreg Tool, October/November 2017: 18
selected by Kronaby, December 2017: 14
signs definitive acquisition agreement, March 2017: 14
Literra, recent industry hires: Dmitry Pavlov, Georgy Volzhin,
Ekaterina Vasilyeva, March 2017: 15
Liu, Eric, January/February 2017: 9
Liu, Henry, October/November 2017: 10
Liu, Qun. See Zydroń, Andrzej, and Qun Liu
Lobanov, Max, and Ian Hill: "Personal brand and localization management," March 2017: 27-31
localization
"Audiovisual localization": Kamil Juljanski, September 2017: 28-31
"Becoming a localizer": Sarita Desai, September 2017: 66
"Bridging gaps in app localization": Afaf Steiert and Yasin Steiert, December 2017: 40-43
"The community anchor": Jeannette Stewart and Jeff Beatty, March 2017: 22-26
"The economic opportunity for software localization in Africa, the Middle East and Centra Asia": Arle Lommel, October/November 2017: 36-39
"Five steps to prepare your mobile app localization": Christina Comben, December 2017: 48-51
"How to glocalize a movie blockbuster": Cameron Frecklington and Alfredo Valdés Matta, September 2017: 48-52
"Legal and financial services": Thomas Gilmartin, June 2017: 35-40
"Localizing a disease management system": Kevin Donovan and Joni Minear, October/November 2017: 53-56
"Localizing apps for multilingual conversations": Rebecca Ray, December 2017: 44-46
"Localizing travel-based user generated content": Andrew Rufener, April/May 2017:38-41
"Measuring the benefits of using SMT": Andrzej Zydroń and Qun Liu, January/February 2017: 63-66
"Messenger bots and the demands of localization": Pavel Doronin, January/February 2017: 56-59
"Minimum viable (localized) product": Jeff Beatty, December 2017: 52-54
"Mojito: birth of a new community": Jeannette Stewart, January/February 2017: 27-31
"MT application to localization of life sciences": Laura Casanellas Luri, July/August 2017: 40-43
"Privacy and language in German localization": Libor Safar, January/February 2017: 42-45
"Turkish game localization": Bekir Diri, September 2017: 44-47
"Updating healthcare localization": Kevin Donovan and Joni Minear, July/August 2017: 36-39
Localization Business School
"Advanced tips for advanced security threats": Andrew Lawless, June 2017: 16-17
"How to find your localization dream job in 30 days": Andrew Lawless, October/November 2017: 32-35
"Will localizers be automated away?": Andrew Lawless, December 2017: 24-25
localization management
"Personal brand and localization management": Max Lobanov and Ian Hill, March 2017: 27-31
Localization Maturity Model 3.0, June 2017: 12
"Localizing a disease management system": Kevin Donovan and Joni Minear, October/November 2017: 53-56
"Localizing apps for multilingual conversations": Rebecca Ray, December 2017: 44-46
"Localizing travel-based user generated content": Andrew Rufener, April/May 2017: 38-41
Locke, Nancy A.: Think Outside the Country, John Yunker, review, April/May 2017: 18-19
LocWorld32 considers business and balance, January/February 2017: 8
LocWorld33 comes to southern China, April/May 2017: 8
LocWorld34 Barcelona considers the industry's place in current events, July/August 2017: 8
Loison, Adrien, January/February 2017: 29
Lommel, Arle
"The economic opportunity for software localization in Africa, the Middle East and Centra Asia," October/ November 2017: 36-39
"Gender in language services," September 2017: 53-56
"Why zero-shot translation may be the most important MT development in localization," July/August 2017: 52-54
Love Lab, opens in Japan, April/May 2017: 13
LQA. See linguistic quality assessment (LQA)
LTC, Translation API Class and Cases Project, January/February 2017: 12
Lucy Software and Services GmbH, ULG acquires, April/May 2017: 13
Luri, Laura Casanellas: "MT application to localization of life sciences," July/August 2017: 40-43
Lux, Bjoern, March 2017: 15

## m

machine interpreting (MI), January/February 2017: 61 machine learning
"Terminology glosses": Laura Di Tullio, September 2017: 20-21
machine translation (MT)
"MT application to localization of life sciences": Laura Casanellas Luri, July/August 2017: 40-43
"Neural MT and the legal field": John Tinsley, June 2017: 28-34
Makshanova, Larisa, July/August 2017: 14
Mangell, Paul, January/February 2017: 9
Mango, Nick, December 2017: 13
Marcu, Daniel, January/February 2017: 9
marketing
"Hyper-global brands design websites as apps": Benjamin B. Sargent, March 2017: 35-37
"The impact of digital marketing disruption on the localization industry": Fiona Brindle, March 2017: 44-47
"Leveraging video marketing in different regions": Sergio Arboledas, March 2017: 38-39
"Marketing in India": Vijayalaxmi Hegde, March 2017: 40-43
"What's in a name": Terena Bell, March 2017: 62
"Marketing in India": Vijayalaxmi Hegde, March 2017: 40-43
Martirosyan, Aida, September 2017: 36
Massidda, Serenella, March 2017: 12
Matheson, Alex, October/November 2017: 44
Matrix Communications, Xplanation acquires, March 2017: 15
Matta, Alfredo Valdés. See Frecklington, Cameron, and Alfredo Valdés Matta
Matysiak, Dierk, September 2017: 15
May, Theresa, January/February 2017: 24
Mayflower Language Services Pvt Ltd
recent industry hires: Hemant Kumar Pradhan, April/May 2017: 13
selects Plunet BusinessManager, March 2017: 17
Mbaas Development GmbH, Applanga automated screenshot uploader, January/February 2017: 14
McDougall, Allison, January/February 2017: 9
McNab, Raisa, October/November 2017: 30
"Measuring the benefits of using SMT": Andrzej Zydroń and Qun Liu, January/February 2017: 63-66
medical
"Pharma, the next Brexit drama?": Luke Sewell, January/ February 2017: 24-26
Mehadžić, Semir, December 2017: 11
memoQ 8.2, December 2017: 14
Memsource
chosen by Skrivanek, July/August 2017: 15
home page analytics dashboards, Client Portals, April/May 2017: 14
mobile app, new feature, June 2017: 12
Paligo integrate technology, June 2017: 13
recent industry hires:
Andrea Tabacchi, December 2017: 13
John Terninko, July/August 2017: 13
Pavel Nyvlt, April/May 2017: 13
supports Google Translate Premium Edition, April/May 2017: 15
"Messenger bots and the demands of localization": Pavel Doro-
nin, January/February 2017: 56-59
Metaphrasis, new brand identity, March 2017: 15
MGO-Traducciones, partners with Percepciones Textuales, July/ August 2017: 15
MI. See machine interpreting (MI)

Microsoft Azure, January/February 2017: 44
Microsoft Cloud Germany, January/February 2017: 43
Middle East and Africa
"The challenges of translating Hebrew into Persian": Mikhal Heffer, October/November 2017: 50-52
"Connecting lives through digital technology in the DRC": Thomas Gilmartin, October/November 2017: 40-45
"The economic opportunity for software localization in Africa, the Middle East and Centra Asia": Arle Lommel, October/November 2017: 36-39
"Oil and renewable energy": Afaf Steiert and Matthias Steiert, October/November 2017: 46-49
Mikasa, Tsunao, March 2017: 15

Milengo Ltd., and think global GmbH merge, March 2017: 14
Millar, Euan, October/November 2017: 45
Mind Your Language, TranslateWebsites.com, June 2017: 12
Minear, Joni. See Donovan, Kevin, and Joni Minear
"Minimum viable (localized) product": Jeff Beatty, December 2017: 52-54
minimum viable product (MVP), December 2017: 52, March 2017: 23
MiniTPMS, March 2017: 16
Mobico, October/November 2017: 16
"Mobile": Laura Di Tullio, December 2017: 20-21
mobile apps
"Bridging gaps in app localization": Afaf Steiert and Yasin Steiert, December 2017: 40-43
"Five steps to prepare your mobile app localization": Christina Comben, December 2017: 48-51
"Localizing apps for multilingual conversations": Rebecca Ray, December 2017: 44-46
"Revolutionizing worldwide geolocation in three simple words": Thomas Gilmartin, December 2017: 36-39
Mobile Delivery Network, March 2017: 17
mobile-forward design
"Hyper-global brands design websites as apps": Benjamin B. Sargent, March 2017: 35-37
"Mojito: birth of a new community": Jeannette Stewart, January/ February 2017: 27-31
Monaco, Danilo, March 2017: 10
Moncur, Uta, June 2017: 11
Montero, Elena, March 2017: 15
Moravia IT, LLC
partners with Oban, July/August 2017: 15
Spec Check, October/November 2017: 17
Morodo, Mariella, March 2017: 15
"Moving beyond content": Erin Wynn, July/August 2017: 70
MRD. See multilingual redaction database (MRD)
MT. See machine translation (MT)
"MT application to localization of life sciences": Laura Casanellas Luri, July/August 2017: 40-43
mt-g medical translation GmbH \& Co. KG recent industry hires:

Jennifer Hayo, Jacob Lindsey, Simone Schradi, December 2017: 13
Kathrin Albrecht, Philipp Rometsch, Hanna Berger, October/November 2017: 16
Mariella Morodo, Maria Kosjar, Marianne Schmitt, March 2017: 15
Mukherjee, Sushobhan, April/May 2017: 12
Multi-Language Corporation, booking conference interpreting services, April/May 2017: 13
"Multilingual Exarcheia": Emily deTar Gilmartin, March 2017: 48-53
multilingual redaction database (MRD), January/February 2017: 51
"Multilingual technologies soar in travel and hospitality": Libor Safar, April/May 2017: 43-47
MVLP. See minimum viable (localized) product
MVP. See minimum viable product (MVP)
My Acclaro, September 2017: 14

## ก

NAJIT. See National Association of Judiciary Interpreters \& Translators (NAJIT)
Namegabe, Pascal, October/November 2017: 41
National Association of Judiciary Interpreters \& Translators (NAJIT), June 2017: 47
National Institute for Health and Care Excellence, January/ February 2017: 25
NATO Force Integration Unit (NFIU), January/February 2017: 48
ND Focus, April/May 2017: 11, October/November 2017: 12
Net-Cloud, June 2017: 12
Netflix, HERMES, June 2017: 11
Net-Translators Ltd.
15th anniversary, October/November 2017: 18
Net-Cloud, June 2017: 12
Net-Connect, September 2017: 14
offers phone interpretation, July/August 2017: 15
partners with Boulder SEO Marketing, December 2017: 14
partners with QualiTest, March 2017: 18
recent industry hires:
Celine Koskas, March 2017: 15
Neva Waldvogel, April/May 2017: 13
neural learning, July/August 2017: 46
neural machine translation (NMT), January/February 2017: 22
"Neural MT and the legal field": John Tinsley, June 2017: 28-34
"Why zero-shot translation may be the most important MT development in localization": Arle Lommel, July/ August 2017: 52-54
"Neural MT and the legal field": John Tinsley, June 2017: 28-34
Newall, Jamie, December 2017: 13
"The new face of tourism: Online and now!": Anne-Cécile Dousson-Lhéritier, April/May 2017: 25-27
NFIU. See NATO Force Integration Unit (NFIU)
NMT. See neural machine translation
"No interpreters to be had": Emily deTar, July/August 2017: 25-28
Nyvlt, Pavel, April/May 2017: 13

## 0

Oban International, Moravia partners with, July/August 2017: 15
Ocean Translations, redesigns website, January/February 2017: 13
Octave, April/May 2017: 14
O'Dowd, Tony, January/February 2017: 9
Off the Map
"The future of game content": Kate Edwards, September 2017: 22-23
Ogden, C.K., September 2017: 20
O'Hagan, Minako, June 2017: 9
Ohi Day, March 2017: 48
"Oil and renewable energy": Afaf Steiert and Matthias Steiert, October/November 2017: 46-49
Omniage Ltd., EN ISO 17100:2015 certification, March 2017: 18
Omniscien Technologies
Language Scripting Toolkit, September 2017: 14

Language Studio update, June 2017: 12 Language Studio updates, July/August 2017: 15 media industry-related solution, January/February 2017: 13 partners with LexisNexis, June 2017: 13
One Global, partners with Beattie, June 2017: 13
1-StopAsia
merges with Free Entertainment, December 2017: 12
opens Bulgarian office, January/February 2017: 13
On Global Language Marketing
recent industry hires: István Lengyel, April/May 2017: 13
Rüdiger Wolf, Andreas Beck, July/August 2017: 14
Online Subtitle Toolkit, March 2017: 17
OpenNMT, March 2017: 16
OPI. See over-the-phone interpreting (OPI)
over-the-phone interpreting (OPI), January/February 2017: 61

## P

Pairaphrase, April/May 2017: 15
Pantelis, Aristotle, March 2017: 11
passporting, June 2017: 37
Patel, Raj, October/November 2017: 16
Pavlov, Dmitry, March 2017: 15
percentage reduction in translator effort (PRTE), January/February 2017: 63
Persian
"The challenges of translating Hebrew into Persian": Mikhal Heffer, October/November 2017: 50-52
"Personal brand and localization management": Max Lobanov and Ian Hill, March 2017: 27-31
Perspectives
"How to (not) kill a translation client": Lawless, Andrew, April/May 2017: 20-21
"Lessons from the new TAUS Translation Technology Landscape Report": Attila Görög, January/February 2017: 22-23
"Personal brand and localization management": Max Lobanov and Ian Hill, March 2017: 27-31
"Pharma, the next Brexit drama?": Luke Sewell, January/ February 2017: 24-26
"Scammers in the translation industry": Daniel B. Harcz, March 2017: 32-34
Peru begins broadcasting in Quechua, March 2017: 13
Petyushin, Yury, January/February 2017: 8
"Pharma, the next Brexit drama?": Luke Sewell, January/February 2017: 24-26
Pielmeier, Hélène
"Dealing with turnaround time pressure," June 2017: 49-51
"Embracing interpreting delivery platforms," January/February 2017: 60-62
PIJIN, January/February 2017: 9
recent industry hires: Yoichi Suehiro, March 2017: 15
Plunet GmbH KU Leuven selects, March 2017: 18
Mayflower selects, March 2017: 17
new office space, April/May 2017: 13
Plunet BusinessManager 7.0, January/February 2017: 16
Plunet BusinessManager 7.1, March 2017: 17

Plunet BusinessManager 7.2, December 2017: 14 recent industry hires: Susan Blomberg, Jonas Schramm, Martin Scholz, and Sergei Gidt, March 2017: 15
"Plunet 6.2 to 6.3 to 7.0 ": reviewed by Richard Sikes, January/ February 2017: 16-20
Poland
Cybersecurity Doctrine of the Republic of Poland, January/ February 2017: 50
"Defense opportunities in Poland": Jacob Andra, January/ February 2017: 46-50
Law and Justic Party, January/February 2017: 47
Shield of Poland, January/February 2017: 48
Post-editing standard released, September 2017: 11
Pouli, Vasso, March 2017: 15
Pradhan, Hemant Kumar, April/May 2017: 13
Precision Translation Tools, new website, March 2017: 14
Prill, Martin, December 2017: 13
"Privacy and language in German localization": Libor Safar, January/February 2017: 42-45
Process Innovation Challenge, July/August 2017: 9
Project First Light, October/November 2017: 41
Project VoCo, September 2017: 29
Protemos
integrates SmartCAT, April/May 2017: 15
Protemos 2.2, October/November 2017: 17
TQAuditor, January/February 2017: 14
PRTE. See percentage reduction in translator effort (PRTE)
pseudo-localization
"Six reasons to pseudo-localize every project": Adam
Wooten, October/November 2017: 24-27

## q

QA. See quality assurance (QA)
quality assurance (QA)
"Linguistic quality assurance in localization": Vassilis
Korkas, July/August 2017: 55-60
Quechua, March 2017: 13

## $\Gamma$

Ragab, Sameh, October/November 2017: 10, October/November: 2017: 13
Rathke, Jessica, December 2017: 8
Ray, Rebecca
"Global customer journeys," April/May 2017: 28-29
"Localizing apps for multilingual conversations," December 2017: 44-46
RC-WinTrans 11, July/August 2017: 14
"Recent changes in US immigration options for translators and interpreters": Elizabeth Ricci and Michael K. Launer, June 2017: 42-45
recent industry hires
Alkemist Translation Company: Milena Dimitrijević, December 2017: 13 Andrä AG: Dirk Krause, July/August 2017: 14 Commit

Christina Helmke, January/February 2017: 13
Clio Schils, June 2017: 11

David Serra, July/August 2017: 13
Vasso Pouli, March 2017: 15
Conversis
Jamie Newall, December 2017: 13
Kim Shouler, April/May 2017: 13
Simon Halls, October/November 2017: 16
Eriksen Translations Inc.: Nick Mango, December 2017: 13
Eurotranslate: Tamara Jovanovic, October/November 2017: 16
Gordana Djordjevic, January/February 2017: 13
Glyph Language Services, Inc.: Viktoriya Reed (promoted), June 2017: 11
Iconic Translation Machines Ltd.
Patrik Lambert, June 2017: 11
Rana Das, Gabriele De Carli, Raj Patel, October/November 2017: 16
Rohit Gupta, January/February 2017: 13
INGCO International: Nadia Siddiqui, March 2017: 15
Janus Worldwide Inc.: Peter Smith, July/August 2017: 13
Language Arts \& Science, LLC: Laurent Bresson, September 2017: 15
The Language Group: Thomas Edwards, July/August 2017: 14
Latin Link (Language Partners Ltd): Margarida Soares, Elena Montero, March 2017: 15
lidolang specialist translations: Anna Karina Kosek, January/February 2017: 12
Lingoport, Inc.: Todd Flaska, March 2017: 15
Lionbridge: John Fennelly, September 2017: 15
Literra: Dmitry Pavlov, Georgy Volzhin, Ekaterina Vasilyeva, March 2017: 15
Mayflower Language Services Pvt Ltd: Hemant Kumar Pradhan, April/May 2017: 13
Memsource
Andrea Tabacchi, December 2017: 13
John Terninko, July/August 2017: 13
Pavel Nyvlt, April/May 2017: 13
mt-g medical translation GmbH \& Co. KG
Jennifer Hayo, Jacob Lindsey, Simone Schradi, December 2017: 13
Kathrin Albrecht, Philipp Rometsch, Hanna Berger, October/November 2017: 16
Mariella Morodo, Maria Kosjar, Marianne Schmitt, March 2017: 15
Net-Translators Ltd. Celine Koskas, March 2017: 15
Neva Waldvogel, April/May 2017: 13
On Global Language Marketing István Lengyel, April/May 2017: 13
Rüdiger Wolf, Andreas Beck, July/August 2017: 14
PIJIN: Yoichi Suehiro, March 2017: 15
Plunet: Susan Blomberg, Jonas Schramm, Martin Scholz, Sergei Gidt, March 2017: 15
TOIN Corporation: Tsunao Mikasa, March 2017: 15
Translata: Dierk Matysiak, September 2017: 15
TripleInk: Uta Moncur (promoted), June 2017: 11
Venga: Larisa Makshanova, July/August 2017: 14
Version internationale: Martin Prill, December 2017: 13 Wordbee

Herb Fyfield, April/May 2017: 13
Mark Shriner, December 2017: 13
XTM International
Bjoern Lux, March 2017: 15
Uyen Tran, December 2017: 13
Reed, Victoriya, June 2017: 11
refugees
"Multilingual Exarcheia": Emily deTar Gilmartin, March 2017: 48-53
Reiss, Caroline, October/November 2017: 29
remote simultaneous interpreting (RSI), January/February 2017:
61
"Remote working: Translation trailblazers": Luke Sewell, April/
May 2017: 66
reports and white papers
"Building a Globally Integrated Organization," January/ February 2017: 12
"Effective Market Segmentation," January/February 2017: 12
"Expanding Global Customer Experience," January/February 2017: 12
"Financial Benchmarks for Global Enterprises: International Revenue," October/November 2017: 16
"Gender and Family in the Language Services Industry," July/August 2017: 14
"The Language Services Market: 2017," September 2017: 15
"Neural MT: Sorting Fact from Fiction," March 2017: 15
"Optimizing Content for MT: A Checklist," July/August 2017: 14
"Should We Centralize Our Globalization Function?" March 2017: 15
"Tech-Savvy Providers Nail the LSP Metrix," July/August 2017: 14
"Understanding Translation Quality," January/February 2017: 12
"The Winds of Content Are Changing," October/November 2017: 17
reviews
"Plunet 6.2 to 6.3 to 7.0 ": reviewed by Richard Sikes, January/February 2017: 16-20
Think Outside the Country, John Yunker: reviewed by Nancy A. Locke, April/May 2017: 18-19
"Revolutionizing worldwide geolocation in three simple words": Thomas Gilmartin, December 2017: 36-39
Rheinschrift Language Services, new website and new logo, July/ August 2017: 13
Rhodes, David, January/February 2017: 9
Ricci, Elizabeth, and Michael K. Launer: "Recent changes in US immigration options for translators and interpreters," June 2017: 42-45
Richards, I.A., September 2017: 20
Rivers, Bill, June 2017: 48
Roeseler, Giovanna: "Beyond the interpretation contract," January/February 2017: 74
Roig, Xosé Castro, December 2017: 8
Romero-Fresco, Pablo, March 2017: 12
Rometsch, Philipp, October/November 2017: 16
Rosenthal, Nick, October/November 2017: 10
The Rosetta Foundation, merges with TWB,

## July/August 2017: 13

RSI. See remote simultaneous interpreting (RSI)
RSI Content Solutions, merged with Orbis Technologies, Inc., June 2017: 11
Ruane, Dave, July/August 2017: 9
Rueffer, Burckhardt, July/August 2017: 10
Rufener, Andrew: "Localizing travel-based user generated content," April/May 2017: 38-41
Rumpf, Bernd-Michael, October/November 2017: 16
Rumsey, David, June 2017: 47, September 2017: 21
Russia
"A code of ethics for the Russian translation industry": Serge Gladkoff, January/February 2017: 38-40
"Exploring the translation market in Russia": Konstantin Dranch, January/February 2017: 34-37
Ryberg, Jonas, July/August 2017: 9

## S

Safar, Libor
"Multilingual technologies soar in travel and hospitality," April/May 2017: 43-47
"Privacy and language in German localization," January/ February 2017: 42-45
Safe Harbor Privacy Principles, January/February 2017: 43
Sajan
acquired by AMPLEXOR International, June 2017: 11
fiscal year results for 2016, April/May 2017: 13
Salimbene, Alessandra, October/November 2017: 12
Samarpanananda (Swami), April/May 2017: 12
Sánchez, Gema Ramírez, January/February 2017: 9
Sargent, Benjamin B.: "Hyper-global brands design websites as apps," March 2017: 35-37
Sasso, Angela: "Lifestyle: Tourist, Citizenship: Global", April/May 2017: 53-57
Sauberer, Gabriele, March 2017: 10
Saylon Consulting, certification for ISO 9001:2008 standard, March 2017: 18
"Scammers in the translation industry": Daniel B. Harcz, March 2017: 32-34
Schaudin.com, RC-WinTrans 11, July/August 2017: 14
Schils, Clio, June 2017: 11
Schmidt, Jeff: "Language services in global litigation," June 2017: 24-27
Schmitt, Marianne, March 2017: 15
Scholz, Martin, March 2017: 15
Schradi, Simone, December 2017: 13
Schramm, Jonas, March 2017: 15
Schwartz, Ros, October/November 2017: 11
Screen Subtitling Systems Ltd., Online Subtitle Toolkit, March 2017: 17
SDL Language Solutions agreed to sell social intelligence activities to Social Data Intelligence LLC, June 2017: 11 fiscal year results for 2016, April/May 2017: 13
Secarǎ, Alina, October/November 2017: 29
Second Summer School in Translation Technology held in Belgium, December 2017: 10
Second Wordcon takes place in Calcutta, April/May 2017: 12
security
"Advanced tips for advanced security threats": Andrew Lawless, June 2017: 16-17
Seligman, Mark, January/February 2017: 9
semantic painting, September 2017: 20
semantic triangle, September 2017: 20
Semantix, acquired TextMinded, June 2017: 11
Senellart, Jean, July/August 2017: 8
Sennrich, Rico, January/February 2017: 9
Serra, David, July/August 2017: 13
Seva, Arben, July/August 2017: 11
Sevener, Miguel, July/August 2017: 10
Sewell, Luke
"Biotech and translation mergers and acquisitions," July/ August 2017: 44-46
"Pharma, the next Brexit drama?" January/February 2017: 24-26
"Remote working: Translation trailblazers," April/May 2017: 66
Shannon, Paula, January/February 2017: 9
Sheldrick, Chris, December 2017: 37
Shield of Poland, January/February 2017: 48
Shouler, Kim, April/May 2017: 13
Shriner, Mark, December 2017: 13
Shterionov, Dimitar, July/August 2017: 8, July/August 2017: 42
Siddiqui, Nadia, March 2017: 15
Sikes, Richard: "Plunet 6.2 to 6.3 to 7.0 ": review, January/February 2017: 16-20
"Six reasons to pseudo-localize every project": Adam Wooten, October/November 2017: 24-27
Sketch Engine SDL Trados Studio plugin, March 2017: 16
Skrivanek Group
ISO 17100 certification, March 2017: 18
and Jouve, awarded project, June 2017: 13
Memsource chosen by, July/August 2017: 15
SmartCAT, January/February 2017: 9 Protemos integrates, April/May 2017: 15 release 62 - Indonesia, October/November 2017: 17
Smartling, Inc. Mobile Delivery Network, March 2017: 17 plug-in for Watson Language Translator, April/May 2017: 15
Smith, Alison, March 2017: 12
Smith, Peter, July/August 2017: 13
SMT. See statistical machine translation (SMT)
Soares, Margarida, March 2017: 15
Soget, Arancho Doc S.r.l. announced acquisition of, June 2017: 11
Soloviev, Kirill, March 2017: 62
"Sound and vision": Jim Compton, September 2017: 37-43
sound layering, September 2017: 29
Spec Check, October/November 2017: 17
Srića, Velimir, March 2017: 10
statistical machine translation (SMT)
"Measuring the benefits of using SMT": Andrzej Zydroń and Qun Liu, January/February 2017: 63-66
Steiert, Afaf
and Matthias Steiert: "Oil and renewable energy," October/

November 2017: 46-49
and Yasin Steiert: "Bridging gaps in app localization," December 2017: 40-43
Steiert, Matthias. See Steiert, Afaf, and Matthias Steiert
Steiert, Yasin
"Globalized health care, an LSP’s treasure chest," April/May 2017: 34-37
See Steiert, Afaf, and Yasin Steiert
Stepes, Book a Translator, October/November 2017: 17
Steurs, Frieda, March 2017: 9
Stewart, Jeannette
"Bridging the gap," October/November 2017: 28-31
"The human element," July/August 2017: 18-21
"Innovation in the language community", September 2017: 24-26
"Language community identity," April/May 2017: 2-24
"Mojito: birth of a new community," January/February 2017: 27-31
"Treasure languages," December 2017: 26-28
"Whose data is it anyway?" June 2017: 18-22
Stewart, Jeannette, and Jeff Beatty: "The community anchor,"
March 2017: 22-26
Stoeller, Willem, July/August 2017: 9
Stoquart SA, launches in Italy, December 2017: 12
Straker Translations
acquires Elanex, April/May 2017: 13
acquires Eurotext Translations, January/February 2017: 13
Strock, Doug, June 2017: 47
Suehiro, Yoichi, March 2017: 15
Summa Linguae, invests in Certitude, March 2017: 15
Summer School in Translation Technology
August 29-September 2, 2016, March 2017: 9
September 4-8, 2017, December 2017: 10
Supertext, opens California office, March 2017: 14
SwiftTranslate, April/May 2017: 14
Switzer, Cindy, March 2017: 10
SYSTRAN International, OpenNMT, March 2017: 16

## t

Tabacchi, Andrea, December 2017: 13
Takeaway
"Becoming a localizer": Sarita Desai, September 2017: 66
"Beyond the interpretation contract": Giovanna Roeseler, January/February 2017: 74
"Dear LSPs: You're selling yourselves short": John Yunker, December 2017: 65-66
"The Google memo and cross-cultural diversity": Michael Welp, October/November 2017: 66
"Moving beyond content": Erin Wynn, July/August 2017: 70
"Remote working: Translation trailblazers": Luke Sewell, April/May 2017: 66
"Technology glosses": Laura Di Tullio, June 2017: 61-62
"What's in a name": Terena Bell, March 2017: 62
TAUS
Annual Conference 2016, January/February 2017: 9
DQF Plugins for SDL Trados Studio and WorldServer, January/February 2017: 14
TAUS HAUS Band, January/February 2017: 9

TAUS Translation Technology Landscape Report, January/ February 2017: 22-23
Translation API Class and Cases Project, January/February 2017: 12
Technicis, acquires Arancho Doc, December 2017: 12
technology
"Building a roadmap for Big Data TM integration": Konstantine Boukhvalov and Alexander Jimenez, January/ February 2017: 51-55
"Linguistic quality assurance in localization": Vassilis Korkas, July/August 2017: 55-60
"Measuring the benefits of using SMT": Andrzej Zydroń and Qun Liu, January/February 2017: 63-66
"Messenger bots and the demands of localization": Pavel Doronin, January/February 2017: 56-59
"Why zero-shot translation may be the most important MT development in localization": Arle Lommel, July/ August 2017: 52-54
"Technology glosses": Laura Di Tullio, June 2017: 61-62
TechScribe, term checker update, June 2017: 12
Tekom Belgium, March 2017: 9
Terminology Glosses
"Mobile": Laura Di Tullio, December 2017: 20-21
"Semantic painting": Laura Di Tullio, September 2017: 20-21
terminology management
"Technology glosses": Laura Di Tullio, June 2017: 61-62
TermNet, March 2017: 9
Terninko, John, July/August 2017: 13
text\&form, certified to ISO standard 17100, March 2017: 18
Textminded, Semantix acquired, June 2017: 11
Thicke, Lori, July/August 2017: 8
think global Milengo GmbH, think global GmbH and Milengo Ltd. merge, March 2017: 14
Think Outside the Country: A Guide to Going Global and Succeeding in the Translation Economy, April/May 2017: 14
Think Outside the Country, John Yunker: reviewed by Nancy A. Locke, April/May 2017: 18-19
TinA. See Translated in Argentina (TinA)
Tinsley, John, July/August 2017: 8, July/August 2017: 10
"Neural MT and the legal field," June 2017: 28-34
TLC. See Translation and Localization Conference (TLC)
TLC held in Warsaw, June 2017: 9
TO3000 3D, July/August 2017: 14
TOIN Corporation, recent industry hires: Tsunao Mikasa, March 2017: 15
Tomala, Anna Maya: "The language of tourism in Fiji", April/ May 2017: 48-52
tools
"Considering tools for audiovisual translation": Rob Vandenberg, September 2017: 34-36
Towson, Jeffrey, April/May 2017: 8
TQA. See translation quality assessment (TQA)
TQAuditor, January/February 2017: 14
training set size factor (TSSF), January/February 2017: 65
Tran, Uyen, December 2017: 13
transcreation
"Dear LSPs: You're selling yourselves short": John Yunker,

December 2017: 65-66
Translata, recent industry hires: Dierk Matysiak, September 2017: 15
Translated in Argentina organizes its first translation industry conference in Latin America, December 2017: 8
Translated in Argentina (TinA), December 2017: 8
TranslateWebsites.com, June 2017: 12
translation
"Biotech and translation mergers and acquisitions": Luke Sewell, July/August 2017: 44-46
"The challenges of translating Hebrew into Persian": Mikhal Heffer, October/November 2017: 50-52
"A code of ethics for the Russian translation industry": Serge Gladkoff, January/February 2017: 38-40
"The community anchor": Jeannette Stewart and Jeff Beatty, March 2017: 22-26
"Considering tools for audiovisual translation": Rob Vandenberg, September 2017: 34-36
"Exploring the translation market in Russia": Konstantin Dranch, January/February 2017: 34-37
"Language services in global litigation": Jeff Schmidt, June 2017: 24-27
"Measuring the benefits of using SMT": Andrzej Zydroń and Qun Liu, January/February 2017: 63-66
"Oil and renewable energy": Afaf Steiert and Matthias Steiert, October/November 2017: 46-49
"Trials and translations": Mark Aiello, July/August 2017: 48-50
Translation and Localization Conference (TLC), June 2017: 9
Translation Commons, October/November 2017: 29
The Translation People, fiscal year results for 2016, April/May 2017: 13
translation quality assessment (TQA), July/August 2017: 56
Translators Family
ebook guide to translation, April/May 2017: 14
rebrands, March 2017: 14
The Translator's Tool Box: A Computer Primer for Translators, April/May 2017: 13
Translators without Borders (TWB)
offline machine translation engines for Kurdish refugees, March 2017: 16
platform updates, June 2017: 12
Rosetta Foundation merges with, July/August 2017: 13
TWB Interpreter Connect, December 2017: 13
Translavic BV
awarded EU contract, December 2017: 14
rebrands, January/February 2017: 13
TransPerfect
GlobalLink 5.0, March 2017: 16
Insight selects, September 2017: 15
integrates with IBM Aspera, June 2017: 13
travel and tourism
"Global customer journeys": Rebecca Ray, April/May 2017: 28-29
"Globalized health care, an LSP's treasure chest": Yasin Steiert, April/May 2017: 34-37
"Harnessing the dragon": Patrick Gardiner, April/May 2017: 30-33
"The language of tourism in Fiji": Anna Maya Tomala,

April/May 2017: 48-52
"Lifestyle: Tourist, Citizenship: Global": Angela Sasso, April/ May 2017: 53-57
"Localizing travel-based user generated content": Andrew Rufener, April/May 2017: 38-41
"Multilingual technologies soar in travel and hospitality": Libor Safar, April/May 2017: 43-47
"The new face of tourism: Online and now!": Anne-Cécile Dousson-Lhéritier, April/May 2017: 25-27
"Treasure languages": Jeannette Stewart, December 2017: 26-28
"Trials and translations": Mark Aiello, July/August 2017: 48-50
TripleInk
new website, September 2017: 15
recent industry hires: Uta Moncur (promoted), June 2017: 11

Trump, Donald, January/February 2017: 25, January/February 2017: 50
Trump executive order brings opportunity to Canada, March 2017: 10
"The Trump (non) effect": Terena Bell, June 2017: 46-48
TSSF. See training set size factor (TSSF)
T-TIP (Transatlantic Trade and Investment Partnership Treaty), January/February 2017: 46
TTT. See Translation Technology Terminology
TTT conference held in Slovenia, March 2017: 10
"Turkish game localization": Bekir Diri, September 2017: 44-47
TWB. See Translators without Borders (TWB)
TWB Interpreter Connect, December 2017: 13

## U

The Ultimate Buyers' Guide to Translation, April/May 2017: 14
The Unicode Consortium, Unicode 10.0.0, July/August 2017: 14 UNIFY Media Workbench, October/November 2017: 17
United Language Group, Inc.
acquires Language Select, March 2017: 14
acquires Lucy Software, April/May 2017: 13
Octave, April/May 2017: 14
"Updating healthcare localization": Kevin Donovan and Joni Minear, July/August 2017: 36-39
UT Arlington's GILT program shifts focus to neural MT, more, September 2017: 10

## V

Vandenberg, Rob: "Considering tools for audiovisual translation,"
September 2017: 34-36
van der Meer, Jaap, January/February 2017: 9
Varga, Ágnes, September 2017: 9
Vasilyeva, Ekaterina, March 2017: 15
Venga
now in Dublin, March 2017: 14
recent industry hires: Larisa Makshanova, July/August 2017: 14
Version internationale, recent industry hires: Martin Prill, December 2017: 13
Vertaalt.nu, xl8 review, October/November 2017: 17
Very High Readiness Joint Task Force, January/February 2017: 48

Verztec Consulting Pte. Ltd., SwiftTranslate, April/May 2017: 14 video
"Leveraging video marketing in different regions": Sergio
Arboledas, March 2017: 38-39
VideoLocalize, March 2017: 17
video remote interpreting (VRI), January/February 2017: 61
Villaran, Gilda, March 2017: 10
Vista India Digital Media Group, ZOO Digital partners with, March 2017: 17
Volzhin, Georgy, March 2017: 15
VRI. See video remote interpreting (VRI)

## W

Waldvogel, Neva, April/May 2017: 13
Welde, Jack, January/February 2017: 9
Welp, Michael: "The Google memo and cross-cultural diversity," October/November 2017: 66
"What's in a name": Terena Bell, March 2017: 62
WHATS'On, April/May 2017: 14
what3words
"Revolutionizing worldwide geolocation in three simple words": Thomas Gilmartin, December 2017: 36-39
"Whose data is it anyway?": Jeannette Stewart, June 2017: 18-22
"Why zero-shot translation may be the most important MT development in localization": Arle Lommel, July/August 2017: 52-54
wild audio, September 2017: 30
Wiley, Frieda: "Ethnobotanical medicine queries," July/August 2017: 30-33
"Will localizers be automated away?": Andrew Lawless, December 2017: 24-25
WIPO. See World Intellectual Property Organization
Wolf, Rüdiger, July/August 2017: 14
Wooten, Adam
"Cash flow management," July/August 2017: 22-24
"Four keys to successful client reviews," December 2017: 18-19
"Six reasons to pseudo-localize every project," October/ November 2017: 24-27
Wordbee
Air France chooses, September 2017: 15
Beebox Connector for WHATS'On, April/May 2017: 14 recent industry hires:

Herb Fyfield, April/May 2017: 13
Mark Shriner, December 2017: 13
WPML plugin for Beebox, connector for Censhare, July/ August 2017: 15
Wordcon 2017, April/May 2017: 12
Word on the Street
"Cash flow management": Adam Wooten, July/August 2017: 22-24
"Four keys to successful client reviews": Adam Wooten, December 2017: 18-19
"Six reasons to pseudo-localize every project": Adam Wooten, October/November 2017: 24-27
WordPress Connector, April/May 2017: 15
World Intellectual Property Organization (WIPO), neural machine translation tool, January/February 2017: 14

Wynn, Erin: "Moving beyond content," July/August 2017: 70

## X

xl8 review, October/November 2017: 17
Xplanation Language Services NV, acquires Matrix, March 2017: 15
XTM International
recent industry hires:
Bjoern Lux, March 2017: 15
Uyen Tran, December 2017: 13
XTM Cloud V10, January/February 2017: 13
XTM v10.4, September 2017: 14
Xu, Li, June 2017: 10

## y

Yaroshenko, Tatiana, January/February 2017: 39
Yau, Will, January/February 2017: 28
Yee, Shunee, April/May 2017: 8
Yewell, Smith, January/February 2017: 9
Yi, Jee, January/February 2017: 29
Yu, Sijing, July/August 2017: 10
Yunker, John
"Dear LSPs: You're selling yourselves short," December 2017: 65-66
Think Outside the Country: reviewed by Nancy A. Locke, April/May 2017: 18-19

## Z

zaac, March 2017: 9
Zavala, Fernando, March 2017: 13
Zerfass, Angelika: "Diary from memoQfest 2017," September 2017: 9
zero-shot translation (ZST)
"Why zero-shot translation may be the most important MT development in localization": Arle Lommel, July/ August 2017: 52-54
Zetzsche, Jost, April/May 2017: 13
Zhang, Wei, July/August 2017: 9
Zhao, George, July/August 2017: 9
ZOO Digital Group new partners for, July/August 2017: 15
partners with Vista India, March 2017: 17
ZOOdubs, December 2017: 14
ZST. See zero-shot translation
Zydroń, Andrzej, and Qun Liu: "Measuring the benefits of using SMT," January/February 2017: 63-66

## glossary\& acronyms



80/20 Rule: states that for many phenomena, $80 \%$ of the consequences stem from $20 \%$ of the causes. Management thinker Joseph M. Juran suggested the principle, and it was named after the Italian economist Vilfredo Pareto, who observed that 80\% of income in Italy was received by $20 \%$ of the Italian population. The assumption is that most of the results in any situation are determined by a small number of causes. This idea is often applied to data such as sales figures: " $20 \%$ of clients are responsible for $80 \%$ of sales volume." Such a statement is testable, is likely to be correct and may be helpful in decision making. Also known as Pareto's Principle.
24/7: an abbreviation for 24 hours a day, 7 days a week, including holidays and days that otherwise may alter limitations of work. In commerce and industry, 24/7 identifies a service that will be present regardless of the current time or day, as might be offered by a restaurant, gas station, manned datacenter, supermarket or help information line.

## a

A/B testing: in the context of marketing and business intelligence, a randomized experiment with two variants, A and B , which are the control and treatment in the controlled experiment. It is a form of statistical hypothesis testing with two variants.
abductive reasoning: in artificial intelligence and philosophy, reasoning based on possible or hypothesized causes or explanations. It involves inferring the best or most plausible explanation from a given set of facts or data.
Abilene Paradox: a paradox in which a group of people collectively decides on a course of action that is counter to the preferences of any of the individuals in the group. It involves a common breakdown of group communication in which each member mistakenly believes that his or her own preference is counter to the group's and, thus, the person does not raise objections.
abstract character repertoire (ACR): an unordered set of abstract characters to be encoded.
advanced leveraging: within computer-aided translation tools, advanced leveraging combines statistical analysis and linguistic intelligence to create a new category of fuzzy matches that can lead to an increase in translation productivity. It features full-text indexing capabilities that allow users to search and retrieve text strings of any length, such as full and fuzzy segments, paragraphs, terms and even subsegments.
agglutination: in linguistics, combining short words or word elements into a single word in order to express compound ideas. agile: in this context, agile methods break tasks into small iterations with minimal planning. Each iteration involves a team working through a full software development cycle, for example, which speeds up release of the product.
American National Standards Institute (ANSI): an organization of American industry groups that work with other nations to develop standards in facilitating telecommunications, character encoding and international trade.


American Sign Language (ASL) letters.

American Sign Language (ASL): the dominant sign language of the deaf community in the United States, in the English-speaking parts of Canada and in parts of Mexico. Although the United Kingdom and the United States share English as a spoken and written language, British Sign Language is quite different from ASL and not mutually intelligible.
American Standard Code for Information Interchange
(ASCII): the worldwide standard for the code numbers used by computers to represent all the uppercase and lowercase Latin letters, numbers, punctuation and other symbols.
American Translators Association (ATA): a professional association founded to advance the translation and interpreting professions and foster the professional development of individual translators and interpreters.
anglophone: someone who speaks the English language natively or by adoption. The term specifically refers to people whose cultural background is primarily associated with the English language, regardless of ethnic and geographical differences.
application programming interface (API): a software interface that enables applications to communicate with each other. An API is the set of programming language constructs or statements that can be
coded in an application program to obtain the specific functions and services provided by an underlying operating system or service program. application protocol data unit (APDU): a packet of data exchanged between two application programs across a network. application service provider (ASP): a service, usually a business, that provides remote access to an application program across a network protocol, typically HTTP. A common example is a website that other websites use for accepting payment by credit card as part of its online ordering systems.
Asia-Pacific Association for Machine Translation (AAMT): a working group that owns and maintains the Universal Terminology eXchange (UTX) specification.
Association of Language Companies (ALC): a national trade association representing businesses that provide translation, interpretation, localization and language training services.
Association of Southeast Asian Nations (ASEAN): a geopolitical and economic organization of ten countries located in Southeast Asia, which was formed in 1967 by Indonesia, Malaysia, the Philippines, Singapore and Thailand. Since then, membership has expanded to include Brunei, Burma (Myanmar), Cambodia, Laos and Vietnam.
ATA: see American Translators Association.
ATSUI: Apple Type Services for Unicode Imaging.
audio description (AD): a term used to describe the descriptive narration of key visual elements in a video or multimedia product. AD makes the visual images of media accessible for people who are blind and visually impaired. The visual is made verbal. In $A D$, narrators typically describe actions, gestures, scene changes and other visual information. They also describe titles, speaker names and other text that may appear on the screen.
authoring memory (AM): computer software for providing access to a corpus of text fragments, primarily within an authoring or word processor environment, to assist the user in the identification and reuse of existing text fragments.
Authoring Tool Accessibility Guidelines (ATAG): authoring tools are software and services that web developers and other "authors" use to produce web content. ATAG documents explain how to make the authoring tools themselves accessible, so that people with disabilities can create web content and help authors create more accessible web content - specifically enable, support and promote the production of content that conforms to Web Content Accessibility Guidelines.
automated dialog replacement (ADR): a process of rerecording dialogue in the studio in synchronization with the picture.
Automated Machine Translation (AMT): AMT and Caterpillar Technical English are development project collaborations between Caterpillar, Inc., and Carnegie Mellon University to further improve the creation and translation of technical documentation into three core languages: Spanish, French and German.
automatic content enrichment (ACE): a bridge between single language websites and localization, ACE technology associates English words and phrases on web pages with pop-ups containing information in a user's native language.

## b

back translation: the process of translating a document that has already been translated into another language back to the original language - preferably by an independent translator.

Balkans: a geopolitical and cultural region of southeastern Europe The region takes its name from the Balkan Mountains, which run through the center of Bulgaria into eastern Serbia.
Baltic states: the Baltic states are three countries in northern Europe, all members of the European Union: Estonia, Latvia and Lithuania. After centuries of foreign domination, the Baltic countries were reestablished as independent nations in the aftermath of World War I in 1918-1920.
basic multilingual plane (BMP): the first plane defined in Unicode /ISO 10646, designed to include all scripts in active modern use.
Before the Common Era (BCE): a calendar notation commonly replacing the Julian and Gregorian notation BC (Before Christ).
bidirectional (writing system): a writing system in which text is generally flush right, and most characters are written from right to left, but some text is written left to right as well. Arabic and Hebrew are the only bidirectional writing systems in current use.
bidirectional text (bidi): a mixture of characters within a text where some are read from left to right and others from right to left. Bidirectional or bidi refers to an application that allows for this variance.
Big5: the name of the Chinese character set and encoding used extensively in Taiwan. Big5 is not a national standard, but is equivalent to the first two planes of CNS 11643-1992.
Bilingual Evaluation Understudy (BLEU): an algorithm for evaluating the quality of text that has been machine translated from one natural language to another. Quality is considered to be the correspondence between a machine's output and that of a human. The closer that a machine translation is to a human translation, the better it is. BLEU was one of the first metrics to achieve a high correlation with human judgments of quality and remains one of the most popular. Scores are calculated for individual translated segments - generally sentences - by comparing them with a set of good quality reference translations. Those scores are then averaged over the whole corpus to reach an estimate of the translation's overall quality. Intelligibility or grammatical correctness is not taken into account.
bitext: a merged document comprised of both source language and target language versions of a given text. Bitexts are generated by a piece of software called an alignment tool, which automatically aligns the original and translated versions of the same text.
bloggerati (sing. bloggerato): adapted from literati, the term refers to "A-list bloggers" - popular and/or celebrity bloggers in the blogging community.
bodyshopping: the practice of using offshore resources and personnel to do small disaggregated tasks within a business environment without any broader intention to offshore an entire business function.
branding: a name, logo, slogan and/or design scheme associated with a product or service. Brand recognition and other reactions are created by the use of the product or service and through the influence of advertising, design and media commentary. A brand is a symbolic embodiment of all the information connected to the product and serves to create associations and expectations around it. A brand often includes a logo, fonts, color schemes, symbols and sound that may be developed to represent implicit values, ideas and even personality.
Brazil, Russia, India and China (BRIC): the fast-growing and
developing economies of Brazil, Russia, India and China.
break-even point: the amount of sales or revenues that a company must generate in order to equal its expenses. In other words, it is the point at which the company neither makes a profit nor suffers a loss; there is no net loss or gain. Break-even analysis provides insight into whether or not revenue from a product or service has the ability to cover the costs of production of that product or service. Company executives can use this information in making a wide range of business decisions, including setting prices, preparing competitive bids and applying for loans.
bring your own device (BYOD): the increasing trend toward employee-owned devices within a business.
business ethics: examines ethical principles and moral or ethical problems that arise in a business environment. It applies to all aspects of business conduct and is relevant to the conduct of individuals and business organizations as a whole.
business process outsourcing (BPO): the contracting of nonprimary business activities and functions to a third-party provider. business-to-business (B2B): the type of transaction where one business makes a commercial exchange with another.
business-to-consumer (B2C): the type of commerce transaction in which a business sells products or services to consumers.
byte order mark (BOM): originally used in the middle of Unicode files in rare instances where there was an invisible join between two characters where a line break must not occur. A new code joiner has been implemented - U+2060 WORD JOINER. It is called the byte order mark (BOM) if used at the beginning of a Unicode file. Also known as a zero width no break space.

## c

Caffe: a deep learning framework made with expression, speed and modularity in mind. It is being developed by the Berkeley Vision and Learning Center (BVLC) and by community contributors. Yangqing Jia created the project during his PhD at UC Berkeley.
capability maturity model (CMM): a methodology used to develop and refine an organization's software development process. captive center: a company-owned offshore operation. The activities are performed offshore, but they are not outsourced to another company.
cascading style sheet (CSS): an external format that determines the layout of tagged file formats such as HTML.
casual games: a category of electronic or computer games targeted at a mass audience, casual games usually have a few simple rules and an engaging game design, thereby making it easy for a new player to begin playing the game in just minutes. Casual games require no long-term time commitment or special skills to play, and there are comparatively low production and distribution costs for the producer.
CAT: see computer-assisted translation.
Catalan: a Romance language, the national and official language of Andorra, and a co-official language in the Spanish autonomous communities of the Balearic Islands, Catalonia and Valencia where it is known as Valencian - and in the city of Alghero on the Italian island of Sardinia. Although with no official recognition, it is also spoken in the autonomous communities of Aragon and Murcia in Spain, and in the historic Roussillon region of southern France. Also known as Valencian.
Catch-22: a term coined by Joseph Heller in his 1961 novel Catch-22, describing a false dilemma where no real choice exists. A familiar example of this circumstance occurs in the context of
job searching. In moving from school to a career, a graduate may encounter a Catch-22 where one cannot get a job without work experience, but one cannot gain experience without a job.
Caterpillar Technical English (CTE): consists of a controlled vocabulary - approximately 80,000 technical terms - and all of the English grammatical structures required when writing technical documentation. CTE ensures that automated machine translation is able to translate what authors write in English.
CCJK: Simplified Chinese, Traditional Chinese, Japanese and Korean. CE: see Conformité Européene marking.
Central America: the central geographic region of the Americas. It is the southernmost, isthmian portion of the North American continent, which connects with South America on the southeast. Central America has traditionally consisted of Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama.
Central and Eastern Europe (CEE): predominantly used to describe former Communist countries in Europe after the collapse of the Iron Curtain in 1990. Later, it became an abbreviation mostly still not precisely defined - referring to the European countries east of Germany and south to the Balkan states. In most cases it includes Poland, Czech Republic, Slovakia, Hungary, Romania, Bulgaria, and the Baltic states of Estonia, Latvia and Lithuania. It sometimes also includes Belarus, Ukraine, Moldova and Russia.
CEO: chief executive officer.
CFO: chief financial officer.
CGO: chief globalization officer.
character: the smallest component of written language that has semantic value. A printed or written letter or symbol. In computing, the binary code used to represent a letter or symbol.
character encoding form (CEF): a mapping from the set of integers used in a coded character set to the set of sequences of code units. character encoding scheme (CES): used to represent a repertoire of characters by some kind of an encoding system.
character identifier (CID): the key used to access outline (glyph) data in CID-keyed fonts.
character set or charset: a defined set of characters used by a specific computer system where no coded representation is assumed.
The mapping of characters from a writing system into a set of binary codes such as ANSI or Unicode.
Chinese National Standard (CNS): defines a total of 48,027
characters and applies the EUC-TW (extended UNIX code-Taiwan) to one-, two- and four-byte encoding.
CHT: Chinese for Taiwan.
CIO: chief information officer.
CJK: Chinese, Japanese and Korean.
CJKV: Chinese, Japanese, Korean and Vietnamese.
CLA: cross-lingual application
CLC: controlled language checker.
cloud computing: a style of computing in which dynamically scalable and often virtualized resources are provided as a service over the internet. Users need not have knowledge of, expertise in or control over the technology infrastructure in the "cloud" that supports them. The term cloud is used as a metaphor for the internet based on how the internet is depicted in computer network diagrams and is an abstraction for the complex infrastructure it conceals.
CNT: contents files.
code page (CP): a table that defines the numeric index (computer code point value) associated with each character in a specific set of characters. Each character in a code page has a numerical index.
coded character set (CCS): a set of characters for which a unique number has been assigned to each character.
COLT: connection optimized link technology.
Common Era (CE): a calendar notation that commonly replaces the Gregorian and Julian calendars' notation AD, for Latin Anno Domini (year of our lord).
Common Locale Data Repository (CLDR): a project of the Unicode Consortium to provide locale data in the XML format for use in computer applications.
Commonwealth of Independent States (CIS): a regional organization whose participating countries are former Soviet Republics formed during the breakup of the Soviet Union. The CIS is a loose association of states and is in no way comparable to a federation Its official members are Armenia, Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan and Uzbekistan. Turkmenistan and Ukraine are unofficial member states.
community interpreting: a type of interpreting service that is particularly vital in communities with large numbers of ethnic minorities, enabling those minorities to access services where, due to the language barrier, they would otherwise find it difficult. Situations where such interpreters are necessary typically include medical, educational, housing and legal areas. Community interpreters need not only to be fluent in the language that they are interpreting, but also need to be familiar with the public services involved.
Compatibility Encoding Scheme for UTF-16 (CESU-8): similar to UTF-8, CESU-8 is a way of representing Unicode text. CESU-8 uses six bytes for supplementary characters and is not appropriate for data interchange.
component object model (COM): a binary-interface standard for software components introduced by Microsoft in 1993. It is used to enable inter-process communication and dynamic object creation in a large range of programming languages.
compound annual growth rate (CAGR): a useful measure of growth over multiple time periods.
computational linguistics: the engineering of systems that process or analyze written or spoken natural language. It is concerned with the computational aspects of the human language. Its goal is to provide computers with the ability to produce and interpret human language.
computer-aided design (CAD): refers to software tools used for architectural or engineering layout.
computer-assisted translation (CAT): computer technology that assists in translating text from one language to another. Also called computer-aided translation. Often, CAT tools may employ translation memory (TM) or a variety of other applications designed to help human translators in their translation tasks.
computer-based training (CBT): a form of education in which the student learns by executing special training programs on a computer. conditional text: content within a document that is meant to appear in some renditions of the document, but not other renditions. The text is conditional in the sense that its inclusion or variation depends on which version of the document is being produced. conference interpreting: the interpretation of a multilingual conference or meeting, either simultaneously or consecutively. International institutions such as the European Union and the United Nations hold multilingual meetings that often need to be interpreted into several foreign languages, usually done via headset by behind-the-scenes conference interpreters.
Conformité Européene marking (CE): literally means European conformity. The CE marking on a product is a manufacturer's declaration
that the product complies with the essential requirements of the relevant European health, safety and environmental protection legislations. consecutive interpreting: the interpreter begins his or her interpretation of a complete message after the speaker has stopped producing the source utterance. At the time that the interpretation is rendered, the interpreter is the only person in the communication environment who is producing a message. Normally, in consecutive interpreting, the interpreter is alongside the speaker, listening and taking notes as the speech progresses. When the speaker has finished or comes to a pause, the interpreter reproduces the message in the target language, in its entirety and as though he or she were making the original speech.
content management system (CMS): a system used to store and subsequently find and retrieve large amounts of data. CMSs were not originally designed to synchronize translation and localization of content, so most have been partnered with globalization management systems.
content marketing: any marketing that involves the creation and sharing of media and publishing content in order to acquire and retain customers from a clearly defined target audience. This information can be presented in a variety of formats, including news, video, white papers, ebooks, infographics, case studies and how-to guides. Content marketing creates interest in a product through educational, entertaining or informative material. Successful content marketing relies on providing consistent, high-quality content designed to solve people's problems.
controlled authoring: writing for reuse and translation. Controlled authoring is a process that integrates writing with localization so that the text can be written for reuse and at the same time written for efficient translation.
controlled languages: subsets of natural languages whose grammars and dictionaries have been restricted in order to reduce or eliminate both ambiguity and complexity. Also, stylistic rules such as not using certain verb tenses or the passive voice - can be created, depending upon the group or organization and its language usage goals.
controlled vocabulary: the standardization of words that may be used to search an index, abstract or information database. There is usually a published listing or thesaurus of preferred terms identifying the system's vocabulary.
convert: change a document from one file type to another.
corpus (pl. corpora): in this context, a collection of written or spoken material in machine-readable form, assembled for the purpose of studying linguistic structures and frequencies. A large body of natural language text used for accumulating statistics on natural language text. Corpora often include extra information such as a tag for each word indicating its part-of-speech and perhaps the parse tree for each sentence.
creole language: a stable language that originates from a mixture of various languages. The majority of creole languages are based on English, Portuguese, French, Spanish and other languages their superstrate language - with local or immigrant languages as substrate languages. The lexicon of a creole usually consists of words clearly borrowed from a superstrate language, except for phonetic and semantic shifts; on the other hand, the grammar often has original features and may differ substantially from those of the superstrate language.
cross-reference: as a noun, an instance within a document that refers to related or synonymous information elsewhere, usually within
the same work. As a verb, the action of making this connection. crowdsourced/community/collaborative translation (C3): refers to crowdsourced translation, also known as community translation and collaborative translation.
crowdsourcing: the act of taking a task traditionally performed by an employee or contractor and outsourcing it to an undefined, generally large group of people, in the form of an open call. For example, the public may be invited to develop a new technology, carry out a design task, refine an algorithm or help capture, systematize or analyze large amounts of data.
CRPG: computer role-playing game.
CS: Chinese Simplified or compound strings.
CT: Chinese Traditional or compound text.
cultural adaptation process (CAP): the process and time it takes a person to integrate into a new culture and feel comfortable within it.
customer relationship management (CRM): refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer life cycle, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth.
cutscene: a cutscene or event scene is a sequence in a video game over which the player has no or only limited control, breaking up the gameplay and used to advance the plot.


Cyrillic characters on an early typewriter.

Cyrillic alphabet: actually a family of alphabets, subsets of which are used by certain East and South Slavic languages - Belarusian, Bulgarian, Macedonian, Russian, Rusyn, Serbian and Ukrainian as well as many other languages of the former Soviet Union, Asia and Eastern Europe. With the accession of Bulgaria to the European Union (EU) on January 1, 2007, Cyrillic became the third official alphabet of the EU.
daily active users divided by monthly active users (DAU/
MAU): measures the percentage of players that show up every day to social games. If a game's DAU/MAU is .3 , then around a third of the game's total players are checking in at least once each day. DAU/ MAU is commonly thought to show how addictive a game is.
Darwin Information Typing Architecture (DITA): an XML-
based architecture for authoring, producing and delivering technical information. This architecture consists of a set of design principles for creating "information-typed" modules at a topic level and for using that content in delivery modes such as online help and product support portals on the web.
data mining: analysis of data in a database using tools that look for trends or anomalies without knowledge of the meaning of the data. Data mining uses computational techniques from statistics and pattern recognition.
desktop publishing (DTP): using computers to lay out text and graphics for printing in magazines, newsletters, brochures and so on. A good DTP system provides precise control over templates, styles, fonts, sizes, color, paragraph formatting, images and fitting text into irregular shapes.
DevOps: a culture or practice that emphasizes the collaboration and communication of both software developers and other IT professionals while automating the process of software delivery and infrastructure changes. It aims at establishing an environment where building, testing and releasing software can happen rapidly, frequently and more reliably.
diacritic: a mark or sign placed under, over or through a Latin script character that indicates a modification in the phonetic value of the character with which it is associated.
dialect: a variety of a language used by people from a particular geographic area. The number of speakers and the area itself can be of arbitrary size. A dialect is a complete system of verbal communication - oral or signed but not necessarily written - with its own vocabulary and/or grammar.
diaspora: a dispersion of a people from their original homeland or the dispersion of an originally homogeneous entity, such as a language or culture.
diphthong: a complex speech sound or glide that begins with one vowel sound and gradually changes to another within the same syllable, such as coin, loud and side.
disambiguation: the process of rewriting or reconstructing a sentence so that one of its possible meanings is singled out.
DIY: do-it-yourself.
DIYOW: do-it-your-own-way.
DNT: do not translate.
document type definition (DTD): states what tags and attributes are used to describe content in standard generalized markup language (SGML) documents, where each tag is allowed, and which tags can appear within other tags.
domain: a knowledge domain that a user is interested in or is communicating about. A group of computers or devices that share a common directory database and are administered as a unit.
dongle: a security or copy-protection device for commercial computer programs. Programs can use a dongle query at the start of a program to determine if the registration is valid and to terminate if the correct code is not present.
double-byte character set (DBCS): this term has two basic meanings. In CJK (Chinese-Japanese-Korean) computing, the term traditionally means a character set in which every graphic character not representable by an accompanying SBCS (singlebyte character set) is encoded in two bytes. Han characters would generally comprise most of these two-byte characters. The term can also mean a character set in which all characters - including all control characters - are encoded in two bytes.
double-byte languages: languages such as Chinese, Japanese and Korean (CJK) that use twice as much memory because their characters are more complex and graphical than Roman alphabet letters.
CJK languages are character-based with each character referring to an idea as opposed to a specific shape.
dubbing: in filmmaking, the process of recording or replacing voices for a motion picture. The term is most commonly used in reference to voices recorded that do not belong to the original actors and speak in a different language than the actor is speaking.
DVB: digital video broadcasting.
Dynamic Quality Framework (DQF): designed by TAUS and over 50 cocreators, DQF provides a commonly agreed-upon approach to select the most appropriate translation quality evaluation models and metrics depending on specific quality requirements. The underlying process, technology and resources affect the choice of quality evaluation model. This environment is designed to ensure that members apply best practices for their MT evaluations, whether selecting a translation engine, measuring productivity or evaluating the final quality of translations.

## e

Eastern Mediterranean and Greater
Syria: a geographic and cultural region consisting today of Lebanon, Syria, Jordan, Israel, Palestine, Cyprus, Hatay Province and other parts of southern Turkey. Also known as the Levant region. EBCDIC: extended binary coded decimal interchange code.
EBITDA: earnings before interest, taxes, depreciation and amortization.
EC: European Community or European Commission.
ECL: exit control list.
ECM: enterprise content management.
ECMA: European Computer Manufacturers Association.
economy of scale: a proportionate cost reduction gained by an increased level of production. The cost per unit of output generally decreases with increasing scale as fixed costs are spread out over more units of output, although this model has limitations.
ECU: European currency unit.
EEA-EFTA states: the European Economic Area (EEA) comprises the member states of the European Union (EU), except


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Croatia, plus Iceland and Norway. It was established on January 1, 1994, following an agreement between the member states of the European Free Trade Association (EFTA) and the European Community, which later became the EU. It allows the EFTA-EEA states to participate in the EU's internal market without being members of the EU.
eGovernance: the public sector's use of information and communication technologies with the aim of improving information and service delivery, encouraging citizen participation in the decisionmaking process and making government more accountable, transparent and effective.
eGovernment: refers to a government's use of information technology to exchange information and services with citizens, businesses and other arms of government. eGovernment may be applied by the legislature, judiciary or administration in order to improve internal efficiency, the delivery of public services or the processes of democratic governance.
EIP: enterprise information portal.
eLearning: the use of internet technology for learning outside of a physical classroom.
embedded media: media that can be included in an HTML page, such as Real-Audio files or GIF animations. Web browsers use multipurpose internet mail extensions (MIME types), a specification for formatting these non-ASCII messages so that they can be sent over the internet. When a browser finds a file in an HTML document with a MIME extension such as .gif, the browser knows to display that file as an image. Many email clients also support MIME.
embedded system: hardware and software that make up a component of a larger system, often for real-time response, that is expected to function without human intervention.
EMEA: Europe, the Middle East and Africa.
EMS: enterprise management system.
EMU: European Economic and Monetary Union.
encoding scheme: rules for assigning numeric value (code points)
to characters. Encoding is a method by which a character set is turned into computerized form for transmission and preservation. endangered language: a language that is at risk of falling out of use, generally because it has few surviving speakers. If it loses all of its native speakers, it becomes an extinct language.
enterprise application interface (EAI): created to facilitate the flow of information and to connect transactions among distributed and complex applications and business processes within enterprises. enterprise resource planning (ERP): an amalgamation of a company's information systems so that data from various functions such as human resources, inventories and financials are bound together and linked to customers and vendors.
ERM: electronic relationship management.
ERS: emergency restoration system.
escort interpreting: the interpreter accompanies a person or a delegation on a tour, on a visit or to a meeting or interview. These specialists interpret on a variety of subjects, both on an informal basis and on a professional level, and most of the interpretation is consecutive.
ESL: English as a second language.
ETSI: see European Telecommunications Standards Institute.
ETSI Industry Specification Group for Localisation Industry Standards (ETSI ISG LIS): an industry specification group that was formed in the spring of 2011 within ETSI to take over the Localization Industry Standards Association (LISA) standards portfolio, including related LISA intellectual property, after LISA was declared insolvent on February 28, 2011. ETSI ISG LIS now owns such standards as TBX and TMX.
European (coding): refers to languages such as English, French, Russian and Greek that use single-byte encoding schemes for their alphabets.
European Telecommunications Standards Institute (ETSI): one of the world's most influential producers of telecommunications standards. European Union (EU): an intergovernmental and supranational union of 27 democratic member states. The EU was established under that name in 1992 by the Treaty on European Union (the Maastricht Treaty).
exchange format: the file type to convert a source file for importing it into a CAT tool. For example, IDML is the exchange format between Adobe InDesign and most specialized software.
EXE: executable files.
extended UNIX code (EUC): a multibyte encoding design used to encode Japanese, Chinese, Korean and Taiwanese on UNIX systems. eXtensible HyperText Markup Language (XHTML): a family of XML markup languages that mirror or extend versions of the widely used Hypertext Markup Language (HTML), the language in which web pages are written.
eXtensible Markup Language (XML): a programming language/ specification pared down from SGML, an international standard for the publication and delivery of electronic information, designed especially for web documents.
eXtensible Stylesheet Language (XSL): a language for expressing style sheets, controlling formatting and other output behavior.
extract: copy or retype text from a file that is nonreadable for translating software into one that is.

FAHQT: fully automatic high-quality translation.
FAQ: frequently asked questions.

FDI: foreign direct investment.
FEP: front-end processor.
FEV: forced expiration volume.
FIGS: the languages French, Italian, German and Spanish.
file transfer protocol (FTP): a common way to move files between host computers and sometimes personal computers.
fix pack: a cumulative collection of all the fixes available up to that point. A fix pack can include fixes that have not been previously released and can span multiple products or components. A fix pack can be applied on top of any previously shipped maintenance update to bring the system up to speed.
FLR: foreign language resource.
FMS: file management system.
format: as a verb, the core action in desktop publishing: handling layout, typography and images. In translation, make the translated layout look like the source layout. As a noun, synonymous with file type: JPG format, IDML format.
francophone: used to describe a French-speaking person. Geopolitically, it refers to a person who speaks French as a first language or who self-identifies with this language group. As an adjective, it means "French-speaking," whether referring to individuals, groups or places.
free text: data that is entered into a field without any formal or predefined structure other than the normal use of grammar and punctuation.
freelancer: an independent contractor who sells his or her services to a client on a job-to-job basis or without a long-term commitment to any one employer. Often refers to a freelance translator.
full match: a source text segment that corresponds exactly (100\%) with a previously stored sentence in a translation memory tool. fuzzy match: refers to the situation when a phrase or sentence in a translation memory (TM) is similar (but not a $100 \%$ match) to the sentence or phrase the translator is currently working on. The TM tool calculates the degree of similarity or "fuzziness" as a percentage figure.

## S

GALA: see Globalization and Localization Association.
gamification: the use of game design, game thinking and game mechanics to enhance nongame contexts.
GB 18030: a non-Unicode code page extending the traditional Chinese standard and containing room for 1.6 million characters. GB 18030 can include one-, two- or four-byte characters and includes support for Mongolian, Tibetan, Yi and Uyghur, as well as all previously supported Chinese scripts.
GCVC: global content value chain.
Geert Hofstede: an influential Dutch writer on the interactions between national cultures and organizational cultures, and the author of several books, including Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations and Cultures and Organizations: Software of the Mind, coauthored with his son Gert Jan Hofstede. Hofstede's study demonstrates that national and regional cultural groupings affect the behavior of societies and organizations and that they are persistent across time.
GILT: globalization, internationalization, localization and translation. The term usually appears as an adjective describing the broad global language industry, or the GILT industry.
GIM: global information management.
GIS: geographic information systems.
gist translation: a less-than-perfect translation performed by machine or automatic translation for the purpose of "gisting," or getting a general idea of what the text says.
Global information management Metrics eXchange - Volume (GMX-V): a word and character count standard for electronic documents. GMX-V was developed and maintained by OSCAR (Open Standards for Container/Content Allowing Re-use), a special interest group of LISA (Localization Industry Standards Association). GMX-V, one of the tripartite series of standards from LISA, deals with electronic document metrics. GMX is made up of the following standards: GMX-V - Volume, GMX-C - Complexity, GMX-Q - Quality.


The GPS constellation of satellites.
global positioning system (GPS): the only fully functional global navigation satellite system. Utilizing a constellation of at least 24 medium earth orbit satellites that transmit precise microwave signals, the system enables a GPS receiver to determine its location, speed, direction and time. GPS is funded by and controlled by the US Department of Defense. While there are many thousands of civil users of GPS worldwide, the system was designed for and is operated by the US military.
globalization ( $\mathbf{g 1 1 n}$ ): refers to the process that addresses business issues associated with launching a product globally, such as integrating localization throughout a company after proper internationalization and product design. In g11n, the common abbreviation for globalization, the 11 refers to the 11 letters between the $g$ and the $n$.
Globalization and Localization Association (GALA): a trade organization bringing together language service providers of all sizes and shapes, GALA also gathers requirements for interoperability standardization in the industry. The latest GALA initiated standardization effort (TAPICC) is an attempt to resurrect previous OASIS, TAUS and LT-Innovate attempts at a translation API.
globalization management system (GMS): a GMS automates localization workflow to reduce the time and money employed by manpower. It typically includes process management technology to automate the flow of work and linguistic technology to aid the translator. It focuses on managing the translation and localization cycles and synchronizing those with source content
management. GMS provides the capability of centralizing linguistic assets in the form of translation databases, leveraging glossaries and branding standards across global content. Also known as a translation management system.
glocal: derived from the combination of the words global and local. The word refers to the creation or distribution of products or services intended for a global or transregional market, but customized to suit local language, laws and culture.
glocalization: a blending of the words globalization and localization, the term refers to the individual, group, division, unit, organization or community that is willing and able to think globally and act locally. Glocalization emphasizes that the globalization of a product is more likely to succeed when the product or service is adapted specifically to each locality or culture in which it is marketed.
glossarization: refers to the process of locating and translating product-specific terminology. All available materials undergo a linguistic review, then are compiled and translated to ensure consistency and fluency among different versions.
glossary: in the context of localization, a glossary is a list of source language terms paired with a list of corresponding terms in the target language.
glyph: the shape representation or pictograph of a character. GNU: short for GNU is Not UNIX. GNU is a UNIX-compatible software system that is nonproprietary.
google: as a verb, refers to using the Google search engine (or, more broadly, any engine) to obtain information on the web.
gross domestic product (GDP): one of the measures of national income and output for a given country's economy. The most common approach to measuring and quantifying GDP is the expenditure method GDP $=$ consumption + gross investment + government spending + (exports - imports).
gross margin: the amount of contribution to the business enterprise, after paying for direct-fixed and direct-variable unit costs, required to cover overheads (fixed commitments) and to provide a buffer for unknown items. It expresses the relationship between gross profit and sales revenue.
GTMS: global translation management system.
guanxi: a central concept in Chinese society and describing the basic dynamic in personalized networks of influence. Guanxi is, in part, a personal connection between two people in which one is able to prevail upon another to perform a favor or service or be prevailed upon. The two people need not be of equal social status. It could also be a network of contacts, which an individual can call upon when something needs to be done and through which he or she can exert influence on behalf of another.
GUI: graphical user interface.

## h

hangul: invented in the fifteenth century, the native alphabet of the Korean language, as opposed to the nonalphabetic hanja system borrowed from China. Each hangul syllabic block consists of several of the 24 letters (jamo) -14 consonants and ten vowels.
hanja: the Korean name for Chinese characters. More specifically, it refers to those Chinese characters borrowed from Chinese and incorporated into the Korean language with Korean pronunciation. hanzi: a logogram, literally meaning Han character, used in writing Chinese. These Chinese characters have also been borrowed for use in Japanese (kanji), less frequently Korean (hanja), formerly Viet-
namese (hántu.) as well as other languages.
hard-coding: refers to the software development practice of embedding data directly into the source code or fixed formatting. Hard-coding requires the program's source code to be changed any time the desired data changes, when it might be more convenient to the end user to change the detail by some means outside the program.
hashtags: a community-driven convention for adding additional context and metadata to tweets. Hashtags have the hash or pound symbol (\#) preceding the tag, for example, \#collegefootball, \#Beatles or \#oilspill. Hashtags can occur anywhere in a tweet.
HCI: human-computer interaction.
hidden Markov model (HMM): a statistical technique with training algorithms that can process a large quantity of training data and can automatically train a system to recognize particular speech patterns.
hiragana: a flowing phonetic subscript of the native Japanese writing system. In hiragana, all of the sounds of the Japanese language are represented by 50 syllables.
Hispanic: a term that historically denoted relation to ancient Hispania (geographically coinciding with the Iberian peninsula -modern-day Spain, Portugal, Andorra and Gibraltar) and/or to its pre-Roman peoples. The term now refers to the culture and people of Spain plus the Spanish-speaking countries of the Americas.
HLT: human language technology.
homograph: one of two or more words that have the same spelling but differ in origin, meaning and sometimes pronunciation. An example is wind (weather) and wind (activity).
homophone: a word that has the same pronunciation as another but different meaning, derivation or spelling. Examples are there and their, foe and faux, and time and thyme.
honorific: linguistic honorifics convey formality, social distance, politeness, humility, deference or respect through the choice of an alternate form such as an affix or change in person and number. In Japanese, for example, the system of honorifics is extensive and mandatory in many social situations.
HPJ: Help Project files.
HR: human resources, or the department within a company responsible for hiring employees, among other things.
HRM: human resources management.
HTTP: HyperText Transfer Protocol.
HyperText Markup Language (HTML): a markup language that uses tags to structure text into headings, paragraphs, lists and links, and tells a web browser how to display text and images on a web page.
-
$\mathbf{i 1 8 n}$ : see internationalization.
"I" form interpretation: interpretation in the first person, where the interpreter acts as a neutral portal and attempts to capture the feeling and tone of whomever he or she is interpreting for.
IANA: Internet Assigned Numbers Authority.
ICF: informed consent form.
ICT: information and communication technology.
ICU: International Components for Unicode.
IDE: integrated development environment.
ideographic language: a written language in which each character represents an idea, concept or other component of meaning, rather than pronunciation alone. Japanese kanji, Chinese hanzi and Korean
hanja are examples of ideographic writing systems.
IE: information element.
IEC: International Electrotechnical Commission.
IETF: Internet Engineering Task Force.
IFU: instructions for use.
IM: input methods or instant messaging.


Laboratory in vitro diagnostic tests.
in vitro diagnostics (IVD): tests that can detect diseases, conditions or infections. Some tests are used in laboratory or other health professional settings and other tests are for consumers to use at home. In vitro indicates that these tests take place in a test tube, culture dish or elsewhere outside a living organism. The IVD market is currently experiencing rapid growth due to technological advancements.
information retrieval: the science of searching for information in documents, searching for documents themselves, searching for metadata that describe documents or searching within databases, whether relational stand-alone databases or hypertext networked databases such as the internet or intranets, for text, sound, images or data. input method editor (IME): a way to input via keyboard that makes use of additional windows for character editing or selection in order to facilitate entry of alternate writing systems.
International Organization for Standardization (ISO): a network of national standards institutes from 145 countries working in partnership with international organizations, governments, industry, business and consumer representatives. ISO acts as a bridge between public and private sectors.
internationalization (i18n): especially in a computing context, the process of generalizing a product so that it can handle multiple languages and cultural conventions - currency, number separators, dates and so on - without the need for redesign. In i18n, the common abbreviation for internationalization, the 18 refers to the 18 letters between the $i$ and the $n$.
Internationalization Tag Set (ITS): a set of attributes and elements designed to provide internationalization and localization support in XML. ITS 2.0 is the current version of the standard. internaut: a slang term for a designer, operator or technically capable professional user of the internet, someone who is ultrafamiliar with the internet as an entity and with cyberspace in
general. The word is a combination of internet and astronaut. Other terms roughly analogous with internaut are cybernaut and netizen, though each has its own connotation. The common thread among them, however, is an implication of experience and knowledge of the internet or cyberspace that goes beyond the casual user.
internet: the internet is a system of linked computer networks, international in scope, that facilitate data transfer and communication services.
Inuktitut: the name of the varieties of the Inuit language spoken in Canada, including parts of the provinces of Newfoundland and Labrador, Québec, to some extent in northeastern Manitoba as well as the territories of Nunavut, the Northwest Territories and traditionally on the Arctic Ocean coast of the Yukon Territory. Inuktitut is recognized as an official language in Nunavut and the Northwest Territories.
IP: internet protocol or intellectual property
IRB: institutional review boards.
IRI: internationalized resource identifier.
Irish-medium school: Gaelscoil (plural: Gaelscoileanna), or Irish-medium school, is particularly popular in primary schools in Ireland. The term refers especially to Irish-medium schools outside the Irish-speaking regions. Students in the Gaelscoileanna acquire the Irish language through language immersion, though they study the standard curriculum.
ISDN: integrated services digital network.
ISV: independent software vendor.
IT: information technology.
ITP: International Translation \& Publishing.
IVR: interactive voice response systems.
j
Japanese Industrial Standard: the Japanese equivalent of ANSI.
Java: a programming language originally developed by Sun Micro-
systems and released in 1995 as a core component of Sun's Java platform. The language derives much of its syntax from C and $\mathrm{C}++$ but has a simpler object model and fewer low-level facilities. Java applications are typically compiled to byte code that can run on any Java virtual machine regardless of computer architecture.
Java computer-assisted translation (JCAT): a Java-based translation tool that takes advantage of XML features. JCAT primarily benefits linguists.
JavaScript: an open-source scripting language for design of interactive websites. JavaScript can interact with HTML source code, enabling web developers to use dynamic content. For example, JavaScript makes it easy to respond to user-initiated events (such as form input) without having to use common gateway interface.
JavaScript Object Notation: a lightweight data-interchange format that is easy for humans to read and write, and also easy for machines to parse and generate.
JavaServer Pages (JSP): JSP have dynamic scripting capability that works in tandem with HTML code, separating the page logic from the static elements - the actual design and display of the page - to help make the HTML more functional.
JAXP: Java API for XML Processing.
JDK: Java Development Kit.
JFIGS: Japanese, French, Italian, German and Spanish.
JIC: Japan Industrial Code.
JISC: Japan Industrial Standards Committee.
JRE: Java Runtime Environment.

## k

kana：the two Japanese syllabaries－hiragana and katakana． kanji：the Chinese characters that are used in the modern Japanese logographic writing system along with hiragana，katakana and the Hindu－Arabic numerals．The Japanese term kanji literally means Han characters．Despite the existence of some 13，000 kanji charac－ ters，these alone do not suffice to write Japanese．Hiragana charac－ ters are also required to express grammatical inflections．

| － | k | s | t | n |
| :---: | :---: | :---: | :---: | :---: |
| －あア | か力 | さサ | たタ | なナ |
| －いイ | きキ | しシ | ちチ | にニ |
| －うウ | くク | すス | つツ | ぬ又 |
| －えエ | けケ | せセ | てテ | ねネ |
| －お才 | こコ | そり | とト | のノ |

Syllabic hiragana（left character）and katakana（right character）， representing vowel sounds and syllables such as ka ，si and tu．
katakana：a Japanese syllabary，one component of the Japanese writing system along with hiragana，kanji and in some cases the Latin alphabet．The word katakana means＂fragmentary kana，＂as they are derived from components of more complex kanji．Katakana are characterized by short straight strokes and angular corners and are the simplest of the Japanese scripts．Katakana and hiragana both render the same syllables，but katakana is angular and used largely to spell words borrowed from other languages，while hiragana is cursive and is used more frequently to spell native Japanese words． KB：kilobyte or kilobytes．
kernel：the central module of an operating system，it loads first and remains in memory to control memory management，disk manage－ ment，and process and task management．
keyword：any word on a web page．Keyword searching is the most common form of text search on the web．Most search engines do their text query and retrieval using keywords．
KISI：Korean Industrial Standards Institute．
KPA：key process area．
KPI：key performance indicator．
I
L2：second language．
110n：see localization．
LAN：local area network；large area network．
Latin America：the region of the Americas where Romance languages －those derived from Latin，namely Spanish and Portuguese－are officially or primarily spoken．
Latina，Latino：the demonyms Latina（feminine）and Latino（mas－ culine）are defined in several English language dictionaries as persons of Hispanic，especially Latin American，descent，often living in the

United States．In the United States，the term is in official use in the ethnonym Hispanic or Latino，defined as＂a person of Cuban，Mexi－ can，Puerto Rican，South or Central American，or other Spanish cul－ ture or origin regardless of race．＂Neither Hispanic nor Latino refers to a race，as a person of Latino or Hispanic ethnicity can be of any race．
learning management system（LMS）：software that automates the administration of training events．
lemmatize：to sort so as to group together inflected or variant forms of the same words．
LEP：limited English proficient．
LESA：limited English－speaking ability．
Levant：the Levant region，also known as the Eastern Mediterra－ nean and Greater Syria，is a geographic and cultural region consist－ ing today of Lebanon，Syria，Jordan，Israel，Palestine，Cyprus，Hatay Province and other parts of southern Turkey．Also known as the Eastern Mediterranean and Greater Syria．
leverage／leveraging：refers to the amount of previously translated text from an earlier release that can be reused or recycled．
lexicography：the act of compiling dictionaries．
LI18NUX2000 Global Specification：based on specifications drawn up by several working groups within Li18nux，LI18NUX2000 Global Specification includes globalization functionality features from commercial UNIX systems as well as operating system recom－ mendations to ease the development of internationalized applica－ tion software．
ligature：refers to a glyph that is created when two or more characters are combined to form a new，single typographical character．
lingua franca：a language that is adopted as a common language between speakers whose native languages are different．
linguist：someone who is accomplished in languages．A student or practitioner of the subject of linguistics（the scientific study of languages and their structures）．
Linux：a free open source UNIX－type operating system that runs on a number of hardware platforms．
LIP：language interface program．
LISA：see Localization Industry Standards Association．
LKP：lookup file．
loanword：a word or phrase adopted from another language with little or no modification．
locale：an international language and geographic region that also embodies common language and cultural information．Locale differs from language in that the same language may be spoken in more than one country．Locale also refers to the features of a user＇s computing environment that are dependent on geographic location， language and cultural information．A locale specifically determines conventions such as sort order rules；date，time and currency for－ mats；keyboard layout；and other cultural conventions．
localization（110n）：the process of adapting a product or software to a specific language or culture so that it seems natural to that particular region．True localization considers language，culture， customs and the characteristics of the target locale．It frequently involves changes to the software＇s writing system and may change keyboard use and fonts as well as date，time and monetary formats． In 110 n ，the common abbreviation for localization，the 10 refers to the ten letters between the $l$ and the $n$ ．
Localization Industry Standards Association（LISA）：an as－ sociation declared insolvent on February 28， 2011.
long tail, the: the statistical property that a large share of the population rests within the tail of a probability distribution. In localization, it refers to the large number or languages or cultures that taken uniquely would only represent small percentages of world population. The term has gained popularity in recent times as a retailing concept describing the niche strategy of selling a large number of unique items in relatively small quantities. The term was popularized by Chris Anderson in an October 2004 Wired magazine article, in which he mentioned Amazon and Netflix as examples of businesses applying this strategy.
lossy: describes a compression algorithm that reduces the amount of information in data, rather than just the number of bits used to represent that information.
LPM: localization project manager or localization project management.
LQA: language quality assurance.
LSB: least significant byte.
LSE: language search engine.
LSP: language service provider or localization service provider.
LTI: localization, translation and interpretation.
LVT: linguistic verification testing.

## П

MAC: media access control.
machine interpretation (MI): this concept is sometimes also referred to as "spoken translation" and involves systems to process speech to text using speech recognition systems such as Nuance Dragon, then processes the text through machine translation (MT), and renders the text to speech (TTS) through speech synthesis. Applications range from out-of-the-box solutions to optimized systems that you train with your acronyms, special terms, frequent misspellings and human translation of frequent sentences. In some systems, users may get to decide whether to read or listen to the translation. machine translation (MT): a technology that translates text from one human language to another, using terminology glossaries and advanced grammatical, syntactic and semantic analysis techniques. machine-aided translation (MAT): computer technology applications that assist in the translation of text from one spoken language to another, based on the concept of translation memory and the reuse of previously translated terms and sentences.


The Arab Maghreb Union countries.
Maghreb: usually defined as most of the region of North Africa west of Egypt. It is partially isolated from the rest of the continent by the Atlas Mountains and the Sahara desert. Berber activists have called the region Tamazgha, meaning land of the Berbers, since the second half of the twentieth century. The Arab Maghreb Union is a trade agreement between Algeria, Libya, Mauritania, Morocco and Tunisia.

MAPI: message application programming interface.
markup language (ML): a markup language is a system for annotating a document in a way that is syntactically distinguishable from the text. Markup instructs the software displaying the text to carry out appropriate actions, but is omitted from the version of the text that is displayed to users. Some markup languages, such as HTML, have predefined presentation semantics, meaning that their specification prescribes how the structured data are to be presented; others, such as XML, do not.
MARTIF: machine-readable terminology interchange format.
massive online collaboration: massive collaboration is a form of collective action that occurs when large numbers of people work independently on a single project, often modular in its nature. Such projects typically take place on the internet using social software and computer-supported collaboration tools that provide a potentially infinite hypertextual substrate within which the collaboration may be situated. A key aspect that distinguishes massive collaboration from other forms of large-scale collaboration is that the collaborative process is mediated by the content being created - as opposed to being mediated by direct social interaction as in other forms of collaboration.
massively multiplayer online game (MMOG): a type of computer game that enables hundreds or thousands of players to simultaneously interact in a game world to which they are connected via the internet.
massively multiplayer online role-playing game (MMORPG):
a multiplayer computer role-playing game that enables thousands of players to play in an evolving virtual world at the same time over the internet.
MB: megabyte(s).
MBCS: multibyte character set.
MBO: management by objective.
mergers and acquisitions (M\&A): refers to the aspect of corporate strategy, corporate finance and management dealing with the buying, selling and combining of different companies that can aid, finance or help a growing company in a given industry expand rapidly without having to create another business entity.
metadata: structural metadata covers the design and specification of data structures, while descriptive metadata is about individual instances of application data, or the data content. Metadata is often described as data about data, or data about data context.
metrics: denotes the science of measuring as applied to a specific field of study.
Middle East and North Africa: the list of countries and territories has no standard definition, and sometimes spreads as far as Malta, Azerbaijan and Somalia.
MIME: multipurpose internet mailer extensions.
MLS: multiple listing service.
MLV: multilanguage vendor.
Moore's law: states that the overall processing power for computers will double every two years. In 1965, Gordon Moore made a prediction that computing would dramatically increase in power, and decrease in relative cost, at an exponential pace.
morpheme: the smallest linguistic unit that has semantic meaning. morphology: the branch of grammar that studies the structure or forms of words. The main branches are inflectional morphology, derivational morphology and compounding.
MT: see machine translation.

MUD: multiuser domain.
MUI: multilingual user interface.
multilingual: refers to anything that supports more than one language simultaneously, thereby allowing the end user to select multiple languages and formats. This software allows data containing multiple languages to be entered, processed, presented and transmitted multinationally.
multilingual workflow system (MWS): a computer program that creates an environment to support and orchestrate a range of activities that facilitate the development of multilingual products. An MWS should contain a globalization management system for managing multilingual content, along with translation memory and machine translation.
multimedia: in computing, multimedia describes a number of diverse technologies that allow visual and audio media to be combined. Entertainment, education and advertising applications, among others, use a computer to present and combine text, graphics, video, animation and sound.
multimodal: multimodal access for a personal computer, telephone, personal digital assistant and other devices allows input via speech, keyboard, mouse, stylus and/or other methods; outputs include speech, audio and graphical displays.

## ก

Namespaces: XML Namespaces provide a simple method for qualifying element and attribute names used in eXtensible Markup Language (XML) documents by associating them with namespaces identified by URI references. XML Namespaces are the solution to the problem of ambiguity and name collisions.
nanosyntax: a term used to describe an approach to syntax in which syntactic trees are built up out of a large number of elements. Each morpheme may correspond to several such elements, which do not have to form a subtree.
national language support (NLS): a function that allows a software application to set the locale for the user, identify the language in which the user works and retrieve strings - representing times, dates and other information - formatted correctly for the specified language and location. NLS also includes support for keyboard layouts and language-specific fonts.
natural language processing (NLP): a main focus of computational linguistics, the aim of NLP is to devise techniques to automatically analyze large quantities of spoken (transcribed) or written text in ways that parallel what happens when humans perform this task.
nearshoring: a form of outsourcing in which an activity - for example, business processes or software development - is relocated to locations that are, generally, cheaper and yet geographically nearer than offshore locations.
.NET: Microsoft platform for applications that work over the internet. netizen: a blend of internet and citizen, a person actively involved in online communities. Netizens use the internet to engage in activities of the extended social groups of the web - for example, giving and receiving viewpoints, furnishing information, fostering the internet as an intellectual and social resource, and making choices for the self-assembled communities. Generally, a netizen can be any user of the worldwide, unstructured forums of the internet.
neural learning: a biologically-inspired programming paradigm that enables a computer to learn from observational data. The
computer learns to perform some task by analyzing training examples. Usually, the examples have been labeled in advance. An object recognition system, for instance, might be fed thousands of labeled images of cars, houses and coffee cups, and it would find visual patterns in the images that consistently correlate with particular labels.
neural machine translation (NMT): NMT 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 phrasebased 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.
n-gram: a sequence of items, such as letters or words, can be predicted using n-gram models to show probability, where $n$ refers to the number of items in the sequence. Some stemming techniques use the n-gram context of a word to choose the correct stem. notified bodies: organizations designated by the national governments of the member states of the European Union as being competent to make independent judgments about whether or not a product complies with the protection - essential safety - requirements laid down by each CE marking directive.

## 0

OASIS: see Organization for Advancement of Structured Information Standards.
OASIS Open Architecture for XML Authoring and Localization
(OAXAL): a technical committee encouraging the development of an open standards approach to XML authoring and localization.
Observe, Orient, Decide, Act (OODA): a method for deciding how to react to situations, developed initially by the US military and adopted to software and business practice. It posits that people and organizations make decisions most quickly in cyclical loops involving observing, orienting, deciding and acting.
ODBC: open database connectivity.
offshoring: the practice of engaging a third-party provider in another country - often on another continent or "shore" - to perform tasks or services often performed in-house.
OLG: online gaming.
ontology: an explicit formal specification of how to represent the objects, concepts and other entities that are assumed to exist in some area of interest and the relationships that hold among them. open source software: any computer software distributed under a license that allows users to change and/or share the software freely. End users have the right to modify and redistribute the software, as well as the right to package and sell the software.
Open Standards for Container/Content Allowing Re-use
(OSCAR): LISA's technical committee (special interest group) for actual standardization work. OSCAR was dissolved along with LISA in February 2011.
OpenI18N certification: a certification program that uses an independent authority to verify whether a Linux distribution is adhering to the industry-developed internationalization standard.
OpenType fonts: OpenType fonts are cross-platform, self-contained files and contain advanced typographic features such as glyph substitution and metrics overrides.


OpenWorm depiction as three-demensional logrythmic entity.
OpenWorm: an international open science project created to simulate the roundworm Caenorhabditis elegans at the cellular level. Although the long-term goal is to model all 959 cells of the C elegans, the first stage is to model the worm's locomotion by simulating the 302 neurons and 95 muscle cells. This bottom-up simulation is being pursued by the OpenWorm community.
operating system (OS): the software that drives the hardware associated with a computer system.
OPEX: operating expenses.
OPI: over-the-phone interpretation.
optical character recognition (OCR): recognition of printed or written characters by a computer. Involves computer software designed to translate images of typewritten text - usually captured by a scanner - into machine-editable text or to translate pictures of characters into a standard encoding scheme representing them in ASCII or Unicode.
Organization for Advancement of Structured Information Standards (OASIS): an IT standardization consortium based in the state of Massachusetts. Its foundational sponsors include IBM and Microsoft. Localization buy-side, toolmakers and service providers are also well represented. Formerly known as SGML Open. original equipment manufacturer (OEM): OEMs buy computers in bulk and customize them for a particular application. OEMs then sell the customized computers under their own names. Therefore, OEMs are really the customizers and not the original manufacturers of the equipment.
OSCAR: see Open Standards for Container/Content Allowing Reuse.
OSS: open source software.
OTA: over-the-air.
outsource: to hire a third-party provider to perform tasks or services often performed in-house.

## P

P\&L: profit and loss.
PanImages: from the Greek prefix pan, meaning whole or allinclusive, an image search engine that automatically translates a search term into about 300 other languages, suggests a few that might work and then displays images from Google and the online photo database Flickr.
Pareto's Principle: rule states that for many phenomena, $80 \%$ of the consequences stem from $20 \%$ of the causes. Management thinker Joseph M. Juran suggested the principle, and it was named
after the Italian economist Vilfredo Pareto, who observed that 80\% of income in Italy was received by $20 \%$ of the Italian population. The assumption is that most of the results in any situation are determined by a small number of causes. This idea is often applied to data such as sales figures: " $20 \%$ of clients are responsible for $80 \%$ of sales volume." Such a statement is testable, is likely to be correct and may be helpful in decision making. Also known as the 80/20 rule.
parser: a computer program that takes a set of sentences as input and identifies the structure of the sentences according to a given grammar. The term parser is sometimes used generically in cases where the sentences are made up of information units of any kind.
pay-per-click (PPC): an advertising technique used on websites, advertising networks and search engines. With search engines, PPC advertisements are usually text ads placed near search results. When a site visitor clicks on the advertisement, the advertiser is charged a small amount.
PC: personal computer or politically correct.
PCDATA: parsed character data.
PDF: portable document format.
PDI: power distance index.
People's Republic of China (PRC): the official name of mainland China and its current political structure.
personalization: sometimes referred to as one-to-one marketing, personalization involves using technology to accommodate the differences among individuals. Web pages are personalized based on the characteristics - interests, social category, context and so on of an individual. Personalization is a means of meeting the customer's needs more effectively and efficiently, making interactions faster and easier, and, consequently, increasing customer satisfaction and the likelihood of repeat visits.
PEST: political, economic, sociocultural, technological.
phonology: the part of linguistics that deals with systems of sounds especially in a particular language.
PIL: patient information leaflet.
PIM: personal information manager.
pinyin: more formally Hanyu pinyin, the most commonly used Romanization system for Standard Mandarin. Hanyu is the Han (Chinese) language, and pinyin means phonetics or, more literally, spelling sound or spelled sound.
plain text: in computing, plain text makes up the contents of an ordinary sequential file readable as textual material without much processing, usually opposed to formatted text and to binary files. Plain text files can be opened, read and edited with countless generic text editors. Plain text files are almost universal in programming.
plug-ins: software modules that add a specific feature or service to a larger system.
PO: purchase order.
PoA: plan of action.
porteño: a common reference to the people of Buenos Aires, Argentina. In Spanish, it literally describes a person who is from a port city, and is also used as an adjective for anything related to those port cities.
POS: part of speech or point of sale.
POSIX: portable operating system interface.
pretranslation: involves the preparation of files for translation where the existing files already contain related segments of previously
translated data. Only 100\% matches are replaced, with the result being a set of files containing both source and target language terminology. project management (PM): the systematic planning, organizing and controlling of allocated resources to accomplish project cost, time and performance objectives. PM is normally reserved for focused, nonrepetitive, time-limited activities with some degree of risk.
project manager (PM): a professional in the field of project management. He or she has the responsibility of the planning, execution and closing of any project. Key project management responsibilities include creating clear and attainable project objectives, building the project requirements and managing the triple constraint for projects - cost, time and scope.
prosumer: this word is becoming fairly common but can be confusing, and has two meanings. Futurist Alvin Toffler in his 1980 book The Third Wave coined the word as a blend of producer and consumer when he predicted that the role of producers and consumers would begin to blur and merge. Toffler used it to describe a possible future type of consumer who would become involved in the design and manufacture of products so that they could be made to individual specification. The second usage describes a purchaser of technical equipment who wants to obtain goods of a better quality than consumer items, but can't afford professional items - older terms for goods of this intermediate quality are semiprofessional and industrial quality. Here, the word is a blend of professional and consumer.
pseudo-localization: translates the code strings of a product into "pseudo-strings." The resulting "pseudo-language" is designed to test the impact that different aspects of localization have on the product's functionality and appearance.
pseudo-translation: similar to a test run that seeks to copy the translation process rather than actually produce a translation. A text string is taken and put through a translation-like process that alters it and produces a new string. The text string is frequently changed as a result of this process, so pseudo-translation is done to illustrate the potential problems that may occur when the translation is actually done.

## q

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

## $r$

R\&D: research and development.
radical: the root or base form of a word. The building blocks of Chinese characters of which the most common set contains 214 radicals. Radicals themselves are composed of strokes.
RBMT: see rule-based machine translation.
RC: resource code files.
Redundant Array of Independent Disks (RAID): known initially as Redundant Array of Inexpensive Disks, RAID has become an industry standard and prepared computer storage
reliability for the age of the internet.
reflow: in graphic terms, refers to running the flow of text to fit a certain visual space, particularly after translating or editing. Can also mean to extract documents from a translating system.
remote simultaneous interpreting: this term describes systems for the delivery of simultaneous interpreting services by phone or over the internet. The technology creates a virtual booth where interpreters - who may be in different locations - can pass the microphone back and forth as they interpret the event in real-time. RSI technology does not necessarily include a visual element such as slides or a video feed. It can handle remote speakers, remote interpreting, remote participation and hybrid events.
Representational State Transfer (REST): an architectural style for networked hypermedia applications, which is primarily used to build web services that are lightweight, maintainable and scalable. A web service based on REST is called RESTful.
Republic of China - Taiwan (ROC): a politically distinct entity from mainland China and the PRC.
Republic of Korea (ROK): often colloquially called South Korea. RES: resource files.
Resource Description Framework (RDF): a formal data model from the World Wide Web Consortium (W3C) for machine understandable metadata used to provide standard descriptions of web resources.
return on investment (ROI): in finance, the ratio of money gained or lost on an investment relative to the amount of money invested. The amount of money gained or lost may be referred to as interest, profit/loss, gain/loss or net income/loss.
RFC: request for comments.
RFP: request for proposal.
RFQ: request for quote.


World map of countries using right-to-left writing systems.
right-to-left languages (RTL): languages such as Hebrew, Arabic, Urdu and Farsi are written primarily right to left. This text flow presents significant text and graphic layout implications.
RLV: regional language vendor.
ROA: return on assets.
romaji: the application of the Latin alphabet to write the Japanese language. Japanese who have attended elementary school since World War II have been taught to read and write romanized Japanese. Therefore, almost all Japanese are able to read and write Japanese using romaji.
romanization: in linguistics, the representation of a word or language with the Roman (Latin) alphabet, or a system for doing so, where the original word or language uses a different writing system.

RONA: return on net assets
RPG: role-playing game.
RQM: resource quality management.
RTF: rich text format.
RTT: real-time translation.
rule-based machine translation (RBMT): the application of sets of linguistic rules that are defined as correspondences between the structure of the source language and that of the target language. The first stage involves analyzing the input text for morphology and syntax - and sometimes semantics - to create an internal representation. The translation is then generated from this representation using extensive lexicons with morphological, syntactic and semantic information, and large sets of rules.

## S

SaaS: software as a service.
SAE J2450: a translation quality metric developed by a subcommittee of the Society of Automotive Engineers (SAE) for use in the automotive industry.
Sanskrit: a historical Indo-Aryan language and the primary liturgical language of Hinduism, Jainism and Mahayana Buddhism. Currently, it is an official language of the state of Uttarakhand in northern India
SCL: system control language.
SDK: software development kit
SDML: signed document markup language.
search engine: a program designed to help find information stored on a computer system such as the world wide web or a personal computer. A search engine allows a user to ask for content meeting specific criteria - typically those containing a given word, phrase or name - and retrieves a list of references that match those criteria. search engine optimization (SEO): a set of methods aimed at improving the ranking of a website in search engine listings. SEO is primarily concerned with advancing the goals of a website by improving the number and position of its organic search results for a wide variety of relevant keywords.
segmentation: the way CAT tools fraction texts for translation. For example, one sentence that was split with a soft return in a document not checked for segmentation will be processed as two segments, or two different sentences, which would distort translation.
Segmentation Rules eXchange (SRX): an XML-based standard used to describe how to segment text for translation and other language-related processes. It was created to enhance the leverage of the TMX standard. This is a vendor-neutral standard for describing how translation and other language-processing tools segment text for processing. It allows translation memory and other linguistic tools to describe the language-specific processes by which text is broken into segments (usually sentences or paragraphs) for further processing.
SEL: self-extensible language.
semantic: part of the structure of language, along with phonology, morphology, syntax and pragmatics, which involves understanding the meaning of words, sentences and texts.
Semantic Web: an extension of the world wide web that provides a common framework allowing data to be shared and reused across application, enterprise and community boundaries. It is based on Resource Description Framework (RDF), which integrates a variety of applications using XML for syntax and URLs for naming.
serious games: computer and video games that are intended to not
only entertain users, but have additional purposes such as education and training. They can be similar to educational games and are primarily focused on an audience outside of primary or secondary education. A serious game is usually a simulation that has the look and feel of a game, but is actually a simulation of real-world events or processes. The main goal of a serious game is usually to train or educate users, though it may have other purposes, such as marketing or advertisement, while giving them an enjoyable experience.
service-oriented architecture (SOA): a software architectural concept that defines the use of services to support the requirements of software users.
SGML Open: an IT standardization consortium founded in 1993 and based in the state of Massachusetts. Its foundational sponsors include IBM and Microsoft. Localization buy-side, toolmakers and service providers are also well represented. Currently known as the Organization for Advancement of Structured Information Standards (OASIS).

## Sharable Courseware Object Reference Model (SCORM): a

 set of specifications that, when applied to course content, produces small, reusable learning objects.shooters: in gaming, games where the main goal is to shoot lots and lots of stuff, often other game characters.
sight translation: with sight translation, the input is visual (the written word) rather than oral (the spoken word). Reading comprehension is an important element of sight translation.
Simple Object Access Protocol (SOAP): a standard for exchanging XML-based messages over a computer network, normally using HTTP. Simplified Chinese (SC): refers to one of two standard Chinese character sets of printed contemporary Chinese written language, officially simplified by the government of the People's Republic of China in an attempt to promote literacy. Simplified Chinese is used in mainland China and Singapore, modified to be written with fewer strokes per character.
simship: a term used to refer to the simultaneous shipment of software products in different languages or with other distinguishing differences in design.
simultaneous interpreting: the interpreter reformulates the message into the target language as quickly as possible while the source speaker is speaking. Normally, in simultaneous interpreting between spoken languages, the interpreter sits at a microphone in a soundproof booth, usually with a clear view of the speaker, listening through headphones to the incoming message in the source language. The interpreter then relays the message in the target language into the microphone to whoever is listening.
single-source concept: documentation according to single-source concept means using a common source to provide documentation in several output formats (printed manual, online help).
SLV: single language vendor.
SMB: small and medium-sized businesses.
SME: small and medium-sized enterprises or subject matter expert. SMG: screen management guidelines.
SMT: see statistical machine translation.
SMTP: simple mail transfer protocol.
social games: in this context, a social network game, a type of online game distributed primarily through social networks such as Facebook. Social games are usually characterized by community, often built around the existing social network, and the ability to drop in and out of the game without ever winning or losing.
social media：refers to the web－based and mobile technologies used to turn communication into an interactive dialogue．It builds on the ideological and technological foundations of Web 2．0，and typically allows for the creation and exchange of user－generated content．Social media can take on many different forms，including internet forums，social networking sites，blogs，microblogging，wikis and interactive visual media．
social network：an online service，platform or site that focuses on building social relations among people，who，for example，share interests or activities．A social network service essentially consists of a representation of each user（often a profile），his or her social links and a variety of additional services．Most social network services are web－based and provide means for users to interact over the internet． Facebook，LinkedIn and Foursquare are popular social networks used for different purposes．
SOP：standard operating procedure．
source language（SL）：a language that is to be translated into another language．
South America：a continent of the Americas，situated entirely in the Western Hemisphere and mostly in the Southern Hemisphere． It is bordered on the west by the Pacific Ocean and on the north and east by the Atlantic Ocean；North America and the Caribbean Sea lie to the northwest．
ST：source text．
standard generalized markup language（SGML）：an interna－ tional standard for information exchange that prescribes a standard format for using descriptive markup within a document，defining three document layers：structure，content and style．
statistical machine translation（SMT）：a machine translation paradigm where translations are generated on the basis of statistical models whose parameters are derived from the analysis of bilingual text corpora．SMT is the translation of text from one human lan－ guage to another by a computer that learned how to translate from vast amounts of translated text．
STE：Simplified Technical English．
stemming：the process of reducing inflected words to their base or root form．There are several types of stemming algorithms of varying accuracy，but having a stemming algorithm in place can be important in linguistic information retrieval．
streaming：streaming allows a computer user to see and hear an audio／video file as it is transferred．Player programs for platforms such as Windows Media，RealNetworks and QuickTime（available free）must be downloaded to decompress audio／video files for lis－ tening or viewing．Streaming video is usually sent from prerecorded video files，but can be broadcast live．
STT：speech－to－text．
subject－object－verb（SOV）：Chinese variants（other than Manda－ rin，although it is often acceptable in Mandarin）feature SOV word order，as do languages such as Albanian and Bengali．

## have a blue car． <br> 私は青い車があります。

Here，Japanese places the verb at the end of the sentence， using SOV order．
supply chain management（SCM）：an electronic alternative to the traditional paper chain，enabling participating suppliers to access up－to－date company information and enabling companies to better manage and track supply and demand．
sustaining engineering：engineering and technical support that follows release of requirements and specifications in the path to deliver an end product．Sustaining engineers are responsible for a system＇s upkeep，and monitoring the data it creates．
syllabary：a table of syllables or more specifically a set of the syl－ labic symbols／characters in which each character represents a syl－ lable，used in certain languages such as Japanese．
syntax：the study of the rules whereby words or other elements of sentence structure are combined to form grammatical sentences．

## t

T\＆D：transmission and distribution．
target language（TL）：the language that a source text is being translated into．
technical committee（TC）：standardization bodies usually own， create，maintain and update technical standards through purpose－ specific technical committees．In organizational structures such as OASIS，Unicode and ISO，they are called technical committees， while in others such as W3C they are not．They may also be referred to as an Industry Specification Group，Working Group，Special Interest Group and so on．
telephone interpreting：the interpreter，who is usually based in a remote location，provides interpretation via telephone for two indi－ viduals who do not speak the same language．Most often，telephone interpreting is performed in the consecutive mode．This means that the interpreter listens to each utterance first and then proceeds to render it into the other language，as opposed to speaking and listen－ ing simultaneously．
TEnT：translation environment tool．
TermBase eXchange standard（TBX）：a standard for terminology and term exchange．
terminology management：primarily concerned with manipulat－ ing terminological resources for specific purposes－for example， establishing repositories of terminological resources for publishing dictionaries，maintaining terminology databases，ad hoc problem solving in finding multilingual equivalences in translation work or creating new terms in technical writing．Terminology management software provides the translator a means of automatically searching a given terminology database for terms appearing in a document， either by automatically displaying terms in the translation memory software interface window or through the use of hotkeys to view the entry in the terminology database．
terminology manager：a computer technology application tool that assists in the translation of text from one spoken language to another． TES：transfer encoding syntax．
Tidy Functions：Tidy is a binding for the Tidy HTML clean and repair utility that allows a user to not only clean and otherwise ma－ nipulate HTML documents，but also traverse the document tree．
TIF：Terminology Interchange Format．
time－to－market：the length of time it takes from a product being conceived until it is available for sale．Time－to－market is crucial in industries where products are outdated quickly．
TM：see translation memory．
TMF：terminology markup framework．
TOC：table of contents．
token: tokens are identifiers, keywords, constants, strings, operators and other separators. White space - such as spaces, tabs, new lines and comments - is ignored except where it is necessary to separate tokens. Also known as tokenization.
TR: technical report.
Tracker eXtensible Markup Language (TXML): an XML-based pivot format. The translation memory environment Wordfast Pro uses TXML.


Examples of Traditional to Simplified Chinese characters sets.

Traditional Chinese (TC): a Chinese character set that is consistent with the original Chinese ideographic form that is several thousand years old. Today, traditional characters are used in Taiwan, Hong Kong, Macau and by some overseas Chinese communities, especially those originating from the aforementioned regions/countries or who emigrated before the widespread adoption of simplified characters in the People's Republic of China.
translation: the process of converting all of the text or words from the source language to the target language. An understanding of the context or meaning of the source language must be established in order to convey the same message in the target language.
translation management system (TMS): a TMS automates localization workflow to reduce the time and money employed by manpower. It typically includes process management technology to automate the flow of work and linguistic technology to aid the translator. Also known as globalization management system.
translation memory (TM): a special database that stores previously translated sentences which can then be reused, in full or in part, on a sentence-by-sentence basis. The database matches source to target language pairs.
Translation Memory eXchange (TMX): based on XML, an open standard that has been designed to simplify and automate the process of converting translation memories from one format to another. translation memory system: a tool for computer-aided translation. The translation memory (TM) stores the original text and its human translation in manageable units. The TM system proposes the translation whenever the same or a similar unit occurs again. translation portal: a website or service that offers a broad array of resources via the internet, thus providing a marketplace for translation agencies, freelance translators and customers to exchange services. translation technology: information and communication technology that executes or helps to execute the translation process aiming at increased efficiency and speed.
Translation Toolkit (TTK): the native bilingual format for Alchemy CATALYST, which supports previous versions of Alchemy CATALYST project files.
translation unit (TU): a segment of a text that the translator treats as a single cognitive unit for the purposes of establishing an equivalence. The translation unit may be a single word, a phrase, one or
more sentences or even a larger unit.
transliteration: to write or print a letter or word using the closest corresponding letters of a different alphabet or language. A systematic way to convert characters in one alphabet or phonetic sounds into another alphabet.
triple-byte character set (TBCS) UNIX code: TBCS encoded according to the specification of the extended UNIX code.
TRP: translation request package.
truncation: truncating text lines in the display means leaving out any text on a line that does not fit within the right margin of the window displaying it. Also, in database searching, the addition of a symbol at the end of a word or word stem so the computer will look for all variants of the word.
TSP: translation service provider.
TTS: text-to-speech.
tuple: a sequence of finite, ordered elements. A tuple can be used to group any number of items into a single compound value. Syntactically, a tuple is a comma-separated sequence of values. Although it is not necessary, it is conventional to enclose tuples in parentheses. tweet: a post or status update on Twitter, a microblogging service.
Tweets are text-based posts of up to 280 characters displayed on the author's profile page.
Twitter: a social networking and microblogging service, owned and operated by Twitter, Inc., that enables its users to send and read other user messages called tweets.

## U

UCD: Unicode Character Database.
UCS: universal character set.
UI: user interface.
ULI: see Unicode Localization Interoperability technical committee. UN: United Nations.

$$
\begin{aligned}
& \text { pularenecap } \\
& \text { pellaresoleat } \\
& \text { quodearum } \\
& \text { RERUMuidc }
\end{aligned}
$$

Latin and Greek scribes created calligraphy in the uncial style.
uncial writing: a majuscule script commonly used from the third to the eighth centuries common era by Latin and Greek scribes.
Unicode: the Unicode Worldwide Character Standard is a character encoding standard used to represent text for computer processing. Originally designed to support 65,000 characters, it now has encoding forms to support more than one million characters.
Unicode Consortium: home of the Unicode Standard and Common Locale Data Repository (CLDR). Unicode's goal is to support scripts for all languages in the world.
Unicode Localization Interoperability technical committee (ULI): the third Unicode Consortium technical committee was
formed in April 2011. ULI has not chartered creating its own standards; instead, it is looking into localization interoperability related standards behaviors and profiling.
Unicode TR29: the primary Unicode standard defining word and sentence boundaries. This standard is also referred to as Unicode Standard Annex \#29 or UAX \#29.
Unicode transfer format (UTF-8): an encoding form of Unicode that supports ASCII for backward compatibility and covers the characters for most languages in the world.
uniform resource identifier (URI): a string that refers to a resource. The most common are URLs, which identify the resource by giving its location on the web.
uniform resource locator (URL): short strings that identify resources on the web: documents, images, downloadable files, services, electronic mailboxes and other resources.


The United Arab Emirates.
United Arab Emirates (UAE): a federation of seven emirates, each administered by a hereditary emir, situated in the southeast of the Arabian Peninsula in Southwest Asia on the Persian Gulf, bordering Oman and Saudi Arabia. The UAE consists of Abu Dhabi, Dubai, Sharjah, Ras Al Khaimah, Ajman, Umm Al Qaiwain and Fujairah. An emirate is a political territory that is ruled by a dynastic Muslim monarch-styled emir.
Universal Learning Format (ULF): a modular set of XML-based formats for capturing and exchanging various types of eLearning data. Universal Terminology eXchange (UTX): a format for user-created dictionaries with source language and target language entries. UTX is intended to absorb the differences between various formats for machine translation. UTX can be used for other purposes, especially in the domain of natural language processing.
UNIX: a multiuser, multitasking operating system. It was one of the first operating systems to be written in a higher level programming language, thus making it hardware-independent.

UPT: universal personal telecommunications.
usability: the ease that users experience in navigating an interface, locating information and obtaining knowledge over the internet.
User Agent Accessibility Guidelines (UAAG): provides guidelines for designing user agents that lower barriers to web accessibility for people with disabilities. User agents include browsers, media players and applications that retrieve and render web content.
UTC: coordinated universal time or Unicode Technical Committee.

## V

Valencian: a Romance language, the national and official language of Andorra, and a co-official language in the Spanish autonomous communities of the Balearic Islands, Catalonia and Valencia - where it is known as Valencian - and in the city of Alghero on the Italian island of Sardinia. Although with no official recognition, it is also spoken in the autonomous communities of Aragon and Murcia in Spain, and in the historic Roussillon region of southern France. Also known as Catalan.
VAR: value-added reseller.
variable: in computer programming, variables enable programmers to write flexible programs. Rather than entering data directly into a program, a programmer can use variables to represent the data. Then, when the program is executed, the variables are replaced with real data. This makes it possible for the same program to process different sets of data.
VBA: Visual Basic for Applications.
VC: venture capital.
vector-based: refers to software and hardware that use geometrical formulas to represent images (same as object-oriented graphics). VID: visual inferface design.
video game: a game that involves interaction with a user interface to generate visual feedback on a video device. The electronic systems used to play a video game are known as platforms; examples of these are personal computers and video game consoles. These platforms are broad in range, from large computers to small handheld devices.
video remote interpreting (VRI): interpreting done off-site via video. virtual private network (VPN): sometimes used when internet users wish to disguise their physical locations.
VISCII: Vietnamese Standard Code for Information Interchange. Voice eXtensible Markup Language standard (Voice XML): enables voice input and audio output for voice response and multimodal applications.
voiceover: refers to a production technique where a disembodied voice is broadcast live or prerecorded in radio, television, film, theater and/or presentation. The voiceover may be spoken by someone who also appears on-screen in other segments or it may be performed by a specialist voice actor.
VOIP: voice over internet protocol.
VR: virtual reality or voice recognition.

## W

WAN: wide area networks.
WAP: wireless application protocols.
WBS: work breakdown structure.
WBT: web-based training.
WCM: web content management.
Web Accessibility Initiative (WAI): an effort to improve the accessibility of the world wide web for people with disabilities. People with disabilities may encounter difficulties when using
computers generally, but also on the web. Since people with disabilities often require nonstandard devices and browsers, making websites more accessible also benefits a wide range of user agents and devices, including mobile devices, which have limited resources. The W3C launched the Web Accessibility Initiative in 1997 with endorsement by the White House.
Web Content Accessibility Guidelines (WCAG): part of a series of web accessibility guidelines published by the WAI. They consist of a set of guidelines for making content accessible, primarily for people with disabilities, but also for all user agents, including highly limited devices such as mobile phones. The current version, WCAG 2.0, was published in December 2008 and is also an ISO standard, ISO/IEC 40500:2012.
web hit: the counting term sometimes used to measure website traffic. The count includes every file used on a web page as a "hit" to that page. Viewing one page with six graphics would mean at least seven hits. Page views and unique visitors are more accurate measures of website traffic.
Web Ontology Language (OWL): a family of knowledge representation languages or ontology languages for authoring ontologies or knowledge bases. The languages are characterized by formal semantics and RDF/XML-based serializations for the Semantic Web. OWL is endorsed by the World Wide Web Consortium (W3C) and has attracted academic, medical and commercial interest.
web service: a collection of protocols and standards used for exchanging data between applications or systems.
whispering interpreting: also called chuchotage, the interpreter sits or stands next to the intended audience and interprets simultaneously in a whisper. This mode does not require any equipment. Whispered interpretation is often used in situations when the majority of a group speaks one language, and a limited number of people do not speak the source language.
Win 32/64: refers primarily to the number of bits that can be processed or transmitted in parallel, or the number of bits used for a single element in a data format in a Windows operating system.
WIP: work in progress.
World Wide Web Consortium (W3C): an international community that develops and owns many standards, including XML and HTML.
WORM: write-once, read-many.
written Chinese: refers to the thousands of symbols or Chinese characters used to represent spoken Chinese, along with rules and conventions about how they are arranged and punctuated. Chinese characters do not constitute an alphabet or a compact syllabary. Instead, they are built up from simpler parts representing objects or abstract notions, although most characters do contain some indication of their pronunciation.
WSDL: Web Service Description Language.
WYSIWYG: what you see is what you get.

## X

XAML: eXtensible Application Markup Language.
XCCS: Xerox Character Code Standard.
XDR: eXternal Data Representation.
XML: see eXtensible Markup Language.
XML Localization Interchange File Format (XLIFF): an XMLbased format for exchanging localization data. Standardized by OASIS in April 2002 and aimed at the localization industry, XLIFF specifies elements and attributes to aid in localization. XLIFF could
be used to exchange data between companies, such as a software publisher and a localization vendor, or between localization tools, such as translation memory systems and machine translation systems.
XML-based Text Memory (XMLTM): a standard for XML to allow ease of translation of XML documents.
XSLT: eXtensible Stylesheet Language Transformation.

## Z

zero width no break space (ZWNBS): originally used in the middle of Unicode files in rare instances where there was an invisible join between two characters where a line break must not occur. A new code joiner has been implemented - U+2060 WORD JOINER. Also known as byte-order mark.

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