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PowerPoint™, DITA, RTF, TXT, XML,
HTML, and more

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President and Operations Manager
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Would you like some basic information about translation or localization and the technologies involved? Do you know someone else who could use this information? All of our Getting Started Guides are available for free download from our website. This even includes the recent "Getting Started Guide: Translation."

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MultiLingual

Language | Technology | Business

Up Front

About the cover
Musical score in Latin on a vellum leaf taken from a medieval antiphonal or choir missal.

The ghost in the machine

Philosophers have long debated what it is that makes us human, extrapolating on the soul, creativity — for what else among animals or machines has a penchant for *l'art pour l'art* — love, complexity and even hatred. For centuries, we were supposed to be the only beings on earth capable of using real language, and our linguistic outpourings, enabling culture, agriculture, innovation and war, held us distinctly apart.

In an age where we study animal sign language and produce machines to do our linguistic computation for us, it is no wonder if we begin to wonder again how we're special.

Not all of us do, of course, and some are more than a little excited about the potential of technological developments to ease the rigors of human existence. Lori Thicke begins this issue with a brand new column, Enterprise Innovators, on various industry people who are making the most of new technology.

Kate Edwards follows with a look at the Pinnacle Islands, John Freivalds adds some thoughts on death, and Adam Asnes gives an overview of agile development. (If you're interested in the topic, check out the upcoming Worldware conference March 15-17, 2011 in Santa Clara, California.)

Daniel B. Harcz details his method of pricing clients, and Susan Remkus rounds out the columns by visiting some of the fears those clients might have about machine translation (MT), pointing out among other things some of the many science fiction movies in which the machines take over complacent humans' livelihoods.

This fear doesn't sound that far-fetched, especially if you're talking to artisan translators. To that end, Ignacio Garcia and Vivian Stevenson start our focus by explaining the differences in artistic and commodity translation. Next is Brian Garr's article on the addressable market of MT, predicting a shift towards smartphone apps. Jörg Porsiel raises some flags about data security and MT, and next up is Lori Thicke again, with results from a study on improving MT quality. To finish up the focus, there's an article on an experiment in literary MT by Gentry L. Watson. Additionally, we have an article on search engine optimization by Alessandro Agostini and one on translating slogans by Terena Bell. The Takeaway by Jeff Williams praises unsung localization heroes.

All in all, a rather technology-focused issue, threaded through with the humanity that makes us question it. ✳

Translators converge in Denver for ATA 2010

MT gains increasing interest and support

The mile-high city of Denver, Colorado, was the setting for the 51st annual conference of the American Translators Association (ATA), October 27-30, 2010. Conferences tend to take on the flavor of their setting, and this one was no different. The conference had a more laid-back feeling than its predecessor in New York City. Attendance was still strong, with 1,460 people from 37 countries enjoying preconference seminars and sessions on 11 languages and 14 topic specializations.

While the conference is over 50 years in age, it continues to evolve, responding to the current trends and needs of its constituents. Following the welcome reception on Wednesday night, the first division open house was held. Each of the ATA's 16 divisions had a room for networking, providing an opportunity for people with similar specialties or language interest to gather at the beginning of the conference.

The conference also had an active exhibit hall with over 50 exhibitors showing new technology, hiring translators, offering books and educational opportunities. As one technology exhibitor mentioned, the conference is an opportunity to hear directly from technology users rather than getting filtered feedback from company representatives.

The conference offered an eConference with access to the recorded conference sessions in an online library. The purchase of the DVD allowed access to the sessions at any time.

In ATA elections, Alan Melby and David Rumsey were reelected and Ted Wozniak was elected for three-year terms as directors. Special awards were given to Glenn Nordin, Celia Bohannon, Margaret Sayers Peden, Maria Khodorkovsky, Sarah Puchner and Gregory Racz.

As a nod to the increasing presence of technology in translation, the ATA and the Association of Machine Translation in America (AMTA) worked together to co-locate their meetings in Denver. This effort resulted in sessions on the final day led by representatives from the AMTA leading discussions on current technology and how to use it. These sessions were packed with attendees, with a final discussion, titled "Man vs. Machine," being moved to a plenary room because of attendee interest in the topic.

While there were translators present who did not and will not use technology, there was a sea of change in general acceptance of technology or at least a change in the perceived value of technology as another tool in the translator's arsenal. Ten years ago at ATA sessions on technology, attendees peppered the presenters with skeptical questions. At this conference, most questions in the technology sessions leaned toward how best to implement technology for personal use. In previous years these types of sessions were rightfully relegated to the language technology designation. At the Denver Conference, sessions on technology were also in the translation and interpreting professions track, which explored developments affecting the translating and interpreting professions as a whole.

In 2012, there are plans to co-locate the ATA and AMTA (a biennial gathering) conferences in San Diego. The ATA will meet in 2011 at the sea-level city of Boston, Massachusetts.

Attendees listen to an MT discussion on October 30. Many asked about how to best implement the technology for their own use.

First impressions of tekom

This was my first tekom conference experience, and, as promised, I was a bit stunned by the size of it — the number of exhibitors, the size of the exhibits, the physical space of the Rhein Main Hallen where the event was held, and the number of people scurrying back and forth between the exhibit areas and the sessions. Then there was the small army of staff and the approximately 170 volunteers helping to keep the event running. My point of reference for events was ELIA's Networking Days, and this tekom, held in Wiesbaden, Germany, November 3-5, 2010, made our largest conference seem like a small, intimate gathering.

Along with all of the other association exhibits, the ELIA booth was up on the first floor where several of the conference rooms were located. I had heard that in 2009 this hall was a "dead zone," but clearly there had been improvements made in response to the criticisms. The combination of additional exhibitors, a break area, the Asian Pavilion shows and the constant stream of attendees shuttling by between the sessions brought some life to the hall. It was also the most international of the exhibit areas.

One of the most striking observations was that tekom is predominantly an event for Germans. Logically, that is of no surprise as tekom is the German professional association for technical communication. However, the practical reality was somewhat of a shock. Many of the exhibitors had displays only in German, many of the attendees did not speak English, and there were even differences in the conference/trade fair materials between the English and German versions.

I've been told that the existence of an English portion of the program is a significant change from years past. As a result, the number of non-German attendees and exhibitors, including ELIA members, has grown rapidly. I expect the trend to continue as more LSPs discover tekom is a great way to reach into the German market.

— John Terninko, ELIA

European Language Industry Association Networking Days Dublin 2010

Smaller design draws strong local presence to conference

Networking Days are signature ELIA events, taking place twice annually in Europe for the purpose of delivering learning workshops, business function training, and technology and innovation tracks to small and medium-sized enterprises (SMEs) in the GILT space. The event is informal and intense, with ELIA members interacting with each other as well as members of the broader industry.

The conferences fill that wide gap between the bigger localization conferences and the grassroots Unconference efforts in Ireland and the United States. ELIA encourages participation from a large sector of language and translation SMEs that might not normally engage in industry events for financial or time-constraint reasons, yet who want to keep up with the latest business and technology trends, as well as build personal and business relationships within the industry and learn from experts and peers.

There was strong Irish representation with presentations from the Centre for Next Generation Localisation (CNGL), VistaTEC, Dublin City University (DCU), Gavin and Associates, and so on.

Kirti Vashee of Asia Online opened the event with his "Machine Translation — What Now?" keynote address. Positioned within the content explosion and the need to alleviate information poverty, the conditions for SMEs exploring machine translation (MT) are now right, as future income streams come from developing economies in Brazil, Asia and so on. A direct challenge to the old translation-edit-proof model, MT will become usable when language professionals such as ELIA participants are engaged in the process, rather than being replaced or alienated by it.

A powerful MT-themed track followed over the day with further contributions by Vashee and then a thought-provoking research-backed presentation on MT post-editing, productivity and techniques by Sharon O'Brien of DCU/CNGL. This generated much debate on the future role of translators.

Continuing the track, Michael Powers of Common Sense Advisory spoke to enterprise owners and managers about maximizing the value of their enterprises. Essentially, this was about creating an exit mechanism for the enterprise within five years — in other words, growing the business so it can be sold, even if it never is. The strategy is based on moving from a lifestyle approach to one of general corporate hygiene, accounting, advice and deal making. Powers reminded attendees just how fragmented the business is, with 25,000 LSPs in 2010 and a market worth over US$26.3 billion, the top 40 operators make up 15% of the business, and the fifteenth highest company contributing US$10 million.

The business track offerings included vendor management by Treasa Kelly of VistaTEC, emphasizing strengthening and developing, partnership and cooperative relationships to keep ahead of the game; time management by Ester Avers of Corporate Values; sales reporting by Michael Gavin; pricing, profit and value strategies and tactics by Doug Lawrence; and, of course, a lively and interactive sales pitch session moderated by Renato Beninatto of Milengo. Beninatto was elected president of ELIA concurrent to the conference.

Paraic Sheridan of CNGL, the largest academic-industry MT research body in the world, explained CNGL's mission and areas of work, looking at the digital content explosion (non-English, internet-based, user-generated content, social media), how it will be accessed (mobile), and the need for personalization by context, task and usage. The event closed with Mary Laplante of The Gilbane Group looking at changing enterprise needs, where innovation is not necessarily equated with bigger, faster or even "better" solutions, but the creation of new value and a demand for content immediacy, interactivity and global customer satisfaction.

The language industry is tough and competitive, but is nonetheless rich in resources. For SMEs, it's essential to keep up with trends and developments, understand how to identify new opportunities, differentiate themselves from competitors and make clients aware of how they can offer real value. The next Networking Days are in Stockholm, Sweden, and Madrid, Spain, in 2011. See the ELIA website for details.

— Ultan Ó Broin
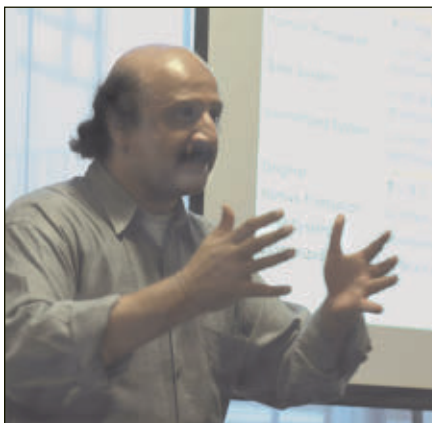
Kirti Vashee of Asia Online is passionate about MT, as ever.

Michael Powers of Common Sense Advisory: "For Those Thinking of Retiring Early."

John Terninko introduces conference sponsors.
(Photos courtesy of Agnieszka Gonczarek)

news@multilingual.com

AMTA covers research, commerce and more

The Association for Machine Translation in the Americas (AMTA) held its ninth biennial conference in Denver, Colorado, October 31 – November 4, 2010, immediately following the American Translators Association (ATA) conference, which was held in another venue a short walk away. Co-location with ATA was the culmination of three years' outreach on the part of AMTA leadership to ATA.

AMTA has a tradition of offering multiple keynote presentations, drawing on the perspectives of the three member communities: MT Users, MT Developers and MT Researchers. This year's choice of six speakers, two each morning, was influenced by the desire to establish a high-level dialog with ATA and the translator community. AMTA opened with Nicholas Hartmann, translator and ATA president, and translator and author Jost Zetzsche. Each presented facets of the translation community perspective. Hartmann explained the translator community's focus on professional standards and accountability for translation quality in their relationship with clients and the need to preserve this. Zetzsche talked about the many roles and skills embodied in professional translators. He concluded his presentation with task lists for each community, to enable the communities to move forward together and expand the productive dialog started at the co-located conferences.

Translators are encouraged to learn more about the types of MT and to see MT and MT post-editing as additional skills and services they can offer to clients. MT developers are encouraged to acknowledge the origins of the data used to train statistical MT systems. MT developers are also encouraged to communicate in real language what their tools can and cannot do and to provide challenging tasks to the translator community.

Among the presentations, former US Ambassador Paul Bremer provided context Tuesday morning on the pressing need for increased foreign language handling capacity in US diplomatic and military missions. Wednesday morning, Philipp Koehn, of the University of Edinburgh School of Informatics and lead developer of the Moses open-source statistical MT toolkit, presented a range of research activities that he and colleagues are pursuing, including experiments to assess the impact of providing various kinds of information to translators. Another interesting point, which he has been incrementally reporting on for several years, is the effect of language characteristics on MT success. This time, he summarized the differences in MT system quality for several hundred MT systems developed on similar-sized datasets between European languages as target language vocabulary size (larger number of words/word forms is harder to process correctly); amount of reordering required; and similarity of the source and target languages. AMTA offered half-day tutorials and full-day workshops before and after the main conference. In addition to the "normal" tutorials, AMTA offered a free-to-all MT post-editing showcase, which featured five translators who work with different MT systems demonstrating their tools, techniques and working environments.

The main conference consisted of three parallel program tracks over three days: research, commercial users of MT and government users of MT. AMTA conferences have always had a solid research program, and this conference continued that tradition. However, it is worth noting that the commercial and government user program tracks have developed dramatically over the past three conferences, blossoming into an excellent representation of the activity going on in those communities.

The conference was punctuated by a half-day technology showcase in which users, developers and researchers gave live demonstrations of working systems that incorporate MT. MT software developers themselves demonstrated their systems, several in the context of user-oriented application environments (Apptek, Cyber-Trans, Google, Language Weaver, Microsoft, Pan American Health Organization, PROMT, Sakhr, and SYSTRAN). Specialist integrators demonstrated capabilities for document exploitation (extracting and distilling information from paper documents — CACI, Northrop Grumman); spoken translation (Forte Communications, Spoken Translation); multilingual web content monitoring (BBN, Columbia University); multilingual video content analysis (BBN); and a variety of tools for translators (Army Research Lab, National Research Council of Canada, Technology Development Group).

— Laurie Gerber

Business

AppTek acquired by SAIC

AppTek, a developer of human language technology, has been acquired by Science Applications International Corporation (SAIC). Applications Technology, Inc., and MediaMind, LLC, were also acquired. The acquisition creates a complete suite of products for text and speech processing for SAIC.

AppTek www.apptek.com
Science Applications International Corporation www.saic.com

BeatBabel relocates headquarters

BeatBabel, a translation and localization company, has relocated its San Diego headquarters. The company also has production offices in Germany, France and Argentina.

BeatBabel www.beatbabel.com

Net-Translators expands into South America

Net-Translators Ltd., a provider of translation and localization services, has opened a new office in Posadas, Argentina. The new facility will serve as a base of operations for developing a regional sales force.

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

Janus opens US office

Janus Worldwide Inc., a language service provider, has opened a US office in Las Vegas, Nevada. The company also has offices in Ukraine, Germany, Kazakhstan and Russia.

Janus Worldwide Inc. www.januswwi.com

Welocalize receives funding, merges with Lloyd International Translations

Welocalize, an integrated globalization services provider, has received US$34 million in investment funding from Riverside Partners, a private equity firm. The investment will be used to support the company's growth initiatives, including investment in the company's technology systems and potential add-on acquisitions.

Welocalize has also announced a merger with Lloyd International Translations, a provider of technical translation and software localization services.

Welocalize www.welocalize.com
Lloyd International Translations www.lloyd.co.uk

wintranslation launches new website

wintranslation.com, a language service provider, has introduced its new website. The new website includes a blog and is built on the WordPress platform.

wintranslation.com www.wintranslation.com

People

Recent industry hires

■ Applied Language Solutions, a provider of translation services, has hired Andy Way as a consultant to provide services related to his experience in machine-assisted translation.

■ Win & Winnow Communications, a language service provider, has hired Lorena García as quality management specialist.

Applied Language Solutions www.appliedlanguage.com
Win & Winnow Communications www.winandwinnow.com

Products and Services

memoQ 4.5

Kilgray Translation Technologies, a developer of translation productivity tools, has released memoQ 4.5. The new version features a rewritten translation memory engine and improvements to the alignment algorithm.

Kilgray Translation Technologies www.kilgray.com

On-Demand Translation

Comsense, a localization services provider, has introduced a new solution for the professional translation of short texts directly in a web interface called On-Demand Translation.

Comsense www.comsense.se

I-SEO translation services for Drupal websites

Volacci, a search engine optimization and conversions consulting company, has developed the international search engine optimization (I-SEO) translation services for Drupal websites.

Volacci www.volacci.com

Inside API

Lingotek, a collaborative translation technology provider, has developed a solution that integrates the Collaborative Translation Platform with other applications. The Inside API (application programming interface) allows users to translate content in web applications such as SharePoint, Drupal, Salesforce, Jive Social CRM and Oracle UCM.

Lingotek www.lingotek.com

news@multilingual.com

Indian Language Technology Proliferation and Deployment Centre

The Technology Development for Indian Languages program has launched the Indian Language Technology Proliferation and Deployment Centre (ILTP-DC). The primary objective of the ILTP-DC is to promote the usage of Indian languages across multiple vertical markets and to boost research and development in language technology by providing potential researchers with the necessary tools and resources.
Technology Development for Indian Languages www.tdil-dc.in

Alchemy CATALYST 9.0, Image Translator

Alchemy Software Development Ltd., a localization solutions provider, has developed Alchemy CATALYST 9.0. The new version includes improvements in supported languages, usability, standards support and better functionality with online help technologies. The company has also released Alchemy CATALYST Image Translator for the Apple iPhone, an application that translates text within pictures in more than 30 languages.
Alchemy Software Development Ltd. www.alchemysoftware.ie

Translation management module for Drupal, WordPress Multilingual

ICanLocalize, a web-based translation service and part of OnTheGoSystems, Inc., has introduced translation management services for the Drupal content management system. The translation management module provides workflow management for multilingual Drupal websites.

ICanLocalize has also created WordPress Multilingual version 2 (http://wpml.org), a plugin that facilitates translation tasks and workflow for multiple languages and teams of writers, translators and editors.
OnTheGoSystems, Inc. www.icanlocalize.com

SDL BeGlobal

SDL, a provider of global information management solutions, has launched SDL BeGlobal, a central cloud platform for the management of automated translation for multilingual interactions across all forms of corporate communications.
SDL www.sdl.com

ReviewIT, TermWiki Toolbar

CSOFT International, Ltd., a provider of localization, testing and software development, has created ReviewIT, a web-based, collaborative document review platform. It is designed to provide a centralized platform for users to share files, automate file handoff, track commentary and customize annotations.

CSOFT has also announced an international release of the TermWiki Toolbar for Microsoft Internet Explorer and Mozilla Firefox. The TermWiki portal allows users to search, post, translate and share terms and definitions using a three-dimensional data structure.
CSOFT International, Ltd. www.csoftintl.com

Magnolia 4.4

Magnolia International Ltd. has updated its open-source content management system Magnolia to version 4.4. The latest version includes a new tool that allows for the export and re-import of all text translated by in-house teams or external agencies.
Magnolia International Ltd. www.magnolia-cms.com

Worx Academy

LTC, a provider of language technology solutions, has launched the Worx Academy, a self-service training website (http://academy.ltc-worx.com) for its flagship product, LTC Worx.
LTC www.ltcinnovates.com

Resources

T-Index

Translated S.r.l., a multilanguage service provider, has introduced the T-Index, the languages that matter on the web (www.translated.net/en/languages-that-matter). T-Index is a statistical index that indicates the market share of each language on the internet and the languages that offer the best sales potential when translating a website. Information will be updated every six months.
Translated S.r.l. www.translated.net

Language industry web platform

The Directorate-General for Translation of the European Commission has launched an interactive web platform for collecting and exchanging data for the European Union language profession and industry. Companies, associations and individuals active in the language industry and national statistics bodies are encouraged to add input to the platform.
European Commission – DG Translation http://ec.europa.eu/dgs/translation

The Savvy Client's Guide to Translation Agencies

Byte Level Research, analysts of the art and science of web globalization, has published the fourth edition of *The Savvy Client's Guide to Translation Agencies.* The guide is intended to help companies navigate the translation industry and is designed as both a learning tool and a reference.
Byte Level Research www.bytelevel.com

'How to Benchmark Your Localization Budget'

Common Sense Advisory, Inc., an independent market research firm specializing in the language services industry, has released the report "How to Benchmark Your Localization Budget." The firm surveyed 156 global product developers to determine how much was being spent on localization. The report contains helpful benchmarks that enable software and application developers to calculate what they should be spending on localization and translation, including localization budget

size by domestic versus international revenue split; language-related expenditure as a percentage of total software budget; and spending on outsourced localization services by region of headquarters.
Common Sense Advisory, Inc.
www.commonsenseadvisory.com

Clients and Partners

Sage Software partners with LinguaNext, Inc.

Sage Software, a provider of business management applications and services, has partnered with LinguaNext, Inc., a localization solutions provider. LinguaNext will develop several Arabic language add-ons for Sage products.
Sage Software www.sagesoftware.com
LinguaNext, Inc. www.linguanext.net

Google and EPO collaborate on machine translation

Google, Inc., and the European Patent Office (EPO) have signed an agreement allowing the EPO to use Google's machine translation (MT) technology to translate patents into the languages of the 38 countries that it serves. In return, the EPO will provide Google with access to its translated patents, enabling Google to optimize its MT technology. Google technology will be used to translate patents originating in Europe as well as patents originating in other regions of the world and enjoying protection in Europe.
Google, Inc. www.google.com

mt-g selects Across technology

mt-g medical translation GmbH & Co. KG, a translation service provider for the medical and pharmaceutical industry, has selected the central platform from Across Systems GmbH, a manufacturer of corporate translation management systems, for all of its language resources and processes.
mt-g medical translation GmbH & Co. KG www.mt-g.com
Across Systems GmbH www.across.net

Announcements

ELIA officers announced

The European Language Industry Association Ltd. (ELIA) has announced its recently elected officers. New officers include Renato Beninatto of Milengo as president; Laurentiu Constantin of New Compass Services SRL and Katalin Orbán of Afford Translation and Interpreting Ltd. as vice presidents; Susan West of Ic.Doc as treasurer; and Karla Bauerova of Sophia as deputy treasurer.
European Language Industry Association Ltd. www.elia-association.org

LTC joins MORMED Project

LTC, a provider of language technology solutions, has joined the collaborative European project MORMED (Multilingual Organic Information Management in the Medical Domain). The project aspires to address all dimensions of Medicine 2.0. to promote the collaboration and diffusion of knowledge within online communities while transcending geographical and language barriers (www.mormed.eu/index.html). MORMED is part of the ICT Policy Support Programme under the Competitiveness and Innovation Framework Programme.
LTC www.ltcinnovates.com
European Union http://europa.eu/index_en.htm

New GALA board members

Members of the Globalization and Localization Association (GALA) have chosen new board members for 2011-2012. Newly elected board members are Serge Gladkoff of Logrus International, Xavier Maza of iDISC Information Technologies, and Shelly Priebe of Priebe and Associates.
Globalization and Localization Association www.gala-global.org

Awards and Certifications

Standard certifications

■ Translations.com, a language service and translation-related technology products company, has received EN 15038:2006 certification.

■ Net-Translators Ltd., a translation and localization services provider, has achieved ISO 13485:2003 certification for the medical device industry.

■ Skrivanek Group, a localization solutions provider, has received ISO 9001:2008 certification for its quality management system.

■ ArchiText, Inc., a software localization and content solutions provider and division of Translations.com, has received ISO 9001:2008 and EN 15038:2006 certification.
Translations.com www.translations.com
Net-Translators Ltd. www.net-translators.com
Skrivanek Group www.skrivanek.com
ArchiText, Inc. www.architext-usa.com

January

Machine Translation and Morphologically-rich Languages
January 23-27, 2011, in Haifa, Israel.
Israel Science Foundation, http://cl.haifa.ac.il/MT

Computer-Assisted Translation Course
January 24-27, 2011, in Monterey, California USA.
Monterey Institute of International Studies
www.miis.edu/academics/programs/translationinterpretationshort

February

LogiCon 2011
February 1-3, 2011, in Amsterdam, Netherlands.
Worldwide Business Research, www.wbresearch.com/logiconeurope

Apps go Global
February 2-3, 2011, in San Francisco, California USA.
The Localization Institute, www.appsgoglobal.com

Localization Technology Round Table
February 3, 2011, in Palo Alto, California USA.
Lingoport, acrolinx, Clay Tablet, Milengo and Asia Online
http://ow.ly/3iktw

Building Culture(s): A New Era in Translation Studies
February 5, 2011, in Toronto, Canada.
Glendon Graduate Student Conference in Translation Studies
www.glendon.yorku.ca/trcolloquium2011

Subtitling for the Deaf and Hard of Hearing
Februray 5, 2011, in London, UK.
Department of Humanities of Imperial College London
http://ow.ly/3ikGv

IUI 2011
February 13-16, 2011, in Palo Alto, California USA.
Intelligent User Interfaces, www.iuiconf.org

Internet Retailer Web Design & Usability 2011
February 14-16, 2011, in Orlando, Florida USA.
Vertical Web Media, http://irwd.internetretailer.com/2011

Content Marketing Strategies Conference
February 16-17, 2011, in Berkeley, California USA.
http://contentmarketingstrategies.eventbrite.com

Intelligent Content 2011
February 16-18, 2011, in Palm Springs, California USA.
The Rockley Group, www.rockley.com/IC2011

Conference Terminology and Procedures
February 25-27, 2011, Monterey, California USA.
Monterey Institute of International Studies
www.miis.edu/academics/programs/translationinterpretationshort

GDC Localization Summit
February 28, 2011, in San Francisco, California USA.
IGDA Game Localization SIG, www.gdconf.com/conference/gls.html

LISA Open Standards Summit
February 28-March 1, 2011, in Boston, Massachusetts USA.
LISA, www.lisa.org/Washington.1637.0.html

March

Translation Careers and Technologies: Convergence Points for the Future
March 3-4, 2011, in Paris, France.
Tralogy, www.tralogy.eu/?lang=en

Calendar

Information Systems for Indian Languages
March 9-11, 2011, in Patiala, India.
Department of Computer Science, Punjabi University, Patiala
www.icisil2011.org

Going Global 2011
March 10-12, 2011, in Hong Kong.
British Council of Learning
www.britishcouncil.org/goingglobal-gg5-programme.htm

Conference for Software User Assistance
March 13-16, 2011, in Long Beach, California USA.
WritersUA, www.writersua.com/conference

Worldware Conference
March 15-17, 2011, in Santa Clara, California USA.
The Localization Institute and MultiLingual Computing, Inc.
www.worldwareconference.com

2011 Nonprofit Technology Conference
March 17-19, 2011, in Washington, D.C. USA.
Nonprofit Technology Network, www.nten.org/ntc

Introduction to Dubbing
March 19, 2011, in London, UK.
Department of Humanities of Imperial College London
http://ow.ly/3ikGv

info360: AIIM Expo + Conference
March 21-24, 2011, in Washington, D.C. USA.
Questex Media Group LLC, www.aiimexpo.com

Second International Conference on Interpreting Quality
March 24-26, 2011, in Granada, Spain.
Grupo ECIS, http://ow.ly/3ikOy

GALA 2011
March 28-30, 2011, in Lisbon, Portugal.
Globalization and Localization Association
www.gala-global.org/conference

April

Enterprise Data World
April 3-7, 2011, Chicago, Illinois USA.
DAMA Internationaland Wilshire Conferences
http://edw2011.wilshireconferences.com

SAS Global Forum
April 4-7, 2011, in Las Vegas, Nevada USA.
SAS Global Users Group, http://ow.ly/3imiW

TMS Inspiration Days
April 7-8, 2011, in Kraków, Poland.
XTRF, www.inspirationdays.eu

MONTEREY FORUM 2011
April 8-9, 2011, Monterey, California USA.
Monterey Institute of International Studies
http://go.miis.edu/montereyforum

6th EUATC International Conference
April 8-9, 2011, Rome, Italy.
European Union of Associations of Translation Companies
www.euatc.org

May

HLTD 2011
May 2-5, 2011, in Alexandria, Egypt.
PAN Localization, ANLoc-Africa, IDRC-Canada, www.hltd.org

Confab 2011
May 9-11, 2011, in Minneapolis, Minnesota USA.
Brain Traffic, http://confab2011.com

TRANSLATA
May 12-14, 2011, in Innsbruck, Austria.
TRANSLATA, www.translata.info

Advanced Subtitling
May 14, 2011, in London, UK.
Department of Humanities of Imperial College London
http://ow.ly/3ikGv

Technical Communication Summit 2011
May 15-18, 2011, in Sacramento, California USA.
Society for Technical Communication, http://summit.stc.org

ALC 2011 Annual Conference
May 18-21, 2011, in Las Vegas, Nevada USA.
Association of Language Companies
www.alcus.org/education/conference.cfm

EAMT 2011
May 30-31, 2011, in Leuven, Belgium.
European Association for Machine Translation, www.eamt2011.eu

June

Localization World Barcelona
June 14-16, 2011, in Barcelona, Spain.
Localization World Ltd., www.localizationworld.com

2nd North American Summit on Interpreting
June 17-18, 2011, in Washington, D.C. USA.
InterpretAmerica, LLC, www.interpretamerica.net/summit

Internacional T3L Conference
June 21-22, 2011, in Barcelona, Spain.
Tradumatica, Universitat Autònoma de Barcelona
http://tradumatica.uab.cat/conference

UPA2011
June 21-24, 2011, in Atlanta, Georgia USA.
Usability Professionals' Association
www.usabilityprofessionals.org/conference/2011

Media for All
June 29-July 1, 2011, in London, UK.
TransMedia Research Group, www.imperial.ac.uk/mediaforall4

Lori Thicke

Enterprise Innovators

MT at Symantec

E*nterprise Innovators* is a series of interviews with trailblazers whose innovations in language technologies are helping establish new best practices within the localization industry. In this first column of the series, Lori Thicke speaks with Fred Hollowood, research director of Symantec Corporation, a global leader in providing security, storage and systems management solutions. With more than 17,500 employees worldwide, Symantec is a Fortune 500 company headquartered in Mountain View, California. Hollowood is based in Dublin, Ireland.

Fred Hollowood, Symantec

Thicke: Symantec is known for being on the cutting edge of machine translation (MT) in our industry. What is your background in MT? Just how long have you been involved?

Hollowood: I got involved in 2003 in order to investigate MT as a possible technology for the translation of rapidly perishable security content. We were faced with a situation where there were few MT practitioners in the industry and limited consultancy services at our disposal. We did take some third-party advice, but we decided to work through the issues by taking on Johann Roturier, a Ph.D. student from Dublin City University. We recognized immediately that although this approach was a slower route, it was more sustainable as we could build our expertise and extend the culture in-house. There was a lot to learn in MT, source profiling and natural language processing. We were fortunate that Johann had a background in translation studies and we also had professional translators in-house, so we had a supportive, hands-on environment in which to test our initial forays into MT.

Thicke: 2003 was pretty early for MT. Have you always been interested in pushing the frontiers?

Hollowood: I have always had a focus on technology. In the early days, delivering localized products required a lot of long hours and manual effort. Over the years, we've automated these processes, thereby releasing engineers and linguists to engage in higher value-added activities. I have enjoyed building the infrastructures and redesigning the processes to make this happen. We all produce so much more now than we did a decade ago. This is down to technology handling repetitive tasks while humans do what they are best at. MT is a fine example of this. By generating a candidate sentence that is preformed and contains the correct terminology, we allow the translator to work on a sentence that requires minimum editing — a simple goal, but not without complex implications.

Thicke: Since Symantec is one of the world leaders in software, we have come to expect something exciting from them. What's new in MT at Symantec?

Hollowood: We have been using SYSTRAN, a rule-based machine translation (RBMT) engine, for our product documentation, and the service has settled into our standard processes. MT is now part of everyday life in project preparation, and our vendors are accustomed to post-editing the output. More recently, we have involved ourselves in the statistical machine translation (SMT) world, largely with the Moses open-source system, and are considering its use in areas where content is not deeply tagged and the source is not controlled. Given that we are a global company with significant sites outside the United States, there are several content repositories inside the company that would

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benefit from translation.

Thicke: Tell me about controlled source content and its implications for MT.

Hollowood: *Controlled* is a term we use when we talk about source text that has been written so as to avoid certain grammatical and stylistic structures. For example, many company style guides encourage the use of short sentences for comprehension and clarity. Another case would be the use of passive voice, often explicitly mentioned in style guides as it is frequently problematic in translation. Both these issues were important in maximizing the efficiency of our RBMT process.

Thicke: So, source content that is well written and contains metadata in tags is handled well by a rule-based approach. What about SMT?

Hollowood: As I mentioned earlier, we have been an RBMT house, using SYS-TRAN, and it serves us well with our highly tagged and controlled source. It allows the post-editors to have well-defined expectations on both the type and predictability of the edits required. The SYSTRAN hybrid allows increased fluency of output in a number of languages. Our investigations into the Moses SMT engine have allowed us to evaluate its performance. We have not yet deployed it but can see possible uses in various content types, particularly with what I call lightly structured narrow domain content.

Thicke: What exactly do you mean by narrow domain content?

Hollowood: When we look at our technical content at Symantec, we see several domains. Security and availability are immediately obvious. Yes, these two domains do share some terminology, but they also have terminology particular only to themselves. I would call these two domains narrow. The content one finds in each is particular to that domain and not the other. A broad domain is a domain that includes a wide selection of subject areas. A broad domain SMT engine covers general inquiries quite well but can never give specific detailed translation that a specialist would demand. Narrow domains have set terminology, requiring a specific target translation for a specific source. A rule-based engine generally gives you good control of terminology and is particularly effective when the content is highly tagged. I think it is difficult to get an RBMT engine to do a good job on a broad domain, however, because the dictionary conflicts become too complex.

Thicke: Could you give an example of content types that are suitable to SMT?

Hollowood: Any well-formed content is suitable for SMT as long as you have enough of it to train your engine in the range of languages you require. It can be a "chicken and egg" type of problem. You have to have translations before you can train the engine to translate.

Thicke: By publishing the results you are achieving with MT, Symantec has not only shown its leadership in this area, but it has also stimulated a great deal of interest in MT. What kinds of gains are you seeing?

Hollowood: In our product documentation we are experiencing throughput improvements in the region of 50% to 100% in various languages. That is to say that a translator is able to post-edit in excess of 5,000 to 6,000 words a day in some languages on a well-formed source. This allows us to deliver products in shorter timeframes at more advantageous pricing. Of course, some languages are more efficient than others. Using English as source, French, Spanish and Portuguese provide better results than German or Japanese. Even in the cases of Japanese and German, significant efficiencies are now possible.

Thicke: If there are few companies today deeply involved in MT, I'd say even fewer dare tackle "difficult" languages such as Japanese and Chinese. Tell me about the work you've done in this area.

Hollowood: On the research side, our focus has been to improve the reception of MT in Japan and China by improving quality. Yanli Sun, one of our Ph.D. students, was working on the translation of prepositions from English into Chinese within technical documents in an industrial localization context. The aim of the study was to reveal the salient errors in the translation of prepositions and to

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explore methods to remedy these errors.

This study first examined which prepositions were handled unsatisfactorily by our MT system. Based on this information, three novel approaches were proposed to improve the translation of prepositions. The approaches included building an automatic preposition dictionary for the RBMT system; exploring and modifying the process of statistical post-editing; and pre-processing the source texts to better suit the RBMT system. Overall evaluation results — either human evaluation or automatic evaluation or both — show the potential of our new approaches in improving the translation of prepositions.

Thicke: And in Japanese?

Hollowood: Midori-san has addressed a different but related area focusing on Japanese. She has worked on understanding human post-editing behavior, as this is crucial for reducing post-editing effort. There is a lack of large-scale studies on post-editing in industrial contexts that focus on the activity in real-life settings. This study observed professional Japanese post-editors at work. A mixed method approach was employed to both quantitatively and qualitatively analyze the data and to gain detailed insights into the post-editing activity from various viewpoints. The results indicate that a number of factors — such as sentence structure, document component types, use of product specific terms and post-editing behavior — all affect the amount of post-editing effort in an intertwined manner. The findings will contribute to a better utilization of some MT systems in the industry as well as the development of the skills and strategies of post-editors. The team has also published several papers in the last few months on MT, post-editing and automatic evaluation, so all in all it's been a good year in sorting through some of the fundamental issues in the area.

Thicke: In October 2010 at the TAUS conference in Portland, you made an announcement about sharing a tool you've developed.

Hollowood: Yes, another departure this year has been to contribute to open source. We released SymEval, our MT evaluation technology via SymForge. This is a useful tool, which measures the differences in a test and reference document on a segment-by-segment (with tokenization) basis. This tool generates a general text matching score, which is useful for production coordinators, and highlights differences, which is useful for linguistic assessment. We are hoping the open-source community out there will use our tool and expand its functionality.

Thicke: What can you share with other companies wanting to follow in your footsteps as to a reasonable return on investment (ROI) timeline, considering the cost to train up the engines for each language pair?

Hollowood: The ROI is totally dependent on the volume pushed through the system and, of course, a word-based discount from your vendor. Training your engines or populating your dictionaries is paid back when you commit sizable content streams for localization. Rapid turnaround and consistency are benefits traditionally hard to quantify in monetary terms.

Thicke: What would be your advice for a company looking to deploy MT internally?

Hollowood: Look beyond what you are currently translating to consider the possible opportunity of providing quality gisting services on other company content, not traditionally associated with product. Companies have a reservoir of content developed internally, usually in English, that is not translated into all of the languages of interest because of the huge costs involved. I have heard of estimates as high as 9x volumes more than is currently translated. This does not include the fast-developing area of customer forums, which are many times larger again. Applying automated translation services to these content silos is surely one of the next goals in the industry.

Thicke: In retrospect, what was one smart thing you did and one thing you wouldn't do again?

Hollowood: The one smart thing we did was to take the time to understand MT. There are many pitfalls and false promises along the way, and knowing what was happening and avoiding knee-jerk answers kept the project real. In the early days, I relied heavily on the quality assessments of translators. They were not always favorable. It was some time before I learned to temper these evaluations with automatic metrics and user evaluation of MT output. Giving the evaluations of end users a higher priority is key. For example, these days we are becoming accustomed to "less than perfect" grammatical rendering on mobile devices. If customers need immediate solutions, perfect grammar and layout are not their priority. **M**

Pinnacle Islands: mapping sensitivity
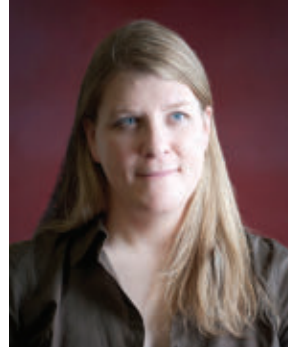
I've many times mentioned geopolitical disputes over various pieces of geography, and their variety has been all over the map, so to speak, from boundaries to place names to breakaway regions and so forth. However, perhaps it would be useful to deconstruct a specific dispute to better illustrate the dynamics behind the issue. This could help elucidate some of the geopolitical, social-historical and cultural aspects that create the environment for a dispute and impact a company's ability to do business in a particular locale.

Out of the many possible disputes I could elucidate, it's timely to examine the sensitive issue of the Pinnacle Islands. The Pinnacle Islands are better known in Japan as *Senkaku-shoto* and in China and Taiwan as *Diaoyutai Qundao*, but because they're currently administered by Japan, the name *Senkaku Islands* appears most often in various references. The islands are located in the southern portion of the East China Sea, about 180 kilometers northeast of Taiwan and 400 kilometers west of Okinawa. The islands are mostly uninhabited and contain indigenous vegetation and wildlife, in addition to a growing population of goats that were introduced decades ago to some of the islands. So taken at face value, it doesn't sound like the Pinnacles are of any real significance in terms of being additional territory or yielding precious resources of themselves.

As far as the actual name of the feature, the earliest known recording of the islands' names occurred during the Ming Dynasty of the fifteenth century when they were assigned the Chinese name of *Diaoyu*. Fast forward to the mid-nineteenth century when the British navy then named one of the islands *Pinnacle Island* due to its particular shape. Over time the name was leveraged to apply to the entire island chain, hence

Pinnacle Islands. The name *Senkaku-shoto* wasn't officially used by the Japanese government until the 1950s. Interestingly enough, the name was derived from an attempt to translate the literal meaning of the English term *Pinnacle Islands* into Japanese, with *sen* meaning sharp or pointed, *kaku* meaning tower and *shoto* being the Japanese term for islands.

Historically, the islands have experienced a classic exchange of control between various powers due to the changing tides of war and the expansion of regional powers. From China and Taiwan's perspective (and this is one issue on which they'll be in agreement with one another), the islands have been part of the Chinese frontier since the late fourteenth century and were controlled by China until the Sino-Japanese War of the late nineteenth century. From the Japanese viewpoint, the islands were part of the Ryukyu Kingdom that was annexed by the Meiji Japanese government in 1879. Early Japanese surveys of the islands declared them to be *terra nullius*, "no man's land" in international law. Since they were uninhabited, they were perceived as free for the taking. As part of their evidence against China, Japan has even pointed to Chinese maps published in the twentieth century in which the islands are shown with Japanese names and being controlled by Japan. As a result of the first Sino-Japanese War in 1894-1895, both Taiwan — called Formosa at the time — and the Pinnacles were granted by treaty to Japan. However, by the time World War II concluded, the United States occupied the islands after Japan's defeat. While most other traditionally Chinese territories were returned back to China, including Taiwan, the United States maintained control of the Pinnacle Islands as part of their occupation of Okinawa. The *de facto* control of the islands reverted back in the 1970s when the United States returned

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Okinawa to Japan, although the US military presence on Okinawa continues to be a sore point with Japan even to this day.

Since the mid-1990s, the issue has received increasing attention. Numerous attempts have been made by Chinese and Taiwanese citizens to plant their flags on the islands, land on the islands and occupy them, and stage large protests at the Japanese embassies in various countries. In most cases, Japan's coast guard has removed the protesters and flags from the islands and carried on their patrols. There have been several potential military clashes as well, with Chinese planes flying near or Chinese coast guard vessels patrolling the islands, only to be confronted by the Japanese coast guard. Fishing boats from China and Taiwan have also wandered into the islands' domain, only to be chased off or detained by Japan. An incident in September 2010 caused a serious increase in Chinese-Japanese tensions. A Chinese fishing trawler collided with Japanese patrol boats near the islands, resulting in the Japanese detaining the trawler while China was outraged and threatened escalation. The incident touched off widespread protests in China and moved the countries into another episode of Sino-Japanese tensions.

Beyond the obvious nationalism associated with the dispute, there is a specific reason why the Pinnacle Islands have become a more serious geopolitical issue in recent times. As a result of intense negotiations over a number of years, the United Nations members agreed upon what's known as the Convention on the Law of the Sea, often abbreviated as UNCLOS. Under the provisions of UNCLOS, which went into effect in 1994, any point of land that remains above mean sea level is granted an exclusive economic zone (EEZ) of 200 nautical miles. Within the EEZ, a country has exclusive control over all its natural resources, including fisheries, petroleum and other potential resources. The UNCLOS introduced the EEZ idea in order to eliminate the increasing conflicts over such resources, yet it's only been partially effective. Now, any island or piece of coastal territory that has ambiguous sovereignty has become a prime area for conflict as nations fight to control the land so they can harness the precious EEZ. The Pinnacle Islands

are a perfect example of this type of conflict.

So, you may wonder why this diversion into the details of this particular dispute that might be more suitable for a textbook on geopolitics. Let's consider the broader themes at play: history, politics, economics, resource management and so on. All of these aspects of the dispute form layers of complexity that not only define the dispute but also illustrate why resolving such disagreements can be so difficult between countries. If it's not the resource control issues in the EEZ, then it's trying to resolve a historical pattern of geopolitical animosity between the parties. Also, given the cultural characteristics of the Pinnacle Islands, we're also dealing with the issue of each country ardently striving to avoid losing face, a critical sociological dimension of this dispute's dynamic.

And why might this matter to a company that's doing business in China, Taiwan or Japan? Naturally, any content that is created for these locales has the potential of being influenced, either directly or indirectly, by this dispute and other contentious issues. When a country is engaged in this level of fervent and potentially violent disagreement, it requires companies to carefully evaluate any and all content

that is being directed to that locale. First and foremost would be concerns about any maps in print, on websites, on mobile devices and so on. Governments tend to scrutinize when these issues flare up, and maps are the first things they'll examine to verify compliance with their geopolitical viewpoint. But it's not just the obvious map issues. When countries get into a heated row over an issue such as this, they also begin looking for disparities in treatment that might indicate a company's favoritism of one nation over another. For example, if a company provides its product in Japanese and releases it ahead of Simplified and/or Traditional Chinese, this simple act could be construed as an intentional offense and showing favor towards Japan. This may sound quite irrational, but governments typically lose whatever rationality they may have had when disputes such as this flare up.

The bottom line is that when preparing to conduct business in any specific geography, it's prudent to examine the current landscape of geopolitical activity, including active disputes and cross-cultural tensions. If a local market is currently embroiled in a conflict, it may become necessary to modify the content strategy in order to accommodate heightened sensitivities in the country and especially in the region. **M**

World Savvy   John Freivalds

Dying customs

There is nothing more universal on earth than death. It will happens to all of us, yet how it is observed has to be one of the most local and culturally sensitive activities around.

No generalization can be made as to whether a local custom involved in the observance of death is right or wrong. It just "is" and we have to respect how it is observed and how we pay our respects. Michael Kearl's *Guide to the Sociology of Death* says it all: "Every culture has a coherent mortality thesis whose explanations of death are so thoroughly ingrained that they are believed to be right by its members."

In American culture we often employ euphemisms to describe death — the word *passing* is an example — yet we use death metaphors to describe non-death related matters: our team got *murdered* last night; if you don't work hard, your boss will *kill* you; and so on.

On the opposite end of the euphemism scale is Mexico. The prestigious MIT Press published Claudio Lomnitz's *Death and the Idea of Mexico*, which noted that "unlike contemporary Europeans and Americans, whose denial of death permeates their cultures, the Mexican people display and cultivate a jovial familiarity with death. This intimacy with death has become the cornerstone of Mexico's national identity."

Mexico even has a Museum of Death in Aguascalientes, and a big celebration occurs the first of November as the Day of the Dead. The holiday focuses on gatherings of families to pray for and remember friends and family members who have died. Traditions connected with the holiday include building sugar skulls and sharing the favorite foods of the departed.

The Day of the Dead celebration in Mexico can be traced back to indigenous cultures perhaps going back 3,000 years. In the pre-Hispanic era it was common to keep skulls as trophies and display them during rituals to symbolize death and rebirth.

But any time you go souvenir shopping in Mexico City there are always plenty of dioramas, not with depictions of people but skeletons. Back to Kearl's *Guide*: "Poet Octavio Paz writes that Mexicans are 'seduced by death.' To the American eye, their culture is steeped in morbidity," from the bullfighting to macabre folk art and bloody crucifixes. These cultural traditions reflect both Indian and Catholic legacies, including the heritage of human sacrifices practiced by the Mayans and Aztecs.

In Asian languages, the number four is often associated with death because the sound of the Chinese, Japanese and Korean words for *four* and *death* are all very similar. Hence, in these countries, hospitals, airports and hotels often omit the fourth, fourteenth and twenty-fourth floors. Other differences are that Koreans are buried standing vertical in coffins made from six planks of wood. Four of the planks represent the four cardinal points of the compass while a fifth represents sky and the sixth represents earth. This relates back to the importance that Confucian society placed upon the four cardinal points having mystical powers.

Perhaps some of the most ingrained dying rituals are found in China where old age still brings some dignity and respect. Chinese death rituals follow a rich cultural tradition dating back to the earliest dynasties. If a person dies unmarried, he or she is not brought home to be honored, and particular respect is paid to elders. During the wake, a white cloth is hung in the doorway of the home, and a gong is placed outside the door — to the right if a female has died and to the left if the deceased is male. It is customary for gambling to take place in the courtyard of the home, partially to allow people to take their minds away from the funeral. Red is not used, since it is the color of joy, and if the

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corpse is dressed in red, tradition says it will turn into a ghost.

Traditionally, in Tibet there is a "celestial burial," where the corpse is cut apart, inviting vultures to come to the body and then fly into the heavens where the deceased's spirit would go as well. Most people in the United States, where 60% of people are still buried in a sealed coffin six feet into mother earth, would find this abhorrent. There might be some practicality going on as well. Celestial burials may also have originated from pragmatic environmental issues in which the terrain is too stony or hard to dig. In the case of Tibet, the local religion of Buddhism states that the body after death is only an empty shell; there are much more practical methods of disposal than burial, such as leaving it for animals to consume.

I recently became quite familiar with this issue as my dear wife Margo passed away before her time, and we searched around for a proper way of celebrating her passing in two separate cities in the United States — music, food, dancing, posters full of photographs, and some words of wisdom from our minister, testimonials, along with a full blown website (www.caringbridge.org/visit/margof). Here in America, after my wife's cremation, the Cremation Society of Minnesota asked if Margo was a football fan because they had urns in the shape of

football helmets and you could pick your favorite team "logo urn." And yes, www .techeye.net recently had an article called "Dos & Don'ts: How to use social media tastefully at a funeral." Safe to say, dying customs are in a state of flux.

But "green" burials and cremation are becoming more popular as they are a departure from the norm in that they don't use chemicals, concrete vaults or

"At birth we cry; at death we see why."
— Bulgarian Proverb

metal coffins — back to the way the dead were dealt with since time immemorial. While many Americans still mark graves with any one type of gravestone or another, there is a memorial park I know of where the graves are just marked with a flat plaque placed in the ground. I used to think this featureless memorial park was an example of the lack of passion in American society. The real reasons for these parks are labor cost. Labor was cheap in the old days and you could afford to pay people to trim around these huge headstones and monuments. Today, labor is no longer cheap, and large John Deere mowers can't maneuver around in traditional

cemeteries. In my native Latvia, armies of widows (the average life span of the Latvian males is around 56 years) still maintain the headstone-laden cemeteries found throughout the country where people often come for picnics.

The whole landscape and demographics of death are changing around the world. In the United States, death has become the province of the elderly with nearly 80% of all deaths occurring to individuals over 65 years of age — unlike in the developing world. In Afghanistan, life expectancy at birth is about 44 and in Haiti about 61.

Kearl notes that in developed countries, "Owing to innovations in public sanitation and medical technology, death now typically occurs in slow-motion due to degenerative diseases, often exhausting the resources and emotions of families. Because of our tendency to depersonalize those most likely to die, slow-motion deaths mean individuals must now die a number of social minideaths before actually physiologically expiring." Accordingly, a 91-year-old woman recently told me while I was at the Mayo Clinic that "old age isn't for sissies."

This wasn't a particularly fun *World Savvy* column to write, but I hope it had some useful thoughts, for it is something everyone will have to deal with in our ever-shrinking world. **M**
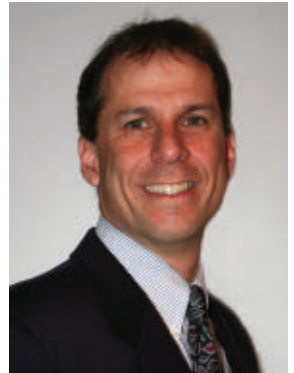
Agile challenges

Agile development is such a hot topic these days because it represents a change in how software is developed. More specifically, it has proven successful in producing highly productive results. It has a lot of developers very excited, and at this point, it's hardly going away. That's why back at Localization World Seattle in October, I was disappointed that a featured panel discussion about localization and agile development seemed to be more about the frustration of how three-week development sprints are incompatible with large localization efforts. I understand both sides of this argument, but I think the opportunity and consequently the impact on software localization practices here are potentially exciting.

Let's step back a bit and look a little at the business and process drivers for agile. For those not following software development, agile is a management process with narrow and reduced scope that breaks down tasks into smaller efforts, where the object is to make product development advances in short cycles, typically three-week sprints. At the end of the three weeks, there can be a new release, or not, but agile cycles do result in more releases over far shorter periods of time than have been traditional in software production. This is exciting for development teams, even on an individual level for the very human reason that it's really cool to build new stuff and see it come to fruition without getting caught in organizational planning and task bottlenecks. It's even better for the customers, as they get new features faster, without having to wait for monumental releases that used to only happen perhaps once or twice a year.

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

There are all kinds of other benefits, and a quick search will teach you the basic concepts.

Internationalization and agile: Internationalization is really just a part of the software development process. Hence, it can fit into agile quite nicely, at least in the case of ongoing internationalization as part of an already internationalized product. In the case of internationalizing legacy code, usually a separate code branching effort is required, and the cycle will be quite different than typical sprint-feature development.

For ongoing development, internationalization has to be understood as meaning more than just embedding strings. Every programming language and architecture have potential unique functional issues relating to internationalization. This is where measuring with static analysis tools gives you good assessment and ongoing metrics data rather than just relying on iterative, limited testing. There is a business and process value to knowing your product is internationalized, and that never gets finished, especially with agile, as there is so much new rapid development combined with less dependency on formal design.

Localization and agile: The process of localization as it has been simply can't comfortably keep up with agile release cycles. The challenge is that it's very possible that new feature strings for translation might not be finalized until late in a sprint, and then they have to be compared for context with the rest of the application and perhaps translated into a multitude of languages, with new language packs and installers needing creation and testing. Localization likely just does not fit into that initial sprint. It follows that localization may have to be broken up into demonstrable sections. Some locales could possibly take precedence. In many cases, individual sprints will not result in large changes or word counts to the interface, but these sprints must be localization managed. It would be important to include developers in localization process awareness. Giving a localization manager advanced notice of what's coming is a simple, low-cost place to start. Another solution is to aggregate releases for localization events, which will significantly lag behind development. Think of it as a waterfall process managed by agile methods. That is not exactly ideal for customers depending on those localizations, and they lose faster access to new features that agile enables. Plus it creates a competitive opportunity.

Why should customers outside of the home market have to wait for three or four sprints? I'd recommend a clear plan to demonstrate that you aren't falling behind too far. So what's an agile, but globally-focused company to do?

■ Educate the teams with the business, process and technical opportunities and ramifications of internationalization and localization. Start with the product owner (such as a product manager). This person leads features and release schedules. Confirm marketing and business impact of internationalization and localization. Confirm internationalization standards and requirements. Organize the localization backlog and release schedule, mapped to various sprints.

■ Have a scrum master. This person manages the actual work produced by developers during sprint efforts. Make sure he or she is aware of global requirements and processes per the product owner. Bring localization manager(s) into scrum planning. Include internationalization criteria in development and testing. Measure internationalization with tools, not just by mucking about with a few screens. Get new strings to the localization manager as soon as possible.

■ Have the localization manager work on creating internationalization and localization design patterns, which should be clear and reusable for sprint efforts. Track terminology and help developers with consistency of content creation in the interface and documentation. Perhaps a reach, but at least build in time for content review.

■ In documentation, consider tools such as acrolinx to help make descriptions more localizable, rather than reinventing descriptions over and over.

■ Consider new ways to see application translation in context, rather than the traditional list of strings. There are new tools coming to the market that emphasize product context views of translations. They are more applicable to browser based and multitiered applications than traditional tools that are limited to client applications. Some of the crowd-sharing site translation efforts are using early forms of this technology. Getting a contextual view drastically reduces the time and burden of linguistic context testing.

■ Work with a localization company that understands and can move quickly with you. I've seen considerable differ-entiation among localization companies in regard to understanding development processes. The best partners are capable of enhancing your planning.

All of these efforts will take time, money and a focused initiative. That's how it is with change. The move to agile took investment in training, new process thinking and tools. In many companies, localization has been an afterthought to development, but as global revenues command more of a company's profits, the strategic and tactical efforts of internationalization and localization must catch up. Likewise, localization professionals will be charged with leading the effort, requiring them to contribute with ideas and improvements. **M**

Perspectives

Daniel B. Harcz

Translation agency pricing

I have been a translation agency director since 1998. As such, I have had to develop a viable method for determining the rates we charge our clients. At first, I had based my quotations solely on local Hungarian market rates, and our first international clients back in 1999 were very happy with these. Later, as my company received more and more translation assignments from US and Western European clients and as I explored industry rates on the international market, I realized that our rates were grossly under average, even by Eastern European standards. Thus, I started developing a pricing strategy that gradually took shape between 2000 and 2005. By the end of this period, I arrived at a stage where our prices were determined on the basis of no fewer than ten to twelve factors. This ensures higher flexibility but at the same time is more unpredictable for our clients. Still, by means of this method, the amount of time and effort put into the translation process by myself and our freelancers is reflected much better than if we operated with fixed rates.

When a client asks for our rates at the onset of a cooperation, I always provide a range for each language pair. For instance, we charge US$0.15 – 0.19 per English source word

into Icelandic translation. And at the same time, I inform the client of the reason for this range. I list a couple of the most decisive factors by which I arrive at our quotation for a given project — such as volume, deadline and the technical complexity of the subject matter or the software necessary for the completion of the job at hand. Most clients are happy with this, but some insist on fixed general rates. In the latter case, I always provide them with the high end of our range for the given language pair presuming utmost difficulty, a short deadline and the necessity to use Wordfast, SDLX, Trados or another translation memory (TM) tool.

But what are the major factors influencing the calculation of our quotes? In addition to the three obvious and most decisive ones I named above, I always carefully consider the following as well:

■ Regularity of assignments: Is it unlikely that my agency will receive regular assignments from this client or is this assignment from a regular or returning client? If they are returnees or if we can probably expect more work in the future, I usually quote lower.

■ Is the client a fast and reliable payer? To establish this in the case of new clients, I check the various payment sites regarding their payment habits. These payment sites include the Black and White List of GoTranslators and the Blue Board of ProZ. If I find that the client is low-risk, our rate is lower. If the risk is large, I either request partial advance payment or we decline the job offer altogether. If we have already worked for the given client and they paid us by the payment deadline, our rate will be favorable.

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■ Language pair: The more difficult it is to find translators for a specific language pair, the higher the rates one usually has to pay for their services. Somali and Amharic are such languages, for instance. However, I managed to find freelancers working into minor African and Asian languages who were happy with the rates we pay our Eastern European translators. When I receive a job offer into an exotic language, I always check my freelancer database and base the quote on our agreement with the given linguist(s). An exotic language can cost up to five times more than, for instance, French, Ukrainian or Chinese.

■ Personal sympathy, efficiency of communication: If I enjoy working with a client because of his or her amicable nature, friendly attitude or professional and predictable business conduct, our rates will be much lower than when I have to deal with a client who communicates with me in a condescending way, who uses two-word sentences all the time or keeps me waiting for answers for days. In such cases, my own extra effort is to be compensated for, hence the somewhat higher rate.

■ Into English or from English: It is always more expensive to have a text translated into English than from English, provided one uses a native and professional translator. If a project involves translation into English, our rate will be a little higher than it would be in the opposite direction.

■ State of the market/industry: At times of recession like in 2009, our rates are up to 30% lower on average than at times when business is booming. I continually observe the number of job offers received, and when I have to campaign for assignments or harass my existing clients for more attention, I cannot maintain the rates we otherwise charge.

■ Client budget: When otherwise well-paying, reliable and easy-to-work-with clients inform me that they have a tight budget for a specific project, we always accommodate as much as possible in order to maintain good relations with them. It sometimes happens that we make almost no profit at all just to not have to turn a client down. But such benefits are only offered in the case of regular, well-established clients where one needs to look at the broader picture instead of immediate needs.

■ Handwritten texts versus electronically editable texts: Manuscripts cost up to 50% more because of the time-consuming nature of their translation. No TM software can be employed in such cases, and often it takes an effort to decipher the handwriting. This factor is globally recognized, and clients seldom oppose the higher rate.

■ Multilingual project: When we are tasked with translating a document into several (often dozens of) languages by a tight deadline, we tend to charge higher because of the extra project management required.

■ Special requirements: It often occurs that a client has special wishes that we need to satisfy. For instance, we were recently asked not to indicate corrections during an updating job by using Track Changes but to cross out the old text and put the new right after it. This doubled the amount of time needed for completion, so instead of a per-word rate, we charged by the hour, and the client was happy with it. When there are special requirements, I weigh these carefully and adjust our quotation.

Regarding our minimum charge, this is also subject to change based on several factors, but is more constant than our per-word rate. I pay particular attention to offering low minimum charges to our clients in order to encourage them to use our services, even when the job involves the translation of only a couple of words. We used to employ the minimum charge of US$45, but nowadays we often accept US$15–$20 in order to facilitate the given cooperation and also to be assigned large projects by the same client.

When I receive a job offer, I usually do not have to weigh each of the above factors separately. Instead, I have an intrinsic feel for the right balance of all these determining factors, and it takes me just a couple of seconds to arrive at our quote. If I were slower, I would often miss chances, as many clients require a prompt or even immediate answer to their inquiries; otherwise, the jobs are assigned elsewhere.

Since I am the only executive at my company, I can be quick and flexible in the shaping of our rates and do not have to put my ideas through a bureaucratic decision-making process. In this way, I can operate efficiently and manage in a smoother fashion. Large translation companies may find it harder to be equally resilient in their pricing. **M**

Column

That does not compute: fear of losing the human element
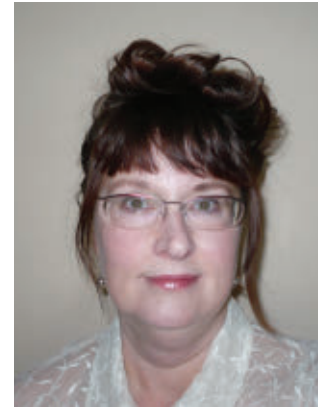
The term *machine translation* (MT) is usually unsettling on more than one level. First, of course, is what you've no doubt encountered in your own business or heard elsewhere. Clients hear the term, and their minds jump from value to cost. They cringe and think, "They're incorporating MT into my project? Now I'm paying for them to feed words into a machine?"

But underlying that thought lurks the suspicion that their text will undergo a freakish transformation: "Now my end product will be a result of machines doing the surgery and humans just doing the prep work and finishing off the stitches. How can that work? It'll look like Frankenstein's monster!"

Don't believe me? For this column, I e-mailed a sizeable group of professionals ranging in age from their twenties to their seventies, encompassing a wide variety of industries and titles. I asked them for their gut-level reaction to what the term *machine translation* conveyed to them. I did not supply the context of language services, but any one of the recipients could easily have been your prospective client or current buyer.

Some people thought the term pertained to interactive automated voice response systems, that emotionless recorded voice telling you "Okay, I can help you with that" after you've pressed 1 for the umpteenth time in the maze of menus when you call a large company for customer service.

By and large, the remainder surmised the term as describing a computer or software program that translated words into other languages. Nearly all respondents included a comment that MT was devoid of any human input "except at the programming level." One person commented that "such [MT] software would lack the human ability to fathom and translate the nuances of language" and was disturbed by the very existence of the concept of MT. "Preprogrammed answer. No judgment call" was the censure of another respondent at the thought of software translating human language.

At the heart of just about every reply seemed a deep-seated apprehension of the notion of a machine's indifference to the human condition. Some part of us tends to view technology as the precursor to the end of human civilization. Our collective unconscious can't seem to get enough of the stories that foreshadow our technological advances leading us to losing our place at the top of the food chain. Our carefree attitude toward machines and our negligent awe for them equate to our downfall. The irritatingly clumsy robot who churns out "That does not compute" inevitably becomes fallible, just like its human creators. Most often, it's doomed to develop into a sophisticated stone-cold cyber-sociopath. "I'm afraid I can't let you do that, Dave," from *2001: A Space Odyssey* is one example. We want to be assured that our technological marvels will make life easier and work more efficient. We need to be reassured that our machines will never slip out of our control.

The higher-level issue for you is that you keep this primal instinct forefront in your marketing. You'd be remiss to underestimate your clients' hesitation to question the rumors they hear about MT taking over the human element of LSP services. Even if you never bring up the notion of MT in conversation or list it as a capability, the unpleasant connotations of machines won't be quieted on their own. If you don't take the time to explain that people remain involved in and in charge of MT, if you don't make the effort to clarify how it benefits their return on investment by enhancing consistency and improving efficiency, you are inviting clients to conjure up images of fabricated monsters and rebellious machines, à la *Frankenstein* or *The Matrix*. Perhaps these two quotes from my informal investigation say it best; remember, I asked for a gut-level reaction to what the term *machine translation* conveyed to them: "To me it means a human is not involved. A computer or some hardware is responsible for processing the information.

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Doesn't take into account emotion or context," and "I've never heard it [MT] before, so it means nothing. It sounds very unfriendly, impersonal, and automated to me, though." To help clients better understand the fundamental workings of MT and the benefits this technology can offer them, here are a few suggestions.

■ Assure them it's not a fad. No one wants to become invested — financially or emotionally — in technology that's considered at risk of being viewed as an interim phase. Remember the eight-track? Use your marketing communications pieces to educate your clients. Let them know that MT has been around for over half a century and that it encompasses many technologies, each of which continues to be refined for specific uses.

■ Be sure they don't ascribe total uniformity and rigidity as the defining characteristics of MT. Replace their visualization of MT as a monolithic monster with your view of a useful tool designed by people dedicated to its best use. One way would be to give them an overview of some principles of MT — for example, explain in a series of newsletter articles how MT uses patterns, paradigms and relationships in language. Talk to them about how human language builds based on rules, and how MT technology constructs information on these very same principles. No one is intimidated by a dictionary, and what is that but a compendium of data?

■ Find good analogies for your client segments so that each target market can readily grasp what MT is and why it's a solid option for certain tasks. Perhaps your clients newer to the translation field would appreciate clarification on how the project they spent six months creating will not be robbed of its richness and complexity. Let them hear that, far from using "manufacturing methods" to strip away the appeal or integrity of their work, MT technology works to keep sophisticated undertones and complex overtones intact. For another of your target markets, maybe a comparison of a tape recorder would serve you well. Your marketing piece could describe how a tape recording of a human voice does not denigrate an individual's power of speech; sounds are produced well enough for the human ear to process words and identify a known person's voice. MT, similarly, can do a good job of capturing your clients' authentic voice and the energy of their words.

■ Address the assumption that Faster = Cheaper Quality. We humans will extrapolate, and when we don't know any better, we'll equate fast work with an inherent reduction of quality. Handmade things impress us! Be sure to address the notion that MT may at first glance seem like a convenient way to cheat — a clever maneuver around hard work — but that it excels in express purposes. Remind your clients that any artisan weighs and assesses the best tool for the task at hand. They wouldn't want the sculptor they'd commissioned, for example, to approach a huge slab of marble with tools meant for carving miniature figurines. What a waste of their time and money that would be. Similarly, your clients would benefit from an explanation of MT serving as the right tool to save them time and money — that it never functions to short-cut care or depreciate value.

■ Keep the human element foremost. Remember that MT requires many, if not most, of your clients to commit to another layer of trust in your services. They can't personally test the product they buy from you. When you use MT, you're asking them to place their confidence in something they can't personally hold a conversation with. No matter how educated your clients are, they're human. It wouldn't hurt to remind them that MT will always fit into the translation process and that it will never take over.

We humans embrace curious combinations of logic and emotion. Your marketing message strategy should recognize and welcome that fact. Be open with your clients; validate their rational and not-so-rational beliefs about the marketplace occasions for and types of texts suitable to MT. Take the time to prepare sets of explanations for different categories of client awareness and client misgivings. You'll win their support, and you'll win a long-term client. **M**

MT and translating ideas

Ignacio Garcia & Vivian Stevenson

I Language is the last real barrier to expediting localization processes, and computers now appear set to break that too, crunching words as they do numbers. However, excitement about fresh translation productivity gains needs to be tempered a bit. The reductionism that has enabled the industrialization of many other processes cannot wholly succeed with language, since words alone are not perfect quantizers of meaning. Refusal to understand this risks the disappearance of translation professionals — language engineers who ensure that intelligibility arrives safe and secure into a new linguistic home.

To the casual observer, translators work with words, but most professional translators will tell you that they really manipulate ideas. In a way, what real translators do is akin to the transforms of advanced mathematics, where data is exported to another domain for processing and then re-exported to the required format. Under this analogy, translators convert a given text into the "meaning" domain, assimilating it and rewriting it in another language. Clearly, in simple cases — propositional texts where what you read is what you get — a simple word-based approach can work well. Such simple examples are easy to encounter, tending to obscure the real process and make it easy to undervalue as a whole.

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In a quantifying age, words are a tempting target because what actually inhabits the mosaic of a text resists quantifying at all. But however difficult it is to describe, people can generally recognize meaning when they see it. Indeed, some sterling attempts were made in the mid-twentieth century by the emergent discipline of translation studies to at least define how meaning can be carried and transmitted through texts, in work that has underpinned translation thought and practice ever since. Despite these advances, the world at large persists in conflating meaning with plain old words. Even those literary devotees who like to talk about the "magic of words" are putting the cart before the horse. What they are really savoring in a particularly treasured word is the sphere of ideas and associations it embodies and awakens. The mistake is to deify a word, a mere vessel, for what it represents — a bit like architects worshipping bricks. What the Taj Mahal really "means" is not what it's made of, but how it was conceived and looks, its geographical, social and historical context, and what it inspires in the viewer.

So, what distinguishes professional translators from amateurs is the recognition that individual words are just one vehicle for conveying meaning. Grammar, register, genre, implicature, assumed knowledge, cultural context, purpose and readership are equally important. And although in certain restricted circumstances equivalence may be found at word level, this is not always the case, and the true ingenuity of translating is orchestrating the interplay between source and target language conventions at multiple levels. This kind of skill is uncommon and takes years to acquire. There are costs and delays in securing such services that stand as obstacles to the free and instantaneous ideal. Therein lies the dilemma. Mass production concerns bulk commodities that can be had cheaply or else are cheapened through economies of scale. For a valid mass approach, what the translation industry really needs to commodify is meaning, but its only possible candidates are words and the skill of translation itself. Yet, the yardstick for the result

For centuries, human beings have been using machines combined with art for a variety of pragmatic uses.

— intelligibility — has not changed, and therefore neither has the need for expert human intervention.

Until comparatively recently, the process of publishing and distributing written information was physical, tangible and expensive; this also made it necessarily selective. Computers and their growing power and memory have removed those barriers, and virtually (the operative word) anything can be disseminated, increasingly in an unfinished or evolving form where cybertextuality makes old standards obsolete. The information age is consequently distinguishing itself with an unprecedented profusion of texts that ideally ought to be translated. But can it all be exported into trained human brains for processing? Even now, probably not.

Does it all need to be? After all, what characterizes much current material — end-user license agreements, product manuals, computer help and even blogs — is what we might call its latency: It can potentially be read but in practice seldom is. It is called into existence against future need or to satisfy regulatory requirements, perhaps because digital memory has finally given it a home. We can even extend this to online chat, which is arguably about social contact and navigation through web norms and etiquette as much as transmitting actual information. Digital natives exchange idle pleasantries, as strangers would once tip their hats and discuss the weather.

That latency also extends to translations of the same stuff. It's enough for them to exist, with assessments about quality and usefulness to be gauged against how deeply each potential reader wishes to interrogate meaning. For these kinds of purposes, machine translation (MT) will be adequate, and indeed will have to do because of the sheer volume involved. However, when a reader interfaces with one of these latent texts with the intention of exploring its meaning beyond simple gisting, this is the ideal time to invoke a human-mediated translation. This is not unprecedented since it's already what we do with the law, which we can freely access ourselves but generally can only fathom with the aid of a lawyer.

In this kind of environment, the idea that machine power can truly industrialize translation, as we have conceived that activity until now, essentially founders on its quality guarantee. What machine power must really do is revolutionize our ideas about translation itself. For example, distinguishing between translating for latency (relying on automation using process-quality control) to guarantee the presence of a translation and for immediacy (using post-editing or full human translation) to guarantee actual fitness.

As for MT with human post-editing — especially enticing to language service providers and clients who see a promise of cheap quality — talk of individuals reviewing 10, 15 or 20 thousand words per day needs some rethinking. If "real" translation is properly conducted within the domain of meaning, it cannot reasonably be expected to work consistently at volumes where translators are proofing texts faster than even their intended readers (supposing they exist!) can assimilate them.

Moreover, there is no standardized way of assessing textual complexity or subject transcendence, so fitness for automated or semi-automated translation and success of the outcome still need to be gauged by experienced humans. For example, a cooking recipe and a surgical procedure could easily possess the same essential structure, but must unquestionably be

treated by vastly different procedures. The reason is abundantly clear to a human as a question of the importance of success and the consequences of failure. *Collapsed meringue* and *collapsed lung* will provoke entirely different reactions and responses in us, but in a machine will provoke nothing at all.

Three inconvenient truths

We might summarize all this in three inconvenient truths about MT and post-editing. First, meaning is not a commodity. There is an overemphasis on discrete translation units (words, phrases, sentences), a process that began with translation memory (TM) technology. This negates the advances in translation theory and practice achieved in the late twentieth century, trivializing the act of translating and those who perform it. Second, machines don't know what they're good for. All the productivity that MT potentially offers cannot be fully exploited because the vital processes of task assignment and quality control cannot be automated. Thus, the process bottleneck that bugged the industry in the past — basically, not enough experienced translators — looks set to become one of not enough text assessors and post-editors. Based on the skill set required, this can probably be restated (again) as not enough experienced translators. Third,
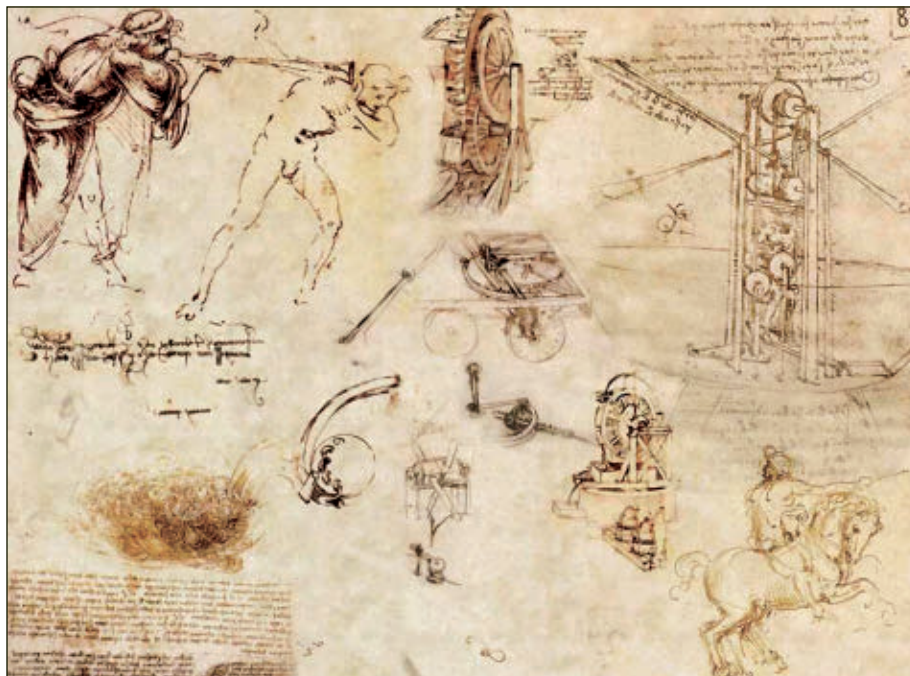
Leonardo da Vinci's sketchbooks envisioned man empowered by machine.

input must equate to output. The initial great translation productivity gains occurred in the 1990s and were achieved with TM technology and professional translators working for a select group of globalization/localization clients. When this system was in balance and performing at peak, it established expectations that are too high for the emerging mass market context. Clients cannot sustainably expect to input words at bulk rates and get artisan-grade output. Wherein lies the solution? One useful approach to a realistic, sustainable market is to explicitly differentiate between process and outcome. Part of the commercial allure behind human post-editing of MT output is that it yields two attractive results: a cheaply obtained product and an accountable person. This is a cake-and-eat-it hangover from the old artisan paradigm of translation; in true mass production there are no absolute guarantees and no individual accountability.

Rather, mass production offers a process guarantee, whereby every effort is insured to implement the necessary production means and quality sampling to produce a consistent product. However, there is no assurance that a particular item will be fit for use, only that the appliance or software you buy will be replaced or repaired if it does not perform as advertised. In other words, there is no specific outcome guarantee. That is something only offered for individually commissioned items that come at a premium price. The translation market needs to adopt the same distinction. Translation vendors and buyers must clearly understand that there is a difference between mass and luxury products,

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and that each involves different kinds of quality assurance, just as they have in other industries.

No one can pay two cents per word and expect premium results. Translators with the skill required to offer premium services will just abandon the industry. Those hard-to-acquire skills will be transferred to other areas. Meanwhile, professional translators cannot expect to escape without expanding their skill set. Instead of running scared from new technologies, they should be training to value-add them and then assist their clients in deciding when and how to apply them. Where speed and cost are paramount, all care would be taken with implementing automated translation processes — MT assisted by special purpose memories and glossaries, with random output sampling, and translator involvement in controlled authoring to ensure maximal machine translatability. In most cases, "good enough" translation will be a sufficient alternative because there is no knowing when or if the translated text will be read; or because the user of that translation has enough shared knowledge with the author of the text to be able to fill in the gaps; or because its shelf life or utility is minimal.

At the opposite extreme, when the risk of error is intolerable and maximal source meaning must be transferred to the target language, full human translation at a premium will be required. What will ultimately prove untenable, however, is to expect professional translators to give outcome guarantees at process-guarantee prices. Underpaid and undervalued, they will simply disappear with no one to replace them.

If words do prevail over meaning, then things will be unpleasant for more than just translators. There is small attraction in a future wallowing in the wordiness that the planet has discovered it can create with computers, with ever less of the expressiveness our literary and cultural traditions have taught us to prize. It will also be bad for the translation industry, which will be left without a premium product to offer and cornered into competing on price alone. That kind of race to the bottom tends to sweep up many who thought they might remain bystanders.

We are by no means saying that MT with post-editing is a bad thing, simply that at present it appears predicated on some bad assumptions. Cheap, fast translation is something we can all benefit from, provided we understand why it is being used and accept that speed and convenience imply trade-offs. Most of all, what emerges is how industry automation implicitly relies on the skills of experienced human translators; it would be a false economy to let them languish or even vanish. Rather, there is much to be gained from empowering them, and there should be exciting times ahead for all, including teaching institutions which will have an important part to play in designing courses to meld artisan and high-tech approaches.

Whether adding value to process-guaranteed mass translation or finessing the nuances of an outcome-guaranteed product, the professional translators of the coming decades need to be fostered and encouraged, not as unskilled word laborers, but as engineers of meaning. **M**

The changing addressable market and machine translation

Brian Garr

A good definition of *addressable market* is the clientage of people and organizations that share the same pain that your product resolves or mitigates. There are two, maybe more, variables involved in addressable market for machine translation (MT) software. One is the environment on which it runs, and the second is the people it helps. If, for example, your MT software only runs on Solaris, then the number of people who can benefit from your solution is reduced to that subset of people who also run Solaris in their environment.

In the early 1990s the environment was the IBM PC. Finally, highly available computers had the power to analyze and synthesize full sentence translations. The idea that a personal computer could provide quick, inexpensive translations was a new concept to the mass market of PC owners. Based on public company data and anecdotal data, addressable market worldwide was about US$30 million to US$50 million. Novell Networks and other networking products still had the actual executable running in memory on the local PC, so while networking was there, the constraint was still the power of the local PC running the software. By today's standards, those PCs were less powerful than what one could find in a Zune or an iPod. Retail products such as SYSTRAN were solidly in the retail channel. However, expectations from such a wide audience of people were very high, and the idea of a gist translation was not

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a well-communicated concept. MT software became shelfware. The overall addressable market changed little in that decade. The available opportunity was split up among small companies that specialized in a specific language pair or pairs.

The growth of the internet brought more customer awareness of MT, and Babel Fish, along with other early MT websites, provided an interesting introduction for millions of users. CompuServe had a division anticipating high growth of the use of MT. Over 80% of the web was in English, so it made sense that investing in MT would bring large returns. The market opportunity for all translations was around US$10 billion, which attracted some large investments in MT and MT companies. By 2005, the addressable market for MT had grown to between US$80 million and US$100 million. IBM entered the market in 2001, which validated the use of MT in a lot of corporate eyes. New startups such as Language Weaver, basing their MT solutions on statistical methods, entered the market with new technology, but the long-range revenues never materialized and the disappointment quotient remained steady. There was extreme pressure on software life-cycle decisions and on price and margins as MT companies competed for revenues in the nascent MT market. The players might have been changing, but the size of the pie was not increasing dramatically. However, as Shakespeare says in *The Tempest*, "What's past is prologue." While the MT vendors of the 1990s and the 2000s may not have experienced double-digit annual growth rates like some in the software industry, there is evidence that the nascent market may be finally leaving the early adopter phase and entering the early majority phase, as depicted in the Rogers Adoption/Innovation Curve. Google can be seen as a compelling agent in this move from early adopter to early majority. MT has been available for years on the internet, but IBM and Google brought a certain level of maturity and respectability to the industry.

At the same time, the growth of new segments has offered an opportunity to increase the addressable market (the pie) significantly. New technologies for MT, such as hybrid MT systems that use both rule-based and statistical methods, are emerging with the promise of quality improvements over the status quo. And high-speed internet access on almost-always-connected devices

has become a reality. In 2008, there were approximately 131 million smartphones sold. iPads, iPhones, and Android-based mobile phones are expected to exceed 300 million by 2013, according to Parks Associates. WiFi and high-speed 3G connections have provided a new base for an expansive growth of thin client software that can take advantage of heavy-duty, CPU intensive technologies such as MT. While historically there has been a concern about the availability of 3G and the ability to move data, access to mobile networks is now available to 90% of the world population and 80% of the population living in rural areas, according to the International Tele-communication Union. Along with the explosive growth of the internet comes an equally explosive growth in mobile infrastructure and mobile computing. While 3G is available in as many as 143 countries, most more slowly developing countries have 2G infrastructures that, while not offering the connected state of 3G, do have SMS capabilities. So while Android phone users visiting developing countries may not have access to 3G, SMS-based applications can still reach MT servers through SMS. SMS, some-times referred to as *texting*, has very small requirements on the network and only for brief seconds, as a staggering 6.1 trillion messages a year make their way around the world.

The "cool" factor of MT is still high, and buying trends for smartphones tend towards "what is cool," partially because the average price of applica-tions is between free and $2.99. Those apps that catch the wave get millions of downloads. Millions of downloads mean millions of potential retail customers for upgrades and new technology sales. Millions of customers mean potential enterprise sales to some subset of those employees who either recommend or purchase new technologies for their enterprises.

In addition, investment money is available with these new, small vendors that specialize in applications for smart-phones. New investment will hopefully lead to new resource and development, which leads to new solutions, usually reflected as further increases in the adoption curve. There is already some serious work being done in the labs on speech-to-speech translation that does not use an MT engine in the middle, but

rather uses statistics based on phoneme collection to match phoneme synthesis on the other side. As is the case with all statistical systems, parallel data is the key, so the same utterances must be captured in all of the languages being built. With speech data, the location of the word can affect its pronunciation. Speakers of English, for example, tend to go down at the end of a sentence, and a question ends in a different tonal marker than a statement does. This may or may not be the case in other languages, so there is a whole new set of complexities involved in this kind of research.

Historically, there have been small efforts to move MT to the mobile phone. Because of space and CPU limitations, most of these efforts take the form of bidirectional dictionaries rather than full MT systems. With footprints in the 500 megabyte region per language pair or bigger, most full MT systems are too big to fit on the non-smartphone, and the binaries have to be recompiled and

patched to work on specific chip sets that differ from phone to phone and manufac-turer to manufacturer. A full MT system with multiple languages ported to sit on a mobile phone could easily take up three to four GB in storage, and it would get bogged down in CPU requirements and database searches, but it would work. The downside to an on-board installation is that upgrades to the lexicons and to the executable become hard to distribute and synchronize over hundreds or thousands of users. A thin client is much easier to maintain and modify, but it too has the drawback of requiring an IP connection to function. However, now that Apple, Google and, recently, Microsoft have come out with mobile phone operating systems that can span multiple devices and mul-tiple vendors, there is more opportunity for MT companies to adopt two or three mobile phone operating systems and have fairly good coverage of the opportunity. These new class of smartphones allow for massive storage (a 16-Gigabyte SD-card
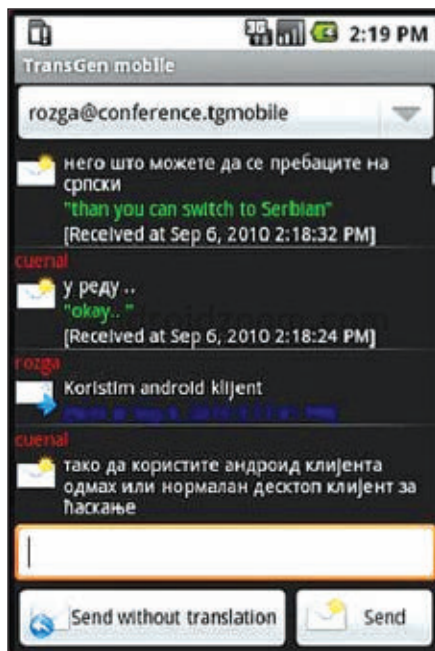
A multilingual chat app.

is only around US$30), but the real game changer is the always or mostly connected device capabilities. Porting MT engines to work on Android or on iOS is still a forklift upgrade, and the CPU power of smartphones, while impressive, does not compete with the new chipsets deployed today in enterprise servers. Always connected means that thin clients can quickly access MT engines on the hosted server and reply with a full translation in seconds.

A typical app using MT on a smartphone is the travel app. There are several such apps posted for purchase on both iTunes for iPhone users and the Android Market for Android phone users. They typically allow voice or text input, which can be converted to text either on the phone or on a server and then translation to another language, which can then be played out loud by a local text-to-speech engine. In addition, there are multilingual chat apps, and soon there will be more MT apps expanding the reach and value of MT on the mobile platform.

In a typical mobile MT app, text that is input either through the onboard keyboard or by voice is translated into the required target language using a high-speed IP connection to a host server running the MT technology, which is returned in seconds to the client device. The output is then displayed and spoken by a local text-to-speech engine. Speech recognition, which is arguably the harder of the two speech requirements, has increased in accuracy tremendously over the past decade. Freeform speech such as dialog used to require language model training by reading a long paragraph of text to help the engine understand the unique characteristics of your voice. Today, freeform speech is available on mobile phones without any training, and the accuracy is very high. Talking to a phone in your hand, which probably has an 18 kHz or 22 kHz channel, produces

a much higher-quality voice stream for the speech engine than data spoken over a landline phone, which has an 8 kHz channel. The perception that speech recognition has issues is mainly tied to the recognition experienced on telephony systems, where the channel is not very wide and the data stream is limited.

An absolutely true story on the value of these kinds of apps: An executive from a large international computer company was in Beijing with her mother. They were at the Great Wall of China when the mother tripped and hit her head, which started to bleed. Using her translation app, the executive was able to communicate to the people around her that she needed something to stop the bleeding and needed medical help for her mother.

Not all uses of MT on smartphones will be as dramatic as the example just given, but many will be of high value as travelers without a knowledge of their host language try to communicate on basic needs such as directions (Where is the bathroom?), instructions (I am staying at La Defense 9.) and eating requirements (I would like a hamburger.). The mobile market may be the technology that pushes MT over the top, moving it to the early majority stage. That would finally bring new revenue streams to an industry that has not shared in the exponential growth of the software industry over the past 20 years. **M**

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MT data security

Jörg Porsiel

Most people know about machine translation (MT) from the internet. Providers such as Google Translate and others supply online translations within seconds "from every language into every language," as it were. All this, free of charge. The decision-maker of a company asks, "Why, then, should I waste more money on erratic and eccentric human translators who produce between 10 to 15 pages on a good day when I can get it done faster whenever I want, free of charge?"

There is no longer any way of avoiding MT. CPU speed, throughput capability, prices of computers, computing time and MT software quality no longer impose the same restrictions they used to. MT certainly does not provide the solution to all translation problems. It can, however, at least provide a great deal of assistance in accomplishing certain tasks, provided it is used properly. The only factors regarding how or if it makes sense to use MT in the future are text type, purpose (such as gisting), target group and language combination. There are situations that lend themselves to the use of MT and others that do not, and will not for the foreseeable future. Either way, this requires changes to the approach and process of translation. There is already considerable demand for pre-editing and post-editing for which, as far as I am aware, there are still no concrete definitions or job profiles, let alone dedicated courses at the university level.

For many years, the topic of MT has been under discussion by many people, especially by those who lack an appropriate level of expert knowledge on the subject. The reason for this lies in the fact that MT is seen by many decision-makers within companies as the solution for all of their translation problems with regard to tough policies on cost cutting. Many allow themselves to be influenced or even deceived by the figures that on paper forecast relatively short-term potential for savings on their in-house translation employees (if indeed there are any), as well as considerable reductions in the cost of using translation agencies. They also see potential for achieving shorter turnaround times and greater translation volumes. Many believe that an unprecedented return on investment in the area of translation could be achieved by simply installing a CD and going through very short orientation and introductory phases.

These developments have made me think a lot recently of how much gossip columns have in common with MT. Apparently, nobody pays money to read gossip columns, and everybody knows that they are of poor quality. Yet somehow, millions of people are talking about and are entertained by Lindsay Lohan's latest battle with the courts or how much Jessica Simpson weighs this week. This is similar to MT. Apparently, people make use of the services even though they know that they produce poor-quality translations. They talk about and are entertained by the absurd translation results, yet somehow millions and millions of people visit these websites on a daily basis, maybe even to have their gossip columns translated. Google Translate and other companies are now free and widely available, and suddenly everybody has an expert opinion.

The success of Google Translate has virtually gone through the roof in its number of users and the offered number of language pairs. First of all, this means that the demand exists, that it is unimaginably high, and that it will continue to grow. From the point of view of the user, the whole situation is ideal inasmuch as everything is free. As users do not have to spend even one cent on this service, they are inclined to accept poorer quality and in return feel entitled to laugh at the results. But — and this is a big *but* — users usually underestimate or

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are completely unaware of what actually happens with the data they have allowed to be translated somewhere online. The users of this supposedly-free service actually pay a high price for their MT: Their personal data, unwittingly uploaded onto a server, has been revealed to strangers and can be used and abused by third parties.

In these times of harvesting, phishing, social engineering and cyber attacks à la Stuxnet, internet users need to think about the fact that the number of free online MT service providers is increasing on an ongoing basis. Apart from the main players, there are increasing providers to niche markets offering less widely-spoken minority languages such as Afrikaans.

When faced with a foreign-language text, employees only have to be under enough pressure for a fast translation to make them search for an MT tool online. They then find one (there are plenty of ways of bypassing URL blocks), the text is uploaded, they receive their translation back, and they're done! Or are they? The users of translation services available online should know the answers to the following questions before uploading anything: Who is the MT provider? In which country is the provider based? Where is the server? Who has access to it? Why is it offering this service free of charge? What happens with my data from a technical perspective? If there are no answers to these questions, the service should be avoided. Hence, before making use of these services, potential users should consider whether it is the right decision and, if so, for which type of text/content.

Possible scenario

Picture the following MT scenario for any of the online providers: You receive an e-mail with an encrypted attachment. Incidentally, you ask why it is actually encrypted. Does it contain confidential or classified information, only aimed at certain people? That was by all means a rhetorical question. You decrypt the text using a password and find out that it is in a language that you do not understand very well. However, you know the sender and know that this is an important subject; otherwise, it would not have been sent as an encrypted document. You do not have the time or the means to translate the document yourself, or your pride will not let you inform colleagues

or supervisors that you do not speak the language. You go online to search for MT. You upload the text via an open data connection through unknown routes to the tool, and within seconds you receive back a translation.

When using internet translation, the majority of users probably do not spare a thought for the technical side of what occurs or could occur with their data. Many consider the process to be the same as creating and saving a completely normal file. If two files are saved under the same name, the current file overwrites the previous one. Therefore, many assume that the translated file or text received back from an MT tool is the original file or data which has just been sent back in a different form. Hence, users think they have not lost any data or left any data trail behind. At best they probably think that the source text has "evaporated" somewhere in internet nirvana while being processed.

This, however, is not the case. The source text has most probably been saved along with the time stamp, the IP address and the company URL of the sender on the provider's server. In the same way, the internet translation is saved along with the time stamp and IP address of the receiver. In addition, it is conceivable that at least one more file is saved – a file containing terms not previously known to the MT system. All of this data can be linked together easily and freely.

Well, depending on the motives and the criminal intent of the provider, it is likewise conceivable that data gathered is evaluated by special software, collected and put together according to particular search words, IP-ranges or URLs. Depending on the content of the source text, subject matters can be analyzed in conjunction with the IP address of the sender/receiver, and with relatively little effort from an IT perspective, an entire personal profile could even be created, particularly if the source text contains personal information or obtainable data such as names, addresses, e-mail addresses, company ID numbers, bank details, contract details, deadlines, payment details and currencies used for payment.

So much for "free" service; in return for more or less poor-quality translation, the user gives the provider potentially priceless personal or financial information,

without being aware or even having suspicions that this has happened. This data can always be used at a later date in any way, and for any purpose.

Implementing data protection standards

In order to use MT on a large corporate scale, data security and protection against industrial espionage should certainly be goals of paramount importance from a business point of view. Therefore, the implementation of MT can ideally take place only within the company's own firewall, and to be extra cautious, on a separate, possibly encrypted server, reachable via a secure data connection. This should be looked after by specially-trained personnel from the company's own workforce.

As every experienced translator knows, the quality of the source text is crucial in determining the quality of the end product. However, this is especially relevant and vital to the quality of MT output because the system will not process what it does not know or recognize, even if it's just a word spelled incorrectly. In a productive environment, the use of MT in conjunction with translation memories and pre-editing and post-editing for the generation of high-quality MT of predetermined text types using company-specific terminology requires a high degree of planning, commitment and expertise on the part of the employees responsible for the process. Requirements for a good outcome and success of a company's MT project are that the quality of the source text is suitable, that all employees combine their efforts and that all interested parties recognize the overall benefit.

Let me finish by sharing with you an e-mail I received recently that I found quite entertaining. Occasionally users complain about the terrible quality of MT output, often even giving examples. This e-mail I received contained one such example. Somebody was complaining to me that the tool was "bad" because it could not even translate the simple word *scool* [sic]. Just before I had a chance to react, I received a second e-mail from the same sender with a further item of information: The tool neither knew nor translated the simple word *educatoin* [sic]. And this cost money, whereas Google Translate would have been free and done a better job. Outrageous! I wonder whether the sender was having gossip about Lindsay or Jessica translated. **M**

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Improving MT results: a study

Lori Thicke

I If machine translation (MT) has gone mainstream, our guess is that this has more to do with changed expectations than with improved technology. That MT technology has advanced goes without saying, but the biggest change may be that users no longer expect high-quality translations "out of the box." Most users anticipate having to invest in some customization work to get the kind of MT output that is as close to human quality as possible.

With experience, we've found that MT gains start to become interesting when engine customizations are paired with other optimizations either before, after or during the MT process. Whether taking a rule-based (RBMT) or statistical (SMT) approach, there's no doubt that a well-trained engine pays out the biggest dividends. However, once you have an optimized engine and an iterative process in place to improve it, what other ways are there to get better MT results?

This is the question we asked ourselves at Lexcelera. Specifically, we wanted to know which optimizations would give us the biggest bang for our buck. While enhancements can go on forever, we wanted to identify which ones were most effective in improving the quality of the raw output, without adding a significant burden to the process. Optimizations of the MT process most commonly involve training the engine on the target terminology — also known as customizing. However, other places to improve results include the vitally important step of re-training the engine with the feedback from real projects as well as improving the source and correcting the target, preferably through some automated procedures.

While the best results spring from working on all fronts, for the purposes of our study, we decided to isolate just one: improving the source text in keeping with Global English guidelines. We conducted our study with an RBMT engine because a rule-based approach would be more sensitive to improvements in grammar. RBMT actually parses a sentence to understand it, so logically it would gain more from a linguistically improved source. However, in order to benefit from SMT's sentence fluency, we chose the new SYSTRAN hybrid engine.

The study

To measure the effectiveness of source text improvements, we decided to use post-editing productivity as our metric. Although other measures — such as the BLEU score — are helpful in comparing trained engines, we wanted a measure that correlated fully with human evaluations of quality as well as with speed and cost.

Though the debate rages regarding the best quality metric to apply, we find that post-editing productivity — that is, the average time it takes a post-editor to bring a translation up to a fully human standard — correlates best with other measures of quality such as the LISA QA model, not to mention the admittedly subjective judgments of humans. Furthermore, given that the quality of the raw MT output determines the speed at which a post-editor can progress and thus determines a customer's cost

Lori Thicke is cofounder and general manager of Lexcelera, cofounder of Translators without Borders, and a member of the MultiLingual *editorial board.*

Source (unedited and edited)	Target (raw MT output)
Unedited: Understanding the differences between owned and checked out alerts is critical to understanding SAS® Anti-Money Laundering.	La compréhension des différences entre les alertes possédées et Extraites est critique au SAS® Anti-Money Laundering de compréhension.
Edited: In order to understand SAS® Anti-Money Laundering, you need to understand the differences between owned alerts and checked out alerts.	Afin de comprendre le SAS® Anti-Money Laundering, vous devez comprendre les différences entre les alertes détenues par un autre utilisateur et les alertes bloquées.
Note that with the improved source text, the post-editor needed to make only one modification to the raw MT output: Afin de comprendre le fonctionnement de SAS® Anti-Money Laundering, vous devez comprendre les différences entre les alertes détenues par un autre utilisateur et les alertes bloquées.	

Rule 1: Use active verbs and avoid the gerund.

Source (unedited and edited)	Target (raw MT output)
Unedited: Risk-factor-only alerts can be identified by the Scenario and Triggering Values columns on an alert list window.	Des alertes de type facteur de risque uniquement peuvent être identifiées par le scénario et des colonnes Valeurs de déclenchement sur une fenêtre de listes des alertes.
Edited: To identify a risk-factor-only alert, the Scenario column of the alert list window displays either ML_Risk or TF_Risk.	Pour identifier une alerte de type facteur de risque uniquement, la colonne Scénario de la fenêtre de listes des alertes montre ML_Risk ou TF_Risk.
Again, the improved text requires little modification at the post-editing stage: Pour identifier une alerte de type facteur de risque uniquement, la colonne Scénario de la fenêtre de listes des alertes indique ML_Risk ou TF_Risk.	

Rule 2: Avoid the passive voice.

Source (unedited and edited)	Target (raw MT output)
Unedited: Alerts are displayed on alert list windows, which provide tools and information to aid users as they determine whether alerts represent suspicious activity that should be reported to authorities.	Des alertes sont montrées sur les fenêtres de listes des alertes, qui fournissent des outils et des informations aux utilisateurs d'aide pendant qu'elles déterminent si les alertes représentent l'activité suspecte qui devrait être rapportée aux autorités.
Edited: Alerts are displayed in alert list windows. The alert list windows provide tools and information that help users determine whether alerts indicate suspicious activity that should be reported to authorities.	Des alertes sont montrées dans des fenêtres de listes des alertes. Les fenêtres de listes des alertes fournissent les outils et les informations qui aident des utilisateurs à déterminer si les alertes indiquent l'activité suspecte qui devrait être rapportée aux autorités.
This is actually two rules in one. Both shorter sentences in general and limiting the text to one idea per sentence yield better MT results. The post-editor made these changes: Les alertes s'affichent dans des fenêtres de listes des alertes. Les fenêtres de listes des alertes fournissent les outils et les informations qui aident des utilisateurs à déterminer si les alertes indiquent une activité suspecte qui devrait être signalée aux autorités.	

Rule 3: Use short sentences with just one idea.

savings, post-editing productivity provides valuable information about quality, speed and cost.

Using post-editing productivity as our metric, we set out to measure the impact of improving the source text on the quality of RBMT output and thus on the speed of post-editing. Content was provided by SAS Institute, the largest independent vendor of business intelligence software. The study collaborators were John Kohl, technical editor/linguistic engineer at SAS Institute and author of *The Global English Style Guide* (2008), and Richard Menneglier, localization project manager in Lexcelera's Paris office.

The test document was an 880-word, three-topic portion of the online Help for SAS Anti-Money Laundering Software. This document was chosen because it was very well written according to the standards that most companies follow, but it was not written with translation in mind. It contained no grammatical, spelling or terminology errors, but it violated a number of the Global English guidelines described in Kohl's style guide that are known to have an effect on the quality of the output produced by RBMT systems. Although the document consisted of Help topics, the topics that were selected presented conceptual information; they were not task-oriented instructions. Task-oriented instructions would likely have been simpler syntactically, presenting fewer opportunities for making the information more suitable for RBMT.

The SAS European Localization Center provided translations for about 500 technical terms and user-interface labels that occur in SAS Anti-Money Laundering documentation. As technical editor, Kohl determined that 56 of those terms occurred in the test document, and Menneglier, the project manager, coded those terms and used them as a "mini-training" of the SYSTRAN hybrid engine. The technical editor then edited the source text according to Global English rules. This gave us two versions of the source document: edited and unedited. To compare the results of this pre-editing with the results of engine training, we tested both the edited and unedited source text using both a trained and untrained MT engine. This meant that we were actually testing four scenarios: untrained MT engine with an unedited source document; untrained MT engine with an edited source document; trained MT engine, unedited source document;

and trained MT engine, edited source document. Each file was post-edited separately, and the post-editing time was thoroughly tracked.

Results

The untrained engine underperformed with both unedited and edited source. Not surprisingly, the worst versions came from the MT "out of the box" with no engine training. The system struggled to understand the basic terminology, with the result that the post-editor had to spend more time fixing terms. Additionally, the unedited text, breaking the rules of Global English, was more difficult for the machine to understand, just as it would have been for a human reader.

Interestingly, in the absence of a correctly trained engine, even well-authored text didn't fare noticeably better. With an untrained engine and unedited source, the post-editing productivity was 5,587 words per day, a decent rate considering that the average human translation rate is 2,500 words. But that rate is below potential as far as MT goes. With an untrained engine and an edited source document, this rate was only slightly better: 6,208 words per day.

However, the trained engine reached peak performance, particularly with edited source material. Although measuring the impact of engine customization wasn't the purpose of this study, it was abundantly clear that this yields the most significant gains. Once the dictionaries were added to customize the engine, the output quality improved dramatically, regardless of whether the source text was edited or not. With a trained MT engine, post-editing productivity increased to 7,880 words per day, even on the unoptimized source content. This reflected a significant improvement in the output quality, mainly due to the inclusion of the appropriate terminology in the engine, which avoided excessive terminology look-up, which was the largest time sink of all post-editing activities. However, with the unedited source, grammatical mistakes still remained in the output, and the resulting post-editing productivity was lower than it could have been.

Not surprisingly, the best combination of activities for increasing post-editing productivity was to have a trained engine and optimized (in this case, pre-edited) source content. With

Potential for using controlled authoring software to facilitate editing

Pre-editing the source content for this study required a time investment of 32 minutes, which would not have been necessary if the author had followed the Global English guidelines to begin with. Automation of this process is, of course, more logical. In fact, one of the goals of the project was to get an idea of how useful controlled authoring software would be for drawing the author's or editor's attention to issues that are problematic for rule-based machine translation (RBMT).

The technical editor had considerable experience supporting and customizing a controlled authoring application — acrolinx IQ software — for SAS. Because SAS is not yet using MT, the grammar rules, style rules and terminology restrictions that have been implemented with acrolinx IQ at SAS focus on issues that are problematic for human translators or for nonnative speakers. Many of those issues are also problematic for MT, but many other issues are problematic only for MT.

This project made it clear that the process of editing for MT could be facilitated by extending the acrolinx IQ rule set that is used at SAS. For example, an acrolinx IQ rule called repeat_head_noun flags coordinated constructions and suggests repeating the head noun. In the following example, the article *the* must also be repeated:

Not optimized for MT:

The color and label customizations will be changed.

Optimized for MT:

The color customizations and the label customizations will be changed.

The optimized version is much more suitable for RBMT. For stylistic reasons, most companies would not choose to implement that rule if they are using only human translation, but the rule is well worth implementing if RBMT is being used. It would also be easy to develop an acrolinx IQ rule that would flag all instances of pronouns such as it, they, yours and one's, suggesting that they be replaced by noun phrases.

Not optimized for MT:

Click on the user's name to remove the alert from that user's My Alerts list and to place it in yours.

Optimized for MT:

Click on the user's name to remove the alert from that user's My Alerts list and to place the alert in your list.

There are many other MT-specific issues that controlled authoring software cannot target as reliably. For example, SAS uses an acrolinx IQ rule that flags all instances of future tense. Because future tense is often appropriate and necessary, most of the "errors" that the rule flags are false alarms. Nevertheless, it is useful to draw the author's or editor's attention to each instance and to ask them to change the tense to present wherever possible. This type of rule is referred to at SAS as a verification-and-assessment rule.

Companies that use controlled authoring software need to consider how many verification-and-assessment rules their authors or editors will tolerate. If there are too many of these rules, then authors or editors will encounter a high percentage of false alarms and might refuse to use the controlled authoring software. At SAS, authors use a smaller set of rules that excludes most of the verification-and-assessment rules. Editors use the complete set and are more tolerant of false alarms for two reasons: They hold final responsibility for the quality of documentation deliverables, and they are already in the habit of verifying and assessing a huge number and range of issues in the course of their duties.

— John Kohl, technical editor/linguistic engineer at SAS Institute and author of The Global English Style Guide.

this combination, the output quality was very good, and many of the grammatical mistakes disappeared. The sentence structures in the source text were simplified, which enabled SYSTRAN to process the content. Post-editors were thus able to get away with just a small tweak here or there to bring the sentences up to fully human quality. The productivity was exceptional: 9,677 words per day. To summarize our results: untrained MT is two times faster to post-edit than to translate from scratch; trained MT is three times faster; and trained MT with source control is four times faster.

High-impact source text improvements

Given the improved productivity with improved source content, we then moved to the second goal of our project, which was to identify which among the numerous rules of Global English have the most impact on MT quality. Upon analysis, we identified Rules 1, 2 and 3, illustrated on page 38, as having a high impact. Each version of the source text, whether unedited or edited, is on the left, with the resulting MT into French on the right. Modifications are shown in red.

Of all the improvements that can be made to source text to improve its machine translatability, we would agree with Greg Oxton of the Consortium for Service Innovation that the single most powerful rule for technical writers is to limit themselves to one idea per sentence. As an added benefit, text that is easier for an MT engine to understand is also easier for humans to understand.

In conclusion, a well-trained engine with source content that follows Global English guidelines generates the highest MT quality. Our starting point for this study was an untrained SYSTRAN hybrid engine, and even out of the box the output was twice as fast to post-edit than to translate from scratch. However, simply customizing the engine with the correct terminology resulted in a post-editing processing speed that was three times faster than a fully human translation. Adding well-authored text to the mix resulted in a post-editing productivity four times that of a traditional translation. This promising finding points to the gains that are possible when using any type of source control whether a result of controlled authoring using a program such as acrolinx IQ (see John Kohl's sidebar above); pre-editing in a manual or automatic process, including text normalization; or respecting just a very few high-impact guidelines such as sentences that reflect just one idea.

Furthermore, an RBMT engine seems particularly sensitive to improvements in grammatical structure. With a trained RBMT engine and a good source text, the result is measurably higher quality MT output, which means increased post-editing speeds and decreased localization costs. **M**

An experiment with literary machine translation

Gentry L. Watson

I recently wandered into an experiment with machine translation (MT). For a long time I have been interested in a part of history that is not widely known. During World War I, there was a military campaign in East Africa that involved hundreds of thousands of troops. A small number of German and native troops defended their East African colony against large naval and ground forces of England and its colonies. The German forces were never defeated and finally surrendered only when the Armistice ended the war.

I have read a variety of books on this subject and I am always looking for new books to read. I recently found a book that I had not yet read, and could not resist buying it. However, the book was entitled *Mit Lettow-Vorbeck Durch Afrika* and was written in German, which I cannot read. Now what was I supposed to do?

I considered going back to school for several (should I say many?) years to study German, but I did not want to invest that amount of time. I also considered using commercial tools to translate the book. I have intermittently used translation tools over the past 15 years and have recognized how much they have improved. I decided to run an experiment to use these commercially available translation packages to translate the book. At the end of the experiment I would hopefully have a digital copy of the original German language book and an English translation that I could share with other people interested in this part of history. This article describes the challenges, lessons learned and the results of this experiment.

Gentry L. Watson has extensive experience in software development specializing in internationalization.

Background and resources

The first thing to mention about my background is that I am not a professional translator. My career includes many years of software development, ultimately focusing on software internationalization. The only translation project that I have been associated with is my work with other engineers to make the "Common Japanese Language Environment" for UNIX document available to the US English language audience. That was 20 years ago.

My minimal experience with German certainly does not qualify me to translate any type of book. This experience includes two years of high school German (over 37 years ago), and the second semester of German at a local community college (about eight years ago).

The book I chose to translate was written in 1919 and had long ago entered into the public domain. The book contains about 500 pages (including appendices) and includes about 260 photos with captions. The audience of the book was the general German public who had not learned anything about the campaign in East Africa during the war.

The resources that were available for this project included my personal time in retirement, my personal computer, an old scanner and a budget that could not exceed several hundred US dollars.

Obtaining a digital version of the German book

The first step of this project was to get a digital version of the original German book. This book was not a best seller even when it was published. That meant that no web service companies had yet scanned the book into their online libraries. I probably could not have used this digital version even if it had already been available. The web service companies own the copyright for the digital versions they have online, which means that I would need to negotiate for the rights to translate and distribute the book. This negotiation would

Assessment of text accuracy

Gentry L. Watson had invited language professionals to review his completed project, welcoming honest criticism, noting that "the results of a review would help determine if this translation approach has merit." To that end, he has offered to provide a few professionals with the source and translated documents. MultiLingual had a professional translator who is a native German speaker review extended excerpts of the texts for a quick look at its accuracy, without explaining the methods used for translation, and this is what she said:

The two documents I am looking at are a challenge both for translator and reviewer. The language is not really complicated, but is quite outdated and contains many military terms I am unfamiliar with even in my native German.

Because this is a description of a military campaign during the first world war, both the vocabulary and style are unusual for most people in our time and seem a bit old-fashioned, which has carried over to the translation. Beyond the old-fashioned wording of both the source and target texts, I mainly see errors caused by the fact that phrases have been used too literally by the translator. Sometimes, the German is spelled incorrectly, and so the translator had to decide how something was actually intended in German. For example, *oder ein deutsche Lied* should be *oder ein deutsches Lied*; *das erst deutsche* should probably be *das erste deutsche* or *the first German one*; *das möge auch ein Blick aus die Westfront am Tanganjika und Kiwusee zeigen* should be *das möge auch ein Blick auf die Westfront am Tanganjika und Kiwusee zeigen*.

My suspicion is that the translator knows German well, but still hasn't fully mastered the particularities of the source language and that therefore several errors occurred, sometimes triggered by errors and ambiguities in the source text. For example, *scheint einzuleuchten* is translated *seems to shine*. This is really a bad case of a missed expression, and it should be *seems to be plausible*. Also, *oder geht es wirklic in die Freiheit*, which is translated *or is it really freedom* should be *or are they/we really going into freedom*. In part due to overly literal translation, I sometimes see what we call *Beziehungsfehler* in German. *Siehe, da stehen am Anlegeplatz schwarze Menschenmassen!* translated as *See, there stand on the jetty masses of black people* should really be *See, there are black masses of people on the jetty*.

It is my impression that the English text has been translated by an English native speaker who tried to reflect the original style to the best of his or her abilities. I don't see a wide range of different issues, only several examples of what is mentioned above.

After learning the methods used to translate the document, the reviewer added:

In retrospect, the explanation of the documents I was looking at was quite plausible. There were some flaws in the translation, which could only be avoided by a careful review of a person competent both in the source and the target language.

For linguistically simple text material such as this, the combination of machine translation (MT) plus intensive editing will in my opinion be more common in the future. Being a linguist and editor myself, I do not at all mind. Our industry is changing, but there will be work enough for us as long as we go along with the times and technical possibilities. The author of this article clearly states that the editing and technical handling of the translation was rather time consuming, so MT will remain useful for highly controllable texts or texts for which a low-quality translation is required. Otherwise, the costs of post-editing would be too high, making the entire process even less cost-efficient than the traditional process of translation and review.

— *Angela Starkmann*

likely include payments for copyrights or royalty payments — not a reasonable option in terms of the time and effort necessary to negotiate an agreement or in terms of my budget.

The next option was to perform the scanning and optical character recognition (OCR) myself. This approach quickly proved to be impossible, however. I was unable to get my old scanner to consistently perform OCR even on US English text. Scanning German text did not work at all. I ended up typing in the book myself. This approach will be viewed by most people as foolish. I agree.

However, typing it in myself was the only approach that depended solely on my available resources. It primarily used my time and effort, which I find quite abundant during my early retirement. With my internationalization experience, I was already familiar with using a German keyboard layout to type German text. I also believed that my immersion in typing German would improve my foreign language skills. Unfortunately, this was not the case. My German skills did not significantly improve during the whole project.

I rapidly started to type the contents of the chapters. Unfortunately, I could not easily verify that I had entered the text correctly. My lack of German skills allowed me to enter text that was flawed and untranslatable. This problem was made worse by the font used to print the book, which made the identification of specific characters very difficult. One problem was caused by the font used to print the capital letter *G* (Figure 1). Other problems were caused by the font used to print the lowercase *s* (in some positions within a word) and *f* (Figure 2). The lowercase letter *k* was also easily confused with *s* and *f* (Figure 3).

I needed to obtain a copy of the Microsoft Word German Language spell checker to improve the accuracy of the entered text. This tool would flag words where I misidentified letters, the rare places where

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Figure 1: The German word *Gefechte*.

Figure 2: The German text
An der Rufiffifront und bei Kissenje.

Figure 3: The German word *kleine*.

there were errors in the original text and the frequent places where I just mistyped the text. This spell checker also flagged proper names of people and locations. I performed internet searches to find and verify those proper names. I encountered problems in the variations in the spelling of location names. I also encountered location names that had changed since the book was written.

I also discovered that many words spelled in 1919 with the ß character are now spelled in modern German using *ss* characters. I modified these words in the original text so that the digital copy would successfully pass the spell checker. Problems were also encountered with compound and esoteric words that were not found in the spell checker. I again had to search the internet to investigate and resolve each of these problems.

However, being grammatically correct did not mean that the German text made sense and would be translatable. So while I was entering the text I also took each section to an internet translation engine to verify that the translated text looked readable. I did not use any of these translation engines to provide text for my final translations. Though I did not keep accurate accounts of my time, the total duration of this part of the project took about four months. The 500 pages of original text were decreased by the exclusion of photographs and ended up to be about 300 pages in Microsoft Word documents.

Automated translation tools

I then needed to purchase a translation tool for this project. If you look closely at the terms and conditions of many internet translation engines, you will find that they retain the rights to the translated text. A person using the website to get translations cannot publish the text without agreement from the website company. Since I intended to make my translated text available to other history buffs, using an internet translation engine was not an option. I decided instead to purchase a commercial German-English translation package costing about US$100.

This article is not focused on a comparison of translation packages. I did not do a comprehensive comparison of all available packages and do not feel comfortable in offering my unscientific opinion about specific packages. Hence, I will not identify the specific translation package and vendor that was used in this project.

The actual use of the automated translation tool was quick and easy. The translation package that I ended up purchasing had advertised that it could translate complete files, but I found this not to be true. I was forced to cut-and-paste text into the tool and then copy the translated text into my

target Microsoft Word file. Because the package allowed for about nine or ten pages of text to be transferred at a time, this did not stop the quick automated translation of the project. The 300 pages of German text were translated into English within two or three hours.

Human editing

At this point, I believed that the labor intensive part of the project was finished. Although I recognized that the quality of the translations varied within a document, I believed that only minor edits were left to transform the translated English language text into a flowing, readable form.

I was mistaken. The reality was that each sentence had to undergo significant human editing. Each word had been translated. In many cases, every idea of the sentence had been translated. But the translated text did not resemble normal written US English unless the original text was a very, very simple statement.

While inputting the text, I had already performed a preliminary translation. However, I only reviewed the translated text to determine if it conveyed the appropriate ideas of the original German text. I was now examining the translated text to determine if it were easily readable and acceptable to the US English market. The commercial translation product that I utilized is commonly used to convey the gist or general meaning of the original text. That was the quality of the translated text that I now was attempting to edit.

The output of the translation package consistently had these issues:

■ The translation package did not attempt to modify the length of the sentences. German sentences tend to be much longer than US English sentences. The separation of the long translated sentence into shorter US English sentences needed to be done manually.

■ The ordering of phrases was not changed during the automated translation. Here is an example:

Original German:

Auch waren wir von der Jahreszeit abhängig, denn nur von April bis Juli weht der notwendige Südost monsum.

Automated translation text:

Also we were dependent on the season, because only from April to July the necessary southeast monsum.

After manual editing:

We were also dependent on the season, because the necessary southeast monsoon wind blows only from April to July.

■ Dates became confused. An example of a German date used in a sentence is:

So wurde am 8. und 9. Oktober ein Handstreich aus einen hier liegen den belgischen Dampfer ausgeführt, woran sich am 10. und 11. ein Gefecht anschloss.

However, the translation package did not correctly process the period after the numbered day of the month. Instead it recognized the period as the end of a sentence. This necessitated significant manual editing.

In some cases, the correct meaning of the sentence could not be determined from the text generated by the translation tool. At those times I had to copy the original German text into one and sometimes two internet translation engines to attempt to determine the meaning of the sentence. I would then need to craft a translation without using the text from the internet sites. At other times I had to refer to the original German text to attempt to determine the meaning. I would use my translation package as an electronic dictionary to determine translations for words I did not know. I would combine this information with my limited German capabilities and attempt to identify the meaning of the sentence.

Results from the experiment

After stumbling into this experiment, my opinion is that it is possible for a person with minimal foreign language skills to use commercial translation tools to translate a book. However, the approach used in this experiment was too long in duration and used an excessive amount of labor. The approach would not be reasonable for a commercial project. The obvious targets for improvement are increased efficiency in generating a digital version of the source material and increased quality of automated translations. The use of OCR would greatly improve the generation of a digital version of the source material. The cost should be low with the current state of scanning technologies. The improvement in the quality of the automated translation product may be a bigger problem. The quality of the translation is still to be determined. I believe that the translation is both accurate and readable, but since I do not have significant German language skills, I must defer to independent sources to make this determination (see sidebar on page 42). Many professional translators will automatically assume that the translations from this project are of low quality. This approach to translation is unusual and does not utilize the common resources of foreign language fluency.

A final result of this unexpected experiment is the publishing of two books for Amazon.com's Kindle. The German language book is already available: *Mit Lettow-Vorbeck Durch Afrika*. The US English version of the book will be available soon: *With Lettow-Vorbeck Through Africa*. **M**

Search engine optimization and international branding

Alessandro Agostini

Many large companies invest money in international offline advertising, but when you search for their brand name in local search engines, sometimes you will not find their site in the top organic results even if they own the brand domain. This article will explore the importance of search engine optimization (SEO) for online branding using the example of a well-known fashion brand in the Russian market; the brand in this case is Dolce & Gabbana, but we could easily find hundreds of similar examples. The article focuses only on branded keywords across different markets, languages, and search engines and provides practical tips on how to improve your international branding.

Most websites receive organic traffic from search engines through two types of keywords: generic category keywords and branded keywords. For instance, in the fashion industry, a possible set of generic keywords could be *green t-shirt*, *tweed jacket*, *sunglasses for men* and so on. Branded keywords for the fashion brand Dolce & Gabbana, however, would include any brand-related permutation (*D&G*, *D and G*, *Dolce Gabbana*, *Dolce & Gabbana* and so on) that a consumer might type into a search engine. Keep in mind that a minor change in the query typed in — order of the words, stopwords, misspelling and so on — will usually impact and change the search results displayed by the search engine. For example, if you type the query *Dolce and Gabbana* into Google, you will get 6,530,000 results, whereas if you type *Dolce Gabbana*, the number of results changes to 14,300,000.

In order to prove my initial statement, I will use the example of the Dolce & Gabbana brand search for the Russian market and language. The leading search engine in Russia is Yandex.ru (with a strong advantage over world-leading engine Google), so my evidence comes from Yandex. In Yandex, one can search both with Latin and Cyrillic characters, even if standard keyboards in Russia have primarily Cyrillic letters.

So, I start my research and type *Dolce Gabbana* into www.yandex.ru using Latin characters. Figure 1 shows the results. The organic ranking shows the site www.dolcegabbana.com in first position and www.dolcegabbana.it in second position. The title and description displayed could be improved for Russian-speaking people, but overall the brand search shows the company website in positions one and two. This is the way it should be for a well-known brand such as Dolce & Gabbana.

Now I type дольче габбана (Dolce Gabbana) in Yandex.ru using Cyrillic characters. We know that the majority of people in Russia use Cyrillic characters to search in Yandex. Figure 2 lists the results. The organic ranking does not list www.dolcegabbana.com among the first five organic results. The site www.dolcegabbana.it has a Russian section, but this does not rank when carrying out a Dolce & Gabbana brand search on the main Russian search engine. You don't have to speak fluent Russian (I don't) to understand that there is a common denominator when it comes to the best-ranked sites: They all have Cyrillic characters somewhere in the title and/or brand description. These top ranking sites clearly understand that some Russian people may also search using Latin letters, so they use both letters in their title and description.

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Figure 1: Results for *dolce gabbana* at www.yandex.ru

Figure 2: Results for дольче габбана at www.yandex.ru

But what about www.google.ru? If you type дольче габбана (Dolce Gabbana) in Google.ru using Cyrillic characters, the organic ranking does show a *dolcegabbana* domain in position one. However, using the misspelled дольче габана, the first five organic results are occupied by retailers and news sites (Figure 3).

If customers across the world were more precise, they'd research your brand just with the right spelling. The inconvenient truth is that most customers across the world might search your brand in a number of different ways, even if we are dealing with a large brand investing money in offline and online advertising in each national market. The American Marketing Association defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers." If your goal is online branding internationally, SEO is the marketing tool that will bring traffic from potential local customers who know your brand. There are at least three SEO-related activities that you should be considering locally in order to

SEO explained

Search engine optimization (SEO) is nothing new to the marketing industry. In fact, since the mid-1990s, SEO has played a critical role in many organizations' online strategies. It was really the advent of Google in 1998 that transformed website optimization into a full-time marketing role for those hoping to attract more visitors and, as a result, increase potential revenues to their sites.

As we are fast approaching two billion internet users worldwide, only around 30% of web users have English as their first language, and this ratio is set to decrease as more countries and regions become digitally-enabled. The statistics and the argument for multilingual websites therefore speak for themselves. When a website doesn't perform as well as expected, it is often due to a lack of an SEO strategy in the translated content.

With web searchers generally clicking on one of the top three listings that appear in their search results, it is critical for a website to rank as highly as possible on the first page of results. By simply choosing the right keywords, businesses will see a great improvement in natural search rankings, which will in turn result in more traffic being driven to their website. Language service providers (LSPs) have been researching keywords for multinational companies for many years now. With large enterprises now being expected to provide sites in more and more languages, the need for additional consultancy support around multilingual SEO and other associated services such as blog creation and link building is growing at a rapid rate. This isn't something that we can expect all buyers to be familiar with or be able to promote internally to their financial controllers. Hence, the LSP needs to advise the customer correctly on what is required in order to gain maximum visitor numbers to their websites in each language, but what about the linguists? The skills of linguists are changing to accommodate SEO requests, which is an ever-evolving challenge. You only have to look on webmaster forums to see how things change day to day due to competition and internet search engine providers, such as Google, modifying the parameters around what will help and hinder rankings. If SEO translators don't keep themselves up to date with such changes, then they will soon find the provision of this service difficult. However, easy-to-understand information is widely available and the support is there from the LSP.

Keyword research can be done in two ways. Many companies with a strong online presence will already have keyword lists in place, and these can be localized by the linguist. Where terms are not appropriate for the target language audience, linguists should be suggesting alternatives using free tools such as the Google Keyword Tool (or similar in other search engines), which shows not only the recommended alternatives but the search volumes associated with those terms.

Trending tools are user-friendly and essential for linguists who are looking to generate income by offering an SEO or multilingual keyword research service to their customers — and, of course, it isn't just Google that offers this kind of support. There are plenty more free trending tools out there, and Google isn't the primary search engine being used in many parts of the world. It would be naïve to assume that Google Adwords tools will provide accurate localized keyword alternatives for every organization. Once again, this is where LSPs are reliant on in-country linguists to do some homework. This information is obviously available to LSPs online, but what better way to gain country insight than to get direct feedback on online behavior from in-country linguists with a marketing background?

The second option is based upon creating localized keyword lists from scratch, based on the website, what it is trying to achieve and the audiences being targeted. This most definitely requires some research and the use of online tools. The feedback that we receive is that this exercise feels too creative for some. Our argument would be that the tools required to do this, once you are familiar with them, are so simple to use that it doesn't require any creativity, only an understanding of what we are trying to achieve for the buyer, a level of confidence and an adherence to the process designed and communicated by the LSP. Some linguists, on the other hand, are very excited by this specialist skilled way of working, which is great news for LSPs and for multilingual SEO buyers as we see this service only increasing in demand. Rather than being viewed as a supplier, the linguist has the chance to be viewed within the industry as a consultant.

Many global organizations simply send a list of target languages to their localization vendor, which is fine except that some of the languages are spoken by such a small number in a very small number of relatively undeveloped countries, which means that access to the internet might not be commonplace. What this means is that the websites in those countries will rank much higher anyway due to the lack of competitiveness around the search terms. Despite this, the opportunities for the linguist in these regions are vast, as they allow niche specialism in the growing number of projects being assigned by LSPs.

The LSP, however, should really be challenging this requirement with their customers. For example, if a customer is hoping to target a number of small African countries because there is a market demand for their product, are they really considering the best mediums to get in front of their target audiences? Will people in all of those countries realistically have internet access either at home or in their place of work? If not, then it is not worth buying this service in bulk across multiple language pairs, as search trends and SEO rules change frequently. This means that what was a relevant keyword list one year won't necessarily be as effective the following year and work will need to be repeated.

There are other things that need to be taken into account, too. The keyword lists are only going to be as good as the way they are being used in the rest of the multilingual SEO campaign. Fundamentals such as metadata and tagging are reliant on the keywords being incorporated into the text. Another challenge that might not be immediately apparent to the LSP due to the global use of Microsoft office programs in most organizations is that many translators are not used to working with Excel, which is the standard spreadsheet used to report back on things like keyword lists to customers. It is the responsibility of the LSP to communicate the working formats clearly to their linguist community and provide adequate support to ensure that everyone is comfortable working in this way.

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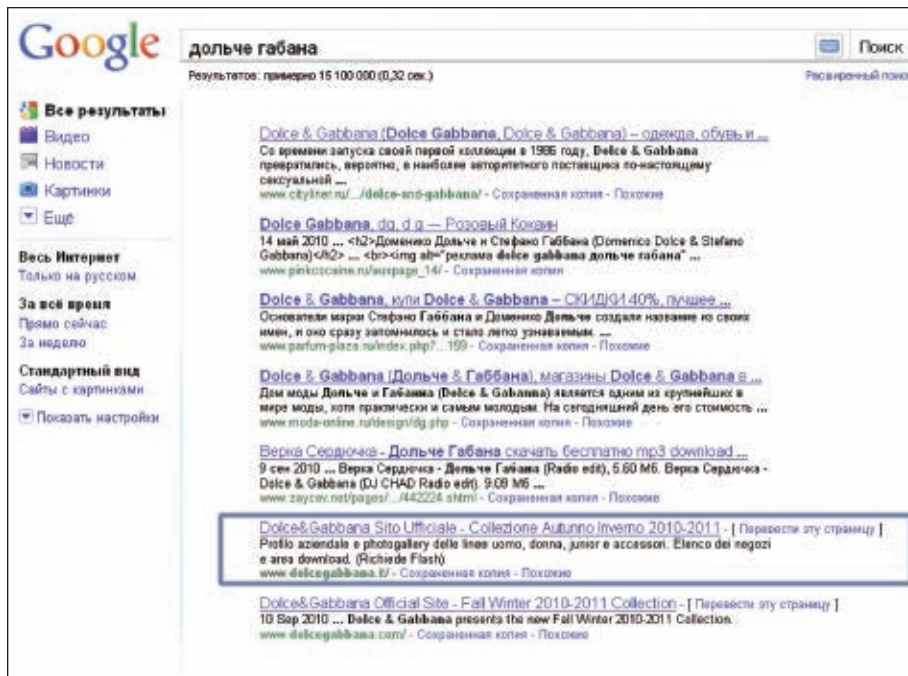
Figure 3: Results for Cyrillic alphabet at www.google.ru

dominate all your branded keywords in each national market and language.

Look at web analytics statistics with a 'local eye'

The first place to start is often your own web analytics. In regard to branded keywords for each country, analytics can show you what branded words are working for your site, how well are they working, if they are the same across markets and where you might want to focus your online branding campaign. There are many methods to slice and dice web analytics from an SEO international branding perspective. Here are a few areas to monitor:

■ Organic branded keywords traffic: Does branded traffic come from organic or paid search? No matter how large your company, if you invested in a local website, then you should get most of your "branded traffic" naturally from search engines. On the other hand, if your site is new and/or you have not done any SEO activities, then you should think about dominating branded search locally with paid-sponsored links. Sponsored links are associated with brand-related terms; that's why usually a branded pay-per-click campaign does not require a huge marketing budget, unless your brand term is very popular among your resellers/competitors.

■ Average rank for branded keywords in every national market: Do you rank first for each single brand-related permutation that can bring you traffic? Do you rank with one single result, two results or even with two results plus sitelinks? For instance, if your brand is important in Italy, then I believe that you should dominate the branded search in Google. it and therefore have sitelinks plus the top two results. Again, if your local site is new and/or you have not done any SEO activities, you should think about covering branded search locally with a pay-per-click campaign.

■ Traffic associated with each keyword: Do people search your brand in the same ways across different countries and languages? Does one brand term bring you 100% of your organic branded traffic? Do people search online for your offline advertising claim? Normally, strong brands with heavy offline ads are searched online in many different ways. For instance, since 2006 I have been studying which keyword generates my online conversions from search engines. I discovered that about 75% of my online "branded conversions" are generated by a single specific query, which contains my company name misspelled and my industry name.

■ How many types of misspelling and brand-related permutation are there? Normally, if you manage a brand with two words or more, you will find at least six different ways to search online for your brand locally. Do not underestimate misspelling. If you are choosing a new brand name, from a search engine marketing

point of view, you should choose a name with a maximum of two words, without stop words and special characters such as accents or dashes.

How each of those data points relates to your business: It is well-known that the majority of online purchases start with a search. Nobody really knows how many people in western countries will research a product online and then buy it offline and vice versa. Strong brands with offline and online sales should be aware that some customers may visit their stores, find their favorite item offline and then search the best price in Google and buy online. Therefore, international online branding can increase your online revenues and/or help your offline business.

Keyword research for your branded terms locally

Words matter for search engines: Even if you have the best product in the world, Google Bot (that's the name of Google's software that spiders websites) has never seen your printed billboard, and it did not watch your latest television advertising. Do not take anything for granted. Sometimes large corporations will underestimate the volume of misspelling of their brand in the local markets, focusing only on branded key words that show high volumes in the home market. Again, if you manage a brand with two or more words, you will find different ways to search online for your brand locally.

Find out your branded keywords starting from the customer: Is your local customer searching for your brand in the dominant local search engine? Do customers use the right brand name or phrase? Are there any other different ways to search for your brand? Are they important or not? All these questions will find answers with keyword research. We define keyword research as any online research that aims to discover which keywords are used in your industry to research online. Usually a keyword research is much cheaper than a classic market research, it requires just a few days, it's updated and takes the raw data from major search engines where consumers are.

Some companies have built and maintained a termbase platform, which is basically a database that contains the company's own specific terms

and phrases in each language; from a marketing point of view, a termbase tool should lead to a consistent company terminology (the dream of a global company with "one voice"). If you work in SEO and/or marketing and you run a keyword research locally, go to the localization manger and try to compare these results with the termbase database. Integrating keywords used by your consumer into your company database can become a competitive advantage.

Once you have looked at your own web analytics and you have performed a local keyword research, you should know if your local customer is searching for your brand and how. After that, you should identify the most important branded keywords in that country and have them written in your web pages. For instance, when you talk about your brand Ferrero Rocher, replace all the *Our company does . . .* with *Ferrero Rocher does . . .* and you will naturally improve your ranking for that brand term.

In the meantime, add your main brand term in your metas, especially in Title and Description metatags. Do not write HOME as a first word in your <title> of your homepage, unless your company name is "home something." Many sites and webmasters still do it a lot (if you don't believe me, make an advanced research in www.Google.com with the following query "intitle:home") and this practice does not help your online branding at all.

Last but not the least, try to index your images. Google "Universal Search" is an established system introduced in 2007 that will blend text results with news, images, video, local maps and blog posts. Indexing images can take some time and effort, but it is worth it if you have a strong brand that needs to be visually promoted online.

In short, do not take brand search visibility for granted, especially when you go abroad. This evidence clearly shows that multilanguage SEO is a complex and occasionally tricky process. Website localization and SEO are two different and important activities that should be integrated if your goal is global search optimization. There are several pitfalls in international SEO that you should be aware of: how you handle your directory and URL structure; how redirection based on IP is carried out; and how you

localize metas and linking structures when translating your site. In my opinion, important brands should apply SEO methods to their sites in order to protect brand value across local search engines. Besides our example related to the Russian market, there are other major international brands that share the same "brand search issue." **M**

Translating slogans

Terena Bell

I In a per-word world, slogan translation should be some of the most inexpensive work we do. After all, *Refreshingly Real*, for example, is only two words. But what's refreshingly real about slogan translation is that this type of work comes anything but cheap, in all the senses of the word. Translating slogans is difficult, painstaking and downright costly, especially if you don't get it right.

Since opening in 2005, my company has translated slogans and catchphrases for everything from hamburgers to recliners to stud farms — that'd be horses, not good-looking men. I've found that the act of translating slogans requires a collaborative environment for the translation company, the ad agency and the end client. And as with anything else we do, some clients are more collaborative than others. When both the ad agency and the end client are on board, the translation itself is more effective, the work is done more quickly and the bill itself can be lower. To translate anything, you have to understand it, but if you translate slogans long enough, it's inevitable that some individual or ad agency or the end client will misunderstand, and it unfortunately doesn't take long for the e-mail to arrive

asking why they have to "spend so much" or "wait so long" for something that's "just a few words."

When things go right, though, the client understands. Fortunately for us, there are agencies out there that know how much work they put into crafting those "few words" and realize that translation will take more than an hour and $25. Others, though, especially smaller ones working with their first national or global account, somehow don't grasp that what took them hours of work will also take hours — or maybe even days — of work from you.

That's because our work parameters may be different, but the work itself can be very much the same. The ad folks are idea makers, given weeks or months with a product, hours or weeks with its maker, truly able to start from scratch in their conceptual dreaming. When it comes to writing or translating a slogan, in any language, you really are cramming everything about a product or a company — its soul, its spirit, its "ka-ch'ing" — into just a few words. You have to make buyers acknowledge the product, you have to make them want the product and you have to make them remember to buy the product, all in the blink of an eye. That type of thoughtful capturing takes time, both in target and source.

But the ad agency has the home court advantage, so to speak, because it gets to start from scratch. Translators are guests in the deal, having to play on the ad agency's basketball court, as they take what ad writers have decided is persuasive and then make it equally persuasive in another language for another group of people living in another culture, all while being true to the original text.

That's why I still say slogan translation instead of *transcreation*, a term swiftly taking hold in our industry. If, as some argue, localization is simply translation done right, then transcreation is localization in the emperor's new clothing. Despite the creative energies required, translators are not the creators here. If you go to www.dictionary.com, *transcreation* as a word

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isn't even in there yet, but *creation* is, as "the act of producing or causing to exist; an original product of the mind." Translators are producing, and their slogans definitely would not exist in the target language if it weren't for them, but translated slogans are anything but "an original product of the mind." They're much more intrinsically and difficulty birthed than that. In translating a slogan, you have to make people want, remember and buy the product, but you also have to do it within the confines of the original slogan's want-remember-buy trifecta. Where the agency was free to explore, design and dream without any non-product parameters, translators must do those things within the parameters they have set. We are reshaping the idea, but we did not create the materials it is made of. But on what level? And in what way?

Take the slogan *This should go over big.* When McDonald's ad agency came to us, they needed it translated specifically for Spanish speakers living in the United States. Now, before you get all excited, I have to tell you In Every Language is not the *me encanta* (*I'm lovin' it*) company. While I'd love seeing my name – ahem, I mean my translation – up in lights, the slogan work we do for McDonald's is much more local(ized) than anything marketed on an international level. The portion of Mickey D's "billions and billions served" that sees our work is Hispanic Americans in the midwest and mid-south, principally Indiana, Ohio, Kentucky and Tennessee. The translated slogans run in Spanish-language newspapers and are on roadside billboards in immigrant neighborhoods. Because of where the slogans appear, they can't really be localized for a specific dialect. Here in Louisville, Kentucky, alone, we have Spanish speakers born in Cuba, Mexico, Argentina, Venezuela, Spain, Guatemala, Belize, Uruguay, Ecuador, Colombia, Peru and Puerto Rico. Take in the rest of the state, then the rest of the region and the list grows longer. And McDonald's understandably doesn't want to have to put up multiple billboards for all those different countries. The work we do must be localized for a Spanish-speaking consumer, but it must be generalized for all ethnicities of consumer all at once.

In most of these countries, a Big Mac is called a big Mac. It's not a Grande Mac, a Mac Gigante or anything where we could readily use the name of the sandwich to linguistically play on its size. The word *big* itself wasn't capitalized, either, which means that the link between the sandwich being a Big Mac and its being big in size wasn't meant to be overly overt, anyway. So on to the next point of consideration: what the slogan was trying to say, as opposed to exactly what it said. And I think it's quite obvious to anyone reading this article that the core message of this slogan was that a Big Mac is big. Not only is it big, but it was going to be a smash hit.

In Louisville, we're odd for the United States in that there are more Cubans than Spanish speakers of any type. So our first impulse was *Cosa más grande* (*The biggest thing!*), a typical Cuban expression used to denote surprise or praise. Perfect, you might think, as it gets across the sheer overwhelming nature of the Big Mac's large size and also manages to play on the word *big.* But not so quick. Remember we're working with different dialects and outside of Cuba, this phrase is actually quite funny because of the triteness of it all. Remember Bart Simpson? Well, "Cowabunga, dude" might have been alright to say when Bart first hit the scene in 1989, but say it now and you'll get laughed right out of pretty much anywhere except an English-as-a-foreign-language class. So, think of ¡Cosa más grande! as something like that – a phrase that does, in fact, mean something and that some speakers might think was cool, but you have to then think of Cuba as an English class – the one place where ¡Cosa más grande! is actually okay for grown-ups to seriously say. Next, please.

Leave Louisville and go into the rest of our region, and you'll meet a lot of Mexicans. And face it, when clients say they want generalized Spanish for the United States, what they most often ask for is Mexican. Mexican is the catch-all Spanish in our country, whether it should be or not. So, effort number two was *No te hagas de la boca chiquita* (*Don't pretend you have a small mouth*) – a Mexican expression, but at least one that people from other countries wouldn't make fun of. First problem, though: It was still a little dialect-specific. Second problem: While the expression is said when a host wants a dinner guest to feel comfortable and eat up, its size word (*chiquita*) references small, not big. We wanted to stay away from any subliminal ties small vs. big might convey.

So onto solution three: *Esto va en grande* (*This is going to be big*). Pay dirt. *Esto va en grande* is understood in multiple countries, uses the word *grande* and is said when the speaker wants to reassure

the listener that what is heading his or her way really is the real deal, positive and not just a promise.

So, our translation for *This should go over big* went over pretty well with the client, and we got set to translate our next slogan for them: *Refreshingly Real.* When we received the copy, there was no context at all, just the slogan and this sentence: "Is it possible to have a few words translated into Spanish by Monday?" followed by a request that we also translate the word *small.* So, we didn't know what McDonald's item was being modified, just that it was refreshing, real and might come in different sizes. I think we'd all agree that's not enough to go on. This is where that collaborative environment comes in. With *This is going to be big*, there was some back and forth trying to get it right, but given a picture of a Big Mac and the original slogan, it didn't take a genius to figure out the factors involved. *Refreshingly Real*, though, was a bit more problematic.

We asked for an image, like we'd had of the Big Mac and point blank asked, "What is refreshingly real? McDonald's? A specific sandwich? A drink?" Enter fruit smoothies ad (Figure 2), the magical PDF that held the key to solving all our dangling modifier problems. Or so we thought.

Smoothies, by and large, are an American concept. Going through a drive-thru and ordering a cold drink that comes in a cup the size of Montana is not really something folks do outside of the United States. We found ourselves not only translating a slogan, but introducing its concept. After all, we had to complete the rest of the ad, which promoted real fruit smoothies.

Now, while I'll argue that slogans are still translated, naming products definitely falls under transcreation. Research showed that *frappé* is the most common Spanish word for *smoothie*, where smoothies do exist, but the problem was McDonald's already sold frappés and those frappés were already called frappés by Spanish speakers in the midwest and mid-south. In this forever determining of the linguistic path of the fruit smoothie, we were truly starting from scratch.

So what did we name it? In most of South America, people say *smoothie* for fruit drinks and *frappé* for coffee drinks. In Mexico, *frappé* works for both coffee and fruit drinks. *Malteada* and *batido* both specifically mean milkshake, but McDonald's new fruit smoothies don't have any ice cream in them. Our team thought of *raspado*, which is similar to *slushie*, but *raspado* was too regional. Non-Mexicans would be confused by McDonald's selling *fruit scraps*. In the end, we went with

frappé after all and stuck *de fruitas* (fruit) after it to modify. Boring, I know, but why reinvent the *rueda* (wheel)? After getting *smoothie* figured out, *Refreshingly Real* (*verdaderamente refrescantes*) was refreshingly easy.

It just goes to show, though, that what may be "just a few words" to the client is an entire thought process for us. Our world is anything but a per-word one, where two little words can quickly turn into an intensive spelunking mission deep into the heart of Spanish smoothie history. Translation can turn into transcreation, and next thing you know, the project scope has changed. But what's sitting there unchanged, making your job harder, is that translators must still consider the original marketer's intent, the original ad's language, the product itself and the target market(s). Creativity can be controlled, but collaboration can't be, as some clients are naturally more forthcoming and cooperative than others. I suppose we should take it as a compliment when these clients get upset about having to "spend so much" or "wait so long." It just means that we as translators are good at what we do — we're offering the type of customer service where cultural and linguistic exploration is a given — because the best slogan translators are skilled at making something look easy that clearly is not. **M**

Basic terminology

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

agile. A group of software development methodologies based on iterative and incremental development, where requirements and solutions evolve through collaboration between self-organizing, cross-functional teams.

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

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

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

controlled authoring. Writing for reuse and translation. Controlled authoring is a process that integrates writing with localization so that the text can be written for reuse and at the same time written for efficient translation.

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

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

gist translation. A less-than-perfect translation performed by machine or automatic translation.

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.

glocalization. A blending of the words *globalization* and *localization*, the term refers to the individual, group, division, unit, organization or community that is willing and able to think globally and act locally. Glocalization emphasizes that the globalization of a product is more likely to succeed when the product or service is adapted specifically to each locality or culture in which it is marketed.

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

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.

keyword. Any word on a web page. Keyword searching is the most common form of text search on the web. Most search engines do their text query and retrieval using keywords.

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

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

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

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

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

search engine optimization (SEO). A set of methods aimed at improving the ranking of a website in search engine listings. SEO is primarily concerned with advancing the goals of a website by improving the number and position of its organic search results for a wide variety of relevant keywords.

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

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

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

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

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

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

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

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

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

Resources

ORGANIZATIONS

American Translators Association (ATA): www.atanet.org; and its Language Technology Division: www.ata-divisions.org/LTD

Project Management Institute: www.pmi.org

Translation Automation User Society (TAUS): www.translationautomation.com

PUBLICATIONS

Ethnologue: Languages of the World (15th edition), Raymond G. Gordon, Jr.: www.ethnologue.com/print.asp

The Guide to Translation and Localization, published by Lingo Systems: www.lingosys.com

Index of Chinese Characters With Attributes, George E. Bell, 2006: www.multilingual.com/eBooks

Globalization Handbook for the Microsoft .NET Platform, Parts I - IV, Bill Hall, 2002-2006: www.multilingual.com/eBooks

Translation: Getting It Right, published by the ATA: www.atanet.org/docs/getting_it_right.pdf

Translation: Standards for Buying a Non-Commodity, published by the ATA: www.atanet.org/docs/translation_buying_guide.pdf

REFERENCES

CIA World Factbook: https://www.cia.gov/library/publications/the-world-factbook

Omniglot — Writing Systems & Languages of the World: www.omniglot.com

Unicode, Inc.: http://unicode.org

Buyer's Guide

ASSOCIATIONS

Globalization and Localization Association

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

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

TAUS

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

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

AUTOMATED TRANSLATION

Human Language Technologies

Multiple Platforms

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

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

KCSL Inc.

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

KCSL Inc. 150 Ferrand Drive, Suite 904, Toronto, Ontario, M3C 3E5 Canada, 416-222-6112, Fax: 416-222-6819, E-mail: customer_info@kcsl.ca, Web: www.kcsl.ca *See ad on page 34*

CONFERENCES

Localization World

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

Localization World Ltd. 319 North 1st Avenue, Sandpoint, ID 83864, 208-263-8178, Fax: 208-263-6310, E-mail: info@localizationworld.com, Web: www.localizationworld.com *See ad on page 64*

Worldware Conference

Description The Worldware Conference illuminates the "why" and "what" of internationalization in a two-day conference setting. Subject matter experts from leading companies offer indispensable insights into key topics for any company delivering software to the world audience. The formal conference is followed by a third workshop day for hands-on inclined attendees who just can't live without a little bit of guidance in the "how." The Worldware Conference is produced by the same team that placed Localization World on the conference map.

Localization World Ltd. 319 North 1st Avenue, Sandpoint, ID 83864, 208-263-8178, Fax: 208-263-6310, E-mail: info@localizationworld.com, Web: www.localizationworld.com *See ad on page 63*

ENTERPRISE SOLUTIONS

Across Systems

Multiple Platforms

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

Across Systems GmbH D-76307 Karlsbad, Germany, 49-7248-925-425, E-mail: international@across.net
Across Systems Inc. Glendale, CA 91203, 877-922-7677, E-mail: americas@across.net, Web: www.across.net

Lingotek Collaborative Translation Platform

Multiple Platforms

Languages Supports all language pairs **Description** Lingotek is a software company in Salt Lake City, Utah. We have developed the world's first Collaborative Translation Platform. The software platform incorporates translation memory storage and retrieval, terminology management, machine translation, project management and workflow engine, all sitting on top of a massive data warehouse of centralized language data. We deliver our software to our customers in a traditional enterprise software install and software-as-a-service (SaaS) model via the web. In many ways, we're enterprise software with a social twist. We're focused on delivering commercial grade productivity software to companies to engage their social and customer networks.

Lingotek 15 Scenic Pointe Drive, Suite 325, Draper, UT 84020, 877-852-4231, 801-727-1580, Fax: 801-727-1581, E-mail: sales@lingotek.com, Web: www.lingotek.com *See ad on page 46*

Advanced Leveraging Translation Memory

Multiple Platforms

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

MultiCorpora 102-490 St. Joseph Boulevard, Gatineau, Quebec, J8Y 3Y7 Canada, 819-778-7070, 877-725-7070, Fax: 819-778-0801, E-mail: info@multicorpora.com, Web: www.multicorpora.com *See ad on page 16*

Partcipate in discussions about the global language industry at www.multilingualblog.com

STAR Group
Multiple Platforms
Languages All **Description** STAR Group was founded in Switzerland 27 years ago with the exclusive focus of facilitating cross-cultural technical communications in all languages. The company has grown to be the largest privately held multilingual information technology and services company in the world with 42 offices in 32 countries. Its advanced technology developments have propelled STAR to its current market position. Core services: information management, translation, localization, publishing, on-demand printing, consulting. Core technologies: Transit (translation memory), TermStar/WebTerm (terminology management), GRIPS (product information management), MindReader (context-sensitive authoring assistance), STAR CLM (corporate language management), STAR CPM (corporate process management), i-KNOW (competence management), and SPIDER (Interactive Electronic Technical Manual).
STAR Group *Wiesholz 35, 8262 Ramsen, Switzerland, 41-52-742-9200, 216-691-7827, E-mail: info@star-group.net, Web: www.star-group.net*

LOCALIZATION SERVICES

ADAPT Localization Services
Languages More than 50 **Description** ADAPT Localization Services offers the full range of services that enables clients to be successful in international markets, from documentation design through translation, linguistic and technical localization services, pre-press and publication management. Serving both Fortune 500 and small companies, ADAPT has gained a reputation for quality, reliability, technological competence and a commitment to customer service. Fields of specialization include diagnostic and medical devices, IT/telecom and web content. With offices in Bonn, Germany; Stockholm, Sweden; and Barcelona, Spain, and a number of certified partner companies, ADAPT is well suited to help clients achieve their goals in any market.
ADAPT Localization Services *Clemens-August-Strasse 16-18, 53115 Bonn, Germany, 49-228-98-22-60, Fax: 49-228-98-22-615, E-mail: adapt@adapt-localization.com, Web: www.adapt-localization.com* **See ad on page 43**

Alliance Localization China (ALC)
Languages Major Asian and European languages **Description** ALC offers document, website and software translation and localization, desktop publishing and interpreter services. We focus on English, German and other European languages to and from Chinese, Japanese, Korean and other Asian languages. We use TRADOS, CATALYST, SDLX, Transit Wordfast and other CAT tools, as well as DTP tools including CorelDRAW, FrameMaker, FreeHand, Illustrator, InDesign, PageMaker, Photoshop and QuarkXPress. Our customer-oriented approach is supported by strong project management, a team of specialists, a large knowledge base and advanced methodologies. We always provide service beyond our customers' expectations at a low cost and with high quality, speed, dependability and flexibility.
Alliance Localization China *Suite 318, Building B, Number 10 Xing Huo Road, Fengtai Science Park, Beijing 100070, P.R. China, 86-10-8368-2169, Fax: 86-10-8368-2884, E-mail: customer_care@allocalization.com, Web: www.allocalization.com*

Beijing E-C Translation Ltd.
Languages Asian **Description** Beijing E-C Translation Ltd., one of the largest localization and translation companies in China, focuses mainly on software and website localization; technical, financial, medical, patent and marketing translations; and desktop publishing services. We use TRADOS, SDLX, CATALYST, TTT/PC, STAR Transit, Robohelp, FrameMaker, PageMaker, InDesign, QuarkXPress, MS Office and other graphic and DTP tools. Having more than 150 full-time employees located in Beijing, Taipei, Singapore, Seoul, Shanghai, Hong Kong, Shenyang and Chengdu, we can handle English/German into and from Simplified Chinese/Traditional Chinese/Japanese/Korean/Thai. We guarantee that clients' projects will be handled not only by native speakers, but also by topic specialists. Clients can expect and will receive high-quality services, on-time delivery and low cost.
Beijing E-C Translation Ltd. *2nd Floor, Hua Teng Development Building, No. 23, Xi Huan Bei Road, BDA, Beijing Economic-Technological Development Zone, Beijing 100176, P.R. China, 86-10-67868761, Fax: 86-10-67868765, E-mail: service@e-cchina.com, Web: www.e-cchina.com*

Binari Sonori
Description Binari Sonori is a leading provider of international media localization services since 1994, with a unique team of project managers, studios, engineers and selected linguists spread over 30 countries worldwide. Solid procedures and transparent relationships with clients guarantee high quality of text, audio and video, timeliness and flexibility. We are accustomed to working for global companies that need to reach a broad range of markets with their media and entertainment products. Specialized support available for any media localization activity, from effective audio localization to international content creation. Highly professionalized one-stop shop supporting today's media localization projects.
Binari Sonori S.r.l. *Viale Fulvio Testi, 11, 20092 Cinisello Balsamo, Milano, Italy, 39-02-61866-310, Fax: 39-02-61866-313, E-mail: translate@binarisonori.com, Web: www.binarisonori.com* **See ad on page 17**

EuroGreek Translations Limited
Language Greek **Description** Established in 1986, EuroGreek Translations Limited is Europe's number one Greek localizer, specializing in technical and medical translations from English into Greek and Greek into English. EuroGreek's aim is to provide high-quality, turnkey solutions, encompassing a whole range of client needs, from plain translation to desktop/web publishing to localization development and testing. Over the years, EuroGreek's services have been extended to cover most subject areas, including German and French into Greek localization services. All of EuroGreek's work is produced in-house by a team of 25 highly qualified specialists and is fully guaranteed for quality and on-time delivery.
EuroGreek Translations Limited
London *27 Lascotts Road, London, N22 8JG UK*
Athens *EuroGreek House, 93 Karagiorga Street, Athens 166 75, Greece, 30-210-9605-244, Fax: 30-210-9647-077, E-mail: production@eurogreek.gr, Web: www.eurogreek.com* **See ad on page 39**

iDISC Information Technologies
Languages Spanish (all variants), Catalan, Basque, Galician **Description** iDISC, established in 1987, is a privately-held translation company based in Barcelona that focuses on localization into all variants of Spanish (European, Latin American, USA and Neutral) and the other languages spoken in Spain (Catalan, Basque and Galician). Services range from translation and localization to engineering, testing, DTP and consulting. Specialization fields are software localization, technical and telecom documentation, ERP, automotive and related marketing material. We have all commercially available tools and experience using many different proprietary customer platforms and solutions; internal workflow portal-based tools to reduce management costs and increase quality, consistency and on-time deliveries; and continuous support to the client PMs and process optimization to achieve the best project results and establish long-term honest partnerships.
iDISC Information Technologies *Passeig del progrés 96, 08640 Olesa de Montserrat, Barcelona, Spain, 34-93-778-73-00, Fax: 34-93-778-35-80, E-mail: info@idisc.es, Web: www.idisc.es*

The Greek Partner
Languages English, German, Greek **Description** Intertranslations Ltd. is a leading Greek translation and localization service provider, established in 1995, with extensive experience in medical and pharmaceutical products and equipment, legal, financial, mechanical, automotive, engineering, electrical, technical, software, media and marketing, tourism, health and nutrition, the food industry and so on. Among the tools used to ensure the quality of our projects are TRADOS, Transit, SDLX and other CAT tools and for DTP, InDesign, PageMaker, Photoshop, QuarkXPress, Illustrator, CorelDRAW and FrameMaker. We proudly have acquired the following certifications: ISO 9001:2000, DIN EN 15038:2006-08 and are members of ATC, GALA and LISA. We provide free samples upon request.
Intertranslations Ltd. *El. Venizelou 4, 176 76 Athens, Greece, 30-210-92-25-000, Fax: 30-210-92-25-500, E-mail: xynos@intertranslations.gr, Web: www.intertranslations.gr*

advertising@multilingual.com

Janus Worldwide Inc.

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

Janus Worldwide Inc. Derbenevskaya nab., 11B, Office B208, Moscow 115114, Russia, 7-495-913-66-53, Fax: 7-495-913-66-53, E-mail: management@janus.ru, Web: www.janus.ru

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

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

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

Logrus International Corporation

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

Logrus International Corporation Suite 305, 2600 Philmont Avenue, Huntingdon Valley, PA 19006, 215-947-4773, Fax: 866-241-3633, E-mail: ceo@logrus.ru, Web: www.logrus.ru

Loquant Localization Services

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

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

Moravia Worldwide

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

Moravia Worldwide
USA 199 East Thousand Oaks Boulevard, Thousand Oaks, CA 91360, 805-557-1700, 800-276-1664, Fax: 805-557-1702, E-mail: info@moraviaworldwide.com, Web: www.moraviaworldwide.com
Asia 86-25-8473-2772, E-mail: asia@moraviaworldwide.com
Europe 420-545-552-222, E-mail: europe@moraviaworldwide.com
Ireland 353-1-216-4102, E-mail: ireland@moraviaworldwide.com
Japan 81-3-3354-3320, E-mail: japan@moraviaworldwide.com
See ad on page 33

Worldwide Localization and Translation

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

Net-Translators Worldwide
USA 1250 Oakmead Parkway, Suite 210, Sunnyvale, CA 94085-4037, 408-501-8839, Fax: 408-212-8956, E-mail: salesusca@net-translators.com
Europe 44-20-3393-8385, E-mail: saleseu@net-translators.com
Israel 972-3-5338633, Fax: 972-3-5336956, E-mail: salesil@net-translators.com, Web: www.net-translators.com *See ad on page 10*

Greek Localization Experts Since 1983

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

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

Pangeanic & PangeaMT

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

Pangeanic Trade Center, Profesor Beltrán Báguena 4, Suite 106, 46009 Valencia, Spain, 34-96-338-5771, Fax: 34-96-338-5772, E-mail: central@pangeanic.com, central@pangea.com.mt, Web: www.pangeanic.com, www.pangea.com.mt *See ad on page 44*

Promova

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

Promova Ul. Poltavskiy Shclyach 152, Kharkiv 61089, Ukraine, 38-057-760-14-13, Fax: 38-057-372-89-27, E-mail: info@promova.com.ua, Web: www.promova.com.ua

PTIGlobal

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

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

Saltlux

Localization and Globalization Partner

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

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

TOIN

TOIN Corporation

Languages Japanese, Traditional and Simplified Chinese, Korean, Malay, Thai, Vietnamese and European languages **Description** TOIN is a solidly established Asian MLV with more than 45 years' experience. Our services encompass translation, localization engineering, DTP, MT post-editing, workflow/process consulting and project management. TOIN offers global reach exceptional strength in Asia, with headquarters in Tokyo and additional operations in the United States, Europe, China and Korea. The company has been helping Global 1000 companies in industries such as automotive, IT, telecommunications, life sciences, e-learning, computer software/gaming, semiconductors and consumer products.

TOIN Corporation
Japan Shiba 1-chome Building, 1-12-7 Shiba, Minato-ku, Tokyo 105-0014 Japan, 81-3-3455-8764, Fax: 81-3-3455-6514, E-mail: toshihito-hattori@to-in.co.jp, Web: www.to-in.co.jp
North America Minneapolis, MN, 612-926-0201, E-mail: aki-ito@to-in.co.jp, Web: www.to-in.com
Europe London, UK, 44-20-8644-8685, E-mail: michael-stephenson@to-in.co.jp, Web: www.to-in.com
China Shanghai, 86-21-3222-0012, E-mail: doreen-qiu@to-in.com.cn, Web: www.to-in.com

urban translation services

Urban Translation Services

Languages Turkish, Arabic, Greek, Persian, Hebrew and other Turkic, Middle Eastern and Asian languages **Description** Located at the intersection of Asia and Europe, Urban Translation Services (UTS) is best positioned to bridge European, Turkic, Middle Eastern and Asian languages. High quality and fast turnaround are the foremost features of our organization. UTS serves clients in software, medical, legal, consumer electronics, telecommunication, energy and white goods sectors. UTS handles translation and localization tasks with expert translators and project managers in concert with modern translation technologies. Qualified DTP operators and cutting-edge infrastructure warrant the highest quality output available in the industry. UTS will be happy to see your company among the distinguished entities to whom we offer our services.

Urban Translation Services Esentepe Mahallesi Yazarlar Sok. No: 4 34394 Istanbul, Turkey, 90-212-211-23-13, Fax: 90-212-211-01-76, E-mail: info@urbantranslation.com.tr, Web: www.urbantranslation.com.tr

ushuaia solutions

Ushuaia Solutions

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

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

VistaTEC

VistaTEC

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

VistaTEC
Europe VistaTEC House, 700 South Circular Road, Kilmainham, Dublin 8, Ireland, 353-1-416-8000, Fax: 353-1-416-8099, E-mail: info@vistatec.ie, Web: www.vistatec.ie
USA East 2706 Loma Street, Silver Spring, MD 20902, 301-649-3012, Fax: 301-649-3032, E-mail: info@vistatec-us.com
USA West 131 Shady Lane, Monterey, CA 93940, 831-655-1717, Fax: 831-372-5838, E-mail: info@vistatec-us.com

WhP think global, speak local

WhP International

Languages All European and major Middle Eastern and Asian languages, including local variants **Description** Since 1994, WhP International offers a set of linguistic and technologic solutions, dedicated to each client's needs. WhP has become for several years a renowned actor in the translation and localization world. By placing clients' needs at the forefront and by carrying out huge efforts and best practices for each individual client, WhP has gained the loyalty of international accounts (such as Cegos, Demos, BMGI, Crossknowledge, Samsonite, Amadeus and HP) in the fields of software, online applications, training and e-learning, video games, and so on. WhP maintains its headquarters in France with local offices and production centers in China and Slovakia.

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

MULTILINGUAL SOFTWARE
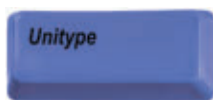
Unitype

Unitype Multilingual Software — Type a World of Languages

Languages Over 100 languages **Description** Unitype multilingual products — Global Writer, Global Office and Global Suite — run on Microsoft Windows and include over 100 modern and ancient languages — Middle East, Far East, India, other Asia, Africa, Europe and more. Unitype Global Writer is a standalone multilingual word processor; is fully bidirectional; creates Unicode-compliant documents; and imports/exports international encoding standards. Unitype Global Office is a plug-in product allowing the user to type Unitype languages directly into Microsoft Office Word, Excel, PowerPoint and Outlook. Unitype Global Suite includes both Global Writer and Global Office. See www.unitype.com for more information and a complete language list.

Unitype, LLC 116-A Mockingbird Lane, Lockhart, TX 78644, 512-620-0384, Fax: 512-233-0094, E-mail: sales@unitype.com, Web: www.unitype.com

NONPROFIT ORGANIZATIONS

The Rosetta Foundation

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

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

Translators without Borders

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

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

SPEECH TECHNOLOGIES

AppTek Applications Technology, Inc.

AppTek

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

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

TECHNICAL WRITING

Congree Language Technologies

Languages English, German, French **Description** Congree provides the leading technologies in the area of authoring assistance. It combines authoring memory, terminology, and rule-based quality and style control into integrated products. These distinguish themselves through their outstanding linguistic intelligence, support for all common editors, and their availability optionally either in real time during text creation or for after-the-fact checking routines. Congree's products are available in various stages of expansion, and they can be scaled at will, from the individual workstation license to the company-wide client/server solution.

Congree Language Technologies Im Stoeckmaedle 13-15, 76307 Karlsbad, Germany, 877-922-7677, 49-7248-92545-0, Fax: 49-7248-925-444, E-mail: info@congree.com, Web: www.congree.com **See ad on page 4**

TRANSLATION MANAGEMENT SYSTEMS

Plunet BusinessManager

Multiple Platforms

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

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

XTRF Translation Management Systems

Multiple Platforms

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

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

TRANSLATION SERVICES

Arcadia Translations

Languages English, Spanish (all variants), Brazilian Portuguese **Description** Arcadia Translations, a translation agency based in Argentina, provides translation and localization services from English into Spanish and Brazilian Portuguese. We value quality, words and communication, and we offer integral linguistic solutions that include a wide range of services such as translation, editing and proofreading of documentation, software localization, web solutions, voice-over and DTP services. We have an experienced in-house staff which guarantees our high standard of quality. Our values as a company are cost-effectiveness, responsiveness, customer-oriented service, reliability and fast turnaround.

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

Aspena

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

Aspena, s.r.o. Gorkého 15, 602 00 Brno, Czech Republic, 420-541-242-186, Fax: 420-541-424-217, E-mail: info@aspena.com, Web: www.aspena.com **See ad on page 27**

BENEXtra Korea

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

BENEXtra Korea Second Floor, Gukdong Building 1163-7, Gaepo-Dong, Gangnam-Gu, Seoul 135-960, Korea, 82-2-572-4987, Fax: 82-2-3462-4987, E-mail: info@benextra.com, Web: www.benextra.com **See ad on page 11**

Biro 2000 — Your partner for Eastern European Languages

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

Biro 2000 d.o.o. Stegne 7, 1000 Ljubljana, Slovenia, 386-1-513-18-20, Fax: 386-1513-18-21, E-mail: biro2000@biro2000.com, Web: www.birotranslations.com **See ad on page 13**

CETRA Language Solutions

Languages All **Description** CETRA gives you peace of mind because it delivers high-quality, on-time, cross-cultural communications and professional, friendly, responsive service. CETRA follows the ASTM Quality Assurance in Translation and Language Interpretation Services standard guides. As a member of the US delegation to ISO, CETRA is actively involved in developing an international translation quality standard. CETRA is involved in the language industry at the highest level, with the company president serving in leadership positions at the American Translators Association, American Foundation for Translation and Interpretation, and Fédération Internationale des Traducteurs.

CETRA, Inc. 7804 Montgomery Ave., Suites 7-10, Elkins Park, PA 19027, 215-635-7090, 888-281-9673, Fax: 215-635-6610, E-mail: info@cetra.com, Web: www.cetra.com

ChinaLinguists

Languages English, Chinese **Description** Look no further than ChinaLinguists when you have an English/Chinese project. ChinaLinguists is the largest translation company in China. ChinaLinguists handles only one language pair: English to Chinese (simplified and traditional). ChinaLinguists serves only one type of client: language agencies from around the world. ChinaLinguists is real, not a virtual platform. ChinaLinguists owns three translation centers. ChinaLinguists only uses on-site, full-time translators to ensure consistency and quality. Working with ChinaLinguists is easy: 24/7 central desk; turnkey deliverables; full compliance with international standards. ChinaLinguists provides translation, editing, proofreading and third-party verification services. ChinaLinguists supports you as you support your clients.

ChinaLinguists 8E, Tower A, The Sky Castle, Jing Tian Road, Fu Tian District, Shenzhen, Guangdong 518034, China, 86-755-8289-8115, Fax: 86-755-8305-4827, E-mail: cs@chinalinguists.com, Web: www.chinalinguists.com **See ad on page 19**

Diskusija – Translation and Localization

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

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

Follow-Up Translation Services

Languages English, Brazilian Portuguese **Description** Our company was founded in 1989 with the purpose of offering pure translation work in technical and scientific areas. Along the way, we have developed several other skills in the translation world, which involve specialized knowledge of IT resources and localization tools. We also master patent translations in fields such as biochemistry, mechanics, medicine, pharmaceutics, oil and gas, and telecommunications. Today, we are capable of taking on virtually any translation/localization project from English into Brazilian Portuguese, and we treat each and every customer with the maximum care and attention. Our clients' trust is our greatest asset and our greatest pride!

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

ForeignExchange Translations

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

ForeignExchange Translations 41001 Watertown Street, 3rd Floor, Newton, MA 02465, 617-559-9760, Fax: 617-559-9764, E-mail: getinfo@fxtrans.com, Web: www.fxtrans.com

KERN Global Language Services
Your language partner

Languages All **Description** KERN Global Language Services is a leading provider in the area of global communication with over 40 offices worldwide. With more than 40 years of experience, our services include translation and interpreting in all languages; software, multimedia and website localization; terminology management; multilingual desktop publishing; and individual and corporate language training in all major languages. KERN has established itself as a preferred insourcing and outsourcing solution provider for language services. We serve clients in all industry sectors, including the automotive, medical, pharmaceutical, chemical, IT and financial services industries. To learn more about us, please visit www.e-kern.com

KERN Global Language Services
USA The Helmsley Building, 230 Park Avenue, Suite 1517, New York, NY 10169, 212-953-2070, Fax: 212-953-2073, E-mail: info@e-kern.com
Europe Kurfuerstenstrasse 1, 60486 Frankfurt/Main, Germany, 49-69-7560730, Fax: 49-69-751353, E-mail: info@e-kern.com
China Gold & Silver Commercial Building, Unit 904, 12-18 Mercer Street, Sheung Wan, Hong Kong, 852-2850-4455, Fax: 852-2850-4466, E-mail: info@e-kern.com, Web: www.e-kern.com

LIDO-LANG Technical Translations

Languages All **Description** LIDO-LANG Technical Translations, based in Poland, is one of the leading translation companies in Central Europe. Having the capacity to offer services in virtually all world languages, we specialize in Central and Eastern European languages. LIDO-LANG specializes, above all, in technical translation, but thanks to our network of over 2,000 translators specializing in different branches, we also work in IT and telecommunication; advertising and marketing; economics and finance; law; technology and industry; medicine and science. The quality of our services is enhanced by over 50 years' experience in the translation sector and by the quality certificates of ISO 9001 and EN 15038 standards.

LIDO-LANG Technical Translations ul. Walerego Slawka 3, 30-653 Kraków, Poland, 48-12-2546-123, Fax: 48-12-2546-122, E-mail: office@lidolang.com, Web: www.lidolang.com

LinguaLinx Language Solutions, Inc.

Languages All **Description** LinguaLinx is a full-service translation and localization agency specializing in the adaptation of marketing and communications materials 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.

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

Mc LEHM Language Services

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

Mc LEHM Language Services García de Paredes, 88 Bajo Dcha, 28010 Madrid, Spain, 34-91-702-27-97, Fax: 34-91-702-31-37, E-mail: mc-lehm@mc-lehm.com, Web: www.mc-lehm.com **See ad on page 49**

Medical Translations Only

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

MediLingua Medical Translations BV Poortgebouw, Rijnsburgerweg 10, 2333 AA Leiden, The Netherlands, 31-71-5680862, Fax: 31-71-5234660, E-mail: simon.andriesen@medilingua.com, Web: www.medilingua.com **See ad on page 39**

Neotech

Languages From major European languages into Russian, Ukrainian, Kazakh and Azeri **Description** Neotech is the largest translation company in Russia and CIS countries, offering a full range of linguistic services to global corporations. Neotech is the first translation company on the Russian market that has certified its quality management system to international ISO 9001:2000 standards. Neotech's key areas of expertise are in the oil and gas industries, auto manufacturing, medical, information technologies and telecommunications. The business techniques introduced and applied by the company currently serve as the best practice within the translation industry. Neotech is leading the drive to continuously develop translation market standards and to implement new levels of business and interpersonal communications into the translation industry within Russia and abroad.

Neotech 23/1 Matrosskaya Tishina, Moscow, Russia, 7-495-787-3331, Fax: 7-495-787-1189, E-mail: sales@neotech.ru, Web: www.neotech.ru

Languages English, Traditional Chinese, Simplified Chinese, Japanese, Korean, Thai, Malay, Indonesian, Tagalog, Vietnamese, Arabic, Farsi, Russian, German, French, Italian, Spanish, Dutch, Czech, Polish, Hungarian, Turkish, Greek, Norwegian, Danish, Hebrew, Irish, Finnish, Swedish, Luxembourgish, Romanian, Urdu, Ukrainian, Nepali, Latin, Latvian, Slovak, Slovenian, Bengali, Hindi, Pashto, Tamil, Punjabi, Singhalese, Marathi, Hmong, Khmer, Lao, Burmese, Mongolian, Somali, Afrikaans, Armenian **Description** One of the largest integrated language service providers in Asia and the first multilingual translation company in Taiwan, with over 45 years of experience covering 101 languages, from the commonly used to less frequently demanded languages and dialects. Together with our in-house translators and over 6,000 highly qualified and experienced translators worldwide, we adhere to stringent quality control through our standardized operating procedures to ensure the best quality translation. We view our projects from the customer's perspective and, in turn, gain respect and trust, steering our commitment to provide not just translation services but complete professional solutions.

PTSGI 6F, #23 Section 6, Min-Chuan East Road, Taipei City, 114, Taiwan, 886-2-8791-6688, Fax: 886-2-8791-7884, E-mail: market@ptsgi.com, Web: www.ptsgi.com

Rheinschrift Übersetzungen, Ursula Steigerwald

Language German to/from major European languages **Description** Professional globalization requires experience. Over the past two decades, we have developed into a top international company specializing in the precise tuning of your documentation and texts to the standards and mentalities of the German-speaking world. Our strength lies in our

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ADVERTISER INDEX

Jeff Williams

Unsung heroes of localization

More often than not, the news in the localization industry is about a new tool or application. Rarely does one hear anything about the thousands of people toiling behind the scenes who bring translation and localization projects to life. I'm talking about translators, project managers, engineers and sales/marketing people.

In the end, except for those companies actually engaged in selling tools and applications, the translation and localization industry is primarily a service industry, here to deliver projects on time and keep the clients satisfied so they will give us repeat business. As a service industry, we are ultimately dependent on people. This human factor, which is directly responsible for the customer service experience and the ultimate success of the localized product, has been characterized as a commodity. Why? Because it's intangible and an easy target, and a change in the industry some time ago allowed this classification and perception to perpetuate.

In order to nurture the delicate bond between language and commerce, the localization industry itself needs to recognize and encourage the people behind the scenes. These interactions are vital on a social and political level, but also have their direct impact and implications on global commerce. Clients also need to acknowledge this bond and realize that it adds at least as much value to their ultimate global success as their packaging and marketing efforts. Certainly, corporations need to develop new products and services, and because of market saturation, they need new localities in which to sell them. This may be more crucial than ever before, especially for Western, developed countries where the economic recovery has been sluggish, to put it mildly. Companies in the West need to be looking at the global marketplace not sometime in the future but now, today!

It's a well-known fact that people prefer to do business in their own language. This is good news for the translation and localization industry, which will become more important and relevant to practically every other type of industry that wants to be successful in the next decade. While the localization industry welcomes this infusion of new business and potential, let's keep in mind all of the people working like the Wizard of Oz, performing magic behind the curtain. Consumers the world over have little idea what it takes to introduce a new product or service to an international market. When that product sits on the shelf or online, it conveys the correct message and contains images and artwork we are familiar and comfortable with. We take it for granted that it will say what it needs to say and will look and feel recognizable, whether we're in the Moscow in Idaho or Russia.

How does a product developed in the United States get the look and feel of a culture as different from ours as say, Saudi Arabia? The answer, of course, is localization, which plays a crucial role in a product's success. However, what no one outside our industry ever sees is the solitary translator burning the midnight oil in Guatemala; or the engineer pulling an all-nighter to meet a client's deadline; or the project manager juggling 60 different resources for one project and getting up at 2:00 AM to place a call to his or her resource in China. I know these instances are not particular to our industry, but they're not as familiar to everyone as the sight of a salesperson on a red-eye flight from California to New York for an early morning meeting. Many people in our industry, especially the translators, labor alone with no boss to keep them on track, typically no benefits or bonuses to spur them on, and no co-workers to call on for support. They simply rely on their own standards and conscientiousness to get the job done. Unlike many industries, there are no assembly lines in localization and very little replication from one project to the next. To be sure, we use all sorts of tools and programs to get the job done, but localization is and will remain a customized and largely human function.

The next time you see an HP printer or Canon digital camera for sale in Europe, stop for a minute and think about exactly how many people's expertise it took to bring that product to the store shelves. Ask yourself if that product would be as competitive if the localization had not been done or was done poorly. The answer is no, and the reason it's there and selling successfully is all the seasoned and dedicated localization professionals who worked long, intense hours to finish the job and get it right. We need to continue to invest in and foster these unsung heroes who keep the localization top spinning. **M**

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

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