International marketing and advertising

The intersection of translation and advertising
Translation strategies in international advertising
The appeal of the exotic: localization in reverse
Marketing translation services on the web
Localizing media-rich interactive content
Managing content in regulated industries

Single-source content management

What's new in the .NET Globalization namespace, Part 4

Getting Started Guide: Writing for Translation
The Independent Way

- all-in-one translation environment
- powerful partner programs
- end-to-end collaboration
- independent technology
- seamless processes
- open interfaces

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Across Systems GmbH is a spin-off from Nero AG, makers of the world leading digital media solution Nero. Across is the client/server based all-in-one solution for smooth processes, involving translators and project managers, industry clients and language service providers. Translation memory, terminology system, editor, project control, workflow management, quality assurance – all integrated in a unified workspace. Open interfaces allow for customer-specific system integration and seamless integration of third-party systems.

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About the Cover

This image is part of a mural fragment at The Art Institute of Chicago from the Teotihuacan culture of Mexico ca. 600-750 CE. The stylized priest wearing an elaborate headdress celebrates the completion of a 52-year cycle, giving thanks and expressing hope for agricultural prosperity in the next cycle.

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Careers

LOOKING FOR A NEW START IN THE INDUSTRY? Look no further than the careers section at www.multilingual.com/careers

There you will find up-to-the-minute job listings, with descriptions and contact details. At press time, there were listings ranging from translator to business development manager. Check often because the jobs are quickly filled. Good luck in your search! If you are reading MultiLingual and browsing www.multilingual.com, you are obviously well-informed and will find something in the near future.

On the other side of the equation, do you need to find just the right person to fill the new opening in your company? Get your job listing published on www.multilingual.com/careers and within two weeks in the newsletter, MultiLingual News. Savvy employers return again and again to this resource — because it works! The best in the industry use all the MultiLingual resources.

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OUR RESOURCE DIRECTORY 2006 AND EDITORIAL INDEX 2005 can be downloaded at www.multilingual.com/resourceDirectory at no cost. This is a handy way to find information published in 2005 and a great list of resources for your language and technology needs.
Leaders from major organizations in the world of translation, interpreting and language studies have announced that they’ll meet in a second Translation Summit in Salt Lake City, Utah, tentatively scheduled for mid-March 2007. After the first summit (see MultiLingual, April/May 2006), they developed a list of action items (www.translationsummit.org). What progress has been made in these six months?

The organizations have taken on several large, long-term projects. The American Translators Association (ATA) and the National Association of Judicial Interpreters and Translators (NAJIT) are continuing and expanding outreach programs to kindergarten-through-college students, as well as the issue of translation buyer education and a joint listing of translation and interpreting education programs. The American Council on the Teaching of Foreign Languages (ACTFL) is planning a Language Olympics competition to highlight careers in translation and interpreting. Ray Clifford, director of the Center for Language Studies at Brigham Young University (BYU), is addressing funding questions.

The recent publication of ASTM F2575-06 Standard Guide for Quality Assurance in Translation achieved one summit goal — combining the ASTM translation standard and the Interagency Language Roundtable (ILR) proficiency standards into one that focuses on translation specifications and selection of a translation service provider.

BYU’s Alan K. Melby spoke this September at the Colloque.net conference in Rennes, France, saying that accreditation using ISO 17024 as a framework would build a consistent standard for certification. And a study of translator tools of all kinds is being taken up by a group representing the ATA, the International Federation of Translators, and MITRE, with independent expert Jost Zetzsche leading the evaluation.

The exciting part of the 2006 summit was seeing that the right people were in the room to represent business, education and government language interests — and that they were all committed to working together to advance language learning, translation quality, appropriate use of technology, and translator visibility in the United States. We’ll keep you posted on this and the ATA’s new Language Technology Division (see page 9).

In this issue we focus on international advertising and marketing. Christa Tiefenbacher-Hudson describes the intersection of translation and marketing. Jesús Maroto outlines international strategies in advertising, while Reinhard Schäler offers some thoughts on the next waves of localization and how some products benefit from not being localized. Greg Churilov offers strategies for marketing translation services on the internet; Mario De Bortoli and Fabio Minazzi discuss working with media-rich content; and Kristen Giovanis details challenges that face client companies in regulated industries. Columnist John Freivalds provides an example in the story of Latvia — a country that changed its marketing strategy.

Beyond the focus, Paul Trotter explains the benefits of single-source authoring in general; Bill Hall concludes his series on the .NET 2.0 System.Globalization namespace; Kit Brown addresses how to measure success; and Tom Edwards answers questions about place names. And Georgia Roeming comments on language service providers and technology in Takeaway.

With this issue you’ll find a “Getting Started Guide” on the topic of writing for translation, especially the importance of high-quality source text. Carl Helbich, Sophie Hurst, Sharon O’Brien, Robert D. Anderson and Christine Bucher look at various facets of this essential and often difficult process.
ENLASO awarded ninth ISO 9001:2000 certification

ENLASO, a provider of enterprise language solutions, has achieved ISO 9001:2000 certification for the ninth consecutive year. International certification body BSI granted the continued ISO 9001:2000 certification. ENLASO’s clients represent regulated worldwide industries, including pharmaceutical, medical, medical, and transportation. Employee training, client-focused account/project management and customer service practices are also governed by exacting ISO-compliant processes. All employees have constant online access to critical ISO 9001 documents via a secure intransit service, and each employee participates in a cross-functional quality team.

DocZone.com named ‘Trend-Setting Product of 2006’

DocZone.com was selected by KMWorld magazine, an e-content industry publisher, as a “Trend-Setting Product of 2006.” Roughly 1,500 products from some 300 vendors were considered. DocZone.com provides Software-as-a-Service (SaaS) XML content management platform, including XML authoring, content management, automated workflow, server-based translation memory and single-source publishing. DocZone.com also offers the methodology to bring customers into production within 30 days.

Avarsya joins GALA, achieves ISO certification

Avarsya Translation Management, a provider of translation and localization services, has recently joined the over 200 members of the Globalization and Localization Association (GALA), a nonprofit international association of companies providing translation, internationalization, localization and globalization products and services. By joining GALA, Avrasya Translation aims to make contact with similar translation companies to act as a vendor, enhance its international reputation and make contributions to the industry.

Avarsya has also achieved ISO 9001:2000 certification for the fourth consecutive year. The international certification body BVQI granted Avrasya continued ISO certification in July/August 2006.

Moravia Worldwide becomes Microsoft Gold Certified Partner

Moravia Worldwide, a global translation solution provider, has become a Microsoft Gold Certified Partner. This upgrade from Microsoft Certified Partner status is based on Moravia’s competence in the ISV/Software Solutions and Networking Infrastructure Solutions categories. The Microsoft Partner Program is designed for all who develop and market solutions based on Microsoft.
platforms or provide consulting or technical services on Microsoft systems.

While supporting a broad range of platforms as part of its service offerings, Moravia Worldwide uses Microsoft technologies extensively in its infrastructure. Microsoft technologies are also at the base of a large part of Moravia’s internal software development. This development is primarily focused on enhancing the services it provides and includes advanced tools such as Issuetracker, Moravia’s web-based, configurable issue and business process management system, and Tracy, Moravia’s online test tracking system.

Welocalse is ranks 329 on Inc. 500 magazine has released its twenty-fifth annual Inc. 500 ranking of the fastest-growing private companies in the country. Welocalize ranks 329 on the list, with three-year sales growth of 409%. The Inc. 500 can be found in the September 2006 issue of the magazine. The Inc. 500 ranks privately-held companies according to year-over-year sales growth from 2002 to 2005. Welocalize, a provider of localization, testing and translation services, is located in the Washington, D.C., metropolitan area, which for the fourth year in a row is the top metropolitan area on the Inc. 500.

Welocalize info@welocalize.com
www.welocalize.com

Lloyd International ‘greeted’ International Translation Day
Lloyd International Translations (LIT), a translation company, celebrated International Translation Day on September 30, 2006, by offering a selection of translated greetings used across the globe. According to Mike Lloyd, chairman of LIT, better multilingual communication such as being able to wish someone a happy birthday or say hello encourages better relationships.

Lloyd International Translations
mail@lloyd.co.uk, www.lloyd.co.uk

Changes
IFL on the move
Idea Factory Languages (IFL), a translation and localization services provider, moved its production center to new office premises to enable the company to meet projected growth. The new facility is located in the heart of Buenos Aires’ business district and will almost double existing workstation capacity. IFL currently employs over 40 full-time staff, including linguists, project managers and technical specialists. Staffing levels are expected to rise substantially to meet increased demand in all core service areas – translation, desktop publishing/graphics and localization engineering/testing.

Idea Factory Languages, Inc.
iflinfo@idea-factory.net, www.iflanguag.com

Wise-Concetti now in Vietnam
Wise-Concetti JVC, Vietnam’s first localizer, was born by joint capital between Wise SerTech Inc., a Korean translation and localization company, and Concetti group, a Vietnamese management consulting company. Wise-Concetti provides clients with such services as document translation, software/website/media localization, desktop publishing (DTP) and other engineering and testing services. At present, Wise-Concetti JVC has a professional team of 11 in-house linguists, DTP specialists and information technology engineers.

Wise-Concetti JVC marhi@vnlocalize.com
www.vnlocalize.com

Jonckers opens new Taiwan office
Jonckers Translation & Engineering, a software, e-learning and multimedia localization provider, has opened a new office in Taiwan in order to ensure the stability of the services the company provides in Traditional Chinese and to deepen Jonckers’ presence in Asia.

Other recent office openings include South Korea, the People’s Republic of China and Japan. This expansion will strengthen Jonckers’ Asian operations and enable the company to provide complete localization solutions in CCJK. The Taiwan location will help facilitate an aggressive growth period for 2006, expected to reach 30% overall.

Jonckers Translation & Engineering
info@jonckers.com, www.jonckers.com

Collaboration
Digital River launches e-commerce operations for eLanguage
Digital River, Inc., a provider of e-commerce outsourcing, is providing e-commerce services for eLanguage, LLC, a developer of language learning products. Digital River is managing the online sale, marketing and physical delivery of eLanguage’s Passport to 35 Languages software as well as its Learn to Speak software suite.

The new eLanguage online store features software that provides a beginner course to learning Arabic, Chinese, Hebrew and Italian as well as 31 other languages. The site also offers eLanguage’s flagship Learn to Speak Deluxe products. Digital River launched the online store to draw on the popularity and presence that Learn to Speak has established in brick-and-mortar retail stores. In addition to powering the branded online store, Digital River is

Translators association establishes Language Technology Division
In August 2006 the American Translators Association (ATA) formally established the Language Technology Division (www.ata-divisions.org/LTD), offering ATA members a community of language professionals, terminologists and localizers making use of computer-based technologies in their daily work.

The primary objective of the division is to offer a central place where members can discuss, explore and query cross-language and non-domain-specific topics arising from the use of language technology, developing and deploying standards as well as praxis relevant work in terminology research and maintenance.

Communication among the members of the division is supported via a member-only forum and a blog for news updates on the division’s website. The website also serves as an information portal for the general public through the posting of newsitems and articles related to language technology as well as collections of links to other relevant sites. The founders of the division envision a peer-supported knowledge base, and they plan to offer continuing education opportunities in cooperation with other bodies of the ATA.

The division’s first business meeting will be conducted at the ATA 47th Annual Conference in New Orleans, Louisiana, which is scheduled for November 1–4, 2006.

American Translators Association ata@atanet.org, www.atanet.org
processing order transactions as well as providing fraud screening and customer service support.

Digital River, Inc.
publicrelations@digitalriver.com
www.digitalriver.com

eLanguage, LLC support@elanguage.com
www.elanguage.com

**Business Objects selects Idiom and XMetaL technology**

Business Objects, a provider of business intelligence solutions, has selected the Idiom WorldServer globalization platform integrated with XMetaL. With its support of the DITA standard, XMetaL and WorldServer will help Business Objects re-use content and publish documentation in a number of formats, including PDF, HTML and online Help, which can then be released on product CDs, the printed page or extranet support sites. Use of WorldServer can be expanded to support the localization of software user interfaces as well as training and services support materials such as white papers and knowledgebase articles.

Business Objects info@businessobjects.com
www.businessobjects.com

Idiom Technologies, Inc info@idiominc.com
www.idiominc.com

XMetaL, www.xmetal.com

**QL2 Software and TEMIS join forces**

QL2 Software, a provider of targeted information retrieval, and TEMIS, a designer, developer and distributor of corporate text mining solutions, have announced a new business alliance. QL2 Software’s data retrieval and extraction combined with TEMIS Text Analytics solution is a two-step system that delivers industry-specific and application-oriented data analysis reports from locked and hidden content. Under this partner agreement, QL2 Software and TEMIS will be partners and value-added resellers for both solutions.

TEMIS info@temis-group.com
www.temis-group.com

QL2 Software, Inc sales@QL2.com
www.QL2.com

**Vision Objects and iRex Technologies partner**

Vision Objects, a provider of handwriting recognition technology, and iRex Technologies BV, a supplier of solutions for reading written digital content, have entered a technology partnership. iRex’s E-reader, called iLiad, combines electronic paper display and VisionObjects’ MyScript handwriting recognition to build business-to-business applications. As part of the alliance, MyScript handwriting technology is integrated into the iLiad through MyScript Stylus, an interactive natural text input method that converts handwriting in real time into digital text. MyScript Stylus features a handwriting input panel enabling users to write naturally.

Vision Objects webcontact@visionobjects.com
www.visionobjects.com

iRex Technologies BV
www.irextechnologies.com

**Welocalize completes merger with China-based Transco**

Welocalize, a provider of software localization, engineering and testing services, and Transco, a provider of Asian language translation, software localization and desktop publishing services, have completed a merger. The merger marks the expansion of the Welocalize quality program to include ISO 9000 processes. Transco is a provider of ISO-certified translation services and has been a pioneer in applying the Capability Maturity Model Integrated (CMMI) model in software localization, engineering and testing services, achieving CMMI Level 3 in 2005. The combined company will operate under the Welocalize name and brand. Smith Yewell will continue to serve as president and CEO.

Welocalize info@welocalize.com
www.welocalize.com

Transco Ltd. info@transco.cn, www.transco.cn

**SRI licenses EduSpeak to Electronic Learning Products**

SRI International, an independent non-profit research and development organization, has licensed its EduSpeak speech recognition system (www.speechatsri.com) to Electronic Learning Products, Inc., a developer of interactive educational software. SRI developed EduSpeak for multimedia applications in reading development and fluency assessment, foreign language learning, English as a Second Language, and corporate training and simulation.

milengo appreciates the importance of superior linguistic accuracy and technical mastery. Each milengo office works with in-country and in-house translators that have an encompassing knowledge of language, technology, and most importantly, the product they are localizing. Make our language and technology strengths your competitive advantage.

milengo.com

**How important is IT specialization?**

This document has some really technical stuff. I wonder how it can be translated well...

We have a database of 20,000 expert translators in this field. Not to worry!

Calling his localization vendor...

"We can’t publish this. This translation is awful and we’ll have to re-translate most of it. Next time, we’ll do it ourselves!"

...ll do it ourselves!

...ll have...
EduSpeak provides a speaker-independent speech recognition engine that works for children and adults as well as native and nonnative speakers of various languages.

Electronic Learning Products will leverage the EduSpeak engine in Tune In To Reading, its literacy intervention program. Originally developed to improve singing, the program uses a combination of pitch-tracking technology and speech recognition to address five aspects of literacy: phonemic awareness, phonics, vocabulary, fluency and comprehension.

World Tourism Organization chooses STAR WebTerm

The World Tourism Organization (UNWTO), a tourism agency of the United Nations headquartered in Madrid, Spain, recently joined more than 60 organizations around the world that already use STAR WebTerm 6.0 as their online terminology management tool. The UNWTO regularly publishes in five official languages: Arabic, English, French, Russian and Spanish, and occasionally in others, such as Italian, German and Portuguese. In total, the UNWTO translates well over two million words per year.

WebTerm is STAR’s solution for managing and disseminating terminology among distributed teams. It provides employees and terminology experts of multinational corporations or organizations with internal and cross-organizational access to terminology using a standard web browser.

KERN localizes online content of German newspaper

KERN Global Language Services took on the challenge to localize online content overnight for one of the largest German daily newspapers. On a routine basis, KERN translates lengthy and complex English economic and financial texts into German.

KERN has almost 40 branches and subsidiary companies around the world, offering such services as translation and interpreting in all world languages, interpreting and simultaneous interpreting systems, software, multimedia and website localization, terminology management, multilingual desktop publishing and language training.

Idiom and SunFlare partner

Idiom Technologies, Inc., an independent provider of scalable software solutions for accelerating and optimizing globalization initiatives, and SunFlare LTD, a supplier of globalization software and services, have signed a technology and distribution agreement to bring Idiom’s WorldServer globalization platform to the Japanese market. The two companies will jointly develop and distribute a Japanese version of Idiom’s WorldServer.

Lingsoft becomes Ellibs Oy’s main owner

Through a stock purchase completed in July 2006, Lingsoft, offering language technology solutions, became the main owner of Ellibs Oy, a supplier of e-books. The sellers were Innofinance and Teollisuusjouitut, both capital investment trusts. The merger consolidates Ellibs Oy’s economy, technological foundation and customer service and complements Lingsoft’s language management solutions directed towards business enterprises. The change does not affect Ellibs Oy’s business operations strategy. Ellibs Oy will continue its activities independently. The merger will not have any direct impact on the status of its personnel.

Content Management and the World Enterprise

November 27, 2006
Boston, MA USA
www.cmpros.org

CM Pros
CONTENT MANAGEMENT PROFESSIONALS

The Most Widely Used Language Translation Software In The World

Automatically Translate and Manage Your Content

- 40 Language Pairs
- Desktop and Enterprise Solutions
- Customization Tools
- Professional Services
- 35+ Years of Proven Expertise

www.multilingual.com

www.systransoft.com

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TechIndex to provide translation of Common Sense Advisory reports

Business, globalization and localization research and consulting firm, Common Sense Advisory, Inc., has released two of its inaugural reports in Japanese. TechIndex (formerly THREE-A SYSTEMS, Co., Ltd.), a language solutions provider with localization as one of its major businesses, provided the English-to-Japanese translation of both reports available for free at www.commonsenseadvisory.com/JAPANESE.

Common Sense Advisory, Inc.
info@commonsenseadvisory.com
www.commonsenseadvisory.com

ESPN Star Sports awards repeat contract to Verztec

ESPN Star Sports, a 50/50 joint venture between ESPN and STAR, has awarded a translation contract to Verztec Consulting, a localization and translation services provider. Verztec will localize, manage and maintain multilingual content on a weekly basis for its Nokia client’s web portal — Nokia Football Crazy — featuring content, blogs and exciting online games related to the English Premier League. Verztec is responsible for the sites of Thailand, Indonesia, China and Malaysia. Verztec also translates communication and marketing materials on a regular basis for ESPN Star Sports.

Verztec Consulting Pte. Ltd.
info@verztec.com, www.verztec.com

SDL TRADOS Technologies experiences growth

SDL TRADOS Technologies, the independent subsidiary technology division of SDL International, responsible for all technology sales to corporations, language service providers (LSPs) and the translation community, has announced a positive revenue growth — 41% growth in revenues and 33% growth in units, with over 50% of all sales going to new customers. Sales in server technologies that utilize web architectures accessing centralized translation assets have grown by over 230%.

SDL has also seen an increase in demand for hosting services in the past year. To support this growth, SDL is migrating its hosting facility in Sheffield, United Kingdom, to Carrenza, an independent third-party partner that provides secure and high-performance hosting facilities in London.

SDL International
tribeiro@sdl.com
www.sdl.com

DocZone.com has increase in sales

DocZone.com has announced an increase in sales bookings from the first to the second quarter of 2006. Some of the new DocZone customers include Agfa Healthcare and ABLE Innovations. The DocZone platform has been adopted across multiple industries, including medical/healthcare, automotive, manufacturing and high-tech.

DocZone.com
info@doczone.com
www.doczone.com

viaLanguage announces 70% growth

viaLanguage, a provider of language translation and localization services, has announced a 70% growth through the second quarter of 2006. Through an increased sales presence, international growth and
its Online Language System technology, viaLanguage has been able to expand its client base. Thus far in 2006, viaLanguage has added a number of clients to that list, including Lowe’s, Citibank, DaimlerChrysler, Wells Fargo and Tillamook as well as many hospitals, school districts and state governments.

viaLanguage alisales@viatranslation.com
www.viatranslation.com

Record results for Lloyd International
Achieving record results for the first half year 2006, Lloyd International Translations (LIT) has increased sales by 62% over the same period in 2005. So far in 2006, LIT has become a preferred supplier for a global manufacturer of construction machinery and for a digital technology company. The company is focusing on providing a full translation and desktop publishing service for operator and service manuals and is currently translating into over 20 languages.

Paul Renehan joined LIT as managing director, thereby allowing founder Mike Lloyd to take up the position of company chairman. Sarah Jessop became vendor manager, being the focal point for the recruitment, development and mentoring of partner vendors.

Lloyd International Translations
mail@lloyd.co.uk, www.lloyd.co.uk

IFL reports continued strong growth
Idea Factory Languages, Inc. (IFL), completed its third year of operation on June 30, 2006. Company revenues increased 106% from the previous fiscal year, alongside growing gross and net profit margins. The company saw solid growth in key client business as well as in new customer acquisition. Demand increased for translation and localization into both its primary target languages, Spanish and Brazilian Portuguese, as well as in other core service areas such as desktop publishing/graphics and engineering/testing.

IFL currently employs over 40 full-time staff, including linguists, project managers and technical staff. The company expects to continue expanding in 2007. The formation of a targeted service for life science projects is set to grow in proven verticals such as information technology, telecommunications, business and finance, mechanics/engineering, retail and so on.

Idea Factory Languages, Inc.
iflinfo@idea-factory.net
www.ifl.com

New faces at Applied Language
Applied Language Solutions has made additions to the staff as well as given internal promotions within the company. The translation company has employed its first in-house French translator, Sabine Tesser, based in Paris, to also oversee project management and sales inquiries.

Grace Chatann joins the company to oversee the introduction of Applied Language’s e-learning system which will ensure that as the company grows, the quality standards, customer service, ethics and culture of the company are maintained as it spreads around the globe.

Richard Stangroom has been appointed sales director. Stangroom oversees all the sales staff in the United States, Bulgaria and the United Kingdom.

Applied Language Solutions
enquiries@appliedlanguage.com
www.appliedlanguage.com

Syntes announces business and human resources manager
Syntes Language Group, Inc., a provider of translation, localization, interpreting and consulting solutions in over 50 languages,
News

has promoted Juliana Braunagel to the position of business and human resources manager. Braunagel has provided strategic human resources and general business management for companies ranging from small start-up businesses to large corporations. At Syntes, Braunagel develops and implements strategic human resources solutions that provide the architecture needed to support the company’s growth.

Syntes Language Group, Inc.
info@syntes.com, www.syntes.com

Iterotext hires new director of sales and marketing

Iterotext, a provider of documentation services, has appointed Beverly Cornell as the director of sales and marketing for the 33-year-old company. Her focus is on developing new corporate relationships and diversifying sales geographically and across markets. Prior to joining Iterotext, Cornell was the marketing and business development manager with PALS International. She started her career working for BBDO as an advertising account executive with DaimlerChrysler.

Iterotext info@iterotext.com
www.iterotext.com

Symbio expansion includes new hire

The Symbio Group, a provider of software development, testing and globalization outsourcing services, is expanding into Europe. As the first step of this expansion, Symbio has hired industry expert David Flynn with more than 20 years of experience with software globalization in Europe. He will assume the position of general manager for Symbio Europe and will establish a Symbio development center as well as develop new business opportunities throughout the region. Previously, Flynn was the European services director for Lionbridge Technologies. He also managed the company’s operations in Ireland.

The Symbio Group info@symbio-group.com
www.symbio-group.com

DocZone.com expands European sales force

DocZone.com, an XML-based content management and single-source publishing solution provider, has announced that Rajesh Tewarie has been hired to manage the sales organization for DocZone.com’s European division. Tewarie brings experience in the sales of hosted software applications, multilingual software products and internet-based solutions. His previous experience include senior sales management positions at Nuance, Autonomy, Primavera and SAP.

DocZone.com info@doczone.com
www.doczone.com

Products

CrossCheck automates quality assurance for documents

Global Databases Ltd., a developer of software solutions for automating the production of multilingual documentation, has released its CrossCheck software service, making the automatic verification of desktop publishing (DTP) documents now a reality. Using artificial intelligence to check translated DTP documents against an original document in
another language, it scans documents for text, formatting and graphic layout errors. CrossCheck works as a plug-in, operating inside Adobe DTP applications such as InDesign and FrameMaker. Users choose which errors to check in the options menu, thus creating different profiles for different documents. Searches can include untranslated and missing text, mismatching numbers, text overflows, errors in fonts, missing graphic objects and more.

Global Databases Limited info@doc3.com
www.doc3.com

Transmissions releases Transmissions For Visio 2.0
Transmissions LLC, a developer of graphics localization software, has released Transmissions For Visio 2.0. Designed to speed the localization of Visio diagrams embedded in Microsoft Word files, Visio 2.0 enables the user to batch process Visio graphics by first extracting the text from Visio diagrams into XLIFF or TTX format, then allowing the user to leverage computer-assisted translation tools, and finally batch reimporting the translations into the original Visio diagrams. Transmissions For Visio is available in freelance and corporate editions.

Transmissions, LLC olivier@transmissionsllc.com
www.transmissionsllc.com

Lingotek beta launches language search engine
Lingotek, a language search engine developer, has launched a beta version of its language search engine technology, which is a collaborative language translation service that enhances a translator’s efficiency by quickly finding meaning-based translated material for re-use. Lingotek’s language search engine indexes linguistic knowledge from a growing repository of multilingual content and language translations instead of from web pages. Users can then access its database of previously translated material to find more specific combinations of words for re-use. Such meaning-based searching maintains better style, tone and terminology.

Lingotek www.lingotek.com

ANTHEA Languages offers new translation management system
In order to streamline the process of managing and updating its customers’ multilingual documents, ANTHEA has developed a web-based translation management system called ANTHE@TMS. Any authorized user can access the document management platform to view, add and update documents and objects in any language and request a translation or a quote.

ANTHEA Languages
info-fr@anthealanguages.com
www.anthealanguages.com

Visual Localize 6.4 announced
Applied Information Technologies AG has released both Net and Premium versions of Visual Localize 6.4. The new versions have several new features, including synchronization of two or more projects. This new function helps a translator to compare his or her translations with the corresponding translations of the same localization project with a different target language. An update has been made to the script automation function to support more file types. Other features include a pseudo-translation function added to script automation and a function to add necessary support files to the localization project.

Applied Information Technologies AG
info@visual-localize.com
www.visual-localize.com

TranslationDirectory.com offers free dictionaries
TranslationDirectory.com has started publishing free glossaries and dictionaries, and authors are invited to submit their glossaries and dictionaries for publishing. Among the first are a glossary of religious terms, a water science glossary of terms and an everyday Yiddish-English-Yiddish dictionary.

The glossaries and dictionaries can be accessed free-of-charge on the website.

TranslationDirectory.com
onoshko@mail.uar.net
www.translationdirectory.com

ELRA catalog adds NEMLR resources
The European Language Resource Association (ELRA) has added the following Arabic resources to its Language Resources Catalogue produced within the NEMLR project (www.nemlar.org). All three resources are owned and copyrighted by the NEMLR Consortium: the ELRA-W0042 NEMLR Written Corpus, the ELRA-S0219 NEMLR Broadcast News Speech Corpus, and the ELRA-S0220 NEMLR Speech Synthesis Corpus.

ELRA/ELDA mapelli@eldla.org, www.elda.org
News

Common Sense survey results

Many firms still debate whether it makes business sense for them to globalize their online marketing, online commerce sites and call centers. There is a longstanding assumption that enough people on the web feel comfortable using English, especially when buying high-tech or expensive products. Nonetheless, research dating back to 1998 indicates a high propensity for people to buy in their own languages. However, until now, there has been no large-scale behavioral study of consumers to validate this preference.

Common Sense Advisory has the results of its latest research survey of more than 2,400 consumers from eight non-English countries in Europe, Asia and South America on their language preferences and its subsequent impact on their purchasing decisions.

The eight-nation survey was conducted in July and August 2006 by a company specializing in consumer panels around the world. The data collection project was underwritten by Wordbank, Lionbridge and Idiom Technologies.

Organizations doing business internationally; interested in building a business case for website localization, targeted marketing, and product localization; or providing the tools and services for e-commerce will benefit from downloading the report. A summary of findings is available on the Common Sense website or any of the underwriters’ websites. Common Sense Advisory, Inc. info@commonsenseadvisory.com www.commonsenseadvisory.com

New glossary aims to streamline standards communication

Standards and regulations guide and direct industries, but organizations can struggle to find a common language as they attempt to comply. To deal with this problem, Network Frontiers has produced The Language of Compliance: A Glossary of Acronyms, Terms, and Extended Definitions (www.glossarybook.com) to help streamline communication. Acronyms and terminology from over 100 regulations and standards have been consolidated into a single glossary. The “spotlight definitions” section is devoted to terms that can’t be defined in a paragraph or two. Over 800 field editors in 17 countries have reviewed the glossary.

Network Frontiers info@netfrontiers.com www.netfrontiers.com

Language Connections provides translation for seminar

In August 2006, the Defense Institute of International Legal Studies, located in Newport, Rhode Island, hosted rigorous educational sessions in international law in Buenos Aires, Argentina. Language Connections, a multilingual translation agency that specializes in political, legal, pharmaceutical, medical and technical translations for corporate and government clients, provided translation services for the seminar.

Topics at the session included the use of force; internal armed conflict and the law; atrocity crimes; and the law of armed conflict and terrorism. The audience was comprised of civilian and military law officials, diplomats, military personnel and educators. Given the sensitive, highly political nature of these issues, great care was taken by the translators to ensure that translated text faithfully represented the laws and regulations that were discussed.

The institute sponsors events year-round, being most active during the summer. Over the past 14 years, classes have been conducted for students from Mozambique, Lebanon, Mexico, Senegal, Honduras and many other nations.

Language Connections translate@languageconnections.com www.languageconnections.com

Active Voice upgrade program

Active Voice, LLC, a voice messaging, unified communications and speech solutions provider, has launched a program to persuade existing customers to upgrade their aging Repartee OS/2, Replay and Replay Plus voice mail systems to current Repartee products. To address the needs of larger enterprise customers, such as hospitals, universities, hotels and government offices, Active Voice’s Repartee for Windows and Repartee LX messaging systems support hundreds of legacy, digital and internet protocol switches and are localized for a variety of languages. For companies with large mobile workforces, speech recognition and text-to-speech can help employees access and manage their...
Conversis launches public sector division

Conversis, a provider of globalization, internationalization, localization and translation services, has launched a division designed for all language and communication needs in the public sector, including central and local government departments, local councils, health services, charities, the police and other public organizations. To support these efforts, Conversis’ division offers organizations preferential rates and a full management information package. The complete range of services will include language translation services, face-to-face interpreting, telephone interpreting, multilingual desktop publishing, Braille, British Sign Language, language consultancy and cultural consultancy. In addition, Conversis has created a dedicated helpline in order to support clients with the task of localizing and interpreting sensitive government materials.

At this time, Conversis has approval to begin projects for several public sector entities, including the Translation Center for the Bodies of the European Union. Conversis is translating a variety of documents for these organizations, such as handbooks, legal texts and technical manuals.

Caspio Bridge 4.0 released

Caspio, provider of an on-demand database and rapid web application creation platforms, has released version 4.0 of its Caspio Bridge Online service. Since 2001, Caspio Bridge Online has empowered business managers and developers alike with a “no-programming” way to quickly create and deploy database-driven web applications, forms and reports.

Version 4.0 allows one-click web application localization to any language and gives the ability to create forms for mobile devices without programming. Web Services are now available in all Standard Caspio Bridge accounts for advanced integration and extensibility. Caspio Bridge Plug-in for Microsoft Office brings online data securely to a user’s desktop and keeps it refreshed automatically.

Verztec enhances AsiaLingo Xtranet

Verztec Consulting, a provider of localization, translation and multilingual hosting services that operate in six countries worldwide, continues to improve its global contact management and resource recruitment processes by adding new features to AsiaLingo Xtranet, its global extranet portal. New features include real-time profile management, file-management functionalities and many more.

XMetaL announces Content Lifecycle Solutions Practice

XMetaL has formed its Content Lifecycle Solutions Practice to deliver expertise in the strategy, planning, design and implementation of content life cycle processes and technology. The group will work with XMetaL clients to improve content life cycles – business processes that span the contribution, authoring, styling, review, localization, publishing and management of content. One area of focus is to enable global enterprises to increase the clock speed of multilingual content publishing by implementing best practices and technologies for multilingual content management and globalization management. In addition, organizations will be better able to establish control over their global brands by maintaining a single source of content while providing unique local content.
MultiCorpora unveils
Academic Licensing Program

MultiCorpora has unveiled its Academic Licensing Program designed to provide educational institutions worldwide and their students with an array of industry tools for language professionals. Under this partnership program, academic institutions will have access to discounted annual licenses of MultiTrans Expert translation software, including TextBase Translation Memory as well as terminology management and extraction tools. Annual licensing fees are based on the size of the academic institution’s laboratory.

By participating in this program, educational institutions also receive free training for professors and teaching assistants who will also benefit from professor license take-home rights, product discounts for enrolled students, full access to content for curriculum development and to different self-support options to help organizations getting started with MultiTrans.

MultiCorpora R&D Inc.
info@multicorpora.com
www.multicorpora.com

Alchemy technology simplifies enterprisewide deployment

Alchemy Software Development Ltd., a visual localization solutions provider, has released Alchemy NETWORK License Manager 2.0 and two new services for its NETWORK License deployments. NETWORK Licensing enables the user to share Alchemy product licenses across an organization, thereby creating a pool of centralized licenses that can be used across multiple client workstations and different geographical locations. This improves the availability of Alchemy technology while the central license server provides a secure and easy-to-manage administration console.

With the launch of NETWORK License Manager, several server configurations are now possible. A single license server for small deployments that want to centralize all licenses on a single license server. It works best in Local Area Network (LAN) topologies. Distributed License Server allows for multiple license servers that pool aggregate number of licenses and makes them available to the entire organization. It also has the benefit of working in both LAN and WAN topologies. Redundant License Server is a configuration of three license servers that communicate with each other and collectively manage the pool of licenses.

Alchemy Software Development Ltd.
info@alchemysoftware.ie
www.alchemysoftware.ie

Language Line Personal Translator Service available

Language Line Services, a provider of language services, has created Language Line Personal Translator Service (www.language-line.com/personaltranslator), an on-demand document translation service designed for individuals and small businesses. Personal Translator Service will translate anything from single-page letters, signage, brochures, contracts, medical records or any other
printed material from English into 170 languages, and vice versa.

Language Line Services also offers an over-the-phone interpretation service to consumers and organizations called Language Line Personal Interpreter Service (www.languageline.com/webpi) designed for individuals and small businesses needing to communicate to limited-English speakers orally. Accounts can be set up with Language Line Services within minutes, and an interpreter can be on the phone within seconds.

Language Line Services, Inc.
info@languageline.com
www.languageline.com

Lionbridge and Documentum localize The Well Project

Lionbridge Technologies, Inc., a provider of globalization and offshoring services, is localizing the website for The Well Project Inc., a not-for-profit corporation with a mission to change the course of the HIV/AIDS pandemic by focusing on women. With an integrated solution consisting of Lionbridge’s Freeway internet-based language platform, Documentum content management technologies and Lionbridge translation services, www.thewellproject.org will be maintained in Spanish with expansion into additional languages as the project progresses.

To enable seamless, up-to-date information in both English and Spanish, Lionbridge worked with The Well Project and a systems integrator, Armedia, to develop a link between Documentum’s content technologies and Freeway, Lionbridge’s translation services. The Freeway solution also automates many of the manual tasks involved in the multilingual content management process, including job submission, delivery and re-delivery of content assets.

As a result, the site can be maintained across languages without requiring human interaction.

Lionbridge Technologies, Inc.
info@lionbridge.com, www.lionbridge.com

GPI launches new telephonic interpretation services

Globalization Partners International (GPI), a provider of translation and interpretation services, has launched a telephonic interpretation service as part of www.translationportal.com. Utilizing a national telephonic interpretation service, clients can have access to live interpreters in over 150 languages by simply dialing a toll-free number and entering a unique access code. Live interpreters can be accessed 24 hours a day, 365 days a year.

GPI’s telephonic interpretation service is supported by over 1,000 professional, certified linguists and has an average connect time of 30 seconds. The pay-as-you-go fee structure allows users to pay only for the minutes used.

Globalization Partners International
info@globalizationpartners.com
www.globalizationpartners.com

Transco publishes Global Website Review Criteria

Transco, a localization service provider, has published Global Website Review Criteria to rate multilingual websites. These criteria are based on the “Global Website Review,” which is a recently launched column at Transco’s weblog (www.BetterLocalization.com).

Global Website Review Criteria rates a multilingual website in four aspects: general user experience, content, frame and function. Each aspect has two to five sub-factors that reflect the quality of the website and affect the points.

Transco Ltd. info@transco.cn, www.transco.cn

Downloaded any good books lately?
www.multilingual.com/monographs

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Shanghai Everbright Convention Center
Call for papers posted.

www.localizationworld.com
**October**

**STC Region 2 Conference**  
[STC Region 2, conference2006@stcuk.org, www.stcuk.org/R2conf](http://www.stcuk.org/R2conf)

**1st Athens International Conference on Translation and Interpretation**  
October 13–14, 2006, in Athens, Greece.  

**Localization World Montréal**  
October 16–18, 2006, in Montréal, Québec, Canada.  

**International Conference on Global Software Engineering**  
October 16–19, 2006, in Florianópolis, Brazil.  

**EDOC 2006**  
October 16–20, 2006, in Hong Kong.  
The Hong Kong Polytechnic University, http://www4.comp.polyu.edu.hk/~edoc06

**STARWEST 2006**  
October 16–20, 2006, in Anaheim, California USA.  
[Software Quality Engineering, sqeinfo@sqe.com, www.sqe.com/starwest](http://www.sqe.com/starwest)

**New Research in Translation and Interpreting Studies**  
October 20–21, 2006, in Tarragona, Spain.  
[Intercultural Studies Group, alexander.perekrestenko@estudiantis.urv.cat, http://isg.urv.es/seminars/2006_new_research](http://isg.urv.es/seminars/2006_new_research)

**Arabic NLP/MT Conference**  
October 23, 2006, in London, UK.  
[British Computer Society, admin@bcs-mt.org.uk, www.bcs-mt.org.uk](http://www.bcs-mt.org.uk)

**LRC — XI**  
October 25–26, 2006, in Dublin, Ireland.  

**Languages & the Media**  
October 25–27, 2006, in Berlin, Germany.  

**International Communication — Promising Practices**  
[Mediterranean Editors’ and Translators’ Meeting, metmeeting@gmail.com, www.metmeetings.org/pagines/metm06.htm](http://www.metmeetings.org/pagines/metm06.htm)

**November**

**ATA 47th Annual Conference**  
November 1–4, 2006, in New Orleans, Louisiana USA.  

**Localization Project Management (North America)**  
November 6, 2006, in Toronto, Ontario, Canada.  
The Localization Institute, info@localizationinstitute.com, www.localizationinstitute.com

**tcworld 2006**  
November 8–9, 2006, in Wiesbaden, Germany.  
[tekom, info@tekom.de, www.tekom.de](http://www.tekom.de)
Calendar

5th Annual Translation Conference
November 9–10, 2006, in Portugal.
Escola Superior de Tecnologia de Tradução Instituto Politécnico de Leiria, janaeastrad@estg.ipleiria.pt

Sixth Portsmouth Translation Conference
November 11, 2006, in Portsmouth, UK.
Portsmouth University, ian.kemble@port.ac.uk, www.port.ac.uk/translationconference

30th Internationalization & Unicode Conference (IUC30)
November 15–17, 2006, in Washington, D.C. USA.
Object Management Group, Inc., info@unicodeconference.org, www.unicodeconference.org/ml

Terminology Congress November 2006
November 15–17, 2006, in Antwerp, Belgium.
Lessius University College Antwerp, christine.gysen@lessius-ho.be, www.lessius-ho.be/vl/terminologiecongresnovember2006.htm

Translating and the Computer 28
ASLIB, tc28@aslib.com, www.aslib.co.uk/conferences

Translation and Conflict II
November 17–19, 2006, in Salford, UK.
School of Languages - University of Salford, www.esri.salford.ac.uk/seminars/forthcoming/translation_conflictII

Interactive Media
November 19–24, 2006, in Zurich, Switzerland.
ASCONA III, massaro@fuzzy.ucsc.edu, http://virtualinstitute.eti.unige.ch/InteractiveMedia

TAUS Executive Forum
November 23–24, 2006, in Brussels, Belgium.
TAUS, jvdm@translationautomation.com, www.translationautomation.com/tausMeetings.php

CM Pros Fall 2006 Summit
November 27, 2006, in Boston, Massachusetts USA.
Content Management Professionals, vicepresident@cmprofessionals.org, www.cmprofessionals.org/events/summit/fall2006

Translation and Censorship
Portuguese Catholic University, tradcens@ucp.pt, www.tradcens.net

IWSLT 2006
ATR Spoken Language Communication Research Laboratories, michael.paul@atr.jp, www.slt.atr.jp/IWSLT2006

Semantics 2006
November 28–30, 2006, in Vienna, Austria.
University of Innsbruck, sven.groppe@deri.org, www.semantics2006.net
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A few issues ago, this column introduced a discussion on the topic of geographic names — also known as toponyms or place names — and provided some insights as to why they can be geopolitically and culturally sensitive in a number of ways. I covered some of the historical background to geographic names usage in cartography but also their use in other forms of content, thus making them yet another aspect of overall geocultural quality that must be accounted for in any product or service. A particular highlight of that article was emphasizing the consideration of three critical aspects of geographic names: name currency, name sensitivity and the current transliteration and romanization methods. Collectively, these three interrelated aspects represent the most fundamental rules for managing geographic names data in a product or service, with each one individually requiring potentially different sources and methods.

But beyond the operational dimension of appropriately managing toponyms in a business context, there is another layer of query that often arises as a result of this activity. This relates to a strong curiosity about origins of the names themselves and what processes exist to shape and mold the names with which we all become so familiar over time. Why is Beijing called Beijing? Why is the Mississippi River called that? What caused Bombay to change its name to Mumbai? What makes the hydrographic names of Persian Gulf and Arabian Gulf so controversial? Investigation into the etymology of geographic names is often the best way to fully comprehend the complexities of each issue while gaining a better understanding of how to manage them (see the sidebar for details on these specific examples). To approach such questions from a more generic and systematic perspective, some of the most common queries I hear in regard to toponyms are as follows:

- How does a toponym become “common” or of standard use?
- Are different traditions followed in different countries, and/or is it perhaps a simple reflection of differences in languages?
- Who chooses the transliteration and romanization methods? Who decides which names are translated as opposed to which are transliterated?
- To what degree do geographic names become sensitive geopolitical issues?

We’ll come back to these questions at the end of this column, with my hope being that by that point you’ll be able to answer them yourselves to a large degree. So, in order to gain a better understanding of the forces that shape the origin and management of geographic names, it’s helpful to view them through these three different but closely interrelated filters:

- **History and culture.** The existence of a name purely through historical circumstances. This is often the first name that is applied by a culture to a place or geographic object (a river, lake, mountain and so on), and it is perpetuated through time.

- **Government.** The naming of geographic phenomena via a national government, often an agency which is specifically designated for such a task and is responsible for managing the official names.

- **Geopolitics.** Somewhat of a hybrid class of the first two, this involves the typically contentious names which result often as a side effect of government selection, although the historical, cultural and/or political validity of the name might be disputed by another government.

Tom Edwards is owner and principal consultant of Englobe, a Seattle-based consultancy for geostrategic content management. Previously, Tom spent 13 years at Microsoft as a geographer and as its senior geopolitical strategist.
While many factors influence geographic names, these three are the chief forces that will be discussed in this column. As you may find, an investigation into the origin of toponyms is often a fascinating history and geography lesson as well as a glimpse into the development and movement of cultures across the globe.

The role of history and culture

Undoubtedly, the strongest factor among the three — the influence of history and culture on a place — is what primarily shapes the names we are familiar with today. In many cases the names have emerged through a long process of revision based on the tidal forces of history, but the act of naming a location and associating place to a name is actually far more ancient than the association of a place to an arbitrary reference system such as latitude and longitude. For example, while there were likely a few early names for the city, Jericho has remained the primary name for millennia due in large part to its distinction as being one of the longest-inhabited locations in human history. This relates to one of the key socio-historical factors that influence geographic names: consistent occupation. A city’s name may often change through history if a place experiences a succession of ruling governments, so the general rule is that the less change, the more likely the name will perpetuate through time.

The city of Istanbul was founded in the seventh century BCE as Byzantium but then renamed to Constantinople by the Roman emperor Constantine in the fourth century CE. The Ottomans then captured the region and had long called the city Istanbul (possibly from the Greek term stin poli, meaning in the city), but it was only after the founding of the state of Turkey that the government declared the name official.

More recently, when Ukraine gained its independence from the former Soviet Union in 1991, the fledgling government launched a vigorous effort to revert many of the country’s cities and towns to Ukrainian spellings. From a cartographic perspective, this move essentially eliminated the 70-plus-year period of Soviet rule — which was the whole point. Similar actions have been taken in other countries and regions in response to such political changes.

Much can be said about the historical significance of geographic names, but this space limits me to simply emphasize that the great majority of names with which we’re familiar are a direct result of an initial name assignment and then the subsequent, possible revisions that resulted from political and cultural changes. The longevity of a toponym is often a testament to the persistence of a particular culture or the significance of that place through history.

The role of government

After the paradigm of nation-states arose over the past few centuries, the need to centrally manage geographic information became clearer, particularly in relation to internal and external conflicts. To fulfill the need, many governments put in place specific custodial agencies that manage geographic names and are now largely responsible for every aspect of their oversight. Some examples of these agencies include the Board on Geographical Names (BGN) in the United States; the Permanent Committee on Geographical Names (PCGN) in the United Kingdom; Geographical Names Board of Canada; the Committee for Geographical Names in Australasia; and the South African Geographic Names Council (SAGNC). Such agencies typically maintain robust toponym databases and online search engines to allow for research, and in many cases they maintain the historical data associated with the names, including former names if known.

The government role in changing the names on maps has rarely been as obvious as in recent years, as many key features

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**The origins of selected toponyms**

The following cases illustrate the unique origins of some geographic names with which most of us are familiar.

**Beijing:** One of the earlier romanization methods for Chinese was the Wade-Giles system developed in the nineteenth century and adopted in 1906 by the Chinese post office as the Postal System. Under such guidelines, the Chinese name Pei-ching meaning “Northern Capital” was Anglicized to Peking, which was subsequently used for many decades. In 1979, the Chinese government approved the use of a more accurate and updated romanization method called Hanyu Pinyin, which was subsequently adopted by the ISO, US Library of Congress and many other organizations. Under this system, China’s capital was romanized as Beijing, which has been in standard use ever since — except in cases of traditional usage, such as a meal of Peking duck.

**Mississippi:** This name is a good example of the simple use of the original name applied by indigenous peoples and adopted by colonialists. The name comes from the old Ojibwe (Chippewa) language (in the Algonquian language group) specifically the term miciiziibi which means “great river.” When the colonial forces encountered the indigenous peoples, they adopted their local name and likely did their best to preserve it, although it inevitably became Anglicized as Mississippi.

**Mumbai:** The original name of this Indian city is derived from the name Mumba, related to the Hindu goddess Mumbadevi. During their sixteenth-century explorations, the Portuguese labeled the area as Bom Bahia or “Good Bay.” This was subsequently shortened in common usage to Bombaim which was further Anglicized to Bombay after the British occupation began. During a campaign of slowly divesting itself of the previous British colonial history, India changed the city’s name back to Mumbai in 1995, although the former name is used heavily by many of the local citizens and institutions — not to mention the popular name of Bollywood, used in reference to the local film industry.

**Persian/Arabian Gulf:** Deriving its name from the nearby Persian Empire, which is roughly synonymous with the region occupied by the modern country of Iran, this name continues to be a contentious issue with its rival name of “Arabian Gulf.” Historical evidence leans in favor of the use of “Persian Gulf” as the primary name, but the rise of Arab nationalism since the 1960s and 1970s has fueled a demand for recognition of “Arabian Gulf” as the proper name. In response, Iran has been quick to dispute and outright ban any media that uses an alternative name, such as National Geographic’s world atlas in 2004 for double labeling the feature as “Persian (Arabian) Gulf” and The Economist for using a simplified term “The Gulf” in 2006. Many US government maps have used “Persian Gulf” with no second label; it is known, however, that US military communications have often used “Arabian Gulf” as the only reference, perhaps a residual sign of the political tensions between the United States and Iran and the cooperation the United States is receiving from Arab Gulf states.
are being changed to their original indigenous names — such as Mount McKinley to Denali or Ayers Rock to Uluru. The US BGN and US Geological Survey have adopted the mission of removing some of the historically offensive names appearing on their maps. The names often have negative ethnic associations that are rooted in history, such as the use of the word squaw — for which five states have declared by law that all occurrences of the word must be removed from state maps. This is often a long process. Changing a name such as “Squaw Bosom” to “Moose Bosom” takes time and much deliberation. Also, the process is not without some criticism because some people believe that this is erasing an important, if sensitive, component of the geographic past. The US Library of Congress tries to address this potential controversy in a disclaimer statement that reads, “Users should keep in mind that some materials may contain offensive language or negative stereotypes reflecting the culture or language of a period or place.”

Government agencies also have a large role to play in overseeing the proper transliteration and romanization (if necessary) of their geographic names. Most government geographic name agencies maintain and publish their preferred methods so as to make it easier for external organizations to do a proper conversion. An excellent example of this was mentioned in this column in MultiLingual, March 2006. When the government of Korea (South) changed its Hangul romanization scheme in 2000, many geographic names required modification simply due to the modification of the method, in any content that showed the romanized toponyms. The administrative areas of Cheju-do changed to Jeju-do, for example, and Kangwon-do changed to Gangwon-do. The Korean government provided a grace period for external governments and organizations to make the changes, but such migrations often take years to complete. In cases where nations share the same language, they might coordinate on their transliteration and romanization methods, but the ultimate decision remains with the national agency.

The role of geopolitics

When two or more governments cannot agree on the name of a shared geographic entity, there are avenues for debate and resolution. The United Nations Group of Experts on Geographical Names (UNEGCN) is one body that exists to help coordinate toponym research, cataloging and transliteration/romanization activities between governments. Beyond its coordination role, the UNEGPN also helps to resolve disputed names such as the Sea of Japan/East Sea, Persian/Arabian Gulf and so forth. This activity is also coordinated with the International Hydrographic Organization (IHO), which maintains some jurisdiction over ocean and sea names, and the International Astronomical Union (IAU) acts as the custodial agency for non-earthbound names.

The use of toponyms to influence geopolitical thought is nothing new and has persisted through cartographic and other media for centuries. You won’t find Greek village names on Turkish maps of Northern Cyprus. Similarly, Israeli maps of the West Bank and other territories often use Hebrew names — not the Arabic names you’ll find in local use. This means that consumers of local maps and geographic information need to be discerning about their sources and understand if there might be geopolitical motivations behind the sources’ toponym strategies.

Undoubtedly, the origin and management of toponyms are far more complex than can be fully described here, but my hope is that this discussion will clarify these more fundamental aspects. So, let’s look at the aforementioned questions, but this time with some answers.

How does a toponym become “common” or of standard use?

- A wide variety of factors determine the final, accepted usage of a geographic name. Historical, cultural, political and geopolitical aspects all have a strong role to play in this determination but with a strong reinforcement by the local governments that exercise their sovereignty over names within their own territory and then ensure that these decisions are widely known.

Are different traditions followed in different countries, and/or is it perhaps a simple reflection of differences in languages?

- In the more distant past, the locale-to-locale variations of naming traditions certainly varied widely, and they still do to a small degree. In this age, the management of toponyms has become somewhat consistent between governments, as the custodial agencies, and centers on the local language to a high degree. Many governments often defer to the historical and cultural significance of a particular toponym as the basis for their final decision.

Who chooses the transliteration and romanization methods? Who decides which names are translated as opposed to which are transliterated?

- Most typically the local government will decide which methods are most appropriate, and it will then propagate its decision via international bodies such as the United Nations and others, while coordinating with linguists and translators.

To what degree do geographic names become sensitive geopolitical issues?

- For any geographic feature that is not wholly contained within a sovereign government’s territory, its name has the potential of becoming disputed. While recently this has focused more heavily on bodies of water and country names, it can apply to virtually any geographic feature, whether human or natural. Toponyms are certainly one distinct class of potential content that can become disputed between two or more governments.

Without question, the ongoing relevance and importance of toponyms will perpetuate as a most fundamental piece of descriptive content about the earth’s surface (after location, of course). Despite the convenience of GPS units and digital navigation systems, most people will always prefer to call out their destination with a given name, controversial or not, as there is an undisputed emotional, even romantic response to hearing names such as the Galapagos, Paris, the Amazon, Morocco and so forth. I for one always find it much easier to tell people I live “near Seattle” as opposed to “near 46° 36’ North latitude and 122° 20’ West longitude.” Geographic names are critically important as socio-historical artifacts and geographic clues. As long as this remains the case, they will remain a complex content type for which you must plan carefully and maintain a clearer understanding of their origins as well as the methods of management by government agencies.

Recommended Resources

From Squaw Tit to Warehouse Meadow: How Maps Name, Claim, and Inflame by Mark Monmonier (University of Chicago Press, 2006)

Off The Map: The Curious Histories of Place-Names by Derek Nelson (Kodansha America, Inc., 1997)

editor@multilingual.com
Establishing metrics for success

One of the challenges shared by both documentation and localization managers involves developing metrics for success. While some measures can be directly correlated with internationalization efforts — such as reducing the number of graphics that require localization — others, such as customer satisfaction, depend on multiple factors. Before drawing correlations, however, you need to define precisely what it is that you are measuring and to establish a baseline.

Defining the question
Most companies want to know:
- What is the return on investment for localizing the product and documentation?
- How much does it cost to produce the source documentation and product?
- What are the localization cost savings for internationalizing the product and documentation, and how does it affect the product development costs?
- How does internationalization improve quality and customer satisfaction?

On the surface, these seem like straightforward questions. However, as Don DePalma points out in his article, "Establishing Key Performance Indicators for Localization" (MultiLingual Computing & Technology, "Guide to Localization," July/August 2003), most companies do not separate the development costs for each document produced. Rather, those costs are typically rolled into the overall product development costs. Localization costs, on the other hand, are readily apparent by examining purchase orders for each project.

To ensure an accurate analysis, the documentation costs and related product development costs should be separated from the overall product development budget before one performs the baseline and subsequent measurements.

Another complicating factor is that internationalization reduces localization costs but can add some costs to the documentation and product development side. This can cause problems if the product development budgets and the localization budgets are owned by different departments, unless upper management recognizes the situation and provides direction on how to account for it in the budgeting process.

Determining metrics
One challenge involves identifying what metrics to use to define success and in determining how to quantify those measurements. Ideally, companies would perform a scientific statistical analysis of the data and from that derive conclusions about the success of their efforts. In reality, most companies rely on anecdotal and qualitative data or "quick and dirty" research to support their conclusions about the success or failure of a particular effort. Because these data are qualitative, it can be difficult to clearly delineate how much of the improvement is due to internationalization and how much is due to other factors.

By establishing a baseline before the internationalization effort, you can begin to identify how much the internationalization is helping reduce costs and improve quality. Some of the metrics used for measuring success include, but are not limited to, these:
- Cost reduction (after correcting for differences in amounts of re-use, size of project and so on)

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Increased re-use  
Increased exact and "fuzzy" matches  
Lower error rate  
Improved consistency  
Improved customer satisfaction (as measured in surveys)  
Improved time-to-market  

The specific metrics you choose depend on what you want to know, what tools and processes you have in place and how you approach the questions. Before beginning the analysis, define what you mean by success as quantitatively as possible — reducing localization costs by 10%, improving re-use by 25% and so on.

**Establishing a baseline**

Once you determine the "what" and "how" of your measurements, you can establish a baseline using your current documentation and product, pre-internationalization. Establishing a baseline, preferably before you start your internationalization effort, is vital because it gives you a clear picture of your current organization and status, including how much you are spending on localization. The baseline also gives you an idea of how far you need to go to achieve your goals.

While establishing a baseline, you need to work closely with your localization vendor. The vendor can provide the following information:

- Total word count for each document
- Percentage of exact matches in the translation memory
- Percentage of fuzzy matches and which of the fuzzy matches appear to be caused by preferential changes in the English
- Number of errors and other issues found in the English source during translation (typos, grammar and so on)
- Evaluation of the glossary for completeness and accuracy
- English-to-English comparison of documents to help determine percentage of re-use
- List of formatting issues found in the templates

Meanwhile, you can research the following information:

- Costs for developing each document or product feature, separating out new development from updates
- Number of internationalization errors in the current documentation suite (idioms, culture-specific examples, unclear sentences and so on)
- Usability issues in the English source
- Review of editorial and change management processes

Depending on the size of your system, you might want to do a sample of a cross-section of all your documentation types, rather than examining the entire suite. For complex systems, for situations that appear politically charged, or if your team lacks the skills or time to do the research, consider hiring a consultant to assist you in the initial research and in establishing appropriate metrics.

After you have established a baseline, you will want to set up a system that enables you to measure your progress at regular intervals. The key is to devise a system that allows you to gather the appropriate data without adding a huge workload to the team.

**Conclusion**

Establishing a baseline and identifying your current status help you define not only how far you need to go to reach your goals, but also help to identify the "low-hanging fruit," the easy-to-do, big-impact activities that will help you progress quickly toward your goal.
It was not by sheer luck alone that Latvia got into the North Atlantic Treaty Organization (NATO) in 2004 and is hosting the annual NATO meeting this fall. How it accomplished those two goals brings out a lot about marketing lessons we all can learn from. I am writing this as I sit in Riga, Latvia. The skyline is now dotted with construction cranes. European Union (EU) restructuring funds, Russian flight capital and investment from the West are transforming the country overnight. Latvians say to me, “We don’t know what is happening.”

Few Latvians I talked to will admit that marketing had anything to do with getting into NATO. They say it was Latvia’s commitment to democracy, justice and so on that convinced NATO that Latvia would be a good member and could sponsor the annual conference. But as the Beatles song attests, “I get by with a little help from my friends.”

The United States is a distant concept in Latvia. When I am in Latvia, I read and hear nothing about the United States. Latvians are mostly concerned about why potholes don’t get fixed.

For you Cold War-challenged people, NATO was formed in 1949 to act as a Western bulwark against the Soviet Union. The organization still doesn’t trust Russia and is involved in providing security in the Balkans, Afghanistan and elsewhere in the world. One pundit said that NATO now stands for “nations against terrorist organizations.”

Latvia, once a former Soviet republic, has become a darling of the 26-member alliance due to some smart marketing moves, many of which it didn’t know were smart at the time. But its success points out that everyone needs marketing. The argument that “We don’t need marketing because our business is different” simply is not true. So, here is what Latvia did.

Speak the language of your target market fluently

We know in the commercial sphere to market globally but act locally, but many countries don’t realize this. Things started to change for Latvia when Vaira Vīķe-Freiberga became president in 1995. She was born in Latvia but fled to the West to live in Canada when the Soviet Union “liberated” Latvia from itself during World War II. She grew up in Québec and speaks fluent Latvian, English and French.

She was a compromise candidate in becoming president when the legislature couldn’t agree on two other candidates. The president before her was a nice, mild-mannered guy whose grandfather was Latvia’s last president and a friend and mentor of my father. But he was an Eastern European stereotype: bad hair, mismatched clothes (I won’t even mention the ties he wore); he was always seen carrying a shopping bag after official visits abroad, and he spoke classic Eastern European broken English — “How for to nice to have seeing you.”

Latvia’s image began to change with this elegant lady. Although NATO consists of 26 countries, the United States pays 50% of the budget. So you have to talk fluently to Americans. Like it or not, most Americans feel that you aren’t smart if you don’t speak English correctly. (The only time someone tried to arrest me for speaking a foreign language was in Washington, D.C.) You are probably better off in not trying to speak English at all than in trying a fractured version. I can’t understand countries that select for their face to the world someone who tries, but speaks broken English. It works the other way too, for you can’t be successful in another country unless you can be understood.

President Vīķe-Freiberga speaks fluent French, albeit with a French-Canadian accent. This helped charm the French President Jacques Chirac. The French don’t initiate much, but they do veto a lot of things. She was able to take care of whatever the French might object to.

If you think this is a silly theory, think again. One reason that the United States
blundered its way into Iraq was the English fluency of one Iraqi exile. He eloquently stated in perfect British English that the Iraqi people would welcome US liberation. One of my cardinal rules in international business is not to trust the opinion of someone who speaks fluent English and who tells you how things are in his or her country of origin. That is a sure sign that the person has been away from his or her country too long and doesn’t have that country’s pulse. Better to listen to a truck driver who speaks no English to find out what is going on.

Share the enemies and fears of your target market

At a recent black tie dinner in Washington, D.C., the president of Latvia got a standing ovation when she proclaimed, “We, the Latvian people, have not been put on this earth by the good Lord to make Russia happy.” The Russians have yet to admit that they signed an agreement with Hitler letting Russia occupy Latvia, and they constantly whine about the treatment of Russians in Latvia. Russians have to learn Latvian to become Latvian citizens.

There has been a long-standing enmity between the United States and Russia as well. And although relations have been better than during the Cold War, suspicion still exists today. The two facts of President Bush visiting Latvia last year and the upcoming NATO meeting in Latvia stick it to the ribs of the Russians. Bill Clinton was the first US president to come to Latvia. So Latvia knows how to market itself to both political parties. I love it. Latvia got the two parties to “out-Latvia” each other.

The Miami Cubans are good at this, too — they dislike Fidel Castro, who is also disliked by the US government. And the Iraqi exiles were good at exploiting the negative image of Saddam Hussein in getting US funds to fight that dictator. One reason that Iceland didn’t get the annual NATO conference is that its main enemy is Japanese fishing trawlers who poach for cod in Icelandic waters, but that is not an enemy that the United States fears. Accordingly, there are no petitions to sign at Red Lobster.

Get client references

The best references Latvia could get were those of its diaspora in the United States. People in Latvia don’t vote in US elections, but those in the American diaspora do. Probably Sandpoint, Idaho, where this magazine is published, is the only city in America that has yet not had a Latvian freedom or “Get Latvia into NATO” day.

Marketing is always a process, not just an event. In a recent publication, “The Campaign to Admit Latvia into NATO,” put out by the Latvian organization PBLA, an excerpt reads, “Latvians undertook a fifty-year campaign aimed at ensuring that western governments maintained their official policy of not recognizing the Soviet takeover of Latvia and then to admit Latvia into NATO.” The Latvian diaspora was constantly using marketing communications to its advantage: “The idea was to have policymakers constantly informed of the Latvian cause through the use of briefings, meetings, receptions, email, the Internet, and through letter writing campaigns.”

As the Soviet Union was crumbling, “Latvians put pressure on the White House. They were able to win the support of influential members of Congress who in turn were able to secure resolutions in support of Latvia at a crucial time.” To date, the city of Sandpoint, Idaho, has not issued a resolution in support of Latvian independence, but Latvians are patient. It took years to get the Assembly of the State of New Jersey to introduce Resolution 146 on June 24, 2002, promoting the admission of Latvia to NATO.

I have even used my old school ties. Former US President Bill Clinton; Richard Durbin, a US Senator from Illinois; and General James Jones, the Supreme Allied Commander of NATO based in Brussels (and fluent in French) have all heard from me as to why they should support Latvia’s admission into NATO. After all, I helped all of them on Georgetown finals, so it was payback time: “I helped you with those history exams, so now support Latvia’s entrance into NATO.” In marketing you have to be utterly shameless at times.

The diaspora from Luxembourg is no match compared to the annoying Latvians who are always pleading their cause, which is why Luxembourg didn’t get the annual NATO meeting. I guess it’s annoying poetic justice that the last name of one of the diaspora Latvians who did the most to get Latvia into NATO is Janis Kukainis, whose surname translates into English as bug. In American slang, to bug someone is to pester.

Develop strategic alliances, or the Cheeseburger Defense of Latvia

If you are a small player in whatever field, you go to large players to form an alliance as a way to seem larger. Everybody in our business wants to have a strategic alliance with EMC Documentum. Latvians went to every imaginable group to get their support — from labor unions to other ethnic groups. I even took part in an event to which African diplomats in Washington, D.C., were invited to come learn about Latvia’s plight. They, in turn, wrote letters as well, so the powers that determine who gets into NATO got a constant stream of mail and messages. Sometimes we think we got where we are just by annoying people. They voted for us so they wouldn’t be annoyed by Latvians anymore.

I got into the fray as US representative of the Latvian Investment and Development Agency (www.liaa.gov.lv). Our goal was to attract US investment to Latvia, which then could become another part of the strategic alliance effort. Back in 1995, when McDonald’s eyed Latvia, some Latvians protested. I started a media campaign to change people’s minds. I wrote an article, “Kadel Latvijai Vajadzigs McDonald’s” or “The Cheeseburger Defense of Latvia.”

Latvians were protesting that this symbol of American capitalism would be near the sacred national monument. My “Cheeseburger Defense” commentary to the Latvians was published in the leading daily newspaper, Diena (and also the English-language daily, The Baltic Times). Diena is a cool newspaper, which is run by a friend of mine, Arvils Aseradens. When he started Diena, he was approached by the local Russian mafia to run favorable stories about them or face the “consequences.” Instead he continued to run critical stories and added a line on the front page: “We don’t pay gangsters.” They disappeared, but it was a heroic thing to do. I fully expected Arvils to be murdered some day.
In my commentary, which appeared on January 10, 1995, I wrote:

“There is a way for Latvia to protect itself — invite American capital in and for the US government to encourage more American investment. Do you think the Chechen war would have gone on so long if the TV stations would have shown the daily bombardment of the Golden Arches?

“Think of it, you cannot have a line of NATO tanks facing the Russian border, so how about a chain of McDonald’s restaurants? US President Bill Clinton changes political positions frequently, but his love of McDonald’s cheeseburgers is well known. And for the Russians to threaten this American symbol would be folly indeed.”

McDonald’s did come to Latvia, and hundreds of US firms followed including Microsoft, which localized Office XP into Latvian, Estonian and Lithuanian. The United States is the largest foreign investor in Latvia. The development agency and the US embassy are promoting a major US investment conference in Latvia this fall.

The current US Ambassador to Latvia is a former Bush fundraiser, and, although I don’t usually like to see political appointees get ambassadorial posts, she has been better to Latvia than a career person would have been. Her husband even joined the US Latvian Chamber of Commerce — yet another alliance that sends messages to our target audience in Washington, D.C.

Be super client (America) oriented

It took a while for the millions of migrants wanting immigration reform to get it right on how to march themselves to the US government and the US public. They have now abandoned their native flags and can be seen only waving US flags. Latvians got that right a long time ago in how they pushed things in the United States or in international firms.

Latvians are indifferent toward, if not against, the war in Iraq, but Latvia has a contingent of troops there. And, — music to the Pentagon’s ears — Latvia wants its own wing (four jets) of F-16s to guard Latvian skies. Currently Latvia, Lithuania and Estonia share four F-16s based in Lithuania. In business this rule applies as well: be super nationalistic to your client. Don’t be seen driving a Toyota when you are trying to sell General Motors your services. In our business, I know a vendor who sent a proposal to get UPS language business via FedEx! This is true — told to me by the UPS language manager at the time.

Images matter, so choose yours carefully

Regardless of how compelling your verbal argument may be, you have to have a compelling image to go along with it. Latvia has an elegant president, but something more was needed. A history professor and Latvian immigrant from the University of Wisconsin-Eau Claire came up with the idea of an “occupation museum.” This museum houses the artifacts and tells Latvia’s story of being occupied by both the Nazis and the Soviets. It is patterned after the Holocaust Museum in Tel Aviv, which details the images of what happened to Jews under the Nazis.

And although Riga’s City Council wanted to relocate the museum from its convenient location next to Riga’s picturesque old town, it will stay where it is, housed in a stark Soviet-era building. Every visiting dignitary now takes a tour through the museum. I am sure all the NATO foreign ministers present for the annual meeting will tour it.

The lesson here is that it probably makes sense to rely on something other than Photoshop to project to your target market. To handle all these marketing efforts and the needed images, Latvia even created its own marketing arm, The Latvian Institute, now run by the first Latvian ambassador to the United States and a former advertising guy. The person who headed this institute before? Latvia’s current president, who has made such an impact on the world scene that she is even touted to be the next UN Secretary General, replacing Kofi Annan.

In conclusion, it helps to have a good cause, service or product to market — but unless you go out and shake the marketing tree, not much will happen. M
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The intersection of translation and advertising

Christa Tiefenbacher-Hudson

It seems that every article about international advertising and translation has to provide ample examples of translation blunders for the amusement of the reader. While plenty of funny stories are out there — some true, some simply urban myths — they have all circled the globe and the internet so many times by now that they have become more annoying than amusing. So, you will not find any gratuitous examples of poorly translated advertising slogans in this article, only examples that help illustrate an important point. Since this article is intended for professionals in the translation sphere rather than the uninitiated monolingual, I would rather focus on offering useful information that the reader can apply to the daily challenges of establishing meaningful communication between marketers and consumers — in particular, American marketers and international consumers of products made in the United States.

What makes advertising work?

My entry into the world of advertising came through translation about twenty years ago. I had translated a few books, both fiction and non-fiction, but needed to expand my activities to the more commercial sector of the translation business. People who work in the field of literary translation know that one of the key objectives of the literary translator is to reflect the author’s voice as closely as possible so that the translation presents a mirror image of the original. In a way, the audience of a literary translation is of no concern to the translator. It is all about staying true to the source.

Not so in advertising, where the focus is on the audience with whom we want to establish a rational and emotional connection. By definition, advertising is essentially any form of message that is designed to influence the perception of a product and elicit a specific response or change in behavior by the message recipient. We want to persuade the audience to act favorably toward the product — to get them to try it, fall in love with it and buy it again. In the process we have plenty of good things to say about the product, but that doesn’t mean much if we don’t understand how the audience, the potential consumers, relate to the product (or other products like it), what value they assign to it, what meaning it has in their lives, and why they should believe what we tell them in the first place.

Effective advertising, therefore, often starts with an examination of how and at what level of a brand hierarchy a product relates to its consumers. The higher up in the hierarchy the connection takes place, the more emotional
and less functional and rational the relationship becomes. The more a product assumes value beyond its functional attributes, the more it becomes a brand that evokes loyalty.

As the brand becomes a “love mark” in the hearts and minds of the consumer, we no longer have to sell, for example, a sweet, flavored, caffeinated soft drink. We can sell the feeling of “coming alive with the Pepsi generation” instead.

This particular slogan surely came about after much research into the attitudes of American consumers about different products in the soft drink category and their relationship with Pepsi in particular. The slogan was very memorable, and Pepsi used it for many years because it captured the attitude and aspirations of their primary audience segment: teenagers, young adults and those who want to feel youthful and energetic. Attitudes such as the obsession with youthfulness are shaped by our American culture which, simply put, asserts that men and women can — and should — control nature, time and aging. Other cultures do not share this outlook and may, in fact, place a higher value on humans being part of nature and in harmony with natural processes, leaving them quite prepared to give age its due.

What, then, of the translator charged, for example, with adapting an outdoor advertisement for Pepsi featuring the “coming alive” slogan to Chinese? If he or she was not given a proper briefing as to the creative intent of this advertising message and if the advertising agency did not do its homework with regard to how the brand positioning and message had to be adjusted to different cultures and market environments, then it should not have come as a surprise that the Chinese slogan, as it appeared on billboards across Taiwan, promised to “bring your ancestors back from the grave” or some similarly outrageous message.

Was it simply a case of a bad translation? Maybe not. Over the past twenty years I have come to realize that it often takes a lack of understanding of foreign languages and cultures on the part of the advertiser as well as a lack of courage to challenge the advertiser’s conventional perception on the part of the translator to produce bad translations in advertising.

There is also a certain naïveté at play, a belief that great advertising is all about the genius of the copywriter and maybe the creative director. The other players who contribute to making great advertising possible don’t often make the curtain call: the marketers who have carefully studied the competition and the marketplace; the account planners who have conducted endless consumer research; the media planners who have identified all the right communication channels; and the production artists, producers and art buyers who bring all the ideas to fruition. It takes a great line-up to produce great advertising, not just a copywriter or creative director, however brilliant. Yet after these well-funded teams have done their stuff, we too often think we can turn it all over to a single translator to do the work of an entire team.

Too often we turn over a project to a single translator to do the work of an entire team.

The role of the translator in international advertising

Translators like to be heroes, too. So we may take on work whose scope goes beyond our capabilities, albeit with the best intentions. We think we understand the source text and know the target audience (after all, they are Chinese, Germans, Spanish and so on just as we are). We get our creative juices flowing to translate that tagline or headline and become the foreign language copywriter. Many of us are quite capable of doing so; however, without the support of a team to prepare the foundation and define the direction for our work, we can easily get into trouble. In advertising, knowledge of the source language and our linguistic and creative ability to interpret that language is rarely enough.

A few years back, we were asked to review a print ad that a French-Canadian trade magazine had translated for a local Minnesota client, Scientific Angler, a division of 3M Company. Our parent company, Martin-Williams Advertising, had created the English campaign, and we were quite familiar with the creative strategy and concepts. The target audience was flyfishers, people deemed to be among the most passionate of anglers, who practiced their sport with obsessive compulsion and valued the right tools that matched their drive for perfection.

Based on these audience insights, the agency had developed the tagline “The method to the madness” for their campaign. The Canadian magazine translated the tagline literally as La méthode à la folie. While there was nothing wrong with the linguistics of the translation, it completely missed the idiomatic meaning of the English as well as the creative intent of the original, which was meant to capture the single-mindedness of flyfishers. Instead, the tagline reflected a complete lack of understanding of this audience, who were not a bunch of fools, but people passionate about their sport. Our revised tagline, Donner matière à passion (which translates as “Giving substance to passion” or “Giving [the right] stuff to passion”), came out of our knowledge of the creative strategy and was based on an audience profile that shared the commonalities of the flyfishing subculture beyond national borders.

It was experiences such as these that led to our proprietary process of the Six Degrees of Transcreation, which blends the disciplines of translation and advertising, integrating the translator into an international communications team and process. More on that later.

The international business of advertising

The international advertising business is dominated by a limited number of mega-agency networks with hundreds of offices around the world that are set up to serve equally large multinational companies with offices around the world. The local agency offices usually have full-service capabilities, including creative, marketing, and media planning/buying, and they manage multimillion dollar budgets based on the size of their domestic advertising market. Typically, a lead agency works with the corporate client and develops the global branding and creative strategy; the local agencies work on country/market-specific executions as well as other tactical programs that address specific market needs and opportunities. Because of how the labor is divided between the global lead agency and the local agencies, there are few opportunities for translators to get involved.

The next tier of advertising agencies includes the mid-size, often highly creative shops that may or may not be independent. Even if they belong to one of the large advertising holding companies, they usually do not have offices in other countries and have to rely on other agencies for services that allow them to
extend their clients’ advertising programs to international markets. Translations are often among the services they require. The same is true for the smaller independent agencies that serve more local or regional clients who may, nevertheless, seek out opportunities abroad.

In addition to categorizing the complex world of international advertising by the size of agencies and their clients, it helps to apply two additional sets of criteria: Who are their audiences and how centralized or decentralized are their advertising strategies? In other words, are we dealing with consumer vs. business-to-business advertising and do they pursue global vs. local approaches to advertising?

Based on the audience-centered approach that advertising, by its very nature, has to take, we would be right to assume that it is easier to develop and execute a global advertising strategy when we are targeting international business audiences than when we are targeting consumer audiences. Physicians, for example, share many similarities with their colleagues in other countries when it comes to their needs and expectations of a new medical device or drug. We would also use primarily rational appeals to persuade these audiences of our product’s benefits and advantages, which makes the advertising less susceptible (but by no means immune) to culturally inappropriate messages. And the media channels available to distribute our advertising messages to B2B audiences are often international or global by design, allowing us to leverage the same creative executions across different media outlets.

Consumer audiences are much more differentiated, not only from one country to another but also within the same national marketplace. Advertising and marketing have reached a level of consumer analysis that enables us to slice our audience into finer segments, based on age, income, social status, education, ethnicity, cultural norms and values; attitudes towards contemporary issues; preferences for certain product features; how the audience lives, works and spends leisure time; and what the audience watches, reads, listens to and so on.

How similar or different the advertising strategies and executions for a consumer brand are from one country to another therefore depends very much on the degree of similarity or difference between the audience segments we are trying to reach and other key market parameters.
such as the native culture, socio-economic climate, available marketing and media channels, and the competitive set.

The possible variations seem endless. There are nevertheless a fair number of global consumer brands for which global branding strategies make sense not only from a financial point of view, but also from a marketing perspective. For example, Kimberly-Clark decided to use the same creative strategy for its advertising campaign for Cottonelle toilet paper in all its global markets (even in those markets where the product is sold under a different name) after carefully identifying the shared values their consumers associate with the brand. The ads and commercials are executed locally, following a global template.

High-end performance cars such as BMW also use global branding strategies as they target very similar consumer segments across international markets. While BMW presents a globally branded image on its website, for example, there are subtle differentiations in how they emphasize different attributes of their brand in different markets without abandoning the essence of their brand. Their German slogan is Freude am Fahren (“the joy of driving”), which speaks to the sensual appeal of the BMW design and driving experience. Adaptations of this slogan are used in most of their international markets. In the United States, however, they sell “the ultimate driving machine,” which beautifully captures the emotional relationship between the driver and the car as an object of his or her desire in a culture where automotive technology is identified with power and control.

Last but not least, we need to consider the one essential part of advertising I have not really addressed yet: media. Without media channels to deliver the message, there would be no advertising. And after all, the media are the message. There have been absolutely radical changes in the type of media available for advertising. Traditional media, such as print ads, television commercials, billboards and so on, are being eclipsed by the truly global medium of the worldwide web on the one hand and highly targeted media on the other hand that speak to the consumer individually — such as text messages transmitted to your cell phone when you walk by a store that sells products that complement what you are wearing. These messages are brought to you courtesy of tiny chips imbedded in your clothing or other personal items that are scanned and trigger the emission of the messages.

So, when it comes to new media, technology enables both very global approaches to advertising (as documented in John Yunker’s Global by Design newsletter) and very localized/individualized advertising that is tailored to neatly defined consumer segments. It remains to be seen how adaptable the direct media strategies are when it comes to international markets and cultures as well as different legal environments.

**Blending the disciplines of translation and advertising**

Having worked at the intersection of translation and advertising for over 20 years, I have come to love and admire the art and science of advertising. Its creativity never ceases to amaze me. And it is a highly enjoyable challenge to preserve the integrity of great creative work as we adapt it to other languages, cultures and markets. In doing so we, as translators, have to share the same objectives as the team who created the original advertising: inform, persuade and motivate our audiences.

This reminds me of conversations I have had repeatedly with different clients. In discussing the translation of an ad or similar promotional piece, more often than not I’m told that they need “just a translation” and all we really have to do is make sure that we don’t offend our audience — with a bad translation, that is. After establishing ambitious objectives for the US advertising, all we have to do when it comes to the international ads is not offend our audience. The only answer I can give to such a request is: “How low do you want to set the bar?” If we cannot be reasonably sure that the translated ads will achieve the same objectives as the English ads, we may as well not waste our client’s money. But it’s not a matter of a simple translation.

To ensure the successful outcome of our work, we have developed a proprietary process that we call the Six Degrees
of Transcreation. It offers a set of criteria for adapting advertising and marketing materials for diverse international and ethnic audiences and helps us determine the degree of differentiation that is required to ensure the relevance and effectiveness of the material.

The six degrees include the brand essence and values associated with the brand; the origin of the brand; the brand positioning in the marketplace; the media used to promote the brand; the creative expression of the brand (in words and visuals); and the language of the brand. We examine these criteria against the information we have about the target market(s) and culture(s). All essential findings and considerations are captured in a creative brief that informs the work of our language teams. Unless, of course, we find that the advertisement should not be adapted in its current form because, for cultural or other reasons, it has no relevance to the target audience and/or would not achieve the desired objectives.

To illustrate how this process is applied, here is a case history based on the work we did for Polaris Industries over a number of years. We were responsible for adapting their snowmobile campaigns, designed for the US market, to French for use in the Canadian market. Among US marketers there is a prevailing assumption that Canadians are just like us, so we can use the same advertising; we just have to translate it for those French-speaking Quebecois. Of course, being quite aware of the differences between Canadian and US culture that prove this assumption wrong, our task was to determine the degree of differentiation required between the US and French-Canadian campaigns, and then execute the campaigns accordingly.

The first of the six degrees, the essence of the brand, is something we have to understand but cannot change. So, the French copy needed to portray the same dynamic brand personality that embodies passion, fun and a sense of adventure.

The second degree, the US origin of the brand, had a positive effect on the perception of the product, but there was no need to play it up or down any more than it was in the English copy.

The Canadian Polaris marketing team provided the direction with regard to the third degree, the positioning of the brand in the marketplace against the competitive set. Among the imported brands, Polaris had a premium position, while the native Ski-Doo from Bombardier was the market leader. This meant that copy had to be adjusted as needed if it did not reflect the Canadian market positioning.

The fourth degree, the media channels, were the same as in the United States; the campaign relied on dealer promotions, direct marketing and collateral materials distributed in the stores supported by broadcast and print advertising. One important piece of information emerged from the examination of the marketing criteria: the gender mix of our Canadian audience was different than in the United States because it contained more female riders. This fact, combined with other differences in the cultural context of our audience, would influence how we adapted the campaign components.

As we looked at the fifth degree, the creative expression, we determined that
the original campaign’s powerful visuals expressing the Polaris lifestyle and riding experience would resonate well with Canadian consumers. We decided, however, to modify the copy in several of the pieces to appeal to the different gender mix of our audience. Instead of focusing on male-oriented individuality, for instance, the French-Canadian copy emphasized the shared passion and dream of escape. And there were always a few campaign components such as seasonal sales promotions that had to be changed completely because they were based on US seasonality — the Fourth of July or Thanksgiving — and had no relevance to the Canadian calendar and culture.

When it came to the sixth degree, the language, it may have been implied that it would have to change, as prescribed by law. But we felt it was vital for the Polaris brand that the use of French was not just perfunctory, and we made sure that the brand truly spoke the language of their audience, the Canadian outdoor enthusiast.

The translator as part of the team
In the transcreation process I have described, the translator becomes part of a multidisciplinary and multinational communications team that combines multicultural marketing, art direction and translation. To be sure, it does require more creative writing skills in the target language because the translator essentially becomes an in-language copywriter. Not every translator would feel comfortable in that role or would be qualified to assume it. All of us engaged in this work, however, have found it to be very rewarding.

Our approach to blending translation and advertising may or may not be unique, but it enables us to provide a more strategically driven and precise language product, and it enables our clients to meet their communication objectives to inform, persuade and motivate their diverse international audiences.

As for the role of translations in international advertising going forward, the international advertising business will surely continue to evolve. Whether the trend will be towards more international mega-agency networks or a growing number of independent agencies, there will always be a place for translations that are able to mitigate cultural and market differences and find just the right expression for our clients’ advertising messages — no matter what language.

Suggested Reading
Simon Anholt: Another One Bites the Grass: Making Sense of International Advertising
Felipe Korzenny and Betty Ann Korzenny: Hispanic Marketing: A Cultural Perspective
Clioire Rapaille: The Culture Code: An Ingenious Way to Understand Why People Around the World Live and Buy as They Do
Fons Trompenaars and Charles Hampden-Turner: Riding the Waves of Culture: Understanding Diversity in Global Business
John Yunker: Global by Design (E-Newsletters)
Translation strategies in international advertising

Jesús Maroto

At a time when globalization is becoming more and more a reality and when the world of the media is becoming more complex and fragmented, one of the biggest challenges that advertisers face is cross-cultural communication. The globalization of the market means that today’s companies are addressing an incredibly varied target with many different languages and cultures. International campaigns were, until recently, little more than translated domestic campaigns, but needs have now changed.

Many brands now depend heavily on foreign sales, and they have to be able to engage in a two-way communication with consumers and earn their respect in each market in order to increase sales and fight competitors. Consumers are much more sophisticated and demanding, and new media — in particular the internet, interactive television and even the mobile phone — have introduced the expectation of interaction and dialogue with the brand in the customers’ own languages and within their own cultural frameworks. In fact, on the web, this is becoming essential since research shows that users perceive a company more favorably when they see a version of its website in their mother tongue, regardless of their English proficiency.

Fulfilling all of these expectations implies the steady creation of a great quantity of content and communication suited to each different market while trying to keep a good level of brand consistency across markets to generate brand value. This involves a strong need for coordinated action and a solid knowledge of the product that is going to be marketed.

In this article I will discuss how the same product can occupy a completely different space in the perception and in the life of consumers in different markets and how this perception is the result of advertising campaigns combined with local attitudes. The article will also explain the difference between what I call tradition-free (global) products and culture-bound (local) products. This differentiation is key since the translation and marketing strategies used to promote one type of product or the other are totally different.

International advertising

Translating international advertising campaigns is a relatively recent problem. Its scope and complexity, however, have increased exponentially in the past five to ten years. I see several main reasons for this evolution.

The multicultural nature of a global market. Today’s global markets are bigger and more attractive than the traditional home market, but infinitely more complex. They require brands to become multilingual and multicultural — which is not an easy task. Brand perception differs according to country and culture. Furthermore, brand positioning differs in each market based on culture, language, history of the brand, competitors and so on.

The atomization of the media. The first multinational brands could afford to tackle local markets one by one with local agencies using local creative work developed after certain guidelines, and they could easily reach their target market via a very limited and centralized number of mass media. Now, however, the multiplication of the media brought about by new technologies means that the era of monolithic mass communication is over.

With the advent of satellite, cable, the internet and so on, the media has become atomized and specialized, thus making

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www.multilingual.com

October/November 2006

Multilingual
it difficult and expensive for brands to communicate effectively with their target audience.

Creative solutions have to be found to produce flexible communication capable of adapting to the most diverse media. And if on the one hand these media are fragmented, they also know no borders, which makes comparisons much easier.

The interactive nature of new media. While in the past commercial communication tended to be one way and little feedback was available except for a few postal exchanges, market research and later free phones or mail, the advent of the internet has made a great deal more information available. People are now used to interacting for long periods of time with a brand, thanks to websites. They also expect to be able to give feedback and are willing to volunteer information online in exchange for convenience or a prize. Communication is now continuous and two-way, and one medium can lead to another.

What used to be the communication in pre-internet times — television and press advertisements — is now only considered a starting point for a discussion, a statement of intent that is up for negotiation with the consumer.

Because this two-way process takes place in a global environment, the brand is expected to be able to carry out its dialogue with the consumers in their own languages. After all, no politician would dream of asking you for your vote in a language other than the one you speak, since only in your language will he or she be able to truly reach you and persuade you. The same applies to brands.

In foreign markets, respect is measured in accordance with the effort that each brand shows in understanding the local culture. And respect is just the prerequisite a brand has to earn to gain the right to engage in a dialogue with the local target.

Multitasking prosumers. This means that the relationship between brands and consumers has changed quite dramatically.

In fact, brands have become significant in consumers’ lives, almost a political choice. Consumers tend, therefore, more and more to search information to make the best choice or to get the best value. As Antonio Bueno García puts it, “the receiver is transformed into an active information seeker” (my translation). This new kind of proactive consumer is also known as a prosumer, and, as Marian Salzman explains, “prosumers not only seek out information and opinions prior to purchase, they are marketing savvy and demand that retailers, marketers and manufacturers are aware of their value as consumers and treat them accordingly.”

Prosumers often are well-travelled, learned and multilingual, and they tend to multitask in their media consumption pattern. This means that reaching them requires great coordination of communication across media for the best use of media synergies. This also means that international consistency in a brand’s core values has to be reached in order to avoid confusing the global target, while local declinations of these values and other “by-values” can be added to add local flavor.

Budget limitations. All this happens in a climate of shrinking marketing budgets. Brands have to learn how to best exploit the synergies in communication production to achieve the greatest effectiveness at a minimum cost.

Tradition-free vs. culture-bound products

Having analyzed the current situation that international advertisers and translators deal with, I would like to explain the two different kinds of products that advertisers find when taking a brand global.

In my opinion, all products in the world can be divided in two categories: tradition-free (global) products and culture-bound (local) products.

Tradition-free products can be identified with technological, scientific or financial products, whose main selling points are based on performance. They are the engines that drive globalization since they don’t encounter much resistance.

On the other hand, culture-bound products are those deeply rooted in national, local or sub-cultural traditions — food, entertainment, lifestyle, some sports, travel...
and so on. Culture-bound products take longer to adapt, and in order to enter the global era they often have to substantially change their image and create a new set of values suited for the international market – which often coexists alongside the home market values.

Tradition-free products translation strategies. Tradition-free products require much less cross-cultural adaptation. Their perception and values are based on facts, performance and achievement, which are measurable and not highly emotional. Communication from technological, financial or scientific companies is usually quite easily adapted from one culture to another, at least when it comes to core values. There might be local variations in the perceived purpose of technology within the local context, but no fundamental resistance. This means that the global strategy can be consistent, and much of the creative work and content can be shared across the media and across nations. The level of cultural adaptation required in the translation of technological promotional material is far less than what is needed for culture-bound products.

It comes as no surprise that these products and their brands are leading the process of globalization, but at the same time, the quality of their communication has had to improve internationally and become consistent across borders and across media. This is because the main clients of these brands are precisely those cosmopolitan, well-traveled, media-multitasking consumers who belong to a new class of global citizens – money-rich and time poor, computer and media savvy, and often multilingual and/or multicultural. They are the new aristocracy whom brands want to impress. But reaching them requires a consistent communication capable of building a strong global brand, as well as a sophisticated media strategy in tune with the multiple media consumption pattern of this target group. Examples of this would be Intel, Ing Direct, HP, Apple, Sony, Novartis and Bayer.

Culture-bound products translation strategies. Culture-bound products require a much more “glocal” approach. While traditional local products have slowly gone global thanks to mass travel and tourism, satellite television and the internet, the global market has proved much less homogeneous for these products. Perceptions can be very different from one country to another. Computer technology or detergents do not seem to be particularly linked to a nationality, but food and drink products, the entertainment industry, or even tobacco products and the car industry appear to be quite culture-bound. So, the positioning of the same brand can vary enormously among countries.

The first obvious difference in perception is the local vs. foreign. Being qualified as foreign can be all right if the perception is positive. German cars, for example, are considered to be superior to their local equivalents in many countries. But sometimes being “foreign” isn’t so positive. Instant coffee is not even regarded as coffee by Italians; they regard it as some barbarian brew from abroad.

So, how do brands work to promote their culture-bound products? They have to resort to imaginative strategies, either exploiting positive local perceptions or addressing negative perceptions by changing them.

Brands educate a given market to their products, and the local culture finds a place to position them. The greatest challenge posed by globalization is building new global super-brands with internationally shared brand values, which allow for local interpretations. This is, in a way, the most pioneering area of today’s commercial communication adaptation and localization.

References

One recent evening in Dublin, I was sitting comfortably on my couch, unwinding after a long day’s work, half-listening to the advertisements on television before the start of one of my favorite movies. Suddenly, the voices coming out of the box seemed to be speaking French – someone having an orange soft drink *pour l’amour de l’orange*. Before I could figure out what was going on, the next ad had started. This time it seemed to be in German, an advertisement for cars. But wait – they were advertising cars of a Japanese manufacturer. Is this *Vorsprung durch Technik*? By the time the next ad had started – this time it showed German soldiers in a French bar during World War II searching for an English pilot whose plane they had just shot down, with the Germans, French and English all speaking their own languages – I had already given up and blamed the illusions I was apparently having on that long, hot, stressful summer’s day at the office.

Luckily, it turned out that I was not about to go insane. I did not have illusions – the people on television really did speak several different languages. But how could that be? As someone who for most of his professional life has tried to convince people about the necessity of localization – the linguistic and cultural adaptation of digital content to the requirements of foreign markets – I was intrigued. Had these advertising agents never heard of localization? Had they just taken their original French or German ads, saved on localization costs and released them to the Irish market, counting on the linguistic expertise of the Irish night-time television audience? Maybe there were a few potential clients here, people whom I could convert to become true localizers?

When I tried to find out more about the background of these advertisements, however, matters became more complicated than I had anticipated. For example, the clip in French advertising the orange soft drink to an audience on Irish television was for a product by a wholly Irish-owned soft drink manufacturer and not, as I had expected, for a product by a French-owned company. So, this was not a case of a company trying to save on the cost of localization by just running their original advertisements un-localized in other target markets. This was a case of an Irish company producing an ad for an Irish product on Irish television – in French.

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Rather than keeping it simple, this company had spent money to make its digital content look, feel and sound — foreign. Rather than making the product look, feel and sound like one that had its origin in the target market, the company did exactly the opposite and effectively reverse-localized it. But why?

**Cultural adaptation and Hofstede’s dimensions**

For years, I have been trying hard, together with my colleagues in the localization industry, to convince developers of digital content of the absolute need to localize their products and services for foreign markets. We agreed that a successfully localized product is one for which the origin could no longer be traced. That is, the Italians would believe it was Italian and the French that it was French, when in reality it was originally developed in the United States. We were convinced that it was obviously not enough to just translate the digital content into the language of the target market. The product also had to be adapted culturally.

While this general requirement has long been established – especially since the advent of multimedia and the web and since localizers adapt not just relatively straightforward office-type applications anymore, such as word processors and databases, but also more content-rich products, such as computer-based training courses and entire websites – the question of how to adapt this digital content, full of cultural references pointing to its country of origin, to a new target market, became one of intense debate. Localizers were looking for help and references. Many found it in the work of Professor Geert Hofstede.

Hofstede conducted perhaps the most comprehensive study of how values in the workplace are influenced by culture. His study analyzed a large database of employee values scores of how values in the workplace are influenced by culture. His sor Geert Hofstede.

Subsequent studies validating the earlier results have included commercial airline pilots and students in 23 countries, civil service managers in 14 countries, “up-market” consumers in 15 countries and “elites” in 19 countries.

From the initial results and later additions, Hofstede developed a model that identifies four primary dimensions to assist in differentiating cultures: power distance, individualism, masculinity and uncertainty avoidance. He added a fifth dimension after conducting an additional international study with a survey instrument developed with Chinese employees and managers. That dimension, based on Confucian dynamism, is long-term orientation, and it was applied to 23 countries. These five Hofstede dimensions can also be found to correlate with other country and cultural paradigms (see www.geert-hofstede.com for more details).

Hofstede’s work and beliefs correlate almost perfectly with one of the central aims of localization: adapt (foreign original) digital content to reflect not the culture of the source culture, but that of the target culture. In his view, “culture is more often a source of conflict than of synergy. Cultural differences are a nuisance at best and often a disaster.” Thus, not only can sales be increased but what is a nuisance at best and often a disaster can be avoided if material is localized appropriately.

**Adapting research for digital content**

The one problem digital publishers and localizers alike are faced with is how to translate Hofstede’s findings into guidelines for the localization of digital content. How can individualism, masculinity or uncertainty avoidance levels be adapted when localizing, for example, a website developed originally in the United States for the Chinese market? How are or how should websites be designed on the basis of a country-dependent deep cultural value system?

These and similar questions have been examined, among others, by authors of articles published previously in MultiLingual Computing & Technology and by tutors and presenters at recent Unicode conferences. They looked at websites published by multinational corporations and attempted to map Hofstede’s categories to these sites. They essentially adapted Hofstede’s findings as a blueprint for guidelines on cultural adaptation.

For example, they detect a high level of power distance – a large inequality between people in a country’s society – on a website if there is a focus on hierarchy, leaders and tradition or religion. They detect a low level of power distance if they see a focus on equality between leaders and the population at large, as well as mutual respect between inferiors and superiors. A focus on personal development and self-realization aims of localization: adapt (foreign original) digital content to reflect not the culture of the source culture, but that of the target culture. In his view, “culture is more often a source of conflict than of synergy. Cultural differences are a nuisance at best and often a disaster.” Thus, not only can sales be increased but what is a nuisance at best and often a disaster can be avoided if material is localized appropriately.

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for a low masculinity ranking. Pictures of nurturing, home-staying, cooking, cleaning, caring women on a site were interpreted as an indicator of a feminine culture, and the presence of many pictures of decisive, leading, competitive, fighting men as an indicator of a masculine culture.

The European Union (EU) has also funded projects trying to find the answer to the question of how to adapt websites to different countries. They evaluated existing sites and came up with templates for different countries, apparently modeled along the lines of their cultural value systems and preferences.

Germany: well-structured, laid out in tables
Scandinavian countries: nature loving, lots of trees and lakes
Mediterranean countries: very lively, lots of strong colors

“A trendy website in France will have a black background, while bright colors and a geometrical layout give a site a German feel. Dutch surfers are keen on video downloads, and Scandinavians seem to have a soft spot for images of nature,” wrote Ben Vickers in the European edition of The Wall Street Journal reporting on the EU-funded Multilingual Digital Culture (MUDICU) project [www.mudicu.org/common/wsj.html]. Interestingly enough, but hardly surprising, MUDICU was coordinated by Helene Abrand, an internet consultant working for Real Media France, the French subsidiary of US-based Real Media Inc.

Challenging assumptions

Behind current mainstream localization efforts has always been just one simple motivation, one simple driver, and that is short-term return on investment. The idea has always been to take a digital product or service that was successful in its domestic market to other markets, selling more units with a minimum of effort and investment. As the assumption was that customers were more likely to buy what they are familiar with, it was widely agreed that digital content needed to be localized to sell, that is, it needed to be adapted not just to the language and the very basic functional cultural conventions (time, date, number formats) of customers in the target market, but also to their deeper cultural preferences as described by Hofstede.

Reverse localization challenges this assumption and, at least in my opinion, makes it look somewhat dated. In a world where cities such as Rio de Janeiro, New York, Mumbai, Berlin and even Dublin are “the whole world in one city,” as reported by the German weekly Der Spiegel recently, the concept of the nation-state on which many of the theories quoted earlier are based becomes highly questionable, while the question of whether Hofstede’s research is still relevant today – keeping in mind that it was conducted at a time when personal computers were a distant dream and the internet firmly kept in the realm of science fiction – can only remain rhetorical.

Today, consumers – people – are bored with the “same old same old.” To get their attention, their interest and their money, the offer must be exciting, strange, exotic and different. The advertisements that I mentioned earlier are just some of many surrounding us in our everyday life. Further examples abound in supermarkets offering Schwarzbrot, Ciabata, Baguette and Naan or in coffee bars selling Latte, Americano, Espresso or Mocha. The non-initiated almost need a dictionary to go shopping or to get a cup of plain, black coffee.

Considering what is happening all around us, the question we asked earlier – why companies use reverse localization, why they intentionally keep or even introduce the strange, foreign or unfamiliar when they look for business – is, as should be clear by now, the wrong question to ask. What we should ask is why the localization industry is still trotting down the old familiar path of long-outdated adaptation strategies promoted in the second half of the last century?

Localization is a young industry, still driven by relatively young, sharp, hungry
and ambitious individuals who are excited about the enormous business potential it offers. They still see themselves as pioneers, charting new and unknown territory. In localization, nothing is ever the same or everything always changes is what you are more than likely to hear if you ask the movers and shakers to describe their industry.

It is almost ironic that these young business tycoons would just have to ask their friends in the marketing, sales and business areas — in tune with their own background and primary focus — for advice on new and up-to-date strategies to make digital content interesting and exciting. They would hear, loud and clearly, the message that it is strangeness that sells.

And not only that. If employed wisely, keeping the strange and sometimes challenging — rather than trying to hide it — presents an opportunity to consumers of digital content to learn more about the origin of this content, about the cultural and linguistic context it was created in. How that can be done and the potential effect this can have has been discussed in translation theory for some time now, in the context of foreignizing vs. domesticating or overt vs. covert translation approaches. Given that localization is still dominated by business interests, the fact that these discussions have been largely ignored should not be surprising.

Learning from and about foreign cultures, rather than suffocating them under a heavy blanket of lightweight localized versions of our own digital content, could have surprising results.

In an article called “The Dirt Road to the Information Superhighway,” the German magazine Der Spiegel (June 1, 2006) highlights what it calls the blowback effect. Author Jens Glüsing says that corporations specializing in information technology have discovered a new market — the world’s poor. But high-tech is often already there, and Third World innovations may soon be available in the developed world. According to Glüsing, experts speak about a blowback effect that the cheap new products may have on developed countries. An article published by the consulting firm McKinsey points out that this blowback effect may soon spread across the entire world. Many products originally developed for the poor later become attractive to customers in wealthy nations, thereby causing prices of high-tech products to fall even faster.

It is not entirely unthinkable that “blowback localization” might well become the next big thing in localization. Just think of China, India and Brazil beginning to localize their products for western markets.

In these troubled times, anything that localization can contribute to help us realize a greater understanding of the otherness, a greater tolerance towards other cultures and their value systems, has to be welcomed and supported — even, or especially, if it is also good for business. M
A funny thing, our role as mediators between cultures. We stand between two — or three — cultures and help them communicate, help them get closer, help them connect. But the inherent irony of that position is that were they to truly understand each other, were they to truly connect, we’d become moot and our services no longer needed. A funny thing, the lot of the translator.

The world is changing fast, and distances are getting smaller. The world is maturing to the concept of global outsourcing, and what a few short years ago was a wild leap of faith is today the business standard. A small company in the United States has a manufacturing plant in Mexico. A software maker employs programmers in Bangladesh. China’s and India’s workforces reach out to America and Europe. The gaps are closing.

For translators in Europe, the United Kingdom and the United States, this means danger, and it means opportunity — danger because you might find yourself replaced by a translation team in Lima or Beijing and opportunity because the global conversation is just gathering momentum. Awareness of the need for translations is growing rapidly. Manufacturers, technology companies, and even counties’ and sheriffs’ offices in the United States are focusing on having translated materials available. And translation projects are growing in scope, thereby increasing the need for project managers, coordinators, editors and reviewers.

Ultimately, a translator’s success in such a changing market depends on two key factors: his or her skills as a translator and the ability to market those skills. The latter of these is the focus of this article.

**Where and how to market yourself**

The first thing to learn about marketing is that you’re already doing it. On job interviews, you’ve dressed for the part. When going on a date, you give special attention to grooming and perhaps choosing a perfume or cologne. That’s marketing.

The second thing is that there isn’t such a thing as not marketing yourself. Either you’re doing it consciously, doing it well, doing it efficiently, or you’re doing it unconsciously, badly, poorly.

Imagine this. You’re on a plane. The man next to you is the communications director for a technology company. Do you even learn this? Do you engage him in conversation? He asks you what you do. How do you represent yourself? How well does the business card you hand him represent your potential value to his company? Do you hand him a business card?

Someone calls you on the phone to speak about a project. Does your three-year-old pick up the phone and yell out “Mommy”? Or does the caller get treated to a recording describing your translation services before the automated call-forwarder reaches you on your cell phone?

According to Jay Conrad Levinson, author of the famous *Guerrilla Marketing* book series, marketing is a process. It can be improved, it can be paused and restarted, but it never ends.

Many people make the mistake of assuming that marketing is the same as advertising. Advertising is but one of the many avenues for marketing — and one of the more costly ones, at that. Engaging in ad buys without creating a proper marketing plan, a budget and a tracking system and having

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a strategy in place are about as certain as betting on horses. I am not putting down advertising; but it’s this perception of expense and uncertainty rightfully associated with advertising that creates a paralysis when it comes to marketing, and that sense of paralysis and uncertainty is what I wish to dispel with this article.

Remember, you don’t need to decide whether to do marketing or not. You’re already doing it. It’s simply a question of doing it correctly, channeling your efforts, finding a direction for it.

While you read this magazine, you’re conducting marketing research. When you attend conferences and hand out fliers, you’re actively marketing your services. When you follow up with a client, that’s marketing, too.

Hundreds of tools — in guerrilla marketing we call them weapons — of marketing are at your disposal. Ads in magazines are effective when well-planned and properly tracked. Fliers, brochures and mailings are also a potential source of clients. But can you guess what is, by far, the easiest and cheapest form of marketing at your disposal?

The wonderful world of the web

We recently lived unceremoniously through the ten-year anniversary of the web as part of our daily lives. Considering how much it’s changed the nature of our daily lives, it’s surprising that little mention was made of it. Can you think back to a time without e-mails? Do you even remember a time when you didn’t Google your questions?

Your presence on the internet is no longer optional. We live in the Information Age, and no business professional — especially one dealing in communications and communicating over geographic boundaries via e-mail with potential clients — can afford not to have a website. It’s time for action. You might enjoy dabbling in web techie stuff yourself. If this is a daunting concept for you, however, simply draft your site’s pages in Microsoft Word and give them to a web-savvy colleague or friend to implement.

Not just a web brochure. Your website has many functions. It should create awareness of your existence and value; it should attract potential clients; it should legitimize you as a professional; and it should create the means for contact. These are the basics.

But beyond this, your site should capture prospects’ contact information for later follow-up; it should engage prospects in dialogue; it should be a tool and a resource; and it should share and require sharing of information.

How do you get a site to be and do all this? By not relegating it to being a glorified brochure. By harnessing technology, either through your own understanding of it or by seeking the help of a techie who can do it for you.

Articles. Aside from describing your services, your site should contain useful information. It should have a few articles of interest to your prospects. After all, it’s your expertise that you’re selling! A great way to showcase that very expertise is by offering immediate value to them through an article which solves some of their doubts, gives them direction or orients them in the industry. This legitimizes you as a professional, creates a perception of generosity, and has added benefits in terms of search engine traffic.

Blogs. If you want to give a site your unique voice, your own perspective, your vision, then your best choice is to add a blog (short for weblog) to your site. A blog is like a web journal or diary. Unlike a site, a blog is easy to update daily through a friendly interface. A blog allows you to make your site into a narrative and lets your storytelling side run wild. You can stand on a soapbox, share industry news, engage colleagues in discussions over terminology, share useful links and so on. When a prospect looks at your site and reads your well-written, cohesive, business-focused blog, he or she becomes acquainted with you and bonds with you. It becomes easier for him or her to envision a business relationship.

A blog is also useful to make your site stand out in search engines. Tell your visitors to introduce themselves. When prospects come to your site, they do so at their own whim. They
leave no footprints and no business cards. You can, however, invite them to make themselves visible. This can be done by offering a free report or white paper – an informational product which is intended to be a real value to potential clients – in exchange for their contact information. Or it can be done by having them sign up for a monthly newsletter. Or simply by encouraging them to send you an e-mail with their contact information to receive a rate list. Building an e-mail address database is one of the most effective ways to generate repeat business on the internet.

Another important reason to build a database is to continue to build relationships with your clients. You can use web-based plans such as the one offered by ConstantContact.com, or you can enlist the help of a techie to structure your own mass-send capability.

One note on mass e-mail sending: Make sure that those receiving your e-mails are appropriate recipients for your offers. Spam is considered rude, and it won’t get you clients. This brings me to the topic of manners.

How to dig yourself into a hole. Bad manners are boorish, and virtual bad manners are just as bad. Most of what’s considered unacceptable in marketing and public relations is the very same behavior that’s considered unacceptable in interpersonal relationships. Inviting people to a website only to show them a page that reads “under construction” is the same as having them wait in the lobby just to tell them you can’t see them today. Undue insistence via e-mail is just as rude as undue pressure through any medium. The way to build relationships is to constantly think, “Would I want to be the recipient of this?” and then to ask yourself “What can I give them that’s of value to them?” – to be respectful of other people. Pop-ups, a useful technology, quickly lost public favor when they were abused by unethical site-owners to force the user to interact with the site in a way not desired by the user. Be polite. Mind your manners.

Search engine marketing

Getting your site listed with search engines is relatively easy, and only a handful of search engines truly matter. You may have seen sites offering to get you listed in “100 directories” or “10,000 directories” and so on for a relatively small fee. This is useless, and it can even be harmful if some of these directories are what is termed “free-for-all” sites with links of all kinds.

Search engine marketing is not about getting your site listed. It’s about getting your site noticed.

Google’s left and right side. Since Google gets over 68% of search engine traffic and since its model is copied by some other search engines, we use it here as a model.

Google’s left side displays “natural” results. When a user runs a search on Google, the results listed on its left side are the ones which, according to Google’s algorithms, are the most relevant to their search. On the right side Google displays paid entries, and this is Google’s primary source of revenue.

To be listed among the first entries on the left side of Google, most sites require optimization. While there are many search engine optimization consultants and while their approaches, opinions and methodologies vary, they all generally agree on some steps.

The first step is to decide which keywords your prospects will enter in the Google search box. While some of this can be intuitive – consider what you’d enter for a search – tools and techniques can refine the selection of proper keywords.

Once you have your keywords selected, tailor the content of your pages to include those keywords. For example, if you’re trying to position yourself as a simultaneous interpreter in the New York area, then make sure that simultaneous interpreter and New York are part of your page’s content, and that they are also part of your page title’s content. As I mentioned earlier, articles and plenty of rich content containing (legitimately) the phrase simultaneous interpreter and New York should be part of your site’s pages.

Another key step to achieve a high ranking on Google is “off-site” optimization. This includes – but is not limited to – having a number of sites linking to yours, ideally in connection with your
selected keywords. To follow our earlier example, this would mean that other sites include links to yours, where the visible text of the link says something such as “Louise Sawyer, simultaneous interpreter in New York.” One way to achieve this is through articles that others want to link to. Another way is by promoting reciprocal link trades — you add a link to their site, they add a link to yours.

Getting good results in Google searches is a strategic process, and you should be prepared to continue tweaking your site, continue adding content, continue building link reciprocity and continue monitoring the results.

The right side of Google is easier, albeit more costly. It simply requires registering with Google’s AdWords program, allocating a monthly budget to it and determining how much you’re willing to pay for each ad. Keep in mind, though, that without proper strategy or guidance, it’s easy to lose money on an ineffective campaign. If you know a trustworthy Google AdWords consultant, you may want to seek his or her advice.

An important, though oft-forgotten, step in a good Google strategy is to have a good “landing page” — the page linked in your ads. This page should immediately present the reader with your offer, include a call to action, and provide all needed contact information for the reader to proceed.

A culture of participation

When the web became part of our commercial culture, having a digital presence meant simply stating your case or even hawking your wares. Ten years later, the direction is one of participation, one of contributing to the sum of knowledge. This is especially the case if the wares you’re hawking are professional expertise and your own brainpower.

It is not uncommon for translators – freelancers especially – to develop a hermit-oriented mind-set. To some degree, this article is an exhortation to overcome this mindset, to put aside any timidity and to pour a large combination of self-confidence and generosity into the mix.

To be sought for the expertise that you have, you must own up to whatever wisdom you have and share it, while maintaining humility about the wisdom in others, which you must yourself seek.
To be competitive in today’s global communication world, an appropriate understanding of the production and localization processes is the key. One needs to give the consumer an exciting, consistent and interactive experience while minimizing costs for the advertiser and the publisher. The localization industry has been working relentlessly to streamline and optimize these processes and has achieved very high standards of quality and turnaround speed, particularly in traditional or standard text-led localization.

Media convergence brings new challenges, and media-rich contents are changing the face of localization in terms of resources, skills and processes that need to be integrated in the workflow to address the ever-increasing use of interaction, subtitling, video, dubbing and voiceovers in environments that until recently were only familiar with text and images. Think of streaming video, podcasts or interactive communication.

Faced with these problems, we realized that the localization of this new type of content could not be achieved with the traditional linear processes and that a new multidimensional approach was needed, inspired by our work on multimedia content localization.

It is worth noting here that by the terms multimedia and media-rich content, we refer to the same concept: not a simple assembly of media conveyed to the user, rather a combination of contents with complex cross-references and functional relationships.

Based on our observations, we noticed that by weighing the five main components that make up media-rich scenes (audio, video, graphics, static and dynamic on-screen text, interactive items) against the four main types of constraint (space, time, cultural, functional), we developed a constraints table in which it was possible to read the effect of a given constraint on each media-rich scene.

By adding three main production factors (step time, step cost and amounts) to the equation, it becomes possible to define the driving localization components – those components that shape the localization process.

By prioritizing our processes in accordance with the driving localization components, we were able to take into account the multidimensional nature of today’s content and to optimize our timings and costs.

**Text-containing components of multimedia scenes**

As a norm, multimedia scenes contain five main text-containing components: the audio (the spoken text); the video (subtitles and other overlaid graphic text); the raster graphics (the static text contained in the pictures and screenshots); the on-screen text (the text dynamically displayed by the content presentation system); and the interactive elements (the text contained in the elements used to interact with the multimedia product – buttons, menus, dialogues, input fields). Except for the audio component, all the others form the visual scene on-screen.

The localization of each component requires a separate production line and specific quality controls defined according to the type of constraints affecting each component.

When each component is localized, the text must be translated taking into account four types of constraints: space, time, cultural and functional.

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*Fabio Minazzi (right) is a partner and localization manager of Binari Sonori in Milan, Italy.*
The importance of each constraint varies from product to product, according to the combination of components in each scene, and causes the role (weight) of each component to change in the design of the localization method.

The constraints table (Figure 1) outlines the influence of each constraint component.

**Component-specific vs. cross-component constraints**

Each component can exert an influence on the others. We call cross-component constraints the constraints that apply to one component because of another component.

The localization processes of the different components run parallel to each other, and in a traditional environment they only meet at the product assembly point. But noticing the effects that constraints have on each other and on the product at this stage is certainly too late and, most of the time, very expensive. No one would build a car without making sure first that all the elements will fit together and work properly, that the parts will be ready at the right time for assembly, and that the car will serve its purpose of transporting people safely and comfortably. Similarly, when localizing a multimedia product, it is essential to think ahead of time about how the components will integrate, what the timing of each individual process is, and whether the localized message will effectively reach the intended audience. This has to be clear before translators and trans-creators are briefed so that the effect of all cross-component constraints is known and the processes adapted accordingly.

Figure 2 shows an example where the audio script and the interactive elements influence the translation of other components. If the relevant constraints are applied during the translation stage, the result obtained after product assembly is suitable for the target locales.

Multimedia products, by their very nature, feature sets of constraints that change from product to product. In one product, for example, the space constraints in the graphics can turn into a constraint in the audio script, while in another one the space constraints are extremely limited. The text appearing in a video is very limited (typical values 36 chars on max 3 lines). In case the video text coincides with part of the on-screen text, the on-screen text length is affected by the video text.

<table>
<thead>
<tr>
<th>Multimedia components</th>
<th>Constraint type</th>
<th>Time constraint</th>
<th>Cultural constraint</th>
<th>Functional constraint</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Space constraint</strong></td>
<td>Audio</td>
<td>Usually not influenced by this constraint.</td>
<td>Influenced in terms of: - speaker’s pace - actor’s gender - text (may need rewriting) - accents</td>
<td>Influenced only if the text references functional elements.</td>
</tr>
<tr>
<td>Video</td>
<td>Subtitles: very space-constrained (typical: 36 chars on max 3 lines). Graphics: very limited. May need insertion between source lines. This is often a critical component.</td>
<td>Amount of text displayed in subtitles depends on the amount of time available for displaying it.</td>
<td>Subtitles are influenced in terms of: - subtitling style - text (may need rewriting)</td>
<td>The text appearing in a video is very limited (typical values 36 chars on max 3 lines). In case the video text coincides with part of the on-screen text, the on-screen text length is affected by the video text.</td>
</tr>
<tr>
<td>Graphics</td>
<td>Static visual elements always have a limited amount of space for displaying.</td>
<td>Influenced if the audio or video text refers explicitly to the content of the graphics.</td>
<td>Influenced in terms of: - content layout - screenshots (for products that contain references to screen action) - fonts - text (may need rewriting)</td>
<td>Influenced if graphics refer explicitly to the functioning of the program.</td>
</tr>
<tr>
<td>On-screen text (software)</td>
<td>Dynamic text may be displayed in boxes that allow for expansion or scroll. This influences the strength of the constraint.</td>
<td>Influenced if the audio or video text refers explicitly to the content of the on-screen text.</td>
<td>Influenced if the on-screen text explicitly refers to the graphic.</td>
<td>Influenced if the on-screen text refers explicitly to the functions of the program.</td>
</tr>
<tr>
<td>Interface elements (software)</td>
<td>Short sets of specific words can become much longer or shorter when translated, and consistency is a must. This is often a critical component.</td>
<td>Usually not influenced by time.</td>
<td>Influenced if software functions vary from locale to locale.</td>
<td>Most often influenced. In case any function changes, the interface elements are also affected.</td>
</tr>
</tbody>
</table>

Figure 1: Constraints table.
translation of the interactive elements can affect the translation of the subtitles.

This entails that either during the design of the product or campaign or at the very beginning of the localization, a detailed analysis has to be performed in order to identify the cross-component constraints and properly plan the localization process. Additionally, these constraints generate a set of quality assurance (QA) activities that should be performed on the assembled product.
Production factors: step cost, step time, amounts

Now that we have the role of components and constraints clear in mind, we can introduce the last three important production factors: step cost, step time, and amounts. Each one of these factors strongly influences the localization process.

Cost of each working step in the localization line. Some media localization steps are much more expensive than others by their very nature, such as audio recording, video editing or software engineering. As an example, once the editing of the video is completed, the cost of adding to a video a single string that has been changed or overlooked is much higher than the cost of simply retranslating it.

Time involved in each working step. Some localization steps are slow to activate. The booking of actors for a recording of a single string can take days, for example, if one or more actors are on vacation. Some steps are slow to be performed as a result of lengthy manual operations such as the manual insertion of strings in a set of layered pictures.

Amount of content to be processed. The amount is always an important factor in process planning. This has an influence on both cost and time. If the translated text is placed in thousands of pictures, for example, the DTP step can become the bottleneck of the entire localization process.

The driving localization components

As a result of the constraints analysis and cost/time factors, we can now define the driving localization components – those components that, due to the influence of their constraints and of the related cost/time/amounts factors, shape the entire localization process.

Traditionally, when defining the localization process, text translation is done first, and then all the media are populated with the translated text. This model does not work in a number of multimedia localization cases where the order of translation is driven by the combination of constraints and production factors task.

Let’s illustrate this concept with an example. The product to be localized features some interactive elements that generate constraints to the on-screen dynamic text and the audio text as well.

We analyze two localization plans that look equivalent, but in fact are not.

In the first localization plan (Figure 3), an analysis of the contents performed before the start shows the cross-component constraints. The interactive elements are designated as a driving localization component because of the constraints that they generate onto other components.

Another driving localization component is the audio. In fact, the process for recording the audio is estimated to be longer than the time required for the integration of the on-screen dynamic text, so it must start first, thus allowing the remaining translation work to be carried out while the audio is being produced.
The total project duration following the localization process is 11 days. We could also apply a different localization process (process 2) where the most time-consuming activities (audio and video) are started first. This makes sense in order to minimize the production time. But the cross-component constraints have not been taken into account, so once the audio is integrated with the video, the remaining components of the product – the cross-component constraints – become apparent. This leads to a redo of the audio translation and to a re-recording after the integration.

The result is that if one selects process 2 in place of process 1, the real project schedule will be 18 days, 50% longer than process 1, and will incur significant additional costs. This effect is especially dangerous when several languages are localized in parallel.

An example: the online tutorial

The main goal of an online tutorial is to explain to the user a set of concepts through the commented visualization of simulated situations. This format is very challenging because on one occasion it is the audio script that contains the most important information, and on a subsequent occasion it is the screen that shows a specific content that cannot be changed (the online services interface). Besides, elements that appear on-screen repeatedly, such as buttons, menus and so on, need to be represented in a consistent way throughout the presentation.

Typical issues encountered with online tutorials are:

- translated text for speech does not fit the time constraints, so the source code of the interactive tutorial must be modified
- screenshots do not fit the original size, so the graphics layout has to be changed
- translated text to appear on-screen does not match the content of the audio.

It is evident that a process where all the text is translated first and then the rest of the process is adapted around it is not the shortest way to reach the required result. The final QA process would outline several compatibility problems.

In order to get an effective localized product, we must:

- study the way the tutorial is built in terms of media and interactive software engine
- identify correlations (potential conflicts) between components
- be prepared to adapt the layout of the visual elements
- study the most efficient way to solve the conflicts by identifying the relevant constraints
- be prepared to compromise whenever a conflict of constraints arises
- brief the translator about such constraints
- provide the translator the running version of the tutorial for context
- brief the relevant team members (programmer, actors, sound and DTP engineers) about the constraints.

Here is what the cross-component analysis for this particular case looks like:

- The action timing is to be retained at all times, to avoid complex software re-synchronization, different for each language.
- Time is a major constraint that affects audio.
- Audio text depends on examples.
- Audio does not depend on error messages.
- Audio depends on interface elements.
- Audio depends on graphics.
- Graphics: large amount of screens to be shot and edited.
- Graphics depend on examples.
- Graphics do not depend on the on-screen text.
- Examples have space constraints.
- Interactive elements are drawn from the actual portal and are already translated.

From these observations we can infer that the driving localization components are the graphic text and the audio. We need to translate the audio early so that when we record it, the original length is preserved to ensure that the new audio runs in sync with the rest of the presentation.

At the same time, the graphic production must start early as it will be time consuming due to the size of the course. This, in turn, requires the interactive elements to be accessed online (the course is about the features of a portal) before translating the other components, to be sure that cross-references are accounted for.
The correct localization process, therefore, is the one displayed in Figure 5.

**Web advertisement: IBM example**

We recently worked on the launch of a new page on the IBM On Demand Business website in four European countries: Germany, Italy, France and the United Kingdom. The centerpiece of the new content was a video about an IBM expert inventor.

Unlike other pages from the same website, where an article is the centerpiece, here the video was. This realization led to a series of changes to the design of the original American page for the European markets as well as to a complete change in the prioritization of work.

Since the video was the most important part of the communication, what was decided for Europe was first of all to move the video player from a second-level page to a prominent position in the landing page.

By applying the methodology of the constraint tables, we then had to consider what the driving components of the localization would be.

Wanting to keep costs down, at first we wanted to translate the transcript and use the translation to create subtitles. We soon realized, however, that this traditional text-led approach was impractical. The speaker was fast, and subtitles would have had to run too fast to read, especially in languages that are longer than English. Alternatively, they would have covered half the screen, and since they were going to be displayed on a computer’s video reader, they would have been unreadable anyway.

The other consideration was that in countries such as France, Italy and Germany consumers are not very accustomed to subtitles, and they prefer dubbing or voiceovers. We decided that the voiceover was the best option because it left some taste of the original in the background but allowed communication directly to the target audience in their languages. As we are talking about voiceovers, the most significant constraint is time.

The translation for the visual part of the video was limited in size, but the titles appearing before each section and the last frame with the American telephone numbers also had to be translated. The longer target texts would not allow re-creation of the same sort of animation out of readability problems, and besides, the animation was embedded in the video and could no longer be replaced in foreign-language versions. In this case the main constraint was space.

 Aware of this, for the translation of the audio script we created a table in which we stated the maximum number of characters allowed for each paragraph based on the time needed to read them in each language and taking into account...
the little delay at the start of each section required by voiceovers. Translators had to adapt the text into their normally longer languages to fit a space actually smaller than the English original.

When we set foot in the video studio, the whole chain from the client to the translator was aware of the relevant constraints, and this enabled us to do the work in a single take, without any need for expensive re-dos.

The recording was done in each of the target markets for greater choice and quality of actors, and the post-production was centralized to reduce costs and retain a greater general overview of the project and achieve consistent quality of the audio.

As a result, IBM’s European markets could enjoy a well-targeted piece of communication with an equal level of impact in each language.

The only point that could not be rendered as we would have liked – because the video was made before thinking of its localization – was the animated titles that could not be re-created because they were embedded in the film and could not be removed. The solution was to replace them with a still frame bearing the localized title. We were lucky that the animation did not run on top of live footage; otherwise, it would have been much more difficult to integrate the titles.

**Conclusion**

The attempt by the multimedia localization industry to find a systematic solution to the challenges posed by multiple constraints can be highly beneficial for global web publishers and advertisers at a time when media convergence is transforming the world of commercial communication into a multimedia phenomenon.

The constraint tables help us understand that there is no longer one privileged starting point for the localization process and that both commercial communication and its localization have acquired a multidimensional nature. We now need to think in terms of priorities determined by driving components, and in order to do that the localization process of commercial communication has to analyze context and constraints from the earliest stages.

For the translator, the challenge is to work on texts that are deployed in a variegated set of components requiring a multidimensional approach to translation that can fit into the localization process as a whole. M

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Managing content in regulated industries

Kristen Giovanis

Global organizations, particularly those in regulated industries, have to juggle a wide range of competing priorities. They must have thorough documentation, clear internal and external communication, audience-appropriate marketing materials and many types of “fine print” carefully crafted. That means that many different departments, sometimes spread across geography, must be involved in all layers of the business. In a regulated field, multiple touchpoints mean multiple opportunities for triggering a regulatory error.

Consider that one product may have dozens of documentation files associated with it: packaging and marketing content, safety labels, regulatory documentation, user manuals, even web tags and software interface references. Each of those documents must be controlled for versioning, as well as for authoring and access permissions. Many of those documents may also be governed under regulatory codes. Print, electronic and other alternative versions may also be needed.

Multiply all those requirements by multiple languages, and it’s no wonder that global companies are anxious to find, test and implement enterprise management systems (EMSs) to control the ever-growing mountain of information for which they are responsible.

Managing content across any enterprise is a difficult task. For those companies doing business in many languages and in regulated industries, the challenges are even greater.

Regulatory requirements have historically stood in the way of technical advancement. More recently, however, we have seen important shifts away from this paradigm and toward a meshing of innovation and regulation. The US Food and Drug Administration (FDA) recent guidance on electronic signatures, for instance, seeks to align current data practices with appropriate technology, but companies are always facing the double-edged decision of technological advances versus strict regulatory compliance. In managing risk, it’s always better to opt for strict adherence to regulation. There is simply no margin for error when compliance is at stake.

Survey the regulatory, business and technology landscape today, however, and you may detect a strong whiff of change in the air. Regulatory bodies in the European Union (EU), Asia and North America are opening the door more and more to explicit acceptance of technology-based solutions for product labeling and documentation. At the same time, companies are starting to develop a more strategic awareness of the efficiencies they can achieve through technology-based solutions to content and knowledge management. Translation and localization processes can plug into enterprise-wide content solutions, thereby creating cost savings and reducing time-to-completion for multilanguage projects.

**From content focus to enterprise solutions**

Companies operating in a global environment must create, manage and update critical documentation such as standard operating procedures, research and development files, marketing materials, training records and so on. Specific regulated industries, such as the life sciences and the pharmaceutical, face added requirements for submission data, adverse-event reporting, dispute resolution and labeling. Specific versions of relevant documents must be created, managed and deployed for each target language and in each local market.

With so many documents in the process and so much at stake, content management systems (CMS) may no longer be adequate to the task. We’re quickly shifting from a CMS environment to one in which EMSs will be the norm.

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New possibilities in a changing environment

EMS implementation projects require a company to take a hard look at its resources and processes, but emerging changes in the business and regulatory environment make this an ideal time to do so. As regulatory bodies become more amenable to electronic labeling and documentation, companies that move forward integrating EMS into their documentation and publication processes will be at an advantage because of the time savings they gain, not to mention improved accuracy. At the same time, companies face added pressure to conform to official and unofficial requirements, which increases the urgency of their looking carefully at EMS and determining the best way to tackle the interconnected problems of document control, translation and publishing. EMS options that are available range in price from $20,000 to hundreds of thousands of dollars for a full implementation.

Let’s look at a few of the external factors driving this evolution.

New regulatory standards. The pace of change in the world of regulation can make a turtle race seem exciting, but regulatory bodies are starting to bring their published guidelines into closer alignment with technology. Medical-device and pharmaceutical regulation, for example, has traditionally required paper-based documentation for all regulatory applications and product labels, but the shift to digital submissions and output is well under way. The FDA has recently implemented a requirement that pharmaceutical companies use Structured Product Labeling (SPL), an XML formatting system that will streamline the submission, update and review processes for labels. Similar requirements are expected to be introduced in the near future for medical-device labeling as well.

SPL defines and structures product labeling information from the point of submission to the FDA and results in a structured-language output that can populate a central database as well as provide the content for product labels. The resulting database, hosted by the National Library of Medicine, can then be easily searched for contraindications and adverse effects — a function that can dramatically reduce risks and improve standards of care.

SPL submissions include three essential components:

- **Header:** The header is used to identify the document and contains data such as company name, address and title.
- **Narrative:** The narrative section contains the human-readable product information analogous to content traditionally found in a US Package Insert.
- **Structured data elements:** The structured data section, which will be used primarily for allowing data interchange between computer systems, consists of drug listing information such as trade name, generic name, active and inactive ingredients, National Drug Codes, and packaging details.

The arrival of SPL and XML on the pharmaceutical scene is one of the most important information-technology advances the industry has experienced — certainly the most important since the introduction of electronic submissions. From a standard-of-care perspective, SPL is a major breakthrough because it dramatically reduces the time from manufacturer submission to practitioner access and use. Because SPL is based on XML, an increasingly influential computer language, it promises to transform completely the way companies handle many types of data — with concomitant changes in regulatory practice and EMS.

Although many regulatory submission initiatives will dictate the use of XML, pharmaceutical companies stand to benefit from the implementation of XML standards because they will be able to better control the ongoing volume of content that must be managed and archived. Companies using XML will be able to share information easily with partners, suppliers, translators and localization specialists, and with customers. Interoperability between clinical care and clinical research departments can become a reality.

**Good manufacturing practices (GMPs).** GMPs are a set of regulations and guidelines developed by various regulatory bodies, including the FDA and its counterparts within the EU, for pharmaceutical, medical-device and food manufacturers. A central component of GMPs is the documentation of every aspect of process, activity and operations. Failure to comply with these requirements can result in a product recall. Most developed markets around the globe use similar GMP requirements, and international standards are applied through various organizations such as the World Health Organization.

An EMS can aid in the complex process of capturing and documenting steps, versions, processes and everyone within an enterprise who “touches” a process, including external professionals such as translators and language consultants. With this documentation, which is accessible throughout the enterprise at any time, a company is better able to manage its risk in the global marketplace.

**Sarbanes-Oxley Act.** In 2002 a new issue emerged for all industries in the form of the Public Company Accounting Reform and Investor Protection Act of 2002, called the Sarbanes-Oxley Act. As is true with most legislation, the actual language of the bill passed by Congress is relatively broad. To prepare for Sarbanes-Oxley, a company must have a technology solution that facilitates structured management of documents commonly used in corporate legal departments, such as contracts, pleading documents, patent documents...
and Securities and Exchange Commission filings. The system must maintain security controls that prevent unauthorized modifications to documents or deletions. In other words, EMS in one form or another is all but legislated for public companies. Even for non-US companies, similar legislation has either been passed or is pending, and non-US companies doing business in the United States must document their compliance with the law.

Further complexities

Besides the internal and external factors that must be taken into consideration with an EMS initiative, organizations must also contend with additional complexities.

Region/country-specific regulations. Most of the principles of GMP are the same from country to country, but most countries have their own set of requirements, and small differences naturally occur. Regulatory requirements are derived not only from what is published as regulations but also from guidance documents and best-of-industry practices. So, it’s difficult to create hard-and-fast rules for “how it’s done” across national borders.

Language requirements. Those different countries also use different languages. Many regulated industries must ensure that materials—which may include marketing documents, product labels and websites—are released in the languages of the markets in which they operate.

Additionally, global companies recognize the importance of going beyond word-perfect translations to appropriately localize materials to be effective business tools in different geographic regions.

Capturing and managing the nuances of multilanguage business require comprehensive planning and management from the highest strategic levels down to individual document files.

Down to business: a practical guide to EMS

With so much pressure to comply with regulations while managing massive and growing amounts of documentation, most global enterprises are at least entertaining the idea of EMS, have started a study and implementation project or are already on their way toward this change. An enterprise-wide initiative naturally requires enterprise-wide focus and resources. There are no shortcuts.

With that caveat, here are a few key concepts to help an enterprise take the first steps on the road to enterprise management.

High-level focus. The processes associated with risk management and compliance can change rapidly, and it is important that upper management is involved during the planning stages of an EMS—or any other enterprise-wide initiative, for that matter. With so many pieces in a complex puzzle, senior-level decision-makers must remain focused on the endgame of the initiative: risk management and regulatory compliance in an efficient and sustainable system. Decisions must be made within a context of enterprise-wide perspective since EMS touches on all aspects of a business, across all departments.

Consider business processes. A robust EMS with rich data stores, access and reporting enables decision-makers in a company to discover, monitor and respond to emerging requirements and thus to support aggressive growth in new ways. Achieving these benefits, however, requires front-end consideration of existing processes for identifying, capturing and storing data. Early in an EMS
initiative, it’s not unusual to discover that existing processes require updating and streamlining in order to maximize the benefits of EMS. Senior management must buy in and must visibly support process audits and updates in order for these activities to be successful.

Managers and decision-makers should conduct comprehensive evaluations of corporate policies, employee education and technology with an eye toward determining the principal strategic, operational, financial and regulatory issues facing their organizations. All of these factors can be addressed on some level with EMS, so bringing them to the surface early in an EMS initiative will be well worth the investment of time and energy.

Plan for the future. When evaluating existing tools for EMS or launching a custom development project, keeping a future-oriented perspective for determining features and needs is critical. Decision-makers need to identify trends that will impact their businesses, particularly with regard to regulation, on a five-year horizon. Industries regulated by the FDA, for example, should consider options that include SPL and XML formats or could be customized to do so. A management system that can submit documentation in these formats will provide the greatest long-term flexibility for all industries under the FDA.

The system should also include tools that improve detection, analysis, correction and prevention of problems. Compliance impacts decisions made on operational, financial and even strategic levels. Adopting an efficient EMS with continual monitoring and support is also a way of monitoring internal procedures.

Achieving the benefits. Implementing an EMS in a regulated, multilingual environment can have significant costs, not to mention risk, up front. This investment can, however, be leveraged in other areas to manage uncontrolled documentation produced by finance, human resources and corporate departments.

The rewards for using an effective EMS

The rewards of implementing an effective management system are considerable — cost savings, cross-organization collaboration, easy access, traceability and accuracy, as well as timeliness in all aspects of regulatory, manufacturing, packaging and labeling. Regulated industries depend on the use and re-use of highly detailed information gathered and produced in different languages and formats over periods of many years from around the world. By using an EMS appropriately aligned with regulatory requirements, companies are able to tap into their own information resources efficiently and effectively.

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Single-source content management

Paul Trotter

More and more businesses are expanding into international markets. A critical success factor for this expansion is high-quality, cost-effective and timely translated written content. Responsibility for this typically falls on internal translation departments or localization partners. Translation comes at a high price, exceeding the cost of writing the original content after only a few languages.

Current approaches to localization rely on technologies and processes that have minimal scope for improvement. The localization industry is under increasing pressure to find new ways to improve cost efficiency, quality and time-to-market.

In this article I will explain what content management (CM) is and how it can help organizations to more efficiently write higher quality and more effective documentation; re-use and share content across documents; have strict control over standards and branding; publish that content to print, help and web formats; and significantly reduce the cost of localizing the content.

What is CM?

So, what is CM? The first thing to say is that there is no single agreed-upon definition. CM is a relatively new discipline, and if you ask the many suppliers of CM software, they all have different definitions. Of course, most of them make the definition suit whatever their software does.

It is fair to say that most people regard CM as applying solely or mainly to the management and delivery of web content. This is a very limited view. CM software covers a much wider area and can be categorized as follows:

Web CM. This was the first and is the most common use of the term CM. They are primarily used to help manage websites and web content. In this context, the word content refers to any resource used to build a website. Most of these systems are only concerned with managing the delivery of the site. The authoring and maintenance are done by other products.

Document and file management. Document and file management systems are designed to manage whole documents and other files rather than the words and pictures inside them. They know little about what the files contain and treat them as “blobs” of data. They rely heavily on users defining and applying metadata to give them more information. In practice, metadata is not applied, thus making these systems of little more use than the file system.

Digital asset management. These are similar in nature to document and file management in that they manage files, but they are focused on multimedia so provide little or no functionality for text intensive files. They are used mainly to create a central repository for graphics, video, flash and other multimedia files and provide archive, search and retrieval functions.

Source control. Again, these are similar to document and file management but primarily concerned with managing source code, which are pure text files. They often have poor support for dealing with binary content, and they usually provide integration with software development environments.

Enterprise CM. This is one of the latest categories in CM and does not have a clear definition. Most providers in this space are actually combining many of the other categories and calling it “enterprise” as it provides a wider scope.

Single-source CM. This is the category that provides the most benefits for localization and the one we will be focusing on. Rather than storing documents, they store and manage the content that is used to assemble these documents in small reusable components. These components can be anything from a single word to many paragraphs or other components such as graphics or links.

Single-source CM can be regarded as an overall process for originating, managing and publishing content across the enterprise and to any output. CM should be an end-to-end process providing the ability to track, manage and control what happens to your content at all stages of the documentation cycle – from authoring and importing to storage and document assembly and multi-output publishing.
What is the difference between managing content and managing files?
The answer to this question is the key to why single-source CM provides so many benefits over traditional file management systems.

The key aspect to managing any kind of data is to manage how the data can be created and changed. This is the cornerstone of enterprise applications of all types and is the only way you can truly manage information. The next step is adding value to it.

A popular approach to document and file management is to move the files from the file system into a database. These files are stored in exactly the same format in which they are created. These systems typically provide access control, versioning, metadata tagging and search capabilities. They provide little control over the modification or creation of the files in the first place and rely entirely on other applications to do that.

Let’s look at this problem from a different perspective. Let’s say an organization is using Excel spreadsheets to manage its financial accounts. At some point this approach becomes unmanageable for a variety of reasons. It is decided to move to a purpose-built accounting system that uses a backend database, allows multiple users, provides audit trails, has financial reporting and manages the information properly.

Would you just move the Excel spreadsheets as they are into a file management system and expect it to magically create a profit-and-loss statement or chart of accounts? Of course not, that would be impossible. Instead you would move the data from the spreadsheets into the predefined relational database structure provided by the purpose-built accounting system. Then you would be able to get all your reporting and ensure that data was entered correctly; have multiple users editing without fear of overwrites; and exercise a much greater degree of security over your data.

Would you expect to be able to continue editing your accounts in Excel? Of course not. The information is no longer in Excel format and doing so would bypass your controls and auditing.

You would now edit the information in a controlled fashion in the accounting system. No longer would you get an unbalanced transaction or have information changed by unauthorized sources, but best of all, your reporting is a mouse click away.

Single-source CM provides the same evolutionary leap for content. It provides a more effective and more efficient way of authoring, managing, publishing and localizing an organization’s documents, images, web content and so on.

Why do you need CM?
Content is an asset. For one thing, generating content takes time and money – often lots of both. So, content should be treated as the valuable asset that it is.

To get maximum value from your documentation resources, you should be able to do a number of things:
You should be able to re-use content across documents without copying so that you can write it once and maintain it in a single place no matter how many times you have used it.

You should be able to use content created for one purpose equally well in other contexts and for other purposes.

You should be able to translate re-used content once and have it automatically reflected wherever it is used.

You should be able to publish to print, help and web outputs without having to modify or make different versions of your content.

Ideally, you should be able to involve more people in the documentation process, such as subject matter experts, application developers, localization teams and trainers.

These measures provide the potential for increasing the quality and consistency of your documentation, for reducing the cost and time involved in producing it, and for gaining more value from every piece of content that you create.

Control is essential. All of this needs control. Assets are of no use if you can’t manage them. Having tons of content that you can’t find, organize, protect or use effectively is simply a waste of time.

Involving more people is a good idea, but it requires serious organization. Wider access can be a disaster if the system can’t cope.

You must be able to set and enforce your standards to ensure the consistency and quality of your documents; control who in the organization can create, see and use content; find the content components when you need them; manage the content life cycle through drafts, reviews, localization, release and archiving; and control what can be published to each output channel and by whom.

Savings and benefits
An example of cost savings. Localization can be a complicated and expensive process. One mention of localization and the immediate reaction from your financial department may be to reach defensively for the wallet. Costs can be unpredictable and can quickly get out of control, particularly if you don’t know what to expect. You may choose to manage the translation in-house or to outsource it to an external company that specializes in localization and translation.

In simple terms, translation is not a cheap task. Let’s look at an example to put this in perspective.

The average cost a translator will charge is around US$.25 per word. Take a document with 500 pages and an average of 200 words per page. That’s 100,000 words, so you’re quickly looking at $25,000.

Now remember, that’s just for the initial translation. The growing cost comes when you make modifications to the original document and need it re-translated. Most translation agencies use translation memory (TM) tools which help reduce the effort involved in re-translating a document, but they still charge for the whole document – albeit at a reduced word rate for the text already translated.
When using TM tools, a fuzzy match is returned where a text string is similar but not identical. An exact match (100%) is returned where there is no difference or variation between the two strings. Translators often charge different rates depending on whether text is found as an exact match or as a fuzzy match (with the match falling between a certain percentage), or is a new translation.

Let’s get back to our example. You now modify 15% of these pages and add 20 new pages. Without allowing for fuzzy matches, the cost of re-translation can quickly climb to $11,550.

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 new pages - 4,000 words</td>
<td>$1,000</td>
</tr>
<tr>
<td>@ 25 cents per word</td>
<td></td>
</tr>
<tr>
<td>5% change - 5,000 words</td>
<td>$1,250</td>
</tr>
<tr>
<td>@ 25 cents per word</td>
<td></td>
</tr>
<tr>
<td>95% unchanged - topics with</td>
<td>$7,600</td>
</tr>
<tr>
<td>95,000 words @ 8 cents</td>
<td></td>
</tr>
<tr>
<td>Total cost of re-translation</td>
<td>$9,850</td>
</tr>
</tbody>
</table>

Our example was just one document into one language. Translate that same document into 10 other languages, and multiply the cost 10 times. Translate a further 10 or 100 documents into multiple languages, and watch your costs skyrocket.

**How single-source CM reduces translation costs**

Because of the way single-source CM stores and manages content, savings are quickly realized. You only translate objects that have been modified.

For example, let’s go back to our 500-page document that we’ve now updated. Rather than sending the translator all 500 pages again, only the 20 new pages and the 5% of modified pages are exported as XML. Using our previous example, this would reduce the cost of re-translation from $9,850 to $2,250.

Text is only translated once.

One of the system’s biggest strengths is re-usability. The same components are re-used in multiple documents. For example, the same copyright notice (or even an entire introductory chapter) may be used in many documents. Each component only requires translation once. You can even re-use content as small as a phrase, sentence or paragraph, which takes re-use even further — and again, each element is only translated once.

Cross references and hyperlinks don’t even require translation. Because these are inserted at publishing time, taking their text from the heading of the component they reference, they aren’t stored in the text — which means less text to translate. Likewise, reference text such as See and on Page are defined by templates, so only the template requires translation.

Our studies have shown an average of a 30% reduction in word count because of re-use.

The XML files do not contain formatting. When the same text string is found using different character formatting, TM tools do not always identify it as an exact match. As the XML files do not contain formatting, this helps to increase the exact matches found.

**Benefits for localization**

When you manage your content at a more granular level, there are a number of things you can do that you just can’t do with whole documents. Some of the specific benefits to localization are:

- **One-time translation of content.** The system knows what content is translatable, has been previously translated, is re-used or has been added or changed since the last translation. Only content that actually requires translation is sent to translators, which significantly reduces word count and cost of translation.

- **Faster time-to-market.** Localization and content creation can run in tandem, thus allowing translation to finish much sooner. Content is created in small, discrete components that can immediately be sent for translation. This avoids the costly exercise of translating drafts or waiting for completion of the entire source content.

- **Automated single-source publishing.** Once source content is translated and
reviewed, it can be published directly to print, help and web formats without tweaking or rework. This provides substantial savings and eliminates inconsistencies in translation across delivery formats.

Cleaner TM. Translatable XML contains only text and semantic markup, thus increasing TM accuracy and eliminating the effect of formatting on memory matches.

Improved accountability. Only content that requires translation is sent for translation. Each piece of content has an accurate word count recorded and known by all parties in the process, thereby avoiding any surprises or disputes.

Overall benefits of CM

Single-source CM provides significant benefits and cost savings over traditional document authoring and maintenance methods.

Faster time-to-market. Authors spend far less time creating and re-creating the same content; reviewers spend less time reviewing; and translators spend less time translating. Publishing to print, help and web formats is fully automated. This is achieved by controlling standards, thereby eliminating duplication and effectively managing creation, localization and publishing of content.

Efficient use of resources. By eliminating repetitive creation and maintenance, more resources can be devoted to improving the quality of the content and adding value to the documentation. Many clients report savings in excess of 20% through re-use of content.

Major production cost savings. This flows naturally from the efficient creation, maintenance and management of documentation content. With single-source CM tools, you achieve more documentation for less outlay. Time taken to produce a page through traditional authoring tools can be halved.

Slashed translation costs. Content is translated only once, no matter how often it is re-used. Translators only ever work on new or changed source content, so you don’t pay for them to handle unchanged text. Real projects have shown reductions in translation word count in excess of 30%.

Improved quality and usability of content. Through easy definition and enforcement of standards, you can guarantee consistent documentation structure and formatting, increasing readability and usability. Using single-source content ensures 100% consistency wherever it appears.

Improved workplace satisfaction. Authors freed from tedious, time-consuming tasks such as formatting and repetitive updates can concentrate on creating and improving content. Reviewers gain by reviewing content only once, regardless of the number of end deliverables. Writers save 95% of the time they usually spend formatting content.

Increased customer satisfaction. Consistent, accurate documentation of all types means fewer calls to customer support because you’re providing the right information, at the right time and in the right format.
What’s new in the .NET Globalization namespace, Part 4

Bill Hall

Having introduced the new features of .NET 1.1 Globalization classes in previous articles, we move on to describe the Globalization classes that are actually new to .NET 2.0. The new classes are listed in Table 1. There are ten, of which one is abstract. As in .NET 1.1, many are calendars — but only one, the Umm al-Qura calendar, is integral to .NET 2.0 existing cultures. For some of these classes there are also related enumerations. They will be introduced or referenced when appropriate.

East Asian Calendars

The EastAsianLunisolarCalendar is an abstract class from which the Chinese, Japanese, Korean and Taiwan lunisolar calendars are derived. In addition to the new properties, already discussed in previous articles, are three methods for working with the calendar’s 60-year or sexagenary cycle (Table 2).

The Chinese calendar has 60-year cycles. Each year is assigned a name with two parts: the celestial stem and the terrestrial branch. There are ten celestial stems and twelve terrestrial branches. The celestial stems have five elements: Wood, Fire, Earth, Metal and Water. Each has a positive and negative (yin and yang) component; hence, the total count is ten. The terrestrial branches are the well-known Rat, Ox, Tiger, Rabbit, Dragon, Snake, Horse, Sheep, Monkey, Fowl, Dog and Boar. Years consist of twelve lunations of either 29 or 30 days with a thirteenth

<table>
<thead>
<tr>
<th>New Classes</th>
<th>Brief Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ChartUnicodeInfo</td>
<td>Provides basic type information about Unicode characters including access to the .NET UnicodeCategory enumeration.</td>
</tr>
<tr>
<td>ChineseLunisolarCalendar</td>
<td>A Calendar that uses Chinese years and lunisolar days and months.</td>
</tr>
<tr>
<td>CultureAndRegionInfoBuilder</td>
<td>Provides a tool for creating custom CultureInfo and RegionInfo classes based on appropriate existing classes.</td>
</tr>
<tr>
<td>EastAsianLunisolarCalendar</td>
<td>Abstract Calendar class from which the Chinese, Japanese, Korean and Taiwan lunisolar calendars are derived.</td>
</tr>
<tr>
<td>IdnMapping</td>
<td>Supports non-ASCII characters for internet domain names.</td>
</tr>
<tr>
<td>PersianCalendar</td>
<td>A solar calendar whose era begins with the Hajj and is in use in regions where Farsi is spoken.</td>
</tr>
<tr>
<td>JapaneseLunisolarCalendar</td>
<td>A calendar that uses years based on the Japanese calendar and days and months on the lunisolar calendar.</td>
</tr>
<tr>
<td>KoreanLunisolarCalendar</td>
<td>A calendar where years are calculated on the Korean calendar and days and months on the lunisolar calendar.</td>
</tr>
<tr>
<td>TaiwanLunisolarCalendar</td>
<td>A calendar with years based on the Taiwan calendar and days and months on the lunisolar calendar.</td>
</tr>
<tr>
<td>UmAlQuraCalendar</td>
<td>Represents the Saudi (Umm al-Qura) calendar.</td>
</tr>
</tbody>
</table>

Table 1: New Globalization classes for .NET 2.0.
### Tech

#### Table 2: Methods in the EastAsianLunisolar calendars.

<table>
<thead>
<tr>
<th>Method</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>GetCelestialStem</td>
<td>Calculates the celestial stem of the specified year in the sexagenary cycle.</td>
</tr>
<tr>
<td>GetSexagenaryYear</td>
<td>Calculates the year in the sexagenary cycle corresponding to the specified date.</td>
</tr>
<tr>
<td>GetTerrestrialBranch</td>
<td>Calculates the terrestrial branch of the specified year in the sexagenary cycle.</td>
</tr>
</tbody>
</table>

#### Figure 1: Features of the EastAsianLunisolar calendars.

<table>
<thead>
<tr>
<th>Test date: Gregorian date: 4/11/2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calendar: System.Globalization</td>
</tr>
<tr>
<td>AlgorithmType: LunisolarCalendar</td>
</tr>
<tr>
<td>IsReadOnly: False</td>
</tr>
<tr>
<td>MinSupportedDateTime: 2/19/1901 12:00:00 AM</td>
</tr>
<tr>
<td>MaxSupportedDateTime: 2/28/2101 11:59:59 PM</td>
</tr>
<tr>
<td>Months in year: 13</td>
</tr>
<tr>
<td>Is Leap Year: True</td>
</tr>
<tr>
<td>Calendar's Date: 2006-03-14</td>
</tr>
<tr>
<td>Sexagenary Year: 23</td>
</tr>
<tr>
<td>Celestial Stem: 3</td>
</tr>
<tr>
<td>Terrestrial Branch: 11</td>
</tr>
</tbody>
</table>

#### Figure 2: Some properties of the Persian and Umm al-Qura calendars.

<table>
<thead>
<tr>
<th>Test date: Gregorian date: 4/11/2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calendar: System.Globalization</td>
</tr>
<tr>
<td>AlgorithmType: SolarCalendar</td>
</tr>
<tr>
<td>IsReadOnly: False</td>
</tr>
<tr>
<td>MinSupportedDateTime: 3/21/0622 12:00:00 AM</td>
</tr>
<tr>
<td>MaxSupportedDateTime: 12/31/9999 11:59:59 PM</td>
</tr>
<tr>
<td>Months in year: 12</td>
</tr>
<tr>
<td>Is Leap Year: False</td>
</tr>
<tr>
<td>Calendar's Date: 1385-01-22</td>
</tr>
</tbody>
</table>

### More Interesting Examples

intercalary month added as needed — about every two or three years — to adjust the lunar year to the length of the solar year. The first day of the year (Chinese New Year) occurs on the date of the second new moon after the winter solstice. Finally, the Chinese day begins, as does the Roman, at midnight (my thanks to Lance Latham, *Standard C Date/Time Library: Programming the World’s Calendars and Clocks* and www.lunarcal.org/General.html).

### Arabic and Farsi Calendars

The Persian and the Umm al-Qura calendars are used in the Near East. The Persian calendar, primarily used in Farsi-speaking regions, is a solar calendar whose era begins with the Hijra (622 CE). The first day of the year occurs when the sun crosses the equator moving north. The months have 31 days for the first half of the year, then 30 for the next five months, and the last month is either 29 or 30 days long. So, the calendar has either 365 or 366 days in a year. The Persian calendar is not a part of any .NET culture, nor is it possible to add them as part of a customized culture — at least for now.

Figure 1 shows some of the new properties and their values for the indicated Gregorian date. All four calendars are essentially the same except for differences in eras (Japanese, Taiwan) and minimum and maximum ranges. Note also the values for the methods of Table 2. Finally, none of these calendars is referenced in any .NET culture; nor is it possible to add them as part of a customized culture — at least for now.

The Umm al-Qura, a lunar calendar also starting from the Hijra, uses a table-based algorithm licensed by the Saudi Arabia government and has no Hijri adjustment. This calendar is part of each Arabic culture in .NET 2.0 (Figure 3). Some properties new to .NET 2.0 of each of these calendars are shown in Figure 2. Observe the calendar dates and the range and type of each.

This class provides some information about Unicode characters that represent numeric values. `CharUnicodeInfo` also provides access to the .NET `UnicodeCategory` enumeration, which has been part of .NET since its inception. The relevant methods are shown in Table 3. The methods are overloaded, allowing you to specify a single UTF-16 (char) element or a single char location at an index in a Unicode string.

Figure 4 is the output of a simple console demonstration program that exercises the four methods. Figure 5 shows some more interesting examples.
Exercising CharUnicodeInfo

- ARABIC-INDIC DIGIT SIX
- GetDigitValue: 6
- GetNumericValue: 6
- GetUnicodeCategory: DecimalDigitNumber

Figure 4: Sample output from CharUnicodeInfo.

IdnMapping

The IdnMapping class supports the use of non-ASCII characters for internet domain names. The operational methods and properties are shown in Table 4.

Internet domain names were originally designed to consist only of ASCII characters. As a result, many low-level operations depend on this assumption. DNS (Domain Name Service) provides an important example. To be usable, a domain name with non-ASCII elements must be resolved into an ASCII string before being used on the internet. The characters of ASCII are encoded in Unicode in the range U+0000 to U+007f, known as Basic Latin.

A domain name whose content contains Unicode characters outside of the Basic Latin range is referred to as non-internationalized. The Internationalizing Domain Names in Applications (IDNA) mechanism maps such a name into a so-called internationalized domain name (IDN) whose content lies solely within the range of Basic Latin. IDNA is used to convert only domain names and not the data to be transmitted over the internet.

A domain name consists of one or more parts, called domain name labels, separated by label separators. For example, the domain name www.multilingual.com consists of the three labels www, multilingual and com separated by periods. Acceptable label separators are the period, U+002E; the ideographic full stop, U+3002; the full width ideographic full stop (U+FF0E); or the half-width ideographic full stop (U+FF61). The GetUnicode and GetAscii methods of IdnMapping convert all label separators to U+002E (.). The IDNA mechanism also normalizes the domain name, converts the normalized name to a representation that consists of displayable Unicode characters in the Basic Latin range, and adds the compatible encoding prefix ("xn-" to each label. In this way, the IDN can be used in the existing internet infrastructure. More information can be found at www.ietf.org/rfc

Let's look at an example — the output from a small program that maps a made-up name, 卩 blockDim, to an internationalized form (Figure 6). Default values are used for the properties.

Un-internationalized domain name:

conde.com

AllowUnassigned: False
UseStd3AsciiRules: False

Unicode content:
U+65E5-U+672C-U+8A9E-U+3002-U+F43-U+F4F-U+F08-U+F0A-U+F050

Internationalized domain name:

xn--condo.com

Convert back to un-internationalized form
(Not that the CJK full stop has become an ASCII period)

conde.com

Figure 6: Output from an IdnMapping example.

It is very interesting that the “internationalized” name is in ASCII and the “localized” name is in Japanese. Normally, those of us who work in the field of internationalization and localization have the opposite view about what is internationalized and what is not.
CultureAndRegionInfoBuilder

This is one of the more complex members of System.Globalization in .NET 2.0. You will see this as you read through its features. Basically, the class allows you to create customized CultureInfo and RegionInfo objects that you can register for use in the .NET system (Table 5).

Table 6 shows the CultureAndRegionModifiers enumeration members.

The approach that seems to be most productive is to assign existing CultureInfo and RegionInfo objects that are reasonable for the culture you want to create, make the desired customizations and then register the result. To this end, I borrowed some sample code from the .NET 2.0 documentation, made a few changes, registered the result and ran a test. I also verified that the new objects (CultureInfo and RegionInfo) were visible in independent programs. Note that you won’t be able to compile a CultureAndRegionInfoBuilder project unless you also add sysgloabl to the References list.

In this case, the new object is a user custom culture that provides the German 5005 DIN sort. Of course, one already exists in .NET, but it is not easily enumerable. But, in this example, it can be obtained in the application of Figure 7 by selecting the appropriate CultureTypes menu selection.

Some comments on the example: the CompareInfo.ToString value of 66567 is the same as 0x10407, which is the LCID for the DIN sort in .NET. I verified that the comparison worked correctly on a few examples. I also changed the name from de-DE_phoneb to de-DE-phoneb for aesthetic reasons. I probably should have also prefixed it with “xn~”.

Language support for .NET 2.0

After .NET 1.1 was released, downloadable language packs were issued over a period of time. Altogether, 21 language packs were made available [www.microsoft.com/downloads/details.aspx?FamilyId=04DBAF2E-61ED-43F4-8D2A-CCB2BAB7B8EB&displaylang=en]. They are useful to have. The size of the
### Constructor Description

**CultureAndRegionInfoBuilder**

(string, CultureAndRegionModifiers)

The string is the *Name* of the culture, and the **CultureAndRegionModifiers** are selected from the members of that enumeration.

### Properties

<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AvailableCalendars</td>
<td>Gets or sets a Calendar array that is supported by this object.</td>
</tr>
<tr>
<td>CompareInfo</td>
<td>Gets the CompareInfo that defines how to compare strings for the culture.</td>
</tr>
<tr>
<td>ConsoleFallbackUICulture</td>
<td>Gets or sets an alternate user interface suitable for console applications.</td>
</tr>
<tr>
<td>CultureEnglishName</td>
<td>Gets the culture name that combines the language and country or region in the style used by CultureInfo objects.</td>
</tr>
<tr>
<td>CultureName</td>
<td>Gets the name in the form &quot;[prefix-]language[-region][-suffix]&quot;. All items are optional except the language. ISO 639 and ISO 3166 identifiers should be used for the language and region, respectively. The prefix helps in recognizing a customization.</td>
</tr>
<tr>
<td>CultureNativeName</td>
<td>Gets the culture name in the format and language the culture is set to display.</td>
</tr>
<tr>
<td>CultureTypes</td>
<td>Gets the combination of the CultureTypes enumeration appropriate to the culture/region.</td>
</tr>
<tr>
<td>CurrencyEnglishName</td>
<td>English name of the currency in the appropriate format.</td>
</tr>
<tr>
<td>CurrencyNativeName</td>
<td>Native name of the currency in the region in the appropriate format.</td>
</tr>
<tr>
<td>GeolId</td>
<td>Gets or sets a unique identification number for a geographical region, country, city or location.</td>
</tr>
<tr>
<td>GregorianDateTimeFormat</td>
<td>Access to properties that can be customized in DateTimeFormatInfo.</td>
</tr>
<tr>
<td>IetfLanguageTag</td>
<td>Gets or sets a culture name in the form of the RFC 3066(bis) standard.</td>
</tr>
<tr>
<td>IsMetric</td>
<td>Gets a value indicating if the country/region uses the metric system.</td>
</tr>
<tr>
<td>ISOCurrencySymbol</td>
<td>Gets the three-character ISO 4217 currency symbol associated with the country/region.</td>
</tr>
<tr>
<td>IsRightToLeft</td>
<td>Indicates if the language is bidirectional or not.</td>
</tr>
<tr>
<td>KeyboardLayoutId</td>
<td>Gets or sets the active keyboard identifier.</td>
</tr>
<tr>
<td>LCID</td>
<td>Gets an appropriate Windows style locale identifier.</td>
</tr>
<tr>
<td>NumberFormat</td>
<td>Access to the properties that can be customized in NumberFormatInfo.</td>
</tr>
<tr>
<td>Parent</td>
<td>Gets the CultureInfo that represents the parent culture of the custom culture.</td>
</tr>
<tr>
<td>RegionEnglishName</td>
<td>Gets the full name of the country/region in English.</td>
</tr>
<tr>
<td>RegionName</td>
<td>Gets the two-letter code defined in ISO 3166 for the country/region.</td>
</tr>
<tr>
<td>RegionNativeName</td>
<td>Gets or sets the full name of the country/region in the local language and in the format used by CultureInfo.</td>
</tr>
<tr>
<td>TextInfo</td>
<td>Gets or sets the TextInfo object that defines the writing system associated with the custom culture.</td>
</tr>
<tr>
<td>ThreeLetterISOLanguageName</td>
<td>Gets or sets the ISO 639-2 three-letter code for the language of the custom culture.</td>
</tr>
<tr>
<td>ThreeLetterISORegionName</td>
<td>Gets or sets the three-letter code defined in ISO 3166 for the associated country/region.</td>
</tr>
<tr>
<td>ThreeLetterWindowsLanguageName</td>
<td>Gets or sets the three-letter Windows code for the language.</td>
</tr>
<tr>
<td>ThreeLetterWindowsRegionName</td>
<td>Gets or sets the three-letter code assigned by Windows for the country/region being defined.</td>
</tr>
<tr>
<td>TwoLetterISOLanguageName</td>
<td>Gets or sets the two-letter code defined in ISO 3166 for the country/region.</td>
</tr>
<tr>
<td>TwoLetterISORegionName</td>
<td>Gets or sets the two-letter code defined in ISO 3166 for the country/region of the custom culture.</td>
</tr>
</tbody>
</table>

### Methods

<table>
<thead>
<tr>
<th>Method</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CreateFromLdml</td>
<td>Creates a CultureAndRegionInfoBuilder object from an XML file that contains a representation of the object.</td>
</tr>
<tr>
<td>LoadDataFromCultureInfo</td>
<td>Sets the properties of the current CultureAndRegionInfoBuilder object with the corresponding properties of the specified CultureInfo object.</td>
</tr>
<tr>
<td>LoadDataFromRegionInfo</td>
<td>Sets the properties of the current CultureAndRegionInfoBuilder object with the corresponding properties of the specified RegionInfo object.</td>
</tr>
<tr>
<td>Register</td>
<td>Persists the current custom culture on the local computer and makes that culture available to applications.</td>
</tr>
<tr>
<td>Save</td>
<td>Writes an XML representation of the current CultureAndRegionInfoBuilder object to the specified file.</td>
</tr>
<tr>
<td>Unregister</td>
<td>Deletes a custom culture from the local computer.</td>
</tr>
</tbody>
</table>

Table 5: Constructor, properties and methods of CultureAndRegionInfoBuilder.
download is usually less than 2 MB per pack. The only drawback to obtaining them — and it is minor — is that the download and installation are partly in the local language. But anyone who works in this field knows how to figure out which button to push by comparing with a website in a familiar language and memorizing the installation steps. Indeed, the hardest part is to find the sites in the first place.

For .NET 2.0, Microsoft has moved quite rapidly with the 2.0 versions (www.microsoft.com/downloads/details.aspx?displaylang=en&FamilyID=39C8B63B-F64B-4B68-A774-B64E:D0C32AE7) and has expanded the scope to cover 23 languages besides English (default). You can see an example in Figure 3 in the list of cultures at the top of the form. In this case the DisplayName property of CultureInfo is used in the dropdown list. By design, this property always reflects the thread’s user interface culture — which can differ from the culture that manages dates, times, comparison and so on — and in this case was set to Arabic. The separation of locale from user interface behavior is a strong feature of .NET as well as the Microsoft operating systems since Windows 2000.

**Summary**

- Many improvements have been made to the System.Globalization namespace enhancing the already well-designed internationalization support available in .NET.
- Several features that have long been available in Win32 are now also present in .NET.
- Some classes have been improved, making their use simpler.
- The new classes largely enhance the previous 1.1 version.

<table>
<thead>
<tr>
<th>Enumeration</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neutral</td>
<td>A neutral culture.</td>
</tr>
<tr>
<td>None</td>
<td>Neither a neutral culture nor a replacement culture.</td>
</tr>
<tr>
<td>Replacement</td>
<td>A user-created custom culture that replaces a culture shipped with the .NET Framework.</td>
</tr>
</tbody>
</table>

Table 6: CultureInfo and RegionInfo objects. (continued)

The customization available for the CultureInfo and RegionInfo classes, a useful feature, does not allow you access to all the contained objects such as TextInfo and CompareInfo. You can, however, perform many customizations in DateTimeFormatInfo and NumberFormatInfo, and, as already noted, you may be able to combine your new culture with an existing set of CompareInfo and TextInfo objects that meets your needs.

---

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Basic terminology

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.

Character. A symbol standing for the smallest abstract component of a writing system or script, including sounds, syllables, notions or elements, as opposed to glyphs.

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

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

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.

DITA (Darwin Information Typing Architecture). 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.

European Union (EU). An intergovernmental and supranational union of 25 democratic member states. The EU was established under that name in 1992 by the Treaty on European Union (the Maastricht Treaty).

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

Globalization management system (GMS). A system that focuses on managing the translation and localization cycles and synchronizing those with source content management. Provides the capability of centralizing linguistic assets in the form of translation databases, leveraging glossaries and branding standards across global content.

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.

HTML (HyperText Markup Language). 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.

Information retrieval. The science of searching for information in documents, searching for documents themselves, searching for metadata which 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.

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

Localization (l10n). In this context, the process of adapting a product or software to a specific international language or culture so that it seems natural to that particular region. True
Basics

localization considers language, culture, customs and the characteristics of the target locale. It frequently involves changes to the software's writing system and may change keyboard use and fonts as well as date, time and monetary formats.

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

.NET. Microsoft platform for applications that work over the internet.

Offshoring. The relocation of business processes to another country, especially a country overseas. This includes any business process such as production, manufacturing or services.

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.

Outsourcing. The delegation of non-core operations or jobs from internal production within a business to an external entity such as a subcontractor that specializes in that operation. Outsourcing is a business decision that is often made to lower costs or focus on competencies. A related term, offshoring, means transferring work to another country, typically overseas. Offshoring is similar to outsourcing when companies hire overseas subcontractors, but differs when companies transfer work to the same company in another country.

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 semi-professional and industrial quality. Here, the word is a blend of professional and consumer.

Search engine. A program designed to help find information stored on a computer system such as the worldwide 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.

Semantic Web. An extension of the worldwide web that provides a common framework allowing data to be shared and re-used 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.

Source language. A language that is to be translated into another language.

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

Translation memory (TM). A special database that stores previously translated sentences which can then be re-used on a sentence-by-sentence basis. The database matches source to target language pairs.

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

XLIFF (XML Localization Interchange File Format). Specifically designed to support the localization of data and has features for updating strings, revision control, marking different phases of the localization process, word count calculations, the provision of alternative or suggested language translations, among others. XLIFF is an open standard.

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

Resources

Organizations
American Translators Association (ATA), www.atanet.org
Globalization and Localization Association (GALA), www.gala-global.org
Localization Industry Standards Association (LISA), www.lisa.org
The Localization Institute, www.localizationinstitute.com
The Unicode Consortium, www.unicode.org

Publications
MultiLingual (formerly MultiLingual Computing & Technology).
Additional resources available at www.multilingual.com

Websites
SourceForge, www.sourceforge.net
User-built, web-based encyclopedia with articles in numerous languages. Top ten are English, German, Japanese, French, Polish, Swedish, Dutch, Spanish, Italian and Portuguese.
ASSOCIATIONS

AILIA Association de l’industrie de la langue/Language Industry Association
Description AILIA is the voice of the Canadian language industry, bringing together organizations and professionals from three sectors: translation, language technologies and language training. Through a single point of contact, AILIA members can access key resources to stimulate their growth around the world.
AILIA 65 Sherbrooke Street East, Suite 110, Montréal, Québec, Canada H2X 1C4. 514-285-6596, E-mail: communication@ailia.ca. Web: www.ailia.ca

Globalization and Localization Association
Description The Globalization and Localization Association (GALA) is a fully representative, nonprofit, international industry association for the translation, internationalization, localization and globalization industry. The association gives members a common forum to discuss issues, create innovative solutions, promote the industry, and offer clients unique, collaborative value.
GALA 23 Main Street, Andover, MA 01810. 206-329-2396, Fax: 815-346-2381, E-mail: info@gala-global.org. Web: www.gala-global.org. See ad on page 77

Translation Automation User Society
Description Translation automation is not a straightforward process with a guaranteed recipe for return on investment. The difference between profit and loss depends on solid, detailed and objective information. The best way of obtaining that information is by networking with other users and by sharing experiences. TAUS is a member organization for the exchange of insights and experiences in automating translation processes. Founding members are Autodesk, Cisco, Computer Associates, EMC Software Group, European Patent Office, FileNET, GambroBCT, Hewlett-Packard AGC, Intel, McDonald’s Corporation, McKee, Novell, Océ Technologies, Oracle, Sun Microsystems, Symantec and WatchGuard.
Translation Automation User Society (TAUS) gostinec 9-11, 1483 AB De Rijpa, The Netherlands, 31-299-672028, E-mail: info@translatautoautomaton.com. Web: www.translationautomation.org.com. See ad on page 77

CONFERENCES

Localization World
Description Localization World conferences are dedicated to the language and localization industries. Our constituents are the people responsible for communicating across the boundaries of language and culture in the global marketplace. International product and marketing managers participate in Localization World from all sectors and all geographies to meet language service providers and network with their peers. Hands-on practitioners come to share their knowledge and experience and to learn from others. Conferences are held twice a year at different locations. See our website for details on upcoming and past conferences.
Localization World 319 North 21st Avenue, Sandpoint, ID 83864. 208-263-8178, Fax: 208-263-8370, E-mail: info@localizationworld.com. Web: www.localizationworld.com. See ad on page 77

The Internationalization & Unicode Conference
Description The Internationalization & Unicode Conference (IUC) is the premier technical conference focusing on multilingual, global software and web internationalization. Each IUC conference features a variety of tutorials and conference sessions that cover current topics related to web and software internationalization, globalization, and Unicode. Internationalization and Unicode experts, implementers, clients and vendors are invited to attend this unique conference. The interactive format makes the IUC a great place to meet and exchange ideas with leading experts during birds-of-a-feather gatherings, find out about the needs of potential clients, or get information about new and existing Unicode-enabled products in the exhibit hall.
The Unicode Consortium P.O. Box 393476, Mountain View, CA 94039-1476. 781-444-0840, Fax: 781-444-0320, E-mail: info@unicode.org. Web: www.unicodeconference.org. See ad on page 74

ENTERPRISE SOLUTIONS

Idiom Technologies
Description Idiom Technologies optimizes the globalization supply chain by aligning global enterprises, language service providers and translators. Award-winning WorldServer™ software solutions expand market reach and accelerate international communication with a proven platform for automating translation and localization processes. Idiom works with global organizations including Adobe, Autodesk, Continental Airlines, eBay, Motorola and Travelocity to cost-effectively translate global websites and applications, streamline software localization and delivery, and speed time-to-market for international product documentation. Idiom also partners with consulting firms, systems integrators and technology vendors to help customers achieve high-quality results and maximize existing enterprise infrastructure.
Idiom Technologies, Inc. 3200 South Avenue, Waltham, MA 02451. 781-464-6000, Fax: 781-464-6100, E-mail: idiom_info@idiominc.com. Web: www.idiominc.com. See ad on page 77

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Description XTRF is a global management system for translation agencies. Built-in cutting-edge Java technology, XTRF is a flexible, customizable and web-based software enabling web-access for a company’s suppliers and customers. It’s designed to help translation companies to streamline all their daily activities, and it guarantees smooth management of the company while reducing administrative costs. Project management, invoicing, quotations, ISO 9001 reports and CRM are the main fields covered by the system. Designed by translation and localization professionals and created by the best IT team, this powerful tool will reduce the time spent on repetitive tasks and increase the company’s effectiveness.
XTRF, ul. Włościańska 3, 30-653 Kraków, Poland, 48-12-2546-126, Fax: 48-12-2546-122, E-mail: sales@xtrf.eu. Web: www.xtrf.eu

INTERNATIONALIZATION TOOLS

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XTRF, ul. Włościańska 3, 30-653 Kraków, Poland, 48-12-2546-126, Fax: 48-12-2546-122, E-mail: sales@xtrf.eu. Web: www.xtrf.eu

STAR Group
Description STAR is a leader in information management, localization, internationalization and globalization solutions as well as a premier developer of language technology tools such as Transit/TermStar, WebTerm and of our information management system, CRIPS. For more than 21 years, STAR has specialized in information management and publishing, multilingual processing including translation services, terminology management, software localization/internationalization, software development and multimedia systems engineering. With 37 offices in 28 countries and our global network of pre-qualified freelance translators, STAR provides a unique combination of information management tools and services.
STAR Group America, LLC 5001 Mayfield Road, Suite 220, Lyndhurst, OH 44124. 216-681-1727, 877-STAR-WEB, Fax: 216-681-1727, E-mail: info@us-star-group.net, Web: www.us-star-group.net. See ad on page 93

across Systems GmbH
Description across Systems GmbH is a spin-off of Nero AG with its world’s leading CD/DVD application, across includes TM and terminology system as well as powerful tools to support the project and workflow management of translations. Project manager, translator and proofreader all work together within one system, either in-house or smoothly integrated with translation service providers, across provides several partner concepts and the Software Development Kit (SDK) for system integrators and technology partners, to allow the translation desktop to be integrated directly, in order to include both preliminary and subsequent process steps. This results in more flexible and transparent processes that benefit all sides.
across Systems GmbH Im Steinmarkenle 18, D-78320 Karlsruhe, Germany, 49-7248-925-425, Fax: 49-7248-925-444, E-mail: info@across-systems.de. Web: www.across-systems.de. See ad on page 2

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Languages: All major European and Asian languages

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ADAPT Localization Services

Languages: More than 50

ADAPT Localization Services focuses on providing high-quality, tailored solutions for a variety of industries. Their team is experienced in handling large-scale projects and ensures timely delivery with a focus on quality. They use advanced tools and methodologies to enhance the accuracy and efficiency of their services.

Alliance Localization China, Inc. (ALC)

Languages: Major Asian and European languages

Alliance Localization China is a leading localization company with extensive experience in providing high-quality translations for clients in various industries. They offer services such as document translation, desktop publishing, and website localization, ensuring that all data is handled with the utmost care and attention to detail.

Binari Sonori

Languages: All European languages into Italian

Binari Sonori is an Italian localization company that focuses on providing high-quality translations and localization services. They have a strong track record in the Italian localization market and are renowned for their ability to retain long-term relationships with clients.

CPSL

Languages: All Description

CPSL offers a full range of localization services, including document translation, desktop publishing, and web content management. They pride themselves on ensuring that every aspect of their work meets the highest standards of quality and reliability.

iDISC Information Technologies

Languages: Spanish Description

iDISC Information Technologies specializes in software localization and offers comprehensive services to clients wanting to expand their market reach. They leverage from long-time experience using TRADOS, IBM, and assessed freelance database which allows them to tackle any size of project in various areas of expertise, mainly software localization, technical and telecom documentation, ERP and marketing.

Golden View (China) Technologies Inc.

Languages: Chinese

Golden View (China) Technologies Inc. is a leading independent localization company based in Shanghai. They provide high-quality localization solutions for clients in various industries, including software, hardware, telecommunications, finance, and more. Golden View has a strong track record and is committed to delivering exceptional results.

EuroGreek Translations Limited

Languages: Greek

EuroGreek Translations Limited is a leading Greek translation company with a focus on providing high-quality translations for clients in the software, hardware, telecommunications, finance, and training industries. They leverage from long-time experience using TRADOS, IBM, and assessed freelance database which allows them to tackle any size of project in various areas of expertise, mainly software localization, technical and telecom documentation, ERP and marketing.
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Languages All Description Jonckers is focused on delivering software, e-learning and multimedia localization services. We support the globalization strategies of industry leaders such as Adobe, Hewlett-Packard, IBM, Microsoft and SAP. Our service range covers the complete localization value chain, including linguistic, publishing, engineering and testing services. With headquarters in Brussels, Jonckers has local offices in the United Kingdom, the Czech Republic, Japan, South Korea, Taiwan and the People’s Republic of China. Jonckers is a founding member of IC EEEG and a European Premier Vendor. To learn more, please visit www.jonckers.com.

Jonckers Translation & Engineering s.a. Avenue Hermann-debroux 15a, B-1160 Brussels, Belgium, 32-2-672-60-20, Fax: 32-2-672-80-18, E-mail: info@jonckers.com, Web: www.jonckers.com.

Lingo Systems, Translation & Localization Languages 2 Description Lingo Systems provides customer-focused translation and localization services for global companies. We specialize in software, online applications, technical documentation, training materials, e-learning solutions and business systems (including ERP, CRM and database tools).

Our ability to complete complex, multilanguage projects on time with superior quality sets us apart. Our clients consistently rate us a 6 out of 6, and we have never caused a late release. Providing exceptional project management, exceeding client expectations and delivering measurable value are our raison d’être. For a free copy of our award-winning Guide to Translation & Localization Preparing for the Global Marketplace, please visit www.lingosys.com.

Lingo Systems 1175 SW Wetlawn Parkway, Suite 200, Portland, OR 97224, 503-419-4850, 800-419-4823, Fax: 503-419-4873, E-mail: info@lingosys.com, Web: www.lingosys.com See ad on page 99.

Buyer’s Guide

Lionbridge Software and Content Localization Languages All Description Lionbridge provides globalization and offshoring services that enable clients to develop, localize, test and maintain their enterprise content and technology applications globally. Through its globalization service offerings, Lionbridge adapts client products and content to meet the linguistic, technical and cultural requirements of customers, partners and employees worldwide. Lionbridge offshoring services include the development and maintenance of content and applications as well as testing to ensure the quality, interoperability, usability and performance of clients’ software, hardware, consumer technology products, websites and content. Lionbridge offers its testing services under the VeriTest brand. Lionbridge has more than 4,000 employees based in 25 countries worldwide.

Lionbridge 1050 Winter Street, Waltham, MA 02451, 781-434-8111, Fax: 781-434-6034, E-mail: info@lionbridge.com, Web: www.lionbridge.com See ad on page 17.

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

Loquant Localization Services Rue Luis Carlos Prestes, 410/14, 22775-045, Rio de Janeiro, Brazil, 55-21-2104-9587, Fax: 55-21-2104-9587, E-mail: contact@loquant.com, Web: www.loquant.com.

2G Localization Alliance Languages All Description 2G Localization Alliance is a global provider for localization, engineering and testing services for the high-tech industries. It is the largest 2nd Generation (2G) Localization Alliance in the market, formed by 16 leading localization companies located in the most important global ITC markets spanning Europe, the Americas and Asia.

dimeo Inc. 1001 Fourth Avenue, #3200, Seattle, WA 98154, 877-224-8740, 49-30-2248-7881, Fax: 866-203-1685, E-mail: contact@dimeo.com, Web: www.dimeo.com See ad on page 10.

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


Asia 86-25-8473-2772, E-mail: asia@moraviaworldwide.com

Europe 450-545-532-222, E-mail: europe@moraviaworldwide.com

Ireland 353-1-216-4302, E-mail: ireland@moraviaworldwide.com

Japan 81-3-3354-3320, E-mail: japann@moraviaworldwide.com

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Milengo Inc.
Linguistics, Translation & Localization Languages 2 Description Milengo Inc. is a global provider for localization, engineering and testing services for the high-tech industries. It is the largest 2nd Generation (2G) Localization Alliance in the market, formed by 16 leading localization companies located in the most important global ITC markets spanning Europe, the Americas and Asia.

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Sajan
Languages All Description Sajan provides language translation services and technology to companies doing business around the world. We offer globalization solutions that fuse leading-edge technology with personalized customer service and ISO quality controls. Sajan’s GCMS (global communication management system) platform integrates and simplifies the entire translation workflow process, from authoring to publication. GCMS is the only single, seamless, end-to-end solution in the industry. Plus GCMS is web-based. There is no software to buy, install or upgrade. We focus on how our technology can simplify globalization efforts. By listening to our clients, we continually broaden, enhance and innovate our product and service offerings.
Sajan 625 Whitestream Boulevard, River Falls, WI 54022, 715-426-9505, E-mail: solutions@sajan.com, Web: www.sajan.com See ad on page 48

SDL International — E-enabling global Business
Languages All Description SDL International is a leader in the emerging market for global information management (GIM) solutions that empower organizations to accelerate delivery of high-quality multilingual content to global markets. Our enterprise software and services integrate with existing systems to manage global information from authoring to publication and throughout the distributed localization supply chain. Global industry leaders rely on SDL to provide enterprise software or full outsourcing for their GIM processes. SDL has implemented more than 100 enterprise GIM solutions and has over 100,000 software licenses deployed across the GIM ecosystem. Our global services infrastructure spans 50 offices in 30 countries.
SDL International 5700 Granite Parkway, Suite 410, Plano, TX 75093, 214-387-8500, Fax: 214-387-9120, Web: www.sdl.com See ad on page 84

Symbio
Languages All Description Symbio’s advanced IT services and outsourcing company, provides end-to-end globalization solutions for technology companies. From internationalization and localization through in-country services such as customer product implementations and technical support services, Symbio acts as an extension of our clients’ organizations to roll out products and content globally. Symbio has unmatched expertise and scale in the technology industry, including the largest in-house group of internationalization engineers and globalization testers in the industry. With 12 development centers and offices around the world, Symbio works with most of the world’s leading technology companies, including AOL, BMC, CA, EMC, FileNet, IBM, Microsoft, Nokia, Sony and over 300 others.

SymbioSys, Inc. 1803 Research Boulevard, Suite 508, Rockville, MD 20850, 301-340-3988, 866-469-4116, Fax: 301-340-3989, E-mail: info@symbio-group.com, Web: www.symbio-group.com

Tek Translation International
Languages European, Scandinavian, Latin American, Middle Eastern, Asian Description Tek Translation has over 30 years of experience in working worldwide for the leading technology companies. Now, thanks to the web, we operate globally from one production center offering a complete translation, web and software localization service into more than 50 languages at lower prices than our major competitors. Our English-speaking project managers, specialist translators, linguistic control-
Ushuaia Solutions
Languages Spanish (all varieties), Portuguese (Brazil) Description Ushuaia Solutions is a fast-growing Latin American company providing solutions for translation, localization and globalization needs. Ushuaia Solutions is focused on being creative and proactive to meet tight time frames with a high-quality level and a cost-effective budget. Customizing its processes, Ushuaia assures project consistency and technical and linguistic accuracy, thus reducing clients’ time-to-market. Ushuaia combines state-of-the-art technology with top-notch experienced native translators, editors and software engineers. Our mission is to work together with our clients, thereby creating a flexible, reliable and open relationship for success.

Ushuaia Solutions
Via Cattolica 919, 50000 Firenze, Argentina, 54-341-4408064, Fax 54-341-4402542, E-mail: info@ushuaiasolutions.com, Web: www.ushuaiasolutions.com See ad on page 45.

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

VistaTEC Europe VistaTEC House, 700 South Circular Road, Kilmainham, Dublin 8, Ireland, 353-1-416-8000 Fax 353-1-416-8009, E-mail: info@vistatec.ie, Web: www.vistatec.ie

USA East 2708 Loma Street, Silver Spring, MD 20902, 301-649-2012, Fax 301-649-2022, E-mail: info@vistatec-usc.com

USA West 131 Shady Lane, Montrose, CA 91763, 818-455-1777, Fax 437-327-5838, E-mail: info@vistatec-usc.com See ad on page 59.

Welocalize
Languages More than 40 European, Middle Eastern and Asian languages Description Our services fulfill the translation, engineering, testing and cultural needs inherent in releasing products globally. We enable our clients to meet these challenges and achieve fluid international product development and faster global release cycles without increasing international development costs. Welocalize provides localization, testing and translation services to leading companies, including AOL, Apple, Cisco Systems, Computer Associates, IBM, Sun, Symantec and Xerox. The company maintains offices in Frederick, Maryland; Portland, Oregon; Dublin, Ireland; Wakayama, Japan; and Saarbrücken, Germany.

Welocalize 241 East 4th Street, Suite 207, Frederick, MD 21701, 301-688-0330, Fax 301-688-0335, E-mail: info@welocalize.com, Web: www.welocalize.com See ad on page 70.

WHP
Languages All European and major Middle Eastern and Asian languages, including local variants Description WHP is a major supplier for the industry-leading corporations, localizes software, documentation and web content. WHP has been benchmarked “Best Localization Vendor” by Compaq. Clients specifically appreciate WHP’s dedication to high quality and strict respect of deadlines and, consequently, entrust WHP with their most sensitive projects. WHP also helps many fast-growing companies to get their first localization projects smoothly off the ground. WHP’s flexible and open workflow technology adapts to any production WHP’s high standards satisfy the most demanding globalization requirements.

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WORDSTATION GmbH
Languages British and US English, German, French (other European languages are available upon request) Description Since its founding in 1991, WORDSTATION has become a superior quality provider of localization services, including terminology work, software and documentation translation, electronic publishing and film production — starting from the bytes of the software down to the final details of the documentation. We also conduct prototype translations to ensure translatability of software and documentation. WORDSTATION is large enough to ensure security and continuity, yet small enough to provide numerous advantages: no administrative overhead, short communication channels, fast and efficient feedback, short production cycles, high motivation and excellent team spirit. Updates and follow-up versions are done by the same specialists.

WORDSTATION GmbH Max-Pirckstrasse 6, D-63128 Dietzenbach, Germany, 49-6074-91442-4, Fax 49-6074-91442-29, E-mail: info@wordstation.de, Web: www.wordstation.com, Web: www.wordstation.de See ad on page 37.

Alchemy Software Development Ltd.
Languages All Description Alchemy Software Development is the market leader in localization technology. With over 8,000 licenses worldwide, Alchemy CATALYST is the dominant choice among professional development companies, localization service providers and global technology leaders that need to accelerate entry into international markets. Alchemy CATALYST 5.0 boosts localization velocity, improves quality and reduces localization cost. Supporting all Microsoft platforms and development languages (VB, .NET, C++, C#), Borland C++Builder and Delphi, XML/XLIFF and databases (Oracle, MS-SQL), it is an indispensable solution for software localization, helping clients achieve near-simultaneous release of their translated applications. Corel Corporation holds a 20% equity stake in Alchemy Software Development.

Alchemy Software Development Ltd. Block 2, Harcourt Business Centre, Harcourt Street, Dublin 2, Ireland, 353-1-708-2800, Fax 353-1-708-2801, E-mail: info@als.de, Web: www.als.de See ad on page 72.

Visual Localize
Languages Windows NT, 2000, XP
Languages All, including Eastern European, Asian and bidirectional languages using Unicode support Description Visual Localize is a leading application that fully supports the software localization process of Microsoft applications (including .NET applications), databases and XML files. It dramatically reduces cost, effort and complexity of software localization. With its MS Explorer “Look and Feel,” it is user friendly and intuitive to use. After a very short introduction time, you will be able to handle all kinds of localization projects. Visual Localize remembers all previous translations and thus maximizes re-use. With Visual Localize no programming skills are required for localization. This makes it applicable for everyone. A free evaluation copy is available at www.visloc.com.

AiT – Application Information Technologies GmbH Auberlenstrasse 21, D-70576 Fellbach, Germany, 49-711-520473-10, Fax 49-711-520473-30, E-mail: info@ait.de, Web: www.visloc.com

Idiom Technologies
Languages Multiple Platforms Description Idiom Technologies optimizes the globalization supply chain by aligning global enterprises, language service providers and translators. Award-winning WorldServer software solutions expand market reach and accelerate multilingual communication with a proven platform for automating translation and localization processes. Idiom works with global organizations including Adobe, Autodesk, Continental Airlines, eBay, Motorola and Travelocity to cost-effectively translate global websites and applications, streamline software localization and delivery, and speed time-to-market for international product documentation. Idiom also partners with consulting firms and leading technology vendors to help customers achieve high-quality results and maximize existing enterprise infrastructure.

Idiom Technologies, Inc. 300 Virginia Crossings Drive, Herndon, VA 20170, 703-481-6400, Fax 703-481-6100, E-mail: idiom_info@idiom.com, Web: www.idiom.com See ad on page 27.

PASOLO
Version 6.0 for Windows NT, Windows 2000 and Windows XP Languages All, including Eastern European, Asian and bidirectional languages using Unicode support Description PASOLO offers cutting-edge localization technology for all major Windows development platforms to process Windows software, Microsoft .NET, Borland Delphi/C++ Builder, Java, XML, XLIFF, HTML, text files and databases. The integration of translation memory systems (for example, SDL TRADOS), terminology databases, spell checkers and WYSIWYG editors guarantees high-quality and short turn-around cycles. PASOLO offers fuzzy-matching, pseudo-translation, numerous check functions, statistical reports, and experts for project setup, alignment and update processes. The optional Layout Engine can automatically re-size Windows dialogs and so reduces engineering costs. Automation and integration technologies provide users the means to adapt quickly to special requirements and non-standard file formats.

PASOLO GmbH Remigiusstrasse 1, D-53711 Bonn, Germany, 49-223-679742, Fax 49-223-679754, E-mail: info@ pasolo.de, Web: www.pasolo.com See ad on page 7.

Research
Make Our Knowledge Your Power Description Common Sense Advisory conducts research and consulting firm committed to improving the quality of international business and the efficiency of the online and offline operations that support it. We provide independent research, executive sales and management workshops, and business consulting to help companies make informed decisions about the technology, business services and organizational structures on which a global enterprise depends. Our research, covering ahead of the fast pace of a global economy, whether you are a vendor or a buyer, is difficult, at best. Get accurate information. Profit in a global market. Contact Common Sense Advisory today.

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October/November 2006 MultiLingual
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The Translation Memory Brokers
Languages All Description Central to most translation pro-
cesses today is the database that contains previously translated
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208-205-1093, 888-888-7888, Fax: 208-263-6310, E-mail: info@tm
marketplace.com, Web: www.tmmarketplace.com See ad on page 12

TRAINING & SEMINARS

The Localization Institute
Languages All Description The Localization Institute pro-
vides training, seminars and conferences for the global
localization community. Best known for its four annual
localization roundtables, the Institute’s events train localiza-
tion professionals and promote the sharing of experience
and information. Seminars include “Multilingual Websites,”
“Writing and Designing for an International Audience,”
“Localization Project Management,” “Advanced Localiza-
tion Project Management,” “Designing International Web
and User Interfaces,” “Writing International Software for
Win32API,” “Introduction to Localization,” “Tools and Technologies for Localization/Internationalization,” “QA
of Global Products,” “Implementing a Translation Memory Process” and “Introduction to Unidoc.” See our website
for details. Most seminars are available in-house.
The Localization Institute 4513 Vernon Boulevard, Suite 11,
Madison, NJ 07940, 973-233-1790, Fax: 973-441-6316, E-mail:
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TRANSLATION SERVICES

2tr Soluciones Globais
Language Brazilian Portuguese Describing themselves as
a provider of high-quality translation services, 2tr is backed by
a proven track record of its founders, Adriana Ferreira
and Jorge Maranhão, with over ten years’ experience in the
localization industry. We specialize in technical translations,
from a few words on a label to complex million-word proj-
ects involving TEP, DTP, QA and testing of web, mobile and
desktop publishing services. We use TRADOS,
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Beijing E-C Translation Ltd.
Languages Asian Description Beijing E-C Translation Ltd.,
one of the largest localization and translation companies in
China, focuses mainly on software and website localization;
technical, financial, medical, patent and marketing transla-
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SDLX, CATALYST, TTX/PC, STAR Transit, Robohelp, Frame-
Maker, PageMaker, InDesign, QuarkXPress, MS Office and
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English/German into and from Simplified Chinese/Tradi-
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clients’ projects will be handled not only by native speakers,
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customized services, on-time delivery and cost saving.

Eriksen Translations Inc.
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ForeignExchange Translations
Language Foreign Languages ForeignExchange Translations
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importance are developed and combined at Celer Solucio-
session; engineering and technology; life sciences; and insti-
tutional—corporate sector. Three elements of fundamental
importance are developed and combined at Celer Solucio-
Celer Soluciones S.L.
Translation — Technology — Quality Languages All major European languages Description Celer Soluciones provides suitable solutions to ensure we meet
our clients’ objectives. We study their documentation re-
quirements; produce translations that are adapted to spec-
cific markets and cultures; and prepare an end product in
DTP or printed format in accordance with the demands of
each project. Specialized fields include software localiza-
tion; engineering and technology; life sciences; and insti-
tutional—corporate sector. Three elements of fundamental
importance are developed and combined at Celer Solucio-
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dling and management tools; quality — quality in our cli-
ent relations, quality of project management and quality of the
documentation produced.
Celer Soluciones, S.L. Placa de España, 12, 28008 Madrid, Spain,
91-944-560-045, Fax: 94-115-541-9799, E-mail: info@celsol.com, Web:
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technology and measurable translation quality in a process that is both robust and completely scalable, ensuring your project is finished on time and within budget. For more information on how we can help meet your translation requirements or for a quote on your next translation project, please contact us directly or visit our website at www.landtrans.com.

ISO 9001:2000 Certified Translation Services
Languages All major languages Description Idem Translations, Inc., is a full-service translation/localization company, specializing in the life sciences, legal and IT industries since 1983. Our expert translation teams combine linguistic excellence and high-quality services to customers. Idem Translations is a member of the International Committee for the creation of the European Quality Standard for Translation Services. Idem Translations also organizes university courses on localization and translation.

Kern Global Language Services
Languages English, French, Italian, German and other languages on demand Description Established in 1994, Kern Translations is a leading Spanish translation company, specializing in software and hardware localization and also undertaking a broad range of other translation projects. Comprehensive in-house translation teams include translators, reviewers and linguists with an expertise in Spanish and Portuguese, a knowledge of CAT tools, and a commitment to deliver cost-efficient, reliable and high-quality services to customers. Kern Translations is a member of the International Committee for the creation of the European Quality Standard for Translation Services. Kern Translations also organizes university courses on localization and translation.

Kern Global Language Services
USA 230 Park Avenue, Suite 1517, New York, NY 10168, 212-953-2070, Fax 212-953-2073, E-mail: info@e-kern.com
Europe Kurfürstendamm 1, 60486 Frankfurt/M, Germany, 49-69-7560170, Fax 49-69-7561753, E-mail: info@e-kern.com
China Right Emperor Commercial Building, Unit B 12F, 122-126 Wellington Street, Central, Hong Kong, SAR China, 852-2800-4455, Fax 852-2800-4456, E-mail: info@e-kern.com, Web: www.e-kern.com

Merrill Brink International
Languages All Description With one of the largest full-time, in-house staffs of professional translators and 60 locations worldwide, we're ready to handle the largest multilingual projects accurately and efficiently. We have 35 years of experience working with a broad range of leading global companies and are able to provide clients with turnkey, integrated language solutions. Working with the latest tools for enhancing the quality and efficiency of our work, their teams deliver some of the fastest turnaround times in the industry. Talk to us about service beyond the expected for translation, localization, technical writing, design and desktop publishing, electronic delivery, printing and distribution. Internet job initiation.

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NCS Enterprises, L.L.C.
Languages All Description With NCS you'll find that the focus is on our clients and their translation projects. From the smallest product label requiring desktop publishing to the largest, multinational, online help text, our project managers will make the process smooth and painless. We find the right team of native-speaker professional translators and editors with industry-specific knowledge for each project. Our working knowledge of all types of software makes sure the translations are delivered as required. Even with so much ISO 9001:2000 compliant and using the latest technology, it's about the people, communication and commitment to service. Call us at 412-278-4590 to see how this translates into quality.

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Merrill Brink International
Diagnostics and software; pharmaceuticals and medical devices only, specializing in the life sciences, legal and IT industries since 1983. Our expert translation teams combine linguistic excellence and high-quality services to customers. Merrill Brink International is both robust and completely scalable, ensuring your projects are delivered on time and within budget. For more information on how we can help meet your translation requirements or for a quote on your next translation project, please contact us directly or visit our website at www.merrillbrink.com.

Lingualingo Language Solutions, Inc.
Languages All Description Lingualingo is a full-service translation and localization agency specializing in the adaptation of marketing and communications material into most of the world’s languages. Our enterprise language solutions range from glossary development and maintenance to translation memory deployment and global content management. In today’s highly competitive, global environment, it is becoming increasingly difficult to differentiate one translation agency from another. We stand apart by taking the most proactive approach to quality in the industry, utilizing stringent project management procedures, offering one of the most aggressive rate structures available and applying a sincere dedication to providing the best possible service.

Lingualingo Language Solutions, Inc. 650 Franklin Street, Suite 502, Schenectady, NY 12305, 518-388-9000, Fax 518-388-0066, E-mail: info@lingualingo.com, Web: www.lingualingo.com

McElroy Translation Co.
Languages All Description Experience 35 years of industry success providing legal, technical, medical and business translation and website localization. Client Commitment: Close communication with clients to establish schedules and project benchmarks. Quality, price and service are the cornerstones of our client relationships. Human Expertise: Translators and editors are selected based on experience and professional skills testing in subject matter and language pairs. Clients have dedicated technical support, account and project management throughout every project. Technology: Selecting and building technology is based on its value to our clients’ projects. Will it improve turn time, cost savings, communication, product quality or workflow processes? McElroy Translation Co. 800 West Avenue, Austin, TX 78707, 512-472-6754, Fax 512-472-4589, E-mail: sales@mcelroytranslation.com, Web: www.mcelroytranslation.com See ad on page 12

Medical Translations Only
Languages All European languages and Japanese Description MediLingua is one of the few medical translation specialists in Europe. We only do medical. We provide all European languages (31 today and counting) and Japanese as well as translation-related services to manufacturers of medical devices, instruments, in vitro diagnostics and pharmaceutical and biotechnology companies; medical publishers; national and international medical organizations; and other customers in the medical sector. Projects include the translation of documentation for medical devices, surgical instruments, hospital equipment and medical software; medical information for patients, medical students and physicians; scientific articles; press releases; product launches; clinical trial documentation; medical news; and articles from medical journals.

MediLingua Medical Translations BV Poortgebouw, Rijnbuurtweg 10, 2333 AA Leiden, The Netherlands, 31-71-5680882, Fax 31-71-5234680, E-mail: simon.andriesen@medilingua.com, Web: www.medilingua.com See ad on page 37

 bilingual services

Buyer’s Guide

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One Planet
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Responsibilities: Translate, review and sign-off online help and printed documentation; exhibit knowledge of computer-assisted translation memory tools and processes; have interest in terminology management; effectively make use of the various development tools used in the group; have knowledge of computer hardware and basic notions of electrical engineering; show a basic understanding of character encoding, HTML and XML languages.

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CAREER OPPORTUNITIES

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October/November 2006 MultiLingual 81
All of this has begun to change, and we can see many new opportunities for LSPs and the translators, desktop publishers, and database programmers they hire. But for the “democratization” of localization projects to continue, trade associations such as the ALC must help their members embrace technology. This is a time for expanding access to information and creating new partnerships. Here’s how.

First, we need to enhance access to information about new technology — at our conferences, in our newsletters and in publications such as the one you are reading. Many industry participants still have yet to recognize this new wave of technology that is approaching.

Second, LSPs and their employees and contractors need to be more assertive in pursuing meetings with tool companies. LSPs must take advantage of these vendors’ new products and pricing programs. Tool companies have recognized that there is significant new potential in our marketplace, but LSPs should not wait for the phone to ring to get involved and learn about these products.

Third, large localization companies are subcontracting to LSPs. For these partnerships to work, however, LSPs must possess and know how to use the localization tools that are fundamental to such relationships. And that’s now possible for those who are willing to seize this exciting new opportunity.

The bottom line for LSPs? We have a place at the globalization table. We can contribute in a new way in an expanding marketplace. Here is a new way for companies and the individuals who support them to move beyond their mom-and-pop existence and into an industry that is getting noticed.

Will you catch the wave?

Georgia Roeming is an owner/partner of The GEO Group, a language service provider headquartered in Madison, Wisconsin. She is also president of the Association of Language Companies.

Takeaway is an opportunity to comment on language-industry issues. Contributions are welcome. Send them to editor@multilingual.com

Georgia Roeming

Technology: a new wave
Different Perspective – New Insights

Successful businesses are increasingly integrating electronics and software into their products as well as increasing product diversity in response to the growing demand for customized products and the pressure to reduce time to market.

Conventionally produced technical documentation can no longer keep pace with the complexity of the new generation of products. Only by constant development and ongoing innovation in the field of technical communication and information management can customers, partners and suppliers around the world be provided with the latest information in all languages and media.

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Controlled Authoring — Writing for Re-use

Solid Foundations for Efficient Translations

DITA and the Localization Process

Preparing Files for Translation

Controlled Language and Post-editing
There are situations when mistakes are easily correctable and do little or no harm, but writing for translation is not one of them!

What approach generates easily-translated text? Carl Helbich introduces controlled authoring and its benefits, while Sophie Hurst emphasizes the importance of taking time to create a good source document and suggests how to do that.

Robert D. Anderson tells how the DITA standard, which is growing in popularity, can be used for good localization practices.

Sharon O’Brien writes about her research on the impact of controlled language authoring on the post-editing of machine translation output and the conclusions that can be drawn.

By realizing your text will be translated, you are ahead of many people. And by reading the advice in these pages, you will be ahead of many more. Take care and do it right, and you won’t be disappointed. You might even be rewarded.
When it comes to reducing the cost of localization, many client companies continue to focus on the translation process and translation pricing. These efforts often return only marginal savings. It’s becoming widely recognized that the greatest savings when creating multilingual documentation are still waiting to be realized when and where the content is created. This is a notion that every localization service provider (LSP) and translator have mumbled at one time or another: “If only the writers would consider the translation requirements during the authoring process, then everyone’s life would be so much simpler and the localization process so much less costly.”

In the January 2006 issue of this publication, Hans Fenstermacher, CEO of ArchiText, hit the nail right on the head when he succinctly described the localization environment as one with an artificial barrier between the authors and translators. This artificial barrier prevents cooperation and disconnects technology on opposite sides of the divide.

The fact is that there exists an untapped wealth of savings to be found further upstream at the authoring stage. By using technology that links the authoring and translation processes together, we can finally access these savings and additional quality improvements. Controlled authoring is a solution that can bridge these two landscapes.

What is controlled authoring?

It must be made clear that the controlled authoring to which I refer should not be confused with more common or historical terms such as controlled language authoring, controlled English or global English. These often synonymous terms usually refer to a set of language and authoring rules in which terminology, grammar and syntax are tightly constrained for the purpose of preparing the authored text for machine translation (MT). Although this approach may be a successful solution for some of the larger companies, it is usually cost prohibitive and too challenging for most small to mid-sized documentation groups. Also, MT is likely not suitable or adaptable to many types of publications.

In the context of this discussion, controlled authoring centers on a far more practical approach that can be quickly deployed with minor investment in almost every commercial writing environment. This type of controlled authoring can be called writing for re-use or writing for translation. It’s a process that integrates writing with localization so that the text can be written for re-use and at the same time written for efficient translation.

<table>
<thead>
<tr>
<th>Combined text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clipping Bagg</td>
</tr>
<tr>
<td>Your lawn tractor has a cutting deck size of 36 inches. DO NOT install an aftermarket bagger on this lawn tractor. The bagger can become clogged and damage your lawn tractor because the discharge chute is too narrow. Aftermarket baggers installed on a lawn tractor without the proper discharge chute can cause damage and possible injury.</td>
</tr>
<tr>
<td>The installation of an aftermarket bagger when the discharge chute is too narrow may result in permanent damage to your lawn tractor. It may also cause you or others to be injured.</td>
</tr>
<tr>
<td>If you must use a bagger on a tractor with a cutting deck size of 36 inches, be sure to use only an approved bagger from your dealer and MAKE SURE that you install the appropriate chute adapter kit. See your dealer for factory approved baggers and adapter kits.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Modularized text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your lawn tractor has a cutting deck size of 36 inches. DO NOT install an aftermarket bagger on this lawn tractor.</td>
</tr>
<tr>
<td>The discharge chute is too narrow and may become clogged.</td>
</tr>
<tr>
<td>Use ONLY a bagger that is factory approved and BE SURE to install the appropriate chute adapter kit. See your dealer for factory-approved baggers and adapter kits.</td>
</tr>
</tbody>
</table>

**Figure 1: Text modularization.**

<table>
<thead>
<tr>
<th>Product-specific text</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Commando APC-4260 has a ground clearance of 12.5 inches and an axle to ground clearance of 10 inches while maintaining a low silhouette and a low center of gravity.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Standardized text</th>
</tr>
</thead>
<tbody>
<tr>
<td>This vehicle has a ground clearance of 12.5 inches and an axle to ground clearance of 10 inches while maintaining a low center of gravity.</td>
</tr>
</tbody>
</table>

**Figure 2: Text standardization.**
Getting started

Writing for re-use is a method that incorporates four authoring rules: text modularization, text standardization, text simplification, and text reduction. All of these rules foster maximized re-use of existing information segments and promise the lowest possible translation costs.

**Text modularization** is the process of separating content that changes from content that doesn’t change or doesn’t change as often. When you combine both changing and non-changing content into the same segment (paragraph), this makes the segment impossible to re-use in another document without further editing. If it is re-used and edited to fit the current document, then it will also require some degree of translation. If, however, the changing information is separated into a different segment from the non-changing information, then both segments can be re-used, and only a small amount of text will require translation.

Figure 1 shows fictional sentences and paragraphs from a lawn tractor manual. You can see that the combined text segments on the left will always require editing and re-translation when re-used in similar documents because the cutting-deck sizes will vary from one model of tractor to another.

By reworking the segments, you now have four new modularized segments, shown on the right. The three lower segments can be re-used as is, without additional translation. The first segment can also be re-used, requiring only minor edits based on the cutting-deck size of the specific tractor model for which this document serves.

In this case of these segments alone, modularization of the information could reduce the translation cost across all of the documentation by several hundred dollars.

**Text standardization** involves the omitting of product-specific data from the information segment – model names, model numbers, marketing information and so on. Consider the example in Figure 2 featuring text from a fictional military truck owner’s manual. The product-specific text on the left can only be used in the documentation for a specific product, the APC-2760 model. Considering that the manufacturer makes several different models of trucks with the same chassis (frame and suspension), the text could be written in a way for easy re-use across various models. In this case, the text on the left will always require editing and additional translation when re-used in another document of a similar vehicle.

The text on the right shows standardized text that can be used in every military truck with the same chassis without additional translation costs. Additionally, the ancillary information of “low silhouette” has also been removed.

**Text simplification** focuses on reducing wordiness, improving usability and removing ambiguity. How many times have you experienced an incorrect translation due to unnecessarily complex source text? If the thought isn’t written clearly, then both your source-language customers and your target-language customers may end up baffled by the information. Simplifying information in the document makes the message clearer to the audience and to the translator as well.

This can be seen in Figure 3 where the information cautions the customer on the use of a CD player. The text on the left is difficult to read and would lend to poor translation. The simplified text on the right has been separated into distinct thoughts. You should also notice that the word CD has been replaced with the word disc. This permits re-use of the text in documentation for DVD players, which are yet another product of this manufacturer.

**Text reduction** is the process of deleting irrelevant content or wordiness from information segments. With fewer words and smaller segments, a strong focus on text reduction lowers the cost of translation for new information and can allow existing segments to be re-used more easily.
In Figure 4, you can easily see that the medical-device text on the left is unnecessarily lengthy. The rewritten text on the right uses 33% fewer words to express the same thought. Also, if the document is printed, text reduction will reduce the document size and the cost of printing.
The rules of text modularization, standardization, simplification and reduction have been illustrated as simply as possible in these examples. Investigation and review of your own documentation will reveal the applicability of these rules as well as the potential for improvement. No two environments are the same, even in the same industry.

Use a comprehensive approach to reviewing how the rules can be applied in your writing groups and be sure to solicit input from all stakeholders, including authors and those involved with translation. If process changes are likely to face resistance, you may consider using an outside consultant for handling the process analysis, training and change management.

Authoring memory (AM)

Writing for re-use is a great method to maintain content consistency and reduce translation costs. However, it may be extremely time consuming for an author to search for existing information. This tedious process and additional time can possibly outweigh the translation savings that come from text re-use and will certainly frustrate the author.

It’s a real bottleneck that leads us to the second part of our solution: the use of an AM tool (Sajan’s Authoring Coach is one example). AM technology provides the author with instant access to existing information segments.

Until the appearance of AM systems, an author who wanted to re-use previously written segments had to use some type of search function within a database or, even worse, was relegated to searching from information within a file-based repository. Have you ever had to look for some memorable text using the Windows Search function?

AM precludes this often frustrating search time by allowing the author to immediately access and re-use information segments without leaving the authoring application. A good AM will help authors easily search previously used segments in real time for potential re-use. As seen in Figure 5 and Figure 6, the application should provide a common interface to present exact and fuzzy matches that the author can choose to replace or insert into any authoring application.

TM results

The last element in the process of controlled authoring is the use of a TM system. The use of TM when creating multilingual publications is now commonplace and is a necessary part of controlling translation cost. The translation leverage that a TM provides can be dramatically increased when integrated with writing for re-use and an AM tool. Just the use of authoring an AM tool alone can easily pay for itself on the first project and reduce translation costs by as much as 50%. Training and use of common sense authoring rules, as described above, can potentially halve the translation cost again.

Multiple benefits

We must not forget a few other benefits that come from writing for re-use.

When writing for re-use, the consistency of style and terminology is increased because authors are using previously approved content. In addition, it’s always faster to re-use existing information segments than it is to write new content, thus saving time and increasing throughput. When you re-use many information segments, proofreading time can also be dramatically reduced because these segments have already passed through the editing stage.

A decade ago, TM salespeople would say, “If you’ve translated it before, don’t translate it again.” Now, with writing for re-use and AM, one could say, “If you’ve written before, neither write it again nor translate it again.” This type of thinking inherently bridges the divide between the authoring and localization processes.

Controlled authoring is part of a movement that’s afoot in our industry — a growing trend to look for efficiencies and reduced costs further upstream in the documentation process. Whether the primary goal is reduced translation costs, more consistent source text or reduced authoring time, a controlled authoring process can be quickly implemented with little expense and provide all of these benefits. Not until we change the way we author and prepare text for translation will we be able to dramatically reduce the cost of creating multilingual publications.

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The Guide From MultiLingual
As the Slovenian proverb “What you build easily will fall quickly” advises, if the foundations are not laid correctly when an apartment block is built, structural problems inevitably will be associated with each of the different apartments later on. So it is with writing for translation — that issues in the source language add unnecessary time and effort when it comes to translating into multiple target languages.

This article will focus on examples where mistakes or style issues, technical inaccuracies, ambiguity and cultural references inject inefficiencies into the translation process.

Issues in the foundations

“This button is enabled when there are two or more connected calls after clicking this button. All the calls will be placed in conference.” This sentence is somewhat confusing, the reason being that the writer has put the punctuation in the wrong place. This causes problems for the reader of the source language, but additionally, once this sentence reaches the translation stage, a translator has to correct the sentence in English before it can be translated into multiple foreign languages. There should be a full stop after calls followed by a new sentence so that it reads, “After clicking this button, all the calls will be placed in conference.”

The process of making the above changes can, however, be lengthy. The suggested alternative has to be sent back to the original writer, probably via a chain of project managers and managers, to check that the translator’s interpretation is correct. It then has to be sent back to all translators via the appropriate communications channels. So, you can see how many additional people are touched by one incorrectly written sentence. Paying attention to the use of punctuation in the source language improves the text quality and reduces the amount of unnecessary work spent once the content is with the translators.

“Now you know what you need to do if you want to create a new group.” This looks suitable, doesn’t it? Well — maybe, maybe not. An issue which occurs frequently when English is the source language is that, despite images of the Queen and top hats and tails, English as a language is rather informal compared to other languages. It can often be suitable in English to write in such a style. In French, German or Spanish, however, the sentence would have to be translated differently, so that it resembles more closely “Now you will be able to create a new group.” Avoiding use of the informal tone and using a more semi-formal tone will therefore enhance the efficiency of the translation process.

Acronyms, used so frequently in the modern world of business, can also contribute to shaky foundations. “Work with GfGs, sales executive and sales leadership to plan approach and prioritize target prospects.” Acronyms are an inevitable evil for translators, but it is important to be aware that if the full (spelled-out) form of the abbreviated name or term is not provided, the translator has to either do some research to find the meaning of the abbreviation or, if it is client-specific, the translator will have to go back to the client to understand its full form. Additionally, the question arises as to whether there is already an acronym in the target language, whether the acronym is never used and only the full form, or whether it indeed should be left in the source language. As a rule it is most effective to use the full form of abbreviations.

Something else, a relatively new issue, relates to the growth in offshoring. Companies increasingly are deciding to have their documentation written where labor costs are lower. This can cause a growth in inaccuracies in language because if authors are not writing in their mother tongues, it is difficult for them to be 100% correct in the content that is created. A recent article about the offshoring of medical typing illustrates what can happen in other forms of writing. Incorrect medical terms were used because the writer did not fully understand the source language. Hypertension was written when hypotension was meant; known malignant was confused with non-malignant; and urological was confused with neurological.

Equally, writers should pay attention to words which are often mistaken for other words, such as except and accept, complimentary and complementary. These are all clearly serious issues in the source language alone, but they will also have a substantial impact on the translation process.

Technical inaccuracies in the structure can cause cracks in the walls

“If you don’t mend a small crack in the wall, you end up re-building the entire wall,” says another proverb, this one from the Swahili. Similarly, technical inaccuracies must be fixed before the documentation reaches the translation process.

“Click ‘Add new announcement.’ The ‘Edit announcement’ dialog appears.” In this example, there is an inaccuracy about what actually exists in the software. The author instructs the user to click on Add new announcement when, in fact, what is in the software for the user to click on is actually labeled Add announcement. Once again, the translator must ensure that what is referred to in the documentation matches what is in the software.
Additionally, the translator must check how the term is referred to in the localized version of the software and ensure that this matches the localized documentation.

When I read “Check the checkbox to view your content as HTML code,” I assume that a checkbox exists for me to check. In Figure 1 it was not the case, and this once again adds time to the translation process. A translator who has access to the screenshot or the software will spot the mistake, but without that access he or she may translate the inaccurate text, and confusion will be the result across the world. If the translator does spot the error, once again, he or she has to go through the process of informing the client and ascertaining the correct instruction. Accurate documentation in the source language is crucial not only in the source but also when it comes to the translation process.

Rooting out linguistic ambiguity

Due to the nature of language, what is clear in one language is not necessarily clear when it comes to translating into another. English is particularly confusing in this area. Does “Name Display Method” mean “Provide the name of the display method” or does it mean “Method for displaying names”? It is a little bit like an advertisement I saw selling “Beautiful baby’s clothes.” Is the baby beautiful, or are the clothes beautiful, or are they both blessed with beauty? The translator needs to know the intention of the phrase because it will affect where to denote possession and how best to translate into the target language.

An example of a different form of linguistic ambiguity is something SDL translated in a computer game: “You come here.” If the translator cannot see who “you” is, it can be difficult to translate. In many languages, you has both a singular and a plural form — *du* and *sie* in German and *tu* and *vous* in French for example, whereas in English we do not distinguish between the two. In this example, no mistake was made in the source language, but time has been added to the translation process just by the nature of language.

Another example of this is “Move them out.” Once again, in English it is not specified whether them is masculine, feminine or neuter. Without context (and again in a computer game the context can be in the visual element not the words), it is unclear whether *them* refers to ladies, men, children, objects, animals or even monsters! In Spanish this could be *sácalas* (feminine) or *sácalos* (masculine) depending on who *them* actually is. In German, *das, die, and der* all change their endings depending on whether they are used in a nominative, accusative or dative sense — so the ending of not only the pronoun but also the adjective will be affected by the context of the sentence.

Simplicity and clarity, then, are key aims of a writer — particularly when writing for a multilingual audience. In some cases not enough words are used, and in some cases too many words are used, and this too should be avoided.

Applying the right cultural perspective to the walls

Most of the people reading this article are involved in some way with the translation process and know of the importance of taking into account cultural sensitivities. It is important, and yet easy to forget, that something that is normal to me may be totally strange to someone in France or China, for example. That is why it is suggested that writers try to avoid culturally specific material in their content.

It is recommended to avoid political or religious references, names of places unrecognizable to people in other countries and calendar conventions that vary country by country. Even if translation is not involved, date formations vary between US and British English. When I, as
a UK English speaker, refer to the fourth day of July. I would write it as 04/07/06, whereas an American English speaker would write 07/04/06. Humor and colloquial language are also culturally specific and so do not port well into international documentation.

An example of a cultural reference that we had to translate is “To set up Thanksgiving, for example, put it on the fourth Thursday of November, then tap the Details button.” This Thanksgiving holiday is US-specific. Other countries of the world do not celebrate Thanksgiving Day or celebrate a similar holiday on a different date — and this includes other English-speaking countries such as the United Kingdom and Australia. A more general example should have been given to help global users.

It is not only what is written that is important culturally but also the images of what appear with the words. An example of this was an advertisement for some pet food that we had to translate. The pet owner was referred to as “mom.” While this may work for American audiences, who relate more emotionally to their pets, it would be inadequate for Spanish consumers, for whom at the end of the day, a dog is still a dog.

Building solid foundations that embrace linguistic diversity

In conclusion, issues to take into account when writing for global audiences include not only errors in the source language but also ambiguity or confusion when it comes to translating into other languages, as well as cultural references that can be specific to a certain area.

It is important to apply, wherever possible, what we know to the authoring stage so that what is improved upstream impacts the process downstream. But in many cases it is not possible since languages differ by their very nature, and cultural diversity and linguistic diversity are some of the joys of the multicultural world in which we live.

In an apartment block, each owner will have the same fundamental structure but will impose his or her own personal tastes. Each apartment will therefore look different. But if the foundations are laid badly or if the block is badly designed, all the inhabitants will suffer from the same problems.

So it is with writing for translation — that each language has its own style and flavor — but if the groundwork is not done in the source content, all the languages will suffer from the ensuing issues.

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October/November 2006 • www.multilingual.com/psg
WRITING FOR TRANSLATION

GETTING STARTED

The Darwin Information Typing Architecture (DITA), a topic-oriented XML-based document architecture managed by the DITA Technical Committee at the Organization for the Advancement of Structured Information Standards (OASIS), is growing in popularity among both small and large companies looking for a way to create and share content. This article gives a brief introduction to a few core DITA principles and explains how these principles aid the localization process.

Originally developed by IBM in 1999, the DITA architecture was published in 2001 and grew to maturity through several years of user experience both within IBM and through an active user group outside of the company. It was donated to OASIS in 2004 and became a standard the following year, virtually unchanged. The OASIS Technical Committee expects to publish version 1.1 of the standard in 2006.

The key principles of the DITA architecture are described in detail in numerous other articles. Several of these principles directly impact the localization and translation process. The most important feature of DITA is its topic orientation. Information is authored as or broken apart into standalone topics. Each topic should be context neutral, which means that it can be re-used by many authors in many situations.

- Maps organize topics and provide the context for those topics. Topics can be shared in many different contexts without any updates—which also means no updated translations.
- In addition to re-using topics, DITA allows authors to re-use portions of topics. For example, boilerplate text may be stored in one topic and re-used in many others. This is a best practice for localization because the boilerplate text is consistent and only needs to be localized once. Another good practice is for this text to consist of complete sentences. Smaller units often cause grammatical problems in other languages because the grammar changes in different contexts.

- Specialization is probably the most talked-about feature of DITA. The advantages and disadvantages of specialization—as well as the technical process—are described in other articles. With specialization, one can define a new set of XML elements based on existing DITA tags. Any tool that works with standard DITA content will recognize a new element based on its ancestry. For example, when they encounter a new type of paragraph called <my-paragraph>, tools will be able to edit, process and translate the new element using existing processing and display rules for paragraphs.

The most important feature of DITA is its topic orientation.

Many sources are available to learn about topic-oriented writing, specialization and general DITA best practices. The remainder of this paper addresses DITA features that relate specifically to localization.

Removing contextual information from topics

Writing topics with less regard for context is one of the quickest ways to save time and money in the localization process. When information is written in a narrative manner, repeated information is often adjusted slightly to fit into that narrative. Even small changes mean that the information has to be localized again. This extra expense can be avoided by storing the contextual information outside of topics.

When information is broken down into small units, it often needs less context than originally imagined. For example, the setup sequence for five versions of a new computer will be very similar. A procedure may be performed for all five versions or only for the two high-end systems. In each case, the procedure is the same; the only contextual information is what to do next. By storing "what to do next" information outside of the topic, each procedure can be re-used as often as necessary. The information stays consistent and is only localized once.

The DITA language does allow sections of a document to be marked up for filtering. At times, this is the only way to manage contextual information, such as when a variable product name appears inside a sentence. However, this capability should be used with caution when managing context specific information. The topic may require updates for each new context, and each time the topic is re-used it must be examined to see which contexts apply. It also means that information for every context must be translated together—which can be confusing for translators who have to translate or skip irrelevant information.

Using DITA maps for context

Topics are only the first half of the DITA architecture. The second, equally important half is the DITA map. Maps are used to provide the context for topics. This context frequently begins with a table of contents (TOC) and context-specific links.

The contextual information for topics often consists of nothing more than a link to the next item or to related information. Maps are the perfect location to store this information. A map is often used to order topics, particularly sets of procedures in a larger task. DITA applications use this information to create links from one procedure to the next.

Most other links in a topic are also based on its context, and these relationships should be expressed in the map as well. If a troubleshooting topic links to information about the Windows Uninstall...
When the topic is re-used in a book about rock music, only the term The Beatles should be indexed. When the topic is re-used in a book about The Beatles, it may not be indexed at all, or it may be used as part of a different language region. Doing so is an important best practice for authoring in DITA. If such information were moved into topics, those topics would be specific to one context. They would need to be updated and translated before they could be used in another context. Doing so, of course, increases costs because each copy of the same information must be managed and translated individually.

**Best practices for maps.** Use the map to store all context-specific information, and do not worry about including translatable information in the maps. The maps used to create a TOC may include extra headings for grouping topics. Topics that use long titles may need a shorter title in the TOC.

In each case, the map is the correct place to store the translatable information. Do not include extra headings for grouping topics. Topics that use long titles may need a shorter title in the TOC. In each case, the map is the correct place to store the translatable information.

**The xml:lang attribute** is most often used to specify both a language and a region or dialect. Maps used to create a TOC may include extra headings for grouping topics. Topics that use long titles may need a shorter title in the TOC. In each case, the map is the correct place to store the translatable information.

Maps used to create a TOC may include extra headings for grouping topics. Topics that use long titles may need a shorter title in the TOC. In each case, the map is the correct place to store the translatable information. Do not include extra headings for grouping topics. Topics that use long titles may need a shorter title in the TOC. In each case, the map is the correct place to store the translatable information.
translation and localization is the xml:lang attribute. This attribute is used in many XML vocabularies. Many readers may recognize it from XHTML. It is most often used to specify both a language and a region or dialect, both of which are important in the localization process.

What is the xml:lang attribute? The xml:lang attribute is included in the original XML Specification, which references a growing list of valid languages, regions and scripts. DITA relies on this same list to describe what values are allowed. A value will often indicate both a language and region, such as "fr-fr" for French (France), and "fr-ca" for French Canadian. The standard also allows for simple two- or three-letter values, as well as more specific dialect or script information.

As with XHTML and most other vocabularies that have this attribute, DITA does not limit xml:lang to a predefined set of values. This does not mean that any value is valid. On the contrary, the specification references the legal values, which are defined by the Internet Engineering Task Force (IETF) in RFC 3066.

XML vocabularies leave this attribute open for several reasons. If the specification restricts the attribute to the 30 most common languages or even to all currently defined languages and regions, it will not be legal to write in new languages until the specification is updated. The IETF maintains this list of languages and updates it periodically. Maintaining a copy in DITA would be error-prone and often out of date. Each application may choose what values to support and may also choose to warn users about unsupported values.

When creating DITA specializations, it is legal to redefine the values allowed in xml:lang. However, the arguments against doing so are the same as those against limiting the values in DITA itself. A specialization that limits the values also has a smaller chance of being used by others.

**How to use the attribute.** The xml:lang attribute is already available on most DITA elements; in the upcoming DITA 1.1 release, it is available for every element. However, this does not mean that it should be set everywhere.

Most topics are composed of only one language. In that case, the logical best practice is to set the xml:lang attribute on the root element. Including only one language per topic is a good idea because it makes topics much easier to re-use in other deliverables.

In some cases there is a need to include multiple languages in a single topic. One example is a set of warnings which need to appear together:

```xml
<note xml:lang="en-us">
  Coffee is hot! </note>
<note xml:lang="ru-ru">
  Кофе горячий </note>
```

When multiple languages are needed, the xml:lang value should be placed on the highest possible element. In this example, each language is confined to one note, so xml:lang is set on the note element. If each language is confined to a table, set the attribute on the table element rather than on each entry within the table. This is especially important when mixing languages that use different display rules such as reversing the English left-to-right column order in a table.

**Generated text.** Many sections of a DITA document need common headings in the output. For example, tables, figures and notes will usually be preceded or followed by a standard string of text. Like most XML vocabularies, the DITA architecture encourages authors to keep these strings outside of the source files. Authors should not enter a heading every time they create a warning. Instead, they identify the warning using markup, and output processors generate the heading. Automatically generating these strings, which are known simply as generated text, maintains consistency in publications.

DITA applications will add generated text to various outputs based on the current xml:lang value. In most cases, this means the value will be picked up from the root element. As an example, if a topic marked as US English includes a table and a set of links to tasks, the table caption...
The title element is translated because nothing says to do otherwise. • The p element inherits translate="yes" from the section element and is translated. • The first list item specifies translate="yes" and is translated. • The second list item inherits translate="no" from the ul (unordered list) element and is not translated. • The third list item also inherits translate="no" from the ul and is not translated.

The logic for evaluating when to translate is always the same. The current value is always in effect.

Setting the translate attribute in source files. A decision on whether to use the translate attribute in source files often depends on a company’s relationship with its translation vendor. In the case where a company and translation vendor have an established relationship and the vendor is familiar with the content, there may be less reason to use the attribute. The vendors are less likely to mistakenly translate a product name or trademarked phrase. Using proper markup to identify such phrases can also provide a guide for the translators.

In other cases the attribute may be necessary. If the translator is unfamiliar with a product and a product name is translated by accident, it will be more expensive to find and correct the mistake than it was to find and mark the name initially. However, there are also risks associated with setting an item to translate="no". Translators may be unable to fix the word ending on a product name to ensure it uses proper grammar. The best solution may be to discuss the issue ahead of time with the translation vendor.

Combining the translate attribute with specialization. The translate attribute is most useful when creating specializations. When creating a specialized DITA document type, architects should consider whether each new element should be off limits to translators. Most new elements will be translated, but this will not always be the case.

In one such specialization, a new definition term may be created for programming language commands. In this case, those terms should never be translated, but the definitions should be. If the specialized term provides a default of translate="no", then every term will automatically be skipped by translators.
The terms will also be kept out of word counts, which becomes significant over a large number of topics and languages. If a specialization contains larger blocks of non-translatable content, such as tables or sections, the savings add up even more quickly.

**Best practices.** Set the translate attribute in source files as needed, and always keep the translate attribute in mind when creating specializations.

**Summary**

The DITA Architecture is designed to aid in the translation process. It makes use of many best practices created by localization experts around the world.

- A topic-oriented writing style makes each topic available for re-use in many situations. Re-use of topics means re-use of translations. A topic must only be localized once, even when used in five or 100 different locations. When topics can be re-used, there are fewer of them to manage, and they stay consistent.

- Maps are source files that organize topics and contain contextual information. Creating an entire new set of information based on existing topics will often require localizing only the map and a few new topics.
- The xml:lang attribute should be used to identify language and region information in DITA source files, as it is in other XML languages.
- Generated text associated with common structures, such as tables or figures, is kept outside of topics in external libraries.
- The translate attribute follows expert advice in allowing authors to place content off limits for translation. See the paper “Localisation Considerations In DTD Design” (http://xml.coverpages.org/IshidaDTD-Paper.html) by Richard Ishida for a longer description of this practice.

DITA is not unique in advocating these best practices. What makes DITA different is that the language itself is built around those practices, thereby making it easier to discover their benefits. To find more in-depth articles about DITA, specialization or topic-oriented writing, see the resources page of the OASIS DITA focus area at http://dita.xml.org.

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Although much has been written about how to effectively write content for translation, another aspect of writing for translation has not received quite as much press — best practices in usage of authoring tools. Just as employing principles of good writing in English documentation helps to allow the translation to be correspondingly well written, good habits of electronic document creation help ensure that the final formatted translated document accurately reflects the English. This article, a brief look at some technical issues of preparing files for efficient translation and the repercussions if this is not done, focuses primarily on FrameMaker.

Auto-generated files

Best practices in document preparation dictate that you re-generate auto-generated files before finalizing your documents to send to print. In reality, a writer will often make last-minute corrections or changes directly in the body of a document, rather than risk the possibility of introducing larger errors by re-generating the entire file. This approach, while it has immediate expediency in the English-only world, can have significant ramifications if the document is handed off that way to the translation provider.

Auto-generated lists

There are two main types of generated files in Adobe FrameMaker. The first type is based on visible elements in the document. Examples of this type of auto-generated file include tables of contents (TOC) and lists of figures (LOF). The second type is created by manually inserting invisible markers in the body of a document. The primary example of this type of auto-generated file is the index.

One of the great benefits of modern-day text processors is the ability to auto-generate lists from elements within a document. For example, one can automatically generate a TOC from heading styles that are assigned to headings within the document. FrameMaker can also generate a LOF from a style that the user applies to figure captions within a document. When one auto-generates a TOC, FrameMaker creates a new file in the book and automatically appends TOC to the file name. When an LOF or list of tables (LOT) is auto-generated, FrameMaker creates the file in the book and automatically appends LOF or LOT respectively to the file name.

If one uses FrameMaker to automatically generate these kinds of front matter files for a document, the same process can be used when foreign language translations are formatted. If heading styles have been applied correctly and TOC styles assigned in the English manual, the process will be relatively seamless in the foreign-language manual. On the other hand, if the English heading styles have been applied incorrectly or incompletely in the English document and/or the user manually tweaks the TOC file in order to correct it, the same process will be required for foreign-language translations. If last-minute changes are made to the TOC and the corresponding change is not made to the actual heading where it appears in the body of the document, not only will one lose the change in the English file the next time he or she generates the TOC, but the change in the translated file will also be lost because the translated TOC is generated from the translated headings in the body of the document.

Of course, one can still create the TOC manually, but that route is becoming less common. When a TOC is created manually, it is much more difficult to keep consistency between the name of a section as it appears in the TOC and the name as it appears in the body of the document. Any inconsistencies in the English will be duplicated in the translation. When we’re performing quality assurance checks on a manual that has been handled that way and we ask the translator why the title of a particular section in the manual doesn’t match the title in the TOC, the answer is usually “That is how it is in the English!”

Indexes

The second type of auto-generated list in FrameMaker is created by manually inserting invisible markers in the body of a document. FrameMaker index files are generated from this type of marker. For example, the author inserts an index marker on a page that is to be referenced in the index and types the index entry text in the Edit Markers dialog box. The author then uses a separate process to generate the actual index page. FrameMaker automatically adds the new index file to the book and appends IX to the file name.

When a file containing index markers is prepared for translation using translation memory (TM) software such as SDLX, the
index marker text is extracted and put into a separate file. After translation, when the translation file is converted back to FrameMaker file format, SDLX inserts the foreign language into the marker text in the appropriate places in the foreign language FrameMaker manual. The foreign language index is then generated from the marker text.

Therefore, if one manually types an index entry and page number in an English index file, it will not show up in the foreign language index. Likewise, if one deletes an index entry in an English index file but does not delete the corresponding marker, it will auto-magically reappear in the foreign-language translation. Of course, a user who doesn’t read the language won’t know it is there!

Checking a foreign-language index against the English is inherently difficult. Foreign languages are sorted alphabetically according to the translated terms, not according to the English. In addition, there is not necessarily a one-to-one correspondence between an English entry and foreign language entry because a single English word may be translated in different ways in the foreign language and vice versa. So, if the user counts the number of index entries in the translation and compares it to the number of entries in the English, the numbers won’t necessarily match. Failure to provide the translation provider with an up-to-date auto-generated index will compound the difficulty of checking index files.

Note that although European languages can take advantage of the automatic alphabetization capabilities of text processors such as FrameMaker or Word, this capability does not necessarily extend to languages that use non-roman fonts. Languages such as Chinese or Russian usually must be manually sorted by a translator. FrameMaker has the capability to specify sort order, for example, of Japanese kanji, but you have to know how to pronounce the kanji to do so.

Variables

Users of sophisticated features of text processing software such as FrameMaker’s variables are aware of the benefits of consistency that variables bring to documents, as well as the time savings of not having to re-type long strings of repeated text. When documenting a new product whose name changes several times during the development cycle, by using variables one can quickly and consistently change the product names across several documents.

As beneficial as variables are in English, they can present problems on the translation side due to different grammatical rules in other languages. For example, variable text that would have the same ending in English regardless of whether it is used as the subject or object in a sentence might have a different ending in another language depending on whether it is in the nominative or accusative case.

TM software extracts and re-inserts variable text from FrameMaker files in the same manner as it extracts and re-inserts index marker text. Variable text is first extracted into a separate file for translation. When the translated variables are re-inserted into the translated document, the exact same text string will be inserted, regardless of whether its placement in the sentence requires a change of case. Unfortunately, this is not something that can be remedied by making sure that one has properly updated auto-generated fields in the documents. But users should be aware when deciding to use variables in a document that the efficiency gained on the English side is counterbalanced by the complexity that may be added on the translation side. A linguistic review will be necessary after the text is converted back from the translation file format to the native file format to identify potential linguistic problems.

Hidden text

In a similar vein, one should be careful when using commonly used features of Microsoft Word, such as hidden fields or Tracked Changes — for example, applying the hidden text property for text that one wasn’t sure he or she wanted to delete and then forgetting to delete it later or turning off “viewing Tracked Changes” but forgetting to remove the Tracked Changes before sending the file to your translation provider. Tracked Changes left in the document will usually be spotted immediately, but hidden text may be extracted along with the rest of the text into the file for translation. If the hidden text causes the sentence or fragment to be confusing, the translator may question it; otherwise, it might be translated along with the rest of the text. When the translation file format is converted back to Word, the part of the translation that corresponds to the hidden text will be hidden again in the translated file, but the remaining translation may be unclear or ungrammatical if it depends upon the hidden text for part of its meaning.

Hidden columns or rows in a Microsoft Excel spreadsheet present a similar situation. Although they may be easier to spot, one should still communicate to the translation provider that the hidden text does not need to be translated, if that is the case.

Other considerations

A couple of other considerations in preparing electronic files for translation will make it easier for a translation provider to work with the documents.

Clean directories. Remove any old files, duplicate files and backup files from directories before sending files for translation. If one does not take the time to do this, the translation provider must pick through the files to determine what needs to be translated. Since the translation provider is not as familiar with the files as the client is, this process will not be as accurate as if the client had done it. The translation provider may only be able to identify obvious duplicates and unneeded files may be sent for translation, which the client may end up paying for unnecessarily.

File naming conventions. Create and adhere to standard naming conventions for documents. A short descriptive English name is best, but if numbering schemes are needed to identify documents, it helps a great deal if the scheme can be consistent. Think of how new writers on staff may struggle with cryptically named files until they internalize the file names. It is the same struggle for a translator who does not have the advantage of working closely with the client’s team. If the translation project manager is handling a large volume of files into many languages, he or she can process documents with meaningful file names much more efficiently.

Summary

The best way to ensure consistency in English documents and streamline the translation portion of the process is to ensure that automatically generated files are re-generated immediately prior to finalizing the files and that no manual edits have been introduced in auto-generated files.

In the past, overburdened and time-crunched technical writing departments may have sometimes found it necessary to make manual edits to auto-generated files, knowing they could fix them with the next release. Now that translation has become part of the documentation cycle, it is important to hand off files that are as clean as possible to the translation provider. A better understanding of the impact downstream will, we hope, make the extra effort worthwhile.
Recently, I was asked, “Hasn’t the question of whether controlled language (CL) improves machine translation (MT) already been answered?” My answer is, “No, it has not.” At least, it has not been proven in a sound, empirical manner, or, if it has, the sound, empirical results have not been shared with the translation community. It was for that reason that I decided to embark on an empirical investigation relating to CL and MT.

Many practitioners in the translation industry assume that everyone knows what CL is, but I have found this to be untrue. So, for the sake of clarity — after all, that’s what CL is about — let’s define it: CL refers to a set of rules, sometimes strict, sometimes loose, on how a technical writer should construct sentences in a text. For example, a strict rule would be Do not use noun phrases with more than three nouns, while a loose rule would be Do not use unnecessary words.

The objective of a CL is to improve the readability/comprehensibility of a text and/or its translatability. The latter can refer to translatability for humans and/or for MT systems. Perhaps the best known CL is Simplified Technical English (STE), which was previously known as Simplified English and which is used in the aviation industry (www.simplifiedenglish-aecma.org). CLs have been discussed in great detail in the several Controlled Language Applications Workshops (CLAWs) that have been held since 1996. Since my focus here is not to explain CLs in detail, I would refer any reader interested in learning more to the CLAW proceedings listed in the references.

While the CLAW proceedings provide ample evidence showing that MT output can be improved if CL rules are applied to a text, no research had been carried out on the subsequent impact on the post-editing of MT output. It was simply assumed that by applying CL rules for a particular language pair and MT system, the MT output would improve, and, therefore, post-editing effort for that MT output would decrease. For translators, it will come as no surprise that the technology was tested extensively, but that the impact on translation or post-editing effort was “assumed.”

The research
I decided to probe this question in more detail, and this inevitably led to the question — how do you measure post-editing effort? The obvious answer is to measure the effort according to time, and this is what somewhat sparse research in post-editing has previously done. One exception was the work of Hans P. Krings (2001), reviewed by Jeff Allen in this publication in 2002. Krings’ substantial investigation of post-editing effort argues that post-editing effort has to be measured along three dimensions — temporal, technical and cognitive — in order to get the full picture.
were asked to translate the text, rather than post-edit it.

Results
Let’s start with a simple temporal comparison. When the throughput rate of median words per minute is compared across translation and post-editing, post-editing is faster (Table 1).

<table>
<thead>
<tr>
<th>Subject Type</th>
<th>Median Words Per Minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-Editors</td>
<td>17.59</td>
</tr>
<tr>
<td>Translators</td>
<td>13.63</td>
</tr>
</tbody>
</table>

Table 1: Median words.

No surprise here! This confirms that, over a two-hour period, post-editing can be done at a faster rate than translation. Another temporal measurement we looked at was the processing speed, that is, the total number of source words in any segment, divided by the time required to process that segment. A “segment” can be a sentence or an entry in a bulleted list, table heading, table entry and so on. This measurement is an indicator of speed. Therefore, the higher it is, the better it is from a throughput point of view.

When we compare the median processing speed across the two segment types — those with no perceived translatability problems and those with translatability problems — we see that the sentences where the linguistic problems have been removed can be processed, on average, at a faster speed and that there is a significant difference between the two from a statistical point of view.

These data suggest that when CL rules are applied to sentences which are subsequently machine translated and post-edited, the post-editing speed is faster than for sentences where CL rules have not been applied. However, a word of caution is required here: if you look at individual cases, you can see that this is not true for all sentences. Even if CL rules have been applied and linguistic problems removed, processing speed can sometimes be relatively low for those sentences. We’ll come back to this problem later.

For the measurement of technical effort, we counted all cut and paste actions, deletions and insertions and compared them over our two sentence types (Table 2).

Although the differences between the two sentence types for deletions and insertions do not look astounding, there are statistically significant differences between the two — suggesting that the segments where linguistic problems have been removed require fewer deletions and insertions. As shown in Table 3, cuts and pastes present us with a more mysterious picture. The number of recorded instances of cutting and pasting was so low that we could not make any generalizations about this type of activity. Post-editors preferred to re-type whole words and clauses rather than cut them from one part of a sentence and paste them into another part of the same sentence. I can put this down to one of two explanations — either the post-editors need more training in how to effectively recycle MT output and/or it is cognitively and physically less demanding to re-type words than to cut them and paste them elsewhere.

So far we are presented with a fairly straightforward picture. For this particular research, post-editing was faster than translation, and the temporal and technical effort involved in post-editing sentences where CL rules have been applied is lower than for sentences where rules have not been applied. So far, so good for CL! The picture gets murkier, however, when we triangulate cognitive effort with temporal and technical effort.

In cognitive science, it is generally accepted that pauses are very good indicators of cognitive effort, so we used pauses as one of our measures. In trying to discover correlations between our two sentence types and the position and duration of pauses, we came to the conclusion that there were no obvious correlations. We also looked at the pause ratio — the length of time spent pausing versus the time spent actively editing a segment. Table 4 shows the results.

<table>
<thead>
<tr>
<th>Segment Type</th>
<th>Median Deletions</th>
<th>Median Insertions</th>
<th>Median Cuts</th>
<th>Median Pastes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Segment Type 1 - with linguistic problems</td>
<td>4.00</td>
<td>4.00</td>
<td>.00</td>
<td>.00</td>
</tr>
<tr>
<td>Segment Type 2 - without linguistic problems</td>
<td>3.00</td>
<td>3.00</td>
<td>.00</td>
<td>.00</td>
</tr>
</tbody>
</table>

Table 3: Technical effort.

As we can see, the pause ratio for both sentence types was identical. From a cognitive point of view, then, we cannot identify any significant differences between the two sentence types.

The next measurement of cognitive effort we applied was CNA. We cannot delve into the intricacies of this here, but suffice to say that it involves an analysis of the number of different solutions provided by post-editors for different parts of a sentence. CNA focuses our attention on what the post-editors decided to change — in other words, on their focus of attention. We looked at what each post-editor changed in all sentences and correlated those changes with the previously mentioned linguistic features known to be problematic for MT (taken from Bernth and Gdaniec’s list of translatability indicators). This allowed us to drill down into a more fine-grained analysis of post-editing effort and specific CL rules. Our finding was that some linguistic features generate more temporal, technical and cognitive effort than others. When all results were triangulated, several indicators appeared to be the most problematic. These were the gerund; proper noun; problematic punctuation; ungrammatical construct; use of (s) for plural; non-finite verb; incomplete syntactic unit; long noun phrase (more than three nouns); and short segment (fewer than four words).

We also found that some linguistic features cause significantly lower post-editing
effort, when temporal, technical and cognitive indicators are taken together. These were abbreviations; demonstrative pronouns; missing in order to; and contractions.

What was somewhat surprising — and we hinted at this earlier — was that when sentences had problematic features removed, this did not guarantee that those sentences were free of post-editing effort. A number of additional linguistic features presented themselves as being problematic for post-editors. For example, despite best efforts to “code” all unknown terms in the MT dictionary prior to MT, the MT dictionary clearly did not have or did not use the appropriate terminology in all cases, and post-editing effort was required for those cases. In addition, considerable post-editing effort occurred around verb forms. For example, the data illustrate several changes made to verbs such as have, be, appears, includes and opens, to name just a few, and such changes were implemented by several post-editors. In such cases, the MT-generated verb is not incorrect, that is, the meaning is correct, and some post-editors accepted the verb proposed by the MT system (such as haben for have). However, other post-editors instigated changes that could be motivated by stylistic preferences and/or the compulsion towards alternative TL collocations.

Another example of features that generated post-editing effort was what I might call formulaic phrases, phrases that are common to a particular type of text in a particular domain. An example in the text we used was See “X” for more information on . . . . (where X refers to a heading or section located elsewhere in the document). The rather literal MT for this (Sehen Sie “X” zwecks weiterer Informationen zu . . . .) was unacceptable for all post-editors who changed the phrase to the formulaic Weitere Informationen zu “X” finden Sie in . . . .

Conclusions

The empirical research presented here suggests that the application of CL rules to a text can reduce post-editing effort from a temporal, technical and cognitive point of view. However, we must sound some warning notes in relation to this claim.

First, for reasons of time restrictions, the study did not involve any comparative analysis of the quality of the translated text vis-à-vis the post-edited text. In addition, we have not investigated the additional effort required on the part of authors who have to write texts according to CL rules.

Second, we have presented the general trend here. When we look deeper, we can see that post-editing effort may still be required even when sentences have no problematic features. On the other hand, there are sentences where we still have problematic linguistic features (according to specific CL rule-sets) that do not demand post-editing effort. So, to make productivity gains using CL and MT, we need to do more than just apply the rules and press “Translate.” We need to analyze the effect that rules are having on different language pairs and MT systems, and we need to tune our rule sets and texts accordingly.

We have also noted a compelling need by post-editors to replace unacceptable translations of domain-specific formulaic phrases with their acceptable forms. Obviously, post-editing effort could be reduced if the MT system could handle such formulaic phrases.

We are duty-bound to highlight the limitations of the research presented here. Every effort was made to ensure the validity, generalizability and transparency of the research. Nevertheless, the project was limited to one language pair and direction, one MT system and text-type and, due to limitations on time, to 12 subjects. It is beyond the ability of one researcher to investigate all language pairs and directions, MT systems and domains, using a vast number of subjects. That being said, we feel that we have contributed to the debate on the question of CL and MT, particularly in relation to post-editing effort.

One final thought: although the post-editors completed their tasks faster than the translators, many of them related that they were quite tired afterwards in comparison to when they translate. This is not something that was investigated in detail, but it is worth considering that perhaps the post-editing task is more cognitively demanding overall on the human translator than translation. It would be interesting to investigate this further, and the first studies using an eye-tracker to measure cognitive demand on translators have already begun.

References


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