



Multilingual

Language | Technology | Business

Spanish

Spanish for local and global markets

English > Spanish translation in an MT environment

Post-editing MT and TM: a Spanish case

Language or culture: marketing to US Hispanics

Quality in collaborative translation and terminology

Managing language professionals in combat zones

KERK-CHOORSTEG



Que amen como yo amé mi Manrique, mi Góngora,
mi Garcilaso, mi Quevedo:

fueron
titánicos guardianes, armaduras
de platino y nevada transparencia,
que me enseñaron el rigor, y busquen
en mi Lautréamont viejos lamentos
entre pestilenciales agonías.
Que, en Maiakovsky vean cómo ascendió la estrella
y como de sus rayos nacieron las espigas.

TESTAMENTO (2)

PABLO NERUDA 1904-1973

idiomatic expression

[ɪd'ē-ə-măt'ik ɪk-sprěsh'ən]

—noun

1. an expression whose meaning is not predictable from the usual meanings of its constituent elements, as in *kick the bucket* or *hang one's head*, or from the general grammatical rules of a language, as in *the table round for the round table*, and that is not a constituent of a larger expression of like characteristics.

idiomatic frustration

[ɪd'ē-ə-măt'ik frŭ-strā'shən]

—noun

1. a feeling of being trapped and forced into a corner based on past technology investments, as in *you have no choice, we're killing your software, you must upgrade to our TMS or else*.

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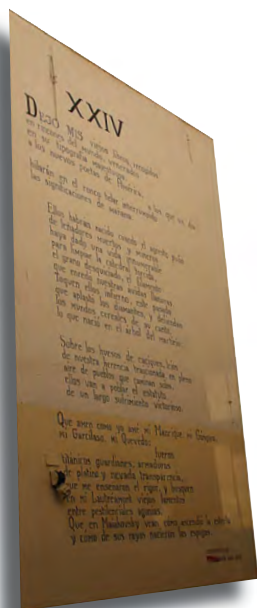
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About the cover

This poem is part of a city-wide project, "Poems and Walls," in Leiden, The Netherlands. The poems are in many different languages. In most cases a small plaque is placed nearby with a Dutch or English translation.

The logo for WHP (Worldwide Horse Publications) features the letters 'W', 'h', and 'P' in a stylized font. The 'W' is blue, the 'h' is orange, and the 'P' is blue.

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#98 Volume 19 Issue 6 September 2008

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Editorial guidelines are available at

www.multilingual.com/editorialWriter

Reprints: reprints@multilingual.com

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MultiLingual (ISSN 1523-0309), September 2008, is published monthly except Jan-Feb, Apr-May, Jul-Aug, Oct-Nov for US \$58, international \$85 per year by MultiLingual Computing, Inc., 319 North First Avenue, Suite 2, Sandpoint, ID 83864-1495. Periodicals postage paid at Sandpoint, ID and additional mailing offices.

POSTMASTER: Send address changes to *MultiLingual*, 319 North First Avenue, Suite 2, Sandpoint, ID 83864-1495.

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Getting the whole picture

When I was young (or younger, depending on your definition of *young*, I suppose), I used to go in with my father to his little family medical practice and do homework in his office. Ostensibly, this was to learn stuff, and indeed, I often did observe him performing minor operations — with the patient's consent, of course. I developed deep childhood opinions about some of the things I observed.

First, it's stupid to let yourself get something like acute ingrown toenails and then pay to have them peeled off. You should learn to trim them right yourself and keep your toes clean. Second, even unpreventable aches and pains, both mental and physical, may not have a medicinal cure.

Third, language is power, just as the gift of healing is power. People respect and trust someone who can address them in their language, particularly if it's their doctor or someone they're supposed to respect and trust anyway.

Dad had picked up a few Russian and Japanese words somewhere to build rapport, but primarily he had learned Spanish, which became more and more useful as the years passed. He could ask where something hurt; say hello, how are you, what's your name, your age? Whole, bleeding, taxpayer, indigent, stoic, whiny, passive; Dad knelt before them and at least tried to put them at ease. He never trusted his Spanish enough to hang a diagnosis on, so he typically called the language line for help. I could see, though, that his kindness and his linguistic acumen smoothed the whole process. To take care of someone, you need more than mere functionality.

This is the whole point of localization and maybe life in general — not stopping at a straight translation, but making sure to get the whole picture. In our Spanish focus, to offer more than mere functionality and to get the whole picture, José Gambín and Igor Zubicaray begin with Spanish-flavor localization, mentioning not just the most or least common words in translation, but their social implications. Don DePalma ends with advice on marketing to Hispanics, with a little help from Madalena Sánchez — consider who they are, for instance, besides being speakers of Spanish. In the middle, Rosana Wolochwianski lays out some challenges for English > Spanish machine translation (MT), and Ana Guerberof offers a case study indicating that it might not be as challenging as we previously thought.

Jerry Torres writes about project management for linguists in conflict zones, Louise Brunette and Alain Désilets discuss collaborative translation, and Ilse Depraetere reviews LEC Power Translator 12, giving three examples of the MT output it's capable of. Gary Muddyman reports on improving international search engines, Tom Edwards writes about community, John Freivalds shares some examples of reverse-localization marketing, Adam Asnes compares the outlooks of globalization stakeholders, and Jost Zetzsche leaves us with some last words on tools.

Dad delivered a baby in Spanish once, although I never saw this. That was easy, he said; he just needed a few phrases: Push, again, don't push.

I would offer the same advice to anyone trying to sweat through this field. To give birth to anything good, a mass of text or a mass of human flesh, takes hard work and perseverance. It also takes some well-timed rest. To that end, I suggest reading this magazine. ✱


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Announcements

100-plus language translation project

ACCU Translation Services Ltd., a provider of translation and localization services, will be funding and managing the translation of the website of Gary Zukav and his Seat of the Soul Institute into over 100 languages (www.seatofthesoul.com).

ACCU has made this offer in order to assist Zukav, a #1 *New York Times* best-selling author and frequent guest on *The Oprah Winfrey Show*, in sharing his work with a much larger global audience.

Clay Tablet's connectivity and integration technology will be used as the translation hub to automate and coordinate the content being routed to and from the website's content management system to the translation software provided by Across Systems GmbH, a translation collaboration environment. ACCU will oversee the management of the entire project and will implement a crowdsourcing approach in collaboration with ProZ.com, a web community of translation professionals.

ACCU Translation Services Ltd.

info@accutranslation.com
www.accutranslation.com

Clay Tablet Technologies

info@clay-tablet.com, www.clay-tablet.com

Across Systems GmbH

info@across.net, www.across.net

ProZ.com

drew@proz.com, www.proz.com/connect



Olympics discussed on Kontrib

To support the global nature of the Olympics, Language Weaver added an "Olympics" page to www.kontrib.com so that users could discuss the Olympics with others around the world, post interesting stories, and receive a global perspective of the event.

Kontrib, a multilingual social bookmarking website, allows users to submit, vote and comment on user-generated stories. Kontrib adds a different twist to the social bookmarking marketplace by introducing

automated/machine translation into other languages for the stories.

Kontrib's ultimate goal is to foster communication on the internet by reducing the language barrier, thus allowing people from many cultures and languages to see each other's news stories and opinions in their own local languages. The site currently supports content in Hindi, Romanian, French, Spanish, Italian, Chinese, Arabic, Persian and Somali.

Language Weaver info@languageweaver.com
www.languageweaver.com

LRC invites annual awards entries

The Localisation Research Centre (LRC) invites entries for the annual LRC award – sponsored by Symantec Ireland Ltd. (www.localisation.ie/resources/Awards/Thesis.htm) – for the best thesis on a localization-related topic. Students who have completed a thesis on a relevant theme within the past two years are invited to submit their work to the LRC for consideration. Theses may be submitted prior to their degree award and will be judged by a panel of academic and industry experts.

The LRC Best Scholar Award 2008 (www.localisation.ie/resources/Awards/Scholar.htm), sponsored by con[text], will be presented to a student entering into or currently undertaking postgraduate research on a localization topic in a third-level institution. The scope of the entries for both awards need not be confined to a technical area, and applications are also invited from students who are carrying out research into the commercial and management aspects of the industry.

Localisation Research Centre
lrc@ul.ie, www.localisation.ie

Business

CPSL acquires realtime

CPSL, a globalization and translation services provider, has purchased realtime Dokumentation & Tools GmbH, a technical communication company. realtime offers solutions in documentation engineering to international engineering and automotive companies. The company will be run as a business unit of CPSL under the name CPSL Documentation & Tools with unit headquarters remaining in Germany.

CPSL info@cpsl.com, www.cpsl.com

WebTrends Enabler introduced

SDL Tridion Corporate Services BV, a provider of web content management solutions, and WebTrends Inc., a provider of web

analytics and online marketing solutions, have introduced WebTrends Enabler – technology that allows marketers to synchronize with online analytics and web content management systems using a small amount of tagging code. The code enables the WebTrends Marketing Lab suite to monitor the sites and feed customer results and other insights into SDL Tridion solutions.

SDL Tridion Corporate Services BV
info@tridion.com, www.tridion.com

Babel Media part of Quattro

Games outsourcing and localization firm Babel Media has announced that following investments by the D.E. Shaw group and the global outsourcing firm Quattro BPO Solutions (P) Ltd., it has now become a part of the latter's stable of companies. Babel says it will continue to retail its individual brand, as well as its focus on games, with the new investments to be used expanding its Indian, North American and European facilities, along with the founding of new divisions in Southeast Asia and Eastern Europe.

Babel cofounder Algy Williams will remain in the company as a non-executive director and shareholder, while former Electronic Arts VP and executive producer Richard Leinfellner will take over as the company's CEO.

Babel Media info@babelmedia.com
www.babelmedia.com

Quattro BPO Solutions (P) Ltd.

quattro_us@quattro.com, www.quattro.com

Lingotek and In-Q-Tel form agreement

Lingotek, a collaborative translation technology company, has announced a strategic investment, work development and licensing program with In-Q-Tel, an independent strategic investment firm that identifies innovative technology solutions to support the missions of the Central Intelligence Agency and the broader US intelligence community. This agreement will fund the development and enhancement of new translation solutions and is also part of a Series B funding round with participation by Flywheel Ventures and Canopy Ventures.

Lingotek www.lingotek.com

COMSYS acquires ASET

COMSYS IT Partners, Inc., has announced the acquisition of ASET International Services Corporation, a provider of globalization, localization and interactive language

services, including translation, multilingual publishing, audio/video production, and simultaneous interpretation and conferencing for live events in over 140 languages. Terms of the acquisition were not disclosed.

COMSYS service offerings include contingent and direct hire placement of information technology professionals in addition to a wide range of technical services and solutions addressing requirements across the enterprise.

COMSYS IT Partners, Inc. www.comsys.com

ASET International Services Corporation

erika@asetquality.com, www.asetquality.com



XTRF obtains Spanish reseller

XTRF Management Systems, a division of Lido-Lang Technical Translations, has announced that Sicaman Nuevas Tecnologías S.L. will be the sole distributor of XTRF for Spain and Portugal.

XTRF Management Systems

sales@xtrf.eu, www.xtrf.eu

EMA purchases LAN

Emergent Medical Associates (EMA) has finalized the purchase of a majority interest in Language Access Network, LLC (LAN). LAN provides on-demand language interpretation services through video and audio conferencing in hospitals and other health care venues nationwide.

Emergent Medical Associates www.ema.us

Language Access Network, LLC

www.languageaccessnetwork.com

SDI Media Group buys Blackbird Music

SDI Media Group, a provider of dubbing, subtitling and translation services to the entertainment industry, has bought Blackbird Music, a German dubbing company based in Berlin. As part of the deal, SDI and Blackbird will be building additional recording studios to increase their scale of operations.

SDI Media Group info@sd-media-usa.com

www.sdmediagroup.com

Omni Lingual forms alliance with Language Line Services

Language service provider Omni Lingual (NetworkOmni Multilingual Communications) has formed a strategic alliance with Language Line Services, a provider of language solutions, in which Omni Lingual will utilize Language Line Services' infrastructure to enhance and service clients' needs.

Language Line Services

www.language-line.com

NetworkOmni www.networkomni.com

Changes

PASS now SDL Passolo GmbH

PASS Engineering GmbH is changing its name to SDL Passolo GmbH with Florian Sachse, founder and CTO of the company, as the managing director. Former CEO and co-founder Achim Herrmann will take on the role of senior business consultant, focusing on major customers and their requirements in the area of software localization. Claudia Fricke will continue as marketing manager, now responsible for SDL Passolo marketing worldwide; Nadir Moubarrid will take up the position of business development manager EMEA with a new colleague, Nina Sturm, providing sales support.

SDL Passolo GmbH

info@passolo.com, www.passolo.com

XINYISOFT expands headquarters

XINYISOFT, a provider of software testing, localization and technical translation services, has opened a new production center in Nanjing Xincheng High Tech Park. The new facility triples the size of its Shanghai headquarters.

XINYISOFT Shanghai

sales@xinyisoft.com, www.xinyisoft.com

Partnertrans UK rebranded as Universally Speaking Ltd.

Games localization specialist Partnertrans UK has been rebranded as Universally Speaking Ltd. The company provides localization, quality assurance and audio

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services to several of the industry's publishers, across all games platforms from console to mobile. Translation services include 16 languages.

Universally Speaking Ltd.

info@partnertrans.co.uk

www.partnertrans.co.uk

People

Elanex adds general manager

Elanex, Inc., a translation services and technology company, has announced that Rolf Hecken has joined the company as general manager of Canada. Hecken brings nearly 20 years of experience in translation and localization industry services, along with expertise in translation-related technologies. He was previously vice president of marketing and technologies for Able Translations Ltd.

Elanex, Inc.

info@elanex.com, www.elanex.com

Products

LTC Worx version 1.2

The Language Technology Centre Ltd. (LTC), a developer of language technology solutions, has unveiled version 1.2 of LTC Worx, its web-based business system for multilingual information management. New features include the flexible XLS Exporter that allows users to export financial data from LTC Worx to any accounting system. The new Translation Memory Log File Importer speeds up quote, purchase order and invoice creation. Version 1.2 also provides additional functionality with supplier management in the supplier portal as well as improved functionality in the outlook interface, financial management and e-mail notifications.

The Language Technology Centre Ltd.

info@langtech.co.uk, www.langtech.co.uk

Goldfire Innovator 4.6

Invention Machine Corporation, a provider of innovation software, has launched Goldfire Innovator 4.6 with new multilingual capabilities that include the ability to query and get same-language results in Japanese, English, French and German engineering content.

Goldfire Innovator, an enterprise software application powered by patented semantic search technology, fuses problem-solving methodologies with access to corporate and external knowledge. It enables engineers and business leaders to collaboratively define opportunities and problems in a common

language and then stimulate creative idea generation to drive breakthrough products.

Invention Machine Corporation

www.invention-machine.com

WALL-E game localized into Arabic

THQ Inc., a developer and publisher of interactive entertainment software, has created the first video game to be localized for the Middle East. WALL-E, THQ's summer 2008 release based on the Disney Pixar movie, has been localized into Arabic for gaming systems such as the Xbox 360, PlayStation 3 and PSP.

THQ Inc. www.thq.com

Alchemy PUBLISHER 2.0

Alchemy Software Development Ltd., a visual localization solutions provider, has announced the release of Alchemy PUBLISHER 2.0, designed to provide advanced translation memory (TM) for documentation. PUBLISHER supports all aspects of the localization workflow – from translation, engineering and testing to project management. It works with existing TM formats so that clients migrating to the new TM technology can re-use past translation investments. The tool also provides a machine translation adaptor.

Alchemy Software Development Ltd.

info@alchemysoftware.ie

www.alchemysoftware.ie

AppTek hybrid MT

AppTek, a developer of human language technology (HLT), has introduced hybrid machine translation (MT), a system that is a full integration of statistical and rule-based systems. All of the key criteria of MT and three key criteria of translation systems – fluency, informativeness and adequacy – are addressed by one system.

AppTek info@apptek.com, www.apptek.com

Sisulizer 2008

Sisulizer Ltd. & Co. KG, a software localization company, has developed Sisulizer 2008, a Windows application designed to reduce the work required by software developers to localize applications into multiple languages. It manages the translation and localization process while protecting source code. The new spellchecker has a Word-like checker that inspects each word as it is typed. In addition, the program now supports the Hunspell engine, with more than 80 languages. It also works with the Lingsoft engine.

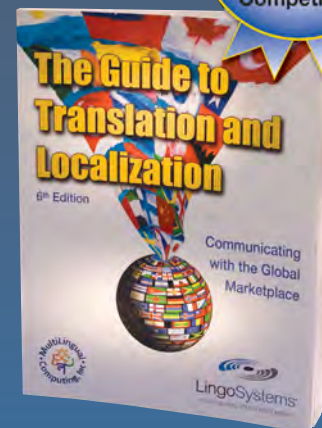
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Will the career "translator" become obsolete?
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What is a clean TM?

China as a Target Language Locale

What are the linguistic expectations of
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Kirti Vashee



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News

Resources

Welocalize launches open-source initiative

Welocalize, a provider of integrated globalization services, has launched the (www.globalsight.com) GlobalSight Open Source Initiative. The initiative aims to drive the development of GlobalSight Ambassador, a translation management system, through open collaboration. The website provides a platform for all interested parties to learn about the initiative and become involved in the program. Welocalize inherited the GlobalSight Ambassador product through the acquisition of Transware in May 2008.

The company has begun the first phase of open-source development. In order to release the source code to the public, there is a need to re-architect the underlying technology. The re-architecting involves replacing several third-party software components with open-source equivalents for workflow, database, object relationship mapping, middleware and directory management.

Welocalize

info@welocalize.com, www.welocalize.com

ELRA adds language resources

The European Language Resources Association (ELRA) has added new language resources to its online Language Resources Catalogue. ELRA-L0085 euLEX (Lexical Database for Basque), a general lexicon that contains 115,000 entries, is in XML. All entries include linguistic information such as morphology and usage.

ELRA considers the ELRA-S0276 Swedish EUROM1 the first really multilingual speech database produced in Europe. Over 60 speakers per language pronounced numbers, sentences and isolated words using close-talking microphone.

ELRA-S0277 SpeechDat Galician Database for the Fixed Telephone Network contains the recordings of 653 speakers of Galician recorded over the fixed-telephone network.

The ELRA-S0278 SmartWeb Handheld Corpus contains recordings spoken by 156 speakers in a human-machine query situation.

The ELRA-S0279 SmartWeb Motorbike Corpus contains recordings, spoken by 36 speakers in a human-machine query situation on a running motorcycle. Bikers were asked to solve several tasks with a spoken query system to the web using an integrated system connected to a speech server via an UMTS connection.

The ELRA-S0280 SmartWeb Video Corpus

contains 99 recordings, each containing a human-human-machine dialogue.

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



Unicode Common Locale Data Repository, version 1.6

The Unicode Consortium has released a new version of the Unicode Common Locale Data Repository (Unicode CLDR 1.6), which provides key building blocks for software to support the world's languages. Unicode CLDR data is used by a wide spectrum of companies for their software internationalization and localization needs: adapting software to the conventions of different languages for such common software tasks as formatting of dates, times, time zones, numbers, and currency values; sorting text; choosing languages or countries by name; transliterating different alphabets; and many others.

CLDR 1.6 contains data for 137 languages and 140 territories – 374 locales in all. Version 1.6 of the repository contains nearly 24,000 new or modified data items entered by over 220 different contributors. The data for CLDR is gathered through the CLDR survey tool, which allows organizations and volunteers to contribute, compare and vet locale data.

The Unicode Consortium www.unicode.org

International IDX Alliance

Immobel, a technology company that translates online real estate listings, has introduced the International IDX Alliance, an online exchange for real estate professionals worldwide to share and market each other's properties (<http://internationalidx.alliance.com>). Alliance membership is open to real estate associations, multiple listing service organizations, brokers and agents. Members provide Immobel with a feed of their listings, which are then translated into 13 languages using Immobel's proprietary

system that uses a combination of technology and human translators.

Immobil

info@immobil.com, www.immobil.com

Electropedia.org now in Russian

Terms in Russian are now searchable on www.electropedia.org, a website for electrotechnical terminology produced by the International Electrotechnical Commission, an organization that prepares and publishes international standards for all electrical, electronic and related technologies. Electropedia now offers more than 20,000 entries in 11 languages.

Comprised of terms and definitions in English and French, as well as equivalent terms in German and Spanish, the online database allows searches for a selection of terms in Arabic, Chinese, Japanese, Polish, Portuguese, Russian and Swedish.

International Electrotechnical Commission
www.iec.ch

FXConferences blog site

FXConferences, the educational arm of ForeignExchange Translations, Inc., has created an online blog — the Pulse on FXConferences blog (www.fxconferences.blogspot.com) — a vehicle by which past and prospective attendees of FXConferences events can learn about future offerings. The blog entries contain short abstracts of upcoming audio conferences, along with information about their presenters.

ForeignExchange Translations, Inc.
www.fxtrans.com

Services

Across Language Portal, Language Server update

Across Systems GmbH, a provider of corporate translation management systems and linguistic supply chain technology, has introduced its new Language Portal Solution for large-scale organizations and multinational corporations. The Language Portal Solution provides a user interface that allows customers operating on an international scale to implement web portals for all language-related issues and for all staff levels who need to make use of language resources.

At the same time Across is releasing the latest update to the Across Language Server, offering many new functions for the localization of software user interfaces.

Across Systems GmbH

info@across.net, www.across.net

SDL LSP Partner Program

SDL, a provider of global information management (GIM) solutions, has launched a Language Service Provider (LSP) Partner Program. Modeled after the Idiom LSP Advantage Program, the SDL LSP Partner Program is designed to work closely with LSP Partners who leverage SDL GIM technology.

SDL phampton@sdl.com, www.sdl.com

uWink menu language translation

uWink, Inc., an entertainment and hospitality software company and operator of an interactive restaurant concept, has introduced menu language translation. With the touch of a button, uWink's menu is translated into Chinese, English, French, German, Italian, Japanese, Korean or Spanish. uWink's interactive digital content operating/display

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Indian languages typing technology

Available in Hindi, Tamil, Panjabi, Kannada and English, a web-based service called Lipik uses an artificial intelligence module to predict what a user wants to write based on what has been previously written. It includes a virtual Indic language keyboard that eliminates the need to know English. Lipik also allows search in the local language and publishing to a blog.

Lipik contact@lipik.in, www.lipik.in

Kroll's multilingual Ontrack Inview

Kroll Ontrack, the technology services division of Kroll Inc. — a global risk consulting company, has announced the addition of Unicode processing support and multilingual search features to its electronic discovery services. The expanded intelligence capabilities of Ontrack Inview, including languages such as Korean, Japanese, Simplified Chinese and Traditional Chinese, help global legal teams identify, process, search, review and produce multilingual documents.

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KQED Forum: Operation Falcon

Last week, San Francisco's KQED covered the case of translators who worked for the US military in Iraq and Afghanistan and who are now trying to emigrate to the United States. . . .

Google: 1500 localized products

Taken from the Google Official blog today: Google have 1500 local-language versions of various products. Amazing growth. A testament to the pervasiveness of the Google message, but also Unicode. . . .

China Leads Web 2.0 Usage, Says BCG

"China's digital and online communities are the world's leading users of mobile communication, instant messaging and web 2.0 applications, according to a new report by the Boston Consulting Group (BCG)," says *China Daily*. . . .

In the Name of the Fada

You might remember my griping about the Polish support folks in CWT not being able to handle the apostrophe, let alone the accent on the capital *O* in my name. Now some Irish people have similar problems with diacritics (extended characters). . . .

Tom Cruise Talks at TED about the origins of language

OK, it's really Murray Gell-Man talking at TED 2007. I was confused when the presenter said the guy possibly knew more about everything than anyone. . . .

New German Capital Announced: Curb Your Enthusiasm

Don't all rush to Wikipedia to update the entry, but the *Irish Times* today tells us that "an addition to the German alphabet (has) emerged blinking into the daylight after a campaign lasting 130 years — to a hail of indifference". . . .

— Entries by Ultan Ó Broin

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Babel Wiki Workshop: Cross-Language Collaboration

September 8-10, 2008, in Porto, Portugal.
Wiki-Translation, www.wiki-translation.com/babelwiki

Global Information Industry Summit

September 9-11, 2008, in London, UK.
Software & Information Industry Association, www.siiia.net/giis/2008

Computers and Translation – TM Systems

September 15-19, 2008, in Saarbrücken, Germany.
Universität des Saarlandes, <http://fr46.uni-saarland.de/fbs2008>

TAUS Round Tables – Localization Business Innovation

September 18, 2008, in Amsterdam, The Netherlands.
September 24, 2008, in Copenhagen, Denmark.
Translation Automation User Society
www.translationautomation.com/meetings

UA Conference – Europe 2008

September 18-19, 2008, in Edinburgh, Scotland.
Matthew Ellison Consulting and Writers UA
info@uaconference.eu, www.uaconference.eu

Localization Project Managers Roundtable

September 21-23, 2008, in Lake Tahoe, California USA.
The Localization Institute, info@localizationinstitute.com
<http://localizationinstitute.com>

EAMT 2008

September 22-23, 2008, in Hamburg, Germany.
European Association for Machine Translation, info@eamt.org
<http://nats-www.informatik.uni-hamburg.de/view/EAMT08>

Computers and Translation – Software and Website Localization

September 22-24, 2008, in Saarbrücken, Germany.
Universität des Saarlandes, <http://fr46.uni-saarland.de/fbs2008>

ISTC Conference 2008

September 23-25, 2008, in Nottingham, UK.
Institute of Scientific and Technical Communicators
istc@istc.org.uk, www.istc.org.uk

Vendor Management Seminar

September 25-26, 2008, in Santiago, Chile.
IMTT, vmseminar@imtt.com.ar, www.imtt.com.ar/vmseminar_2

October

TAUS Round Tables – Localization Business Innovation

October 1, 2008, in Paris, France.
October 2, 2008, in Brussels, Belgium.
October 7, 2008, in San Jose, California USA.

October 10, 2008, in Chicago, Illinois USA.

October 29, 2008, in London, UK.

October 30, 2008, in Dublin, Ireland.

Translation Automation User Society
www.translationautomation.com/meetings

CustomerCentric Sales Workshop

October 1-3, 2008, in Barcelona, Spain.
Common Sense Advisory, info@commonsenseadvisory.com
http://commonsenseadvisory.com/training/customer_centric.php

LRC XIII

October 2-3, 2008, in Dublin, Ireland.
Localisation Research Centre/CNGL, Irc@ul.ie
www.localisation.ie/resources/conferences/2008

ELIA/GALA Networking Days

October 2-4, 2008, in Lisbon, Portugal.
ELIA and GALA, www.elia-association.org

TM-Europe 2008

October 9-10, 2008, in Warsaw, Poland.
Polish Association of Translation Companies
conference@tm-europe.org, www.tm-europe.org

TAMA CANADA 2008

October 9-10, 2008, in Gatineau, Quebec, Canada.
TermNet, tama2008@uqo.ca, www.uqo.ca/tamacanada2008

Localization World Madison 2008

October 13-15, 2008, in Madison, Wisconsin USA.
Localization World Ltd.
info@localizationworld.com, www.localizationworld.com

AMTA 2008

October 21-25, 2008, in Waikiki, Hawai'i USA.
Association for Machine Translation in the Americas
president@amtaweb.org, www.amtaweb.org/AMTA2008.html

Languages & The Media

October 29-31, 2008, in Berlin, Germany.
ICWE GmbH, info@languages-media.com
www.languages-media.com

November

tcworld 2008

November 5-7, 2008, in Wiesbaden, Germany.
tekomp, info@tekomp.de, www.tekomp.de/tagung/tagung.jsp

49th ATA Conference

November 5-8, 2008, in Orlando, Florida USA.
American Translators Association
ata@atanet.org, www.atanet.org/conf/2008

Localization Latin America

November 18-20, 2008, in Buenos Aires, Argentina.
Localization Latin America, donna@localizationworld.com
www.localizationlatinamerica.com

LEC Power Translator 12

Reviewed by Ilse Depraetere

Useful MT tool covers a wide range of application areas

The machine translation (MT) tool LEC Power Translator (PT) 12 is available in three multilingual versions: Premium, World and Euro. LEC PT 12 Premium translates from and into French, English, Spanish, German, Italian, Portuguese and Russian, and thus offers 42 language combinations. It comes with two interfaces: LEC LogoTrans and LEC ClipTrans. When the user is working with any version of LEC PT, the source text, from one phrase to a few pages, can be copied into the translation dialog box. The menu gives access to two more applications. LEC LogoTrans can be used to import TXT files, and LEC ClipTrans is a separate window that automatically translates any text that is highlighted and copied in a running application. The three-month subscription (included in Premium) to Translate DotNet and to TranslateToGo.com gives the user access to the LEC servers, and in this way a far wider range of language pairs and more translation options become available to the user.

In version 12, the user has a wider choice of text import methods than in version 11. For instance, an additional option is available in the LEC PT dropdown menu and in LogoTrans' *Translate Selections*. When a sentence is highlighted, the translation appears in a box in the active window. The LEC PT toolbar also comes with an icon *Hover Text/Word*, which is similar to *Translate Selections*. When the cursor is put over a sentence or word, the translation appears beneath the cursor.

Translate selection

The text can be imported in an additional number of ways in version 12: *Capture Text at Cursor*, *Capture Word at Cursor* and *Capture Text in Rectangle*, where the text is imported after it is enclosed by a rectangle drawn by the user.

Major additional features are the text-to-speech and speech-to-text options in LogoTrans 12. To train the system, the user is invited to read a number of sentences. Once this has been done, in theory, the speech produced is converted into text and translated.

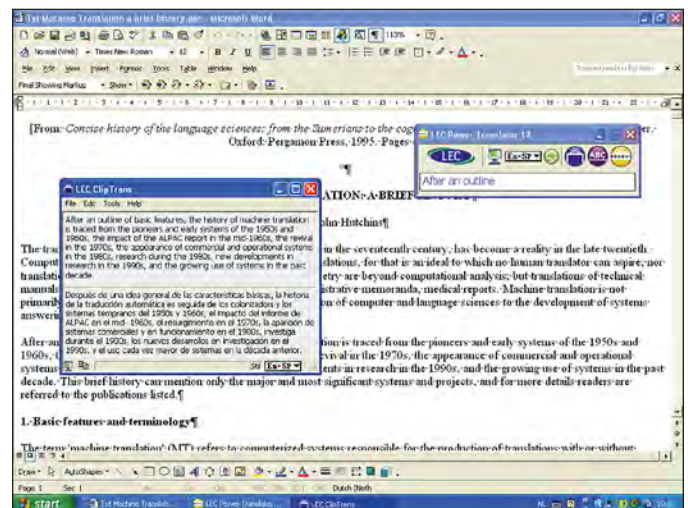


Figure 1: LEC ClipTrans interface and LEC PT interface.

The tests that the current author performed did not yield very good results, the voice recognition training possibly being the origin of the inadequate output. The speech-to-text option works well. In this case, the translation is read aloud in the target language.

Next to the applications just mentioned, LEC PT World offers two additional interfaces: TransIt, which translates text as it is typed – in the context of instant messaging or in chat windows, for instance – and MirrorTrans, which automatically translates whatever text appears in an application that is being run in an additional window. A wider range of source and target languages is available than in the Premium version – Dutch, Polish, Ukrainian, Chinese, Japanese and Korean also being included – and the subscription to Translation DotNet and TranslateToGo.com is for a six-month period.



Ilse Depraetere is a professor of English linguistics at the University of Lille III. Her research interests include pragmatics, corpus linguistics and various aspects of CAT and MT.

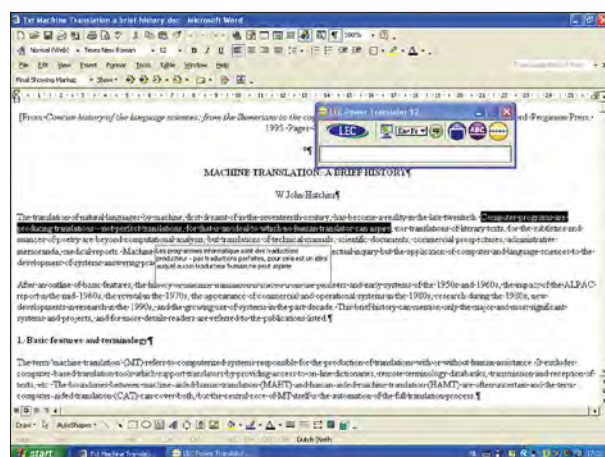


Figure 2: Translation selection.

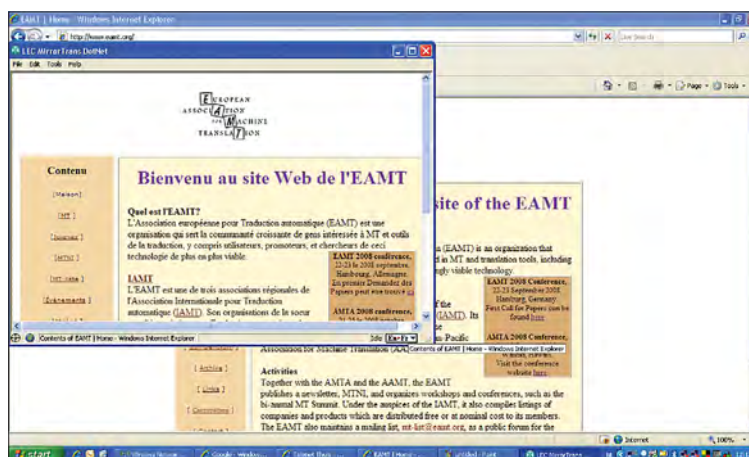


Figure 3: LEC MirrorTrans interface.

LEC MirrorTrans interface

LEC PT Euro offers the same language pairs as LEC PT Premium, but apart from the four interfaces already mentioned, it includes FileTrans, which can handle a wider range of formats, such as RTF, PDF, and XML, and it comes with a set of domain dictionaries, a so-called Dictionary Utility, which makes it possible to create user dictionaries, and Word, Excel, PowerPoint and Outlook add-ins, which allow the user to translate from within the Microsoft applications. A three-month subscription to LEC online translation services is included.

I must point out that in order to translate files in LEC LogoTrans or LEC FileTrans, for instance, the connection to the server may in some cases be blocked by security software installed on the computer, in which case the security and firewall software settings must be modified.

Different applications

LEC addresses the needs of both home and professional users. As shown in Table 1, each desktop version includes a different range of interfaces, but the temporary access to Translate DotNet inherent in any version gives the user access to five applications and makes use of the LEC server translation engine.

While each of the applications may be particularly suitable in a specific working context, the functionality differences are sometimes small. For instance, the specificity of LEC ClipTrans is that it automatically translates any text that is highlighted and copied. A down-side is that one does not necessarily need a translation of any highlighted paragraphs copied while writing a text. A possible alternative is therefore to

LEC Power Translator 12, Language Engineering Company
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Interface languages: English, French, German, Spanish, Italian, Portuguese.

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paste text into the translation dialog of the LEC PT interface or in the LEC LogoTrans interface, a slightly more cumbersome procedure, but as just pointed out, suitable in context in which not all copied text needs to be translated.

If one wants to translate a document as one is writing, LEC LogoTrans is a suitable interface, even though LEC MirrorTrans might be equally useful for this purpose. This interface translates any window with which a link has been established and adapts the translation whenever the text is changed. LEC MirrorTrans is also recommended for the translation of web pages. If it is less important to have a translation on the fly, a possible alternative is to copy and paste the text into LEC PT or to have the completed file translated by FileTrans and to go through the same process again if the text is modified.

Program	Premium	Euro	World	Translate DotNet
LogoTrans	+	+	+	+
ClipTrans	+	+	+	+
TransIt		+	+	+
MirrorTrans		+	+	+
FileTrans		+		+
MS Office Add-ins		+		
Translate DotNet	3 months	3 months	6 months	
TranslateToGo.com	3 months	3 months	6 months	

Table 1: Each desktop version includes a different range of interfaces.

LEC TransIt is another application that translates instantly as one types, and it is particularly recommended in the context of instant messaging, chatting and e-mails. Having typed the source text in the dialog, it gets translated by clicking the *enter* button, and a second click on the *enter* button directs the text to the window that the user has chosen for the translation to be inserted.

Both LEC LogoTrans and LEC FileTrans can be used to translate files, but the range of document types is wider in the case of the latter application. By dragging one or several files or a complete folder into the LEC LogoTrans dialog, the translation process is triggered off, an alternative strategy being the importation of files and folders into the relevant dialog.

In other words, while the different translation options offered by different interfaces are meant to reflect different working styles, the differences are sometimes small, and there is a certain amount of overlap in their functionalities. Having said this, every user is certain to find an application that he or she feels comfortable with in a specific context. The Flash demo included is very useful to get an accurate view of the specificity of each interface.

It is possible to have TXT, HTML, RTF, PDF, XML and Microsoft Word files translated in FileTrans with a Premium DotNet subscription, TXT files and HTML files being the two formats that are covered by a non-Premium DotNet subscription.

Translation options

The general dictionary included in the desktop Premium product can be supplemented with a number of user dictionaries in the Translate DotNet option, and in the LEC PT Premium it is possible to activate domain-specific dictionaries. The available dictionaries are not the same for the different language pairs. While domain dictionaries for business, IT and legal and medical dictionaries are available for English into French, for instance, for Polish into English the domains are NATO, military, IT and business.

It is possible to create user dictionaries with terminology relevant to the source text domain in the World edition of LEC PT.

The user can activate the back translation option in LEC LogoTrans, in which case any translation is automatically translated back into the source language. The quick start guide refers to this strategy as a safeguard enabling the user to check whether the translation produced from the source language is accurate. If the user has doubts after the back translation, he or she may want to change the source text in such a way that the back

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	Source Text: Spanish	Target Text: English
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IT	Ahora bien en el ámbito de Tecnologías de Información, el conocimiento tampoco es un concepto nuevo, muchas Empresas han desarrollado sistemas para la documentación de todos sus procesos, en cierta medida es una aproximación a mantener el conocimiento dentro de la organización y no depender de aquel que los Empleados mantienen. El éxito ha sido moderado, si bien se tiene un gran avance, no es suficiente, porque solamente se documentan en no más de un 35 % del conocimiento que una persona pueda tener con respecto al desempeño de sus actividades.	Now then in the environment of Technologies of Information, the knowledge neither is a concept new, many Companies they have developed systems for the documentation of all its processes, in certain measure it is an approach to maintain the knowledge inside the organization and not to depend on that that the Employees maintain. The success has been moderate, although one has a great advance, it is not enough, because they are only documented in not more than 35% of the knowledge that a person can have with regard to the acting of her activities.
Business	Cuando el empresario proyecta un producto nuevo, necesita máquinas, equipos y capital de trabajo; cuando se propone expandir sus ventas requiere fondos adicionales; o puede demandar capital para reestructurar la empresa y mejorar su competitividad. En estos y otros casos que se puedan presentar, se necesita recurrir a una técnica que nos permita recopilar en un mismo documento toda la información referente a una empresa, lo que se logra a través de la confección de un plan de negocios (PN).	When the entrepreneur projects a new product, he needs machines, teams and working capital; when he intends to expand his sales it requires additional funds; or it can demand capital to restructure the establishment and to improve his competitiveness. In these and other cases that can show up, it is needed to appeal to a technique that allows us to gather in oneself document all the information with respect to an establishment, what is achieved through the making of a plan of businesses (PN).
Legal	PRIMERO – Lega a su antes citado esposo el usufructo universal y vitalicio de todos los bienes, derechos y acciones que integren su herencia, relevándole de hacer inventario y prestar fianza. Ruega a sus herederos que respeten el legado de usufructo universal antes asignado, con la prevención de que el que de ellos no lo respete, quedará reducido a su legítima estricta, acreciendo lo que exceda de ella a los que lo acepten. Para el caso de que ninguno de los herederos respetase dicho legado de usufructo universal y vitalicio, lega a su esposo, en pleno dominio, el tercio de libre disposición, además de la cuota legal usufructuaria que la ley le reconoce.	FIRST. it Bequeaths their above-cited husband the universal usufruct and vitalicio of all the goods, rights and actions that integrate their inheritance, raising him/her of to make inventory and to lend deposit. He/she requests to their heirs that respect the legacy of universal usufruct before assigned, with the prevention that the one that doesn't respect it of them, will be reduced to their genuine one strict, acreciendo what exceeds from her to those that accept it. For the case that none of the heirs respects this legacy of universal usufruct and vitalicio, it bequeaths to their husband, in the middle of domain, the third of free disposition, besides the legal usufructuary quota that the law recognizes him/her.
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translation guarantees the MT translation is adequate.

Corresponding Word and *Alternate Words* are available in LEC ClipTrans and LEC FileTrans. *Corresponding Word* is a kind of alignment functionality that highlights the word or phrase in the source text (or target text) that corresponds to the word in the target text (or source text) that is indicated by the cursor. *Alternate Words* are alternative translations that may be available for a particular source text word. The user can check any alternative translations by right-clicking the word of his choice. The word selection options can be activated for some language pairs only, and *Alternate Words* is



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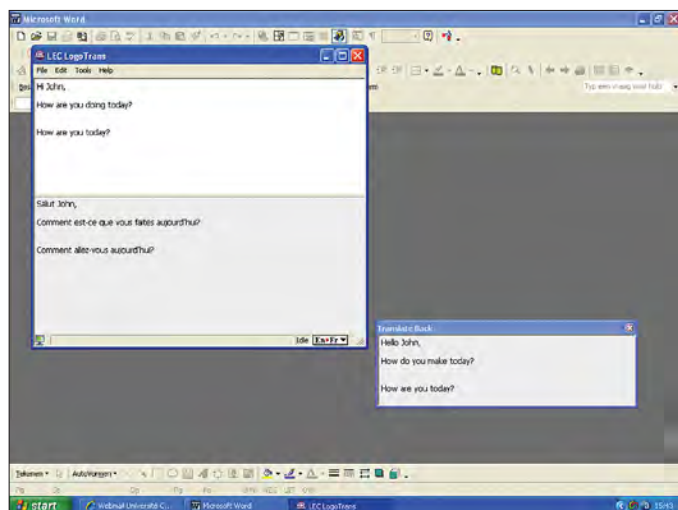


Figure 4: Back translation functionality.

only available for some words within a translation.

When working with different source languages, it is possible to activate an *Automatic Source Language Identification*, which can potentially be handy when working with several foreign language documents or with languages whose scripts one is not familiar with.

For particular language pairs, the user can select so-called output settings. In the case of English into French (and Italian, German and Portuguese), for instance, it is possible to specify the gender of the third-person-plural pronoun in the target

language (*ils* or *elles*) or choose the level of formality for the translation of the second-person-singular pronoun (*tu/toi* vs. *vous*).

Language pairs and translation quality

The wide range of translations options (323) of the DotNet subscription is, to a considerable extent, the result of what LEC calls composite translation. This is a system of relay translation whereby, for instance, Tagalog gets translated into English and the English translation is translated into French. Direct translation is available for the following language pairs:

- English < > Arabic, Chinese, Dutch, French, German, Hebrew, Italian, Japanese, Korean, Persian, Polish, Portuguese, Russian, Spanish, Turkish and Ukrainian
- Indonesian > English
- Pashto > English
- Tagalog > English
- French > German, Italian and Spanish
- German > French and Italian
- Spanish > French and Italian

The translations in this article (pages 21, 23, 24) are indicative of the quality of a number of the direct language pairs. The e-mail exchanges have been translated with the general user dictionary, but the other translations have been done with domain-specific dictionaries. In the case of Polish into English, there is no domain dictionary for the medical and the legal domains.

Online help

The online manual that comes with DotNet is excellent. It is complete, well organized and clear, and it serves as an extremely effective tool to help troubleshoot problems. The online demos of the different applications also need to be mentioned. They are extremely handy to get a comprehensive overview of the functionalities and use of the different interfaces. LEC PT includes a concise writing guide with guidelines such as "Avoid ellipsis and the use of abbreviations" and "Keep sentences short and clear" that should result in a higher quality MT. LISA's 2004 *Implementation of MT: Best Practices Guide* is an informative text that is made available and that should make sure the user's expectations about MT quality are realistic. In other

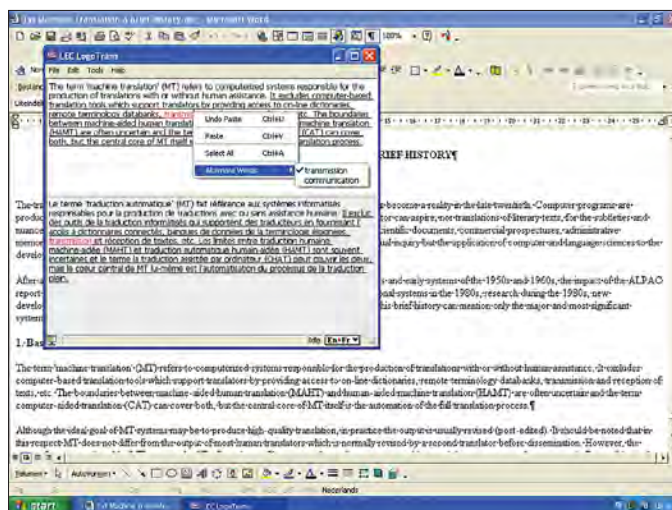


Figure 5: Alternate Words functionality.

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Standing above a background of expectations

words, efforts have been made to equip users with different kinds of information to familiarize them with the software. A simple click on technical support in the menu of the applications launches the user's e-mail application. A window opens addressed to the LEC helpdesk with information about the software being used and an invitation to state the

problem. A few tests have proved that the positive feedback on the LEC website about the helpdesk is not exaggerated. The reactivity and quality of the response are indeed impressive.

As usual, MT is the appropriate answer in contexts where the choice is between no translation, and hence no access to information at all, and a less-than-perfect

MT translation. This tool is useful to facilitate multilingual communication when the participants do not share a common language. It will be clear that a translation on the fly is the only one that will work in the context of instant messaging/chat, no matter what the imperfections are. This tool is easy to use and covers a wide range of application areas. **M**

	Source Text: English	Target Text: French
Medical	Both viral and bacterial meningitis are usually caused by an infection and can occur at any age. However, bacterial meningitis more often affects children, while viral meningitis more commonly affects young adults. The cause varies at different ages, so 80 per cent of bacterial meningitis occurs in the under-16 age group and the majority are under five. Viral meningitis tends to affect older children and adults.	La méningite virale et bactérienne est causée habituellement par une infection et peut se produire à tout âge. Cependant, méningite bactérienne plus affecte souvent des enfants, pendant que méningite virale plus communément affecte jeunes adultes. La cause varie à âges différents, donc 80 pour cent de méningite bactérienne se produit dans le sous-16 la tranche d'âge et la majorité sont au-dessous cinq. La méningite virale a tendance à affecter de plus vieux enfants et des adultes.
IT	The scanner itself is a fairly standard A4 flatbed unit with a built-in automatic document feeder that connects to the base of the scanner via a captive serial cable. Disappointingly for a fairly high-resolution product (it has an optical resolution of 600 by 1,200spi), the interface is USB 1.1 rather than USB 2.0, which doesn't allow for very fast data transfer.	Le scanner lui-même est un A4 assez standard unité à plat avec un chargeur de document automatique encastré qui se connecte à la base du scanner par un câble séquentiel captif. De façon décevante pour un produit assez à haute résolution (il a une résolution optique de 600 par 1,200spi), l'interface est USB 1.1 plutôt qu'USB 2.0 qui ne tiennent pas compte de transfert de données très rapide.
Business	Hybrids combine features of debt and equity. Ratings agencies sometimes classify them largely as equity, but they carry regular payments such as debt instruments. They are last in the queue of creditors in the event of bankruptcy and as a result they are considered riskier than other debt instruments and pay a higher yield.	Les hybrides combinent des traits de dette et action. Les agences des notations les classifient quelquefois pour une grande part comme action, mais ils portent des paiements réguliers tels qu'instruments de la dette. Ils sont dernièrement dans la file de créanciers dans l'événement de faillite et en conséquence ils sont considérés plus risqué que d'autre dette instrumente et paie un plus haut rendement.
Legal	1. The author warrants that s/he has the full power and authority to enter into this agreement and to grant the rights granted in this agreement. 2. The journal undertakes to publish the work by placing it on the Journal's server and maintain copies of the work.	1. Les mandats de l'auteur qu'il/elle a le plein pouvoir et autorité entrer dans cet accord et accorder les droits a accordé dans cet accord. 2. Le journal entreprend publier le travail en le plaçant sur le serveur du Journal et maintenir des copies du travail.
E-mail	Yes, I had vaguely wondered about Justin but thought he might be a bit too old and not feel up to it. Alternatively we might ask James. What do you think? Do you have anyone else in mind? John	Oui, je m'étais demandé vaguement au sujet de Justin mais pensée il peut être un peu trop vieux et ne se sentir pas le courage. Ou bien nous pouvons demander à James. Qu'est-ce que vous pensez? Avez-vous quelqu'un d'autre dans l'esprit? John



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	Source Text: Polish	Target Text: English
Medical	Pierwsze objawy choroby przypominają przeziębienie: katar, kichanie, męczący suchy kaszel, nasilający się w nocy, niewysoka gorączka. Stopniowo kaszel nasila się, przechodząc w kaszel napadowy. Ciężkie ataki kaszlu często kończą się wymiotami. U dziecka zaczynają pojawiać się wylewy i wybroczyny do spojówek, krwawienia z dziąseł lub z nosa, obrzęk twarzy i powiek, utrzymujące się do czterech miesięcy (u starszych dzieci i dorosłych krztusiec ma często przebieg nietypowy).	The first appearances of disease recollect chill: catarrh, sneezing tormenting dry cough intensifying in night, not very high fever. Gradually cough intensifies walking in paroxysmal cough. Heavy attacks cough often will finish vomiting. At kid begin to appear overflows of and effusion to conjunctivas, bleedings from dziąseł or from nose, swelling of face and palpebras maintaining to four months (at elder children and adult krztusiec has often course nietypowy).
IT	Z menu Start, wybierz Panel sterowania, Drukarki i inny sprzęt, Skanery i aparaty fotograficzne (lub Panel sterowania, Skanery i aparaty fotograficzne). Kliknij prawym przyciskiem myszki ikonę Urządzenie skanujące i wybierz właściwości w celu oglądania ramki dialogowej Właściwości skanera sieciowego. Dla Windows® 98/98SE/Me/2000 Z menu Start, wybierz Panel sterowania, Skanery i aparaty fotograficzne, a następnie kliknij prawym przyciskiem myszki ikonę Urządzenie skanujące i wybierz Właściwości dla oglądania ramki dialogowej Właściwości skanera sieciowego.	Z-buffer end-user menu Start, select The panel of control, Printers and other iron, Scanners and photographic engines (or The panel of control, Scanners and photographic engines). Click right button mouses icon Appliance scanning and select properties for viewing of the border of the conversational Property of groupware scanner. For Windows® 98/98SE/Me/2000 Z-buffer end-user menu Start, select The panel of control, Scanners and photographic engines, and next click right button mouses icon Appliance scanning and select Properties for viewing of the border of the conversational Property of groupware scanner.
Business	Spadki na giełdach nie sprzyjały umacnianiu złotego, który podobnie jak większość walut pozostawał dziś w konsolidacji. Eurostat podał dziś, że wzrost gospodarczy w Polsce w czwartym kwartale wyniósł 6,7 proc. GUS podał swoje szacunki wcześniej i według jego metodologii wzrost ukształtował się na poziomie 6,1 proc. Nieznaczne osłabianie się naszej waluty zaczęło być odraagowywane pod koniec sesji, razem ze wzrostem eurodolara. Kurs USD/PLN poruszał się dziś w zakresie 2,31-2,32 i sesję kończył przy dolnym ograniczeniu tego przedziału wahań. EUR/PLN oscylował dziś wokół 3,52.	Falls on exchange rates did not favor strengthening of zloty which like majority walut remained today in consolidation. Eurostat gave today that economic stature in Poland in fourth term carried out 6.7 catapults. GUS gave his assessments earlier and according to his methodology stature shaped on the level 6.1 catapults. The inconsiderable weakening our currency began to be odraagowywane by the end of sessions, together with stature eurodolara. Exchange rate USD/PLN touched today in range 2.31-2.32 and session finished by the bottom limitation of that of section of hesitations. EUR/PLN oscillated today round 3.52.
Legal	Już działają tzw. sądy 24-godzinne. 12 marca br. weszła w życie ustawa z dnia 16 listopada 2006 r. o zmianie ustawy Kodeks karny oraz niektórych innych ustaw, a także rozporządzenia wykonawcze. Wskutek nowelizacji w Kodeksie postępowania karnego pojawił się nowy rozdział 54a "Postępowanie przyspieszone". Celem nowelizacji jest wprowadzenie procedury pozwalającej szybko sądzić chuliganów i drobnych przestępców.	Already so-called courts run 24-of one hour. 12 March br. Descended in rye the law z-buffer of day 16 November 2006 about altering laws Criminal code as well as of some other laws, and too run-time instructions. Through amendments in The code of the approach of penal appeared new chapter 54a accelerated" "Approach. The amendments objective is introduction of procedure permitting quick to judge of hooligans and granular offenders.
E-mail	Przepraszam, że dopiero teraz odpisuje, oczywiście nie miałam kasy na komórce. W Lille zakończyłam pomyślnie sesję, po czym wyruszyliśmy z Kasią na tak długo wyczekiwaną podróż do Polski. Dojechaliśmy szczęśliwie. Byłam też z Panem Henrykiem na kolacji, wtedy akurat kiedy pisałaś - spróbowałam ostrygi - no coś wole karpia.	I apologize that only now writes back, of course had not cash box on cell. IN Lille terminated thoughtfully sessions, for or we left z-buffer Kasią on so long expected trip to Poland. We reached happily. I was arguments z-buffer Mr. Henrykiem on supper, then exactly when generated content - tried oysters - and coś ox's carp's.

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The power of community

Most of the geopolitical and cultural issues I've discussed in this column have something very much in common, something I've talked about briefly or to which I have alluded, but to date, I have not directly addressed this commonality. If you're a reader of this column, perhaps the first thing that comes to mind is that just about everything I've discussed here is a risk issue. In other words, it's something that will upset a specific local government or local consumers and cause problems for the company that makes the mistake. This is true, without a doubt! If we look just a bit deeper, however, into the dynamics behind the local reaction, we can discover what I consider to be the driving force behind the risks of geocultural content: the power of "instant" community as enabled by information technologies.

Now, the consumers' negative backlash against a company's content is certainly nothing new or unique. It's been demonstrated time and again for many decades that if a company makes a geocultural-related mistake — unintentionally or not — people most certainly will rise up and complain when there is a strong cause or issue at stake. A classic example of this was when in 2002 the Abercrombie & Fitch clothing retailer released three t-shirt designs that were intended to be humorous in a retro kind of way. Each shirt design depicted stereotypical, cartoonish Chinese characters with slanted eyes, rice paddy hats and traditional clothing, along with slogans on the

shirt such as "Wong Brothers Laundry Service — Two Wongs Can Make It White."

The Asian-American community was in an uproar over these designs, openly protested in front of Abercrombie & Fitch stores and expressed their anger towards the company. The company quickly discontinued sales of the shirts while also expressing surprise at the reaction. This sort of social crowd reaction isn't anything too new. The masses have often risen up in reaction to perceived injustice, but we're usually more familiar with it in the context of political change, as seen in the French Revolution, for example.

However, what has more recently taken the local consumer feedback dynamic to a whole new level of communication is the power of online communities and social networks. Such connectivity has revealed two primary effects so far: 1) the ability for people to unite around a common background (such as race, religion, culture, language and so on) and 2) the ability for diverse people and groups to interrelate on the basis of common interests (music, games, films or television programs, for example). These various networks (Facebook, MySpace, Second Life and so on) and interconnections among like-minded communities enable an almost instantaneous response mechanism on a scale never before realized. They bring with them the ability to mobilize — whether virtually or in actuality — a great number of people around a specific cause. Sometimes it can be leveraged for a greater good that extends far beyond a single community, such as collecting aid for earthquake or hurricane victims in some part of the world. The "wisdom of the masses" approach

Tom Edwards is owner and principal consultant of Englobe, a Seattle-based consultancy for geostrategic content management. He previously spent 13 years at Microsoft as a geographer and as its senior geopolitical strategist.



As seen in this screen shot from the Chinese massively multiplayer online role-playing game, *Fantasy Westward Journey*, the image on the wall of this office appears to be similar to a Japanese flag.

(Game images copyright NetEase)



After the Japanese-like image was detected in the office, the news spread and players filled the office in protest. Here, the flag and the rest of the space have been covered by player avatars.

(Game images copyright NetEase)

to product design and research — also known as crowdsourcing — has continued to grow in popularity as companies realize the depth and breadth of communities that may be just an e-mail away. Sometimes, of course, as in the context of this discussion, communities can be leveraged to instantly create a wave of backlash towards a certain company if it happens to make a geocultural error.

How can a company manage the massive amount of feedback and/or prepare

itself for such a backlash event? In all honesty, after the fact (if a company has already committed a geocultural *faux pas*), it's difficult to manage the expectations of such a virtual crowd who is constantly sending in reinforcements by way of mail distribution and instant messaging. In short, their fervency to get people to respond to the company's error almost always far surpasses the company's ability to stay ahead of the issue. This reality requires that companies be ready with

solid, clear and defensible explanations for their content decisions. People will join a backlash cause for many different reasons, whether they were legitimately offended by the geocultural error or not. People sometimes join simply because their friends have done so. Or they do so because they want to be part of "something big" going on. Or they may not care as much about the specific mistake, but they have a broader concern about multinational companies distorting their local culture on a consistent basis. In the end, the legitimacy of someone's decision to take part in the backlash is mostly irrelevant as the burden lies squarely on the company to respond appropriately.

Let's look at a couple of relevant examples that will help to illustrate this point. In my last column entry, I had discussed the sensitivities around the naming of the Persian Gulf/Arabian Gulf and described some of the incidents where companies had gotten into trouble with this issue. A more recent example not mentioned there was a decision by Google in February 2008 to double label this maritime feature with the two legitimate labels, *Persian Gulf* and *Arabian Gulf*. The rationale for the change was just as clear as it has been for many map publishers: there are two names pertaining to this feature: *Persian Gulf*, which is preferred by Iran and has been the more prevalent worldwide, and *Arabian Gulf*, preferred by the Arab states around the Gulf. From a cartographic perspective, this isn't controversial at all. It's simply

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stating the fact that two names exist for this feature, and it's the cartographer's duty to represent "ground truth," even if there are multiple versions. However, the addition of the name *Arabian Gulf* to the map in Google Earth resulted in an uproar response from Iranians both in Iran and abroad, particularly the Iranian-American community. An online petition appeared almost overnight, and within days it already contained tens of thousands of signatures (as of this writing, it contains somewhere around 740,000 signatures!). The passion that was whipped up around this issue spread to organizations representing Iranian interests, professors and so on to further protest and push for the removal of *Arabian Gulf*. A letter was even forwarded to the UN Secretary General to request that UN pressure be applied to Google to make the change. But Google didn't buckle under the pressure. It stuck to its policies and released a clear and defensible rationale for why it chose to list the name *Arabian Gulf*.

Perhaps an even starker example comes from a massively multiplayer online role-playing game (MMORPG) in China. The game, which is by far the most popular online MMORPG in China — with a peak concurrent user count of 1.5 million at one point — is called *Fantasy Westward Journey* and is based on popular Chinese mythology. The story is familiar to many western cultures as that which follows the adventures of the famed Monkey King.

A couple of events in July 2006 unraveled the game's online community and caused a huge uproar. First, the company that runs the game (NetEase) shut down a small anti-Japanese group within the game because the group's negative expression wasn't allowed. Even the group leader's login name was a derogatory phrase against Japanese people.

In the bigger geopolitical picture at this time, the cultural relations between China and Japan were at another low point, so this was only fueling the negative sentiments. At about the same time, false rumors were circulating throughout the game that NetEase was being taken over by a Japanese company. This fear was only confirmed when players noticed that in the Jianye City government office (a location within the game world), a wall painting appeared that looked similar to the red sun symbol on the Japanese flag, with rays emanating from it, similar

to the Japanese "Rising Sun" Imperial war flag of World War II. Just imagine this from the Chinese user perspective: a "Japanese" image appearing in the government office of the most popular online MMORPG in China, which is based on cherished Chinese folklore. The news of this image spread like wildfire throughout the online community within and beyond the game, and players logged in and crowded the virtual government office, and a few other locations in the game, as a form of virtual protest. At one point, this small government office had over 10,000 player avatars crowded in the space! The company's initial response of "no comment" to the user complaints only aggravated the situation, but then the company later said that the wall artwork was actually based on a Chinese painting called "Sunrise in the East." It's unclear if this was a desperate public relations response or if there was merit to the reasoning.

Obviously, I could go on with many more examples, but I hope that the point is clear: we operate in a world where the technological and online connectivity is truly changing the dynamics of how people communicate, collaborate and organize. In light of this, companies need to be even better prepared for not only making the right content choices to begin with, but being able to then

defend those content choices with clear, logical and well-researched rationales. From a company's perspective, there are three basic keys to dealing with the community backlash.

■ First, respond immediately to their concerns. The response doesn't need to admit guilt or make any promises to change the content in question, rather it only needs to acknowledge their pain and express a commitment to investigate and resolve the issue in a timely manner.

■ Second, strive as much as possible to separate signal from noise. Many of the online petitions and comments will be filled with tirades, rants and expletives of all kinds. The challenge is to weed through the raw anger, while not ignoring it, and find out as precisely as possible what is causing the backlash.

■ Third, assuming the company discerns the offending content, it's important to devise and evaluate possible solutions. The key here is to avoid making a knee-jerk reaction. Simply fixing the issue according to the will of the crowd may haunt you in the future as it sets a precedent that you're willing to surrender to any complaints. Ultimately, companies will find far more value in actively appreciating and nurturing fan bases and communities for their products and services and partnering with them to yield a better experience for both sides. **M**



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Marketing foreign fare with reverse localization

According to one advertising guru, the average American receives 3,500 advertising messages a day. This is not just television and radio commercials but billboards, ads in magazines and newspapers, bumper stickers and car names plates, not to mention computer popups and messages, subliminal and otherwise. Jason Gaylord, this guru, states on www.localloop.com, "Consumers no longer trust, learn from, or pay attention to traditional advertising and marketing messages. It's all noise, clutter, platitudes and confusion that intrudes personal spaces and rarely provides value." I tried counting myself one day, but was overwhelmed and stopped when I got to 500. Try it yourself.

In the visual arena you basically see the same thing. Young, overly glandular women with long legs wearing big wide-brimmed hats; puppy dogs; Claymation figurines; or the latest fad lizards and cavemen who talk. And these messages rub against us all the time, for the dictum is repeat, repeat, repeat and "share of mind is share of market."

We all say we eat salads for lunch, but most every reader has probably gone out and bought a McDonald's cheeseburger at some point. No wonder — McDonald's spends somewhere between US\$1.5 and \$2 billion a year on advertising with half of that in the United States, according to *The New York Times*. When you think about fast food, you think about McDonald's.

The sheer volume of money they spend helped make that happen. If you don't have US\$1.5 billion to spend, you might try what is called viral marketing or guerrilla marketing, or as some have done, use languages and images from other countries, which is sometimes called "reverse localization" (see Reinhard Schäler's article in *MultiLingual* #83, p. 42).

No one can estimate how much is spent on advertising that uses non-native languages as a marketing tool in the United

States or worldwide, but it is fun to look at some of the campaigns and learn how they were done.

In examining several case studies, you learn that it's not something that you just jump into. You need to carefully examine all the pluses, minuses and cultural implications of using something exotic or unfamiliar to appeal to a domestic market. Non-native languages and imagery can be overdone. I defy the reader to name a type of product that hasn't been promoted with a Jamaican reggae theme. Breakfast cereals, cars, wine coolers and McDonald's hamburgers all have used reggae.

Business to business

We see a lot of these in the localization business, which is only natural. Just pick up almost any issue of *MultiLingual* and you will see an example: chopsticks, Chinese and Japanese scripts, and hats from different countries are all present.

I like to look at what's being done in other media, and one of the most recent campaigns was put out by GT Nexus, an international logistics company. The tag line is witty: "The world speaks 6,912 languages. The world of business speaks only one." Cindy Johnson of their communications department explained the logic in using languages this way: "The theme ads were part of our global theme. Each ad consists of two parts, on two separate pages. The first page is a foreign language. The second page is the translation and it will immediately follow the first. The ads will be rotated in a series of magazines . . . as well as conference directories." The ads were in Chinese, Hindu and Russian. We have included examples with this column (page 29), but you can check out the whole campaign at www.gtnexus.com/ext/ad_campaigns_2008.php

Another business-to-business use of native language was done by the energy concern Southern Company. In an ad placed in media that included *The Wall Street Journal* the company included the Chinese symbol for wisdom. The tag line described this as being self-reflective, since the company had recently

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

Title	Language	Meaning
I'm lovin' it	English	I'm lovin[g] it
Ich liebe es	German	I love it
Man tas patīk	Latvian	I like it
C'est ça que j'm	Canadian French	That's what I love
C'est tout ce que j'aime	French	It's everything that I love
Me encanta todo eso	Spanish (Spain and Argentina)	I love this
Me encanta	Spanish (Mexico)	I love it
Jag älskar det	Swedish	I love it
Jag elsker det	Norwegian	I love it
İşte bunu seviyorum	Turkish	This is what I love
ВОТ ЧТО Я ЛЮБЛЮ	Russian	That is what I love

Table 1: Examples of internationalization/reverse localization in a McDonald's ad campaign.

acquired Consolidated Electric Power Asia, "a wise move" that had made them the largest independent power producer in Asia. "And that's impressive in any language," they concluded.

Retail

My own background includes a couple of retail efforts in Yoplait Yogurt and one of the latest McDonald's efforts.

General Mills used the French language and imagery extensively to introduce the Yoplait brand, and typical of the food giant a mountain of research was done beforehand. General Mills asked female heads of household in two focus groups:

- What consumers associate with France and French goods
- How the Frenchness equity would translate into potential equity for a yogurt
- How consumers responded to Yoplait media messages and how they might respond to a more direct linkage of Yoplait

The research showed that French imagery was more "romantic"; that the French were seen to put more emphasis in *joie de vivre*; and that French is "classy," has style and is sophisticated. One comment was: "They just really have style in the way they do everything."

There were some negatives, however. The French were perceived to be committed to pleasure at the expense of health and

sometimes to be arrogant. There also seemed to be some regional differences in impressions. New Yorkers were strong in their feelings that the French were not somehow superior. Participants in Minneapolis were more willing to acknowledge French superiority in certain areas but did not agree that French is totally better. The Los Angeles focus groups were least bothered by any "French is better" notion.

A variety of positioning statements was given to the focus groups, and those who communicated "The French have expertise in food" did best. The groups disliked the following: "To indulge their taste for great food the French eat Yoplait yogurt. Now you can enjoy yogurt the way the French do. Try Yoplait and say *bonjour* to great taste." The groups rejected this, for it seemed to intimidate them — the French like this yogurt and so should you.

Some other insights came out of the focus groups. The research indicated that Yoplait had much to do to develop the Yoplait equity. A number of print advertisements that used French words without explanation were not understood. Caution was advised in even using *bonjour*.

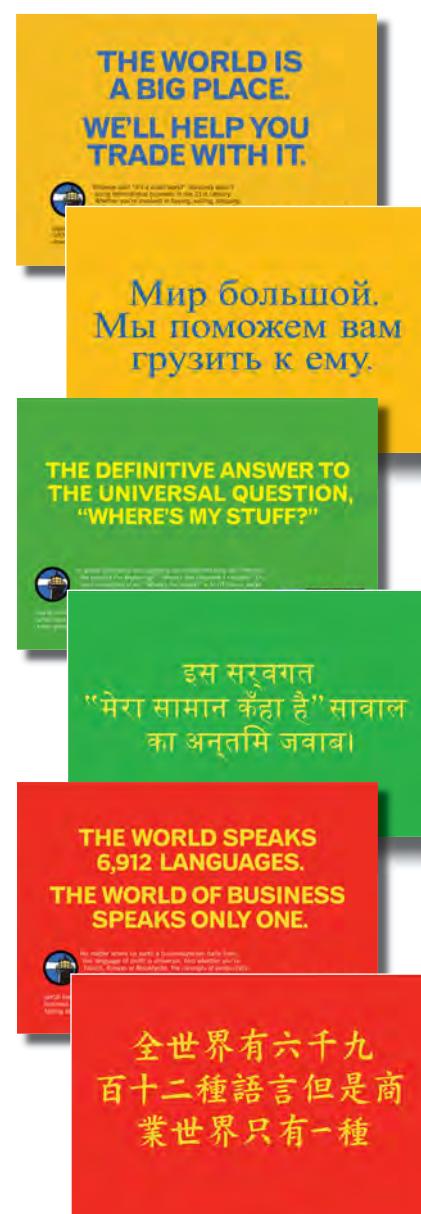
Yoplait's managers concluded that if "Frenchness" could be made motivating to consumers, it should receive significant emphasis; otherwise, it should be diminished. One television commercial turned out to be very effective and included celebrities who became French after they dipped their spoons into Yoplait. Other test ads attacked imitators using the French theme. For example, "There is Yoplait and there is Le Fakes."

Ich liebe es

"I'm lovin' it" is what the headline means in German. This was the cornerstone of an international branding campaign first launched by McDonald's in 2003 in Munich, Germany.

A lot of cultural research went into this as the in-house agency did not literally translate "I'm lovin' it" but found the cultural equivalent (Table 1).

You can still see images of this campaign in the United States on cups, bags and tray posters imprinted in many of the world's languages. And if you go abroad, you'll see it there, as well. This is one good example of something that works both internationally and domestically. **M**



Examples of GT Nexus' ad campaign.



Understanding internationalization stakeholders



In pretty much all of our client engagement opportunities, we quickly arrive at a common discrepancy in how people within organizations view the decision process for internationalization and localization. On the one hand you have a vice president or chief executive officer saying, "We must have this product ready for such and such market by year end!"

Our software must be in Japanese, French, German, Chinese and Spanish by November!



and on the other extreme, you might have an engineer plotting out his or her decision process based on technical task-oriented details — locale frameworks, database changes and the like. One mindset is event-driven. The other is focused on the minutiae of the process.

Neither approach is wrong, but I always feel the client is best served when both mindsets come together.

When companies internationalize their software, they fundamentally change their world view from the status quo of selling

what they have for their home market to adapting software to work gracefully in any language or locale. It's usually a strategic vision or customer request that brings this about. In many cases, a company may have even been localizing product support information for many years, yet is still selling software in the English version only, and suddenly recognizes it needs to correct that weakness. Fortunately for us, internationalization is becoming less of a surprise process because executive understanding of the software globalization process has been maturing.

Globalization is a hot subject for just about every business conference these days. Competition worldwide is tougher and overall world demand for software is up, so the globalization impetus is hardly visionary any longer. I like to broadly summarize internationalization drivers as:

- The boss went to a conference/board meeting/gathering and sees that he or she must move forward more aggressively with supporting global software sales.
- Or the company has a big new client/partner/joint venture opportunity, but it requires that the software work in another or several languages.
- Or the company is already quite global but is purchasing another company that is not, and needs to get the software adapted as quickly as possible.
- The company has a global view, but developed software quickly and as such let internationalization go in favor of getting to market quickly. The product has proven successful, and it's time to roll it out.

The same company, just depending upon the business unit or product team, may be described by all these business drivers.

Executive view

The executive team will be concerned about the balance of issues regarding delivery time, marketing, sales and personnel expenses, setting up offices/distributors/partners, legal and tax issues, and more countered against revenue projections. Internationalization for them is getting the product ready so that it supports revenues, global logistics and strategies. It's a key part of the deliverable, though clearly a means to a carefully projected outcome.

Adam Asnes is president and CEO of Lingoport, which he founded in 2001. He is a frequent speaker on globalization technology as it affects businesses expanding their worldwide reach.

Engineering view

I have yet to meet a VP of engineering, or any engineer for that matter, who woke up one morning and thought, "Gee, I think I'll internationalize our software because it would be cool!" Engineering is in general over-tasked, shorthanded, time-critical and primarily responsive to documented marketing requirements. New feature functionality, on the other hand, is occasionally trailblazed by engineering even before marketing clearly understands the need. For most engineers, internationalization is revisiting development they've already done — breaking it only to rebuild it again. That's seen differently than a new feature.

Engineering will view internationalization as a technical objective and use case, deconstructing it into tactical steps. As a rule, engineers are really smart people, so they go about figuring out how to internationalize their code, often with no or limited previous internationalization experience. Thus, they intensively hit the books and Google. Internationalizing a complex

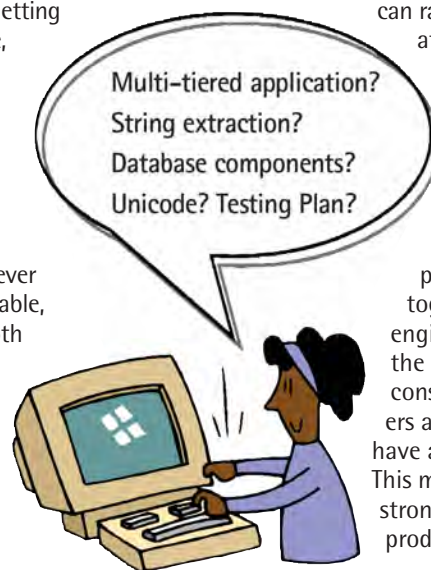
software system for the first time, the engineers will almost certainly mis-scope part of the effort, make some mistakes, endure some poor assumptions and run late. That has the potential to sabotage the plans that the executive team is counting on. This is where getting some educated advice, tools and assistance, at a minimum, can be highly effective in meeting broader market release goals and obligations.

On top of that, engineering time is never free or infinitely available, though sometimes both these conditions are initially assumed. The development team requires salaries and other support. Engineering production also has

an important opportunity cost. Does the team work on new features for its current clientele in markets where they are already strong, or do they take a "time out" on new feature development to engage in a full-on internationalization effort? You

can rarely have both going on at the same time unless you bring in outside help, with well-coordinated project management and a good source control strategy.

When working with clients, I consider it part of our job to bring together the executive and engineering criteria so that the strengths of both are considered and all stakeholders are educated and can have a predictable outcome. This makes a foundation for stronger individuals, teams, products and companies. **M**



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Optimizing a localizer's website: SEO challenges

As we progress towards the completion of our revamped website, we need to consider a crucial issue that is a bit of an irony for localization firms — search engine optimization (SEO) or, more specifically, international SEO. The irony arises from our expertise in language and culture, local terminology, habits, tastes and so on. We should be experts at this. After all, search terms, key words and local buyer behavior should all be well within our competency.

I know that some of our competitors offer this service, but I believe it is in its relative infancy. Many large companies and organizations are only beginning to think about SEO itself as a means of improving their visibility online, and the added complication of doing this across borders and languages is a further step away. Creating a multilingual site is one thing, but optimizing that site in all languages is something we haven't yet found any real evidence of.

Overall, this is probably due to the fact that good internationally optimized websites are so rare that site owners face four levels of intertwined complexity in achieving their goals:

- Technology — the coding language and architecture of the site.
- Domains and sub-domains — using local domains such as .com, .co.uk, .de or .fr.
- Language — multiple languages mean multiple pages or sub-domains.
- Geographies — search engines give regionally biased results, and in some cases, like Baidu in China, one search engine dominates but doesn't operate in other regions.

Evidence shows that some large or particularly web-savvy companies are optimizing for different geographies in the same language — for instance, the United Kingdom and United States — but I think that some of the barriers listed in the next section are currently getting in the way of companies conducting true international optimization.

The scarcity of true international optimization, however, means that a prize probably exists for those in competitive international product sectors who get there first.

Barriers to international SEO implementations

A few challenges exist for many organizations looking to optimize on a global scale:

- The original company website is typically commissioned by a "local" or nationally rooted company that does not even optimize websites for the breadth of the local audience, let alone internationally optimize them.
- Construction/architecture. The way in which the site is built makes adding languages difficult, particularly with regional options (Spain vs. Argentina Spanish).
- Ownership. Often websites are owned by multiple owners across geographies. These may be local marketing people who have their work cut out to provide a local-language version of the company site. Again, achieving that successfully is a big enough challenge, and they are unlikely to be directed to optimize it as well. Even if they are, the technical ownership of the site and the way the site is constructed may well get in the way of local optimization.

Technology

We see a number of different ways to localize your website, and all of them in action in the web. Each approach has different pros and cons.

Cookies can be used to identify which language the user has selected within a website. The issue here is that, regardless of language, the URL doesn't change. As search engines don't pick up the cookie and can't index one page as having content in various different languages, then the search engine will only index the "main" or initial language, with the obvious implication that the site won't be found on search engines based in other languages.

Other implementations of content management systems may use URL parameters. In our opinion, however, the best indexation will appear if we have separate URLs for each language.

Another option is to use sub-domains for different languages. The

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This column is the third in a series on optimizing a localizer's website.

advantages of using sub-domains are multi-fold. For example, a separate sitemap can be created for each locale, and web analytics may thus be easier to understand and deploy, particularly as visitors may come from a number of different geographies and time zones.

It may make sense for global organizations to have local domains for countries where they have a presence. They might have a .co.uk domain in the United Kingdom, for example. The user also needs to consider where the site is hosted and how external parties may link to the site. For example, when we look at the three options in Table 1 for a two-language site, we see certain pros and cons depending on the chosen URLs.

Other considerations for an international SEO

- What regional directories to target.
- What the region's key search engines are. Baidu is strong in China, and although Google is the dominant search engine in the United Kingdom, Yahoo! may have more of a share in countries such as India.
- Vertical search engines are also a factor. For example, www.rightmove.co.uk dominates in the UK property search, but a country such as Kenya may not have a dominant player.
- Link-building strategies will differ by country. Highly page-ranked sites that impress Google may be irrelevant to a local population, and local sites are needed to actually provide links as well as Google PageRank.
- Press release and/or article networks will work in different ways.
- Feeds into Google or other comparison sites – for example, Google Base/Froogle that only allows products from a given site to be shown in one region – need careful consideration.
- Analytics needs to take various time zones into consideration.
- Keyword research tools such as Wordtracker are good for the United States and now acceptable for the United Kingdom. Search habits would be different for other languages, however, such as those that read right to left.
- Hosting. We know that a .com domain hosted on a UK server will make it to www.google.co.uk, but the same site hosted in the United States will find it difficult to get local listings in .co.uk.
- Currency conversions. Products such as Google Analytics can't deal with multiple

www.site.com/default.asp?lang=french	For inbound links from external sites being sent to www.site.com/default.asp, we would get more links, as there is only one site. However, it may be harder to get pages indexed due to the use of parameters. There will also be difficulty in analyzing site traffic.
http://French.site.com/default.asp, or, even better, www.site.fr/default.asp	This URL may be easier to promote locally on a French search engine. More effort is required in linking to this page, however, because it is considered a different site.
www.site.com/french/default.asp	This option might also be worth considering. The French version of the site may inherit some of the reputation of the domain. However, to get the domain promoted to a local French search engine may prove more difficult.

Table 1: Pros and cons of three different options for the French-language side of a two-language site.

currencies, so data can easily be misinterpreted with an e-commerce site processing euros, pounds sterling and dollars, unless thought is given to exchange rates. The site may require conversion to an agreed currency for the analytic tool in question.

Conclusion

The first take on the information above is that true, effective international SEO is hard to achieve. Nonetheless, I believe that certain companies – probably sizable multinationals that depend on strong search results in the countries in which they are present – will benefit substantially from giving the subject some strategic thought. Similarly, any GILT organization with claims or ambitions to a worldwide service must quickly come to terms with this issue.

The linguistic and cultural demands of this challenge should come as second nature. The technological demands may be more difficult. It appears that as the market matures, there is a real gap here.

I strongly believe that a website should, wherever possible, be built from the ground up with optimization in mind. I also believe that for companies where strong multiregion search results will be important, website builds or re-builds should be done with language versions, localization and regional optimization in mind. At a minimum and even if the organization starts with only one language, an architectural and coding strategy should be selected that will allow the site to be developed along regional, lingual and regional optimization lines. While developing all this might require effort over time, the effort involved in basing the site on the right architectural lines to do this requires a small initial investment.

With every respect to those in our industry already offering this service, we

have found in our research that there is a real paucity of effective propositions in this field. Since there is no real learning experience better than doing it yourself, we have begun to learn really fast. For that we have to thank our partners Pull Digital (www.pulldigital.com), who have not only provided expert advice and excellent results, but have contributed significantly to the completion of this article. **M**

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Spanish for local and global markets

José Gambín & Igor Zubicaray

In the translation and localization business we often come across the terms *US Spanish* and *Latin American Spanish*. Are there any differences between them? In what way do they differ from *International Spanish* and *Neutral Spanish*? Despite the slight variations that may occur in US Spanish, Latin American (LA) Spanish, International Spanish and Neutral Spanish, they all have one thing in common: none of them actually exist.

Many will argue that Spanish is essentially the same all over the Spanish-speaking world and that the main differences can be found in casual speech and not in written formal speech. It is true that as the register becomes more formal, Spanish tends to become more uniform. Everyday words, however, which are the most prone to experience variations due to the constant use we make of them, can also be widely found in written texts.

Translations should sound natural, as though there were no source text. Setting aside certain types of translations (literary, sworn and under certain circumstances, legal translations), the ideal translation should sound as if it were indeed an original text, written by the audience to which it is addressed, and thus containing no “alien” terms. Is it then possible to produce good-quality translations when translating into US, LA, International or Neutral Spanish? In the end, isn’t translation about choosing the right word?



José Gambín, managing director at AbroadLink, has worked as a freelance translator, in-house translator, desktop publisher and project manager. Igor Zubicaray is Spanish senior translator at AbroadLink with a degree in law and a degree in translation and interpreting.



LA Spanish: too good to be true

Anyone asked to translate a text into LA Spanish would be happy as a pig in mud if there were such a thing as a standard LA Spanish. Unfortunately, nothing could be further from the truth. The idea of LA Spanish comes from the popular misconception of Spanish as a unity in every Spanish-speaking country in the Americas, as opposed to European (Castilian) Spanish. However, even within the same country, the Spanish spoken in Central and South America is a medley, showing as many differences among them as can be found between Castilian Spanish and any of these American variants.

According to Professor John Lipski in an invited lecture at the University of Chicago (2007), three main factors explain this diversification: the varieties spoken by Spanish settlers; contact with other languages, namely indigenous languages, African languages spoken by slaves and languages spoken by immigrants of the latest centuries; and the catalytic effect that emerging cities in Spanish America exerted on regional varieties of Spanish.

It never rains but it pours

The misconception underlying the idea of LA Spanish has spread beyond the Mexican border, propagating from Maine to Washington.

With a population of 44 million, which accounts for almost 14.8% of the total US population (data from the American Community Survey 2006 of the US Census Bureau), and a growing purchasing power, US Hispanics – and sometimes by extension larger Hispanic markets – have become a target for an increasing number of companies that now see them as potential buyers. As a result, these companies ask for translations of their advertising material and their product documentation. But these translations are usually demanded in US Spanish.

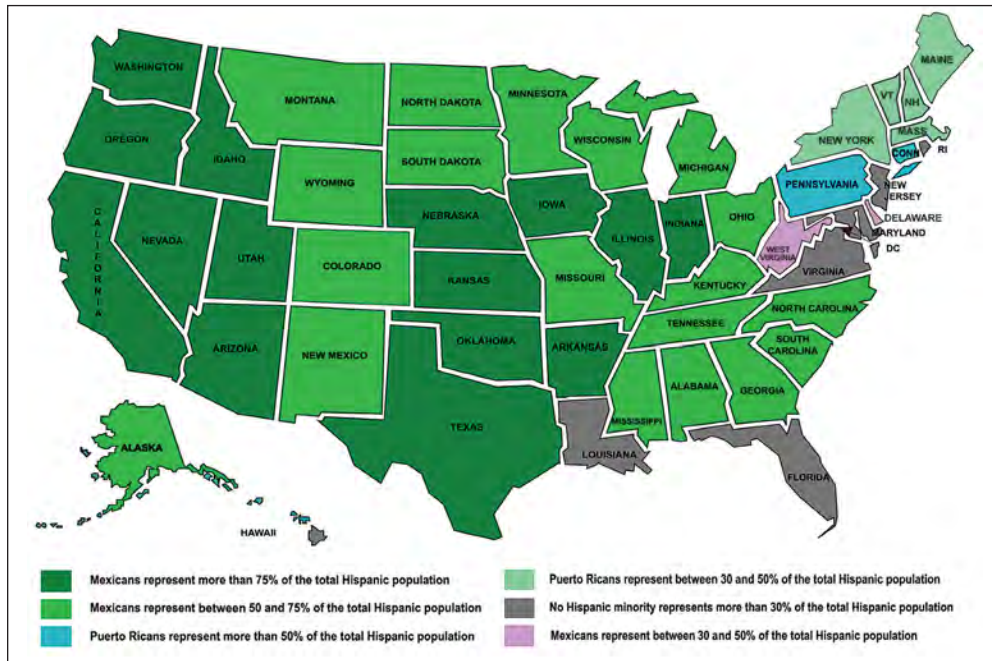


Figure 1: Map of US Hispanic population distribution.

(Source: US Census Bureau American Community Survey 2006)

should use an editor for any or all Spanish variations. Instead, make sure that your language provider uses a translator/editor native to your most important market (that is to say, if you sell more machines in Mexico, use a Mexican native speaker) and that the editor uses the most neutral expressions whenever possible.

The same rule applies for marketing material: words have to be chosen carefully because they contain cultural references, puns and other wordplays.

All in all, the chosen terminology and vocabulary are essential to all sorts of translations if we want them to sound natural and not lead to misinterpretation. How could a lemon juice commercial be translated into a single LA Spanish when lemon is *limón* in Argentina but *lima* in Mexico or Peru? Not a huge difference, but when one knows that *lima* is Argentinean Spanish

Like LA Spanish, US Spanish is not a reality; it is only the reflection of businesses' needs to reduce costs. Hispanics in the United States represent a very heterogeneous group made up on the one hand of Spanish speakers born in the United States, who use different Spanish varieties according to the variant of the Spanish language spoken in the country of origin of their parents or other ancestors and whose Spanish is influenced by English to a greater or lesser extent. On the other hand, there is always ongoing immigration of people from different countries and backgrounds, who also use different Spanish varieties and are not aware of new words created by American-born Hispanics. It must certainly be hard for many of these newcomers to understand *Voy a vacunar la carpeta* as the Spanglishized "I am going to vacuum the carpet." That sentence will just have the ludicrous old-country meaning "I am going to vaccinate the folder."

In the middle of this confusion one question still remains: How can one tackle a translation into US Spanish or LA Spanish?

Solutions for translations into US and LA Spanish

The first thing that should be considered before beginning a translation is its purpose (*skopos*) and the target audience, which depends, among other things, on the type of text and target market.

For instance, when translating a user manual, it is important to take into account whether the product will be used by specialized technicians (as in the case of a milling machine) or by ordinary people (as in the case of the user manual of an inkjet printer). As a rule, specialized technical terminology is more unlikely to deviate from a standard version of Spanish. It may be accompanied in the same text, however, by common words that can vary substantially depending on the country (see sidebar on page 36). The main purpose of these texts is to provide a description and clear instructions about the product, so it is extremely important to choose the right terminology and keep it consistent throughout the whole translation. As companies try to minimize expenses and maximize income, we won't tell you that to avoid any risk of misunderstanding you

for *lime* and the Mexican and Peruvian word for this citrus is *limón*, the situation becomes a bit more confusing. Thus, it would be highly advisable that the translator had information relating to the market to which the product or text is addressed. That way, if a company is, for example, planning to market a product for the upper class in Argentina, Paraguay and Peru, the ideal solution, providing that the budget is limited and cannot cover the expenses of three different translations, would not consist in requesting a translation into LA Spanish, but rather in taking into account the purchase expectations of that product in each country and, accordingly, hiring a translator from the country where the purchase expectations are higher. This translator should avoid the use of localism, and the translation will sound as unnatural to the other two countries as LA Spanish does, but at least it will satisfy the main purchasers of the product. This solution could also be applied to the US Hispanic market.

A demographic approach to US Spanish

The Hispanic population has grown dramatically in the United States over the last 20 years. According to the US Census 1990 and 2000, the number of Hispanic population rose from 22 million in 1990 to 35 million in 2000, an increase of 57.9%. The data gathered in the American Community Survey 2006 showed that the Hispanic or Latino population had reached 44 million, representing almost 14.8% of the total US population. Of these, 34 million declared speaking Spanish at home, of which 16 million declared speaking English less than "very well."

Data from the American Community Survey 2006 also revealed that the main country of origin of Hispanics in the United States is Mexico (28 million), followed by Puerto Rico (nearly 4 million) and Cuba (1.5 million). The remaining 10 million come from different origins. The map in Figure 1 is a simplified version of this data.

When facing a translation into US Spanish, this variety of backgrounds certainly poses a problem in terms of choice of the most appropriate vocabulary. In other words, imagine you sell car

trunks to the Hispanic market in the United States: Is it a better choice to use Puerto Rican *baúl* for the car trunk or Mexican *cajuela*? Given the overwhelming majority of Hispanics of Mexican origin, it seems logical that Mexican Spanish should be used as the default variant for translations into US Spanish. However, two things should also be taken into account: the operating area of the company that orders the translation and the target audience of the translation.

The first approach lies in the locale where the company plans to offer its

products. If we take a look at the map (Figure 1), the population of Mexican origin is clearly predominant in some states. For instance, in Arizona it represents up to 88.8% of the total Hispanic population. Accordingly, one could think that hiring a Mexican translator would be the preferable decision if the company desired to market its products in the Western region. On the other hand, a Puerto Rican would best suit the needs of a company operating in the Northeastern region. It goes without saying that the translator should try to avoid words that are too local,

mainly in those cases when there is no highly-predominant minority in the region. Although this approach could be enough in many cases, especially when translating texts not related to specific companies, a second, more restrictive, approach should also be considered.

Taking the potential buyers of a given product into account represents a more specific approach to solving the problem of this sort of translations into US Spanish. Sometimes, the origin of the potential buyers does not match the origin of the main minority, as can happen, for

When commonly used words in technical texts become a problem

Although specialized technical terminology does not usually show important variations among the different variants of Spanish, it goes without saying that some words usually found in technical texts are commonly used in everyday speech. As a result of this use in oral speech, the differences become greater. Let's focus, for instance, on the automotive industry.

Being products used across the world, not only do cars receive different names depending on the region (*auto, carro, coche*), but their main parts are also subject to significant variations, which may hinder communication and even lead to misunderstandings.

One of these sources of misunderstandings can be found in Table 1, which includes examples of some variations with their respective translations in English. The table only aims to illustrate the most commonly used terms in each of the countries chosen, but differences may be found among different regions within the same country. If we look at the terms *tire* and *rim*, we will see that the Spanish *llanta* designates the rim in Argentina and Spain, but Colombians, Mexicans or Peruvians will rather use this term to refer to the tire. In other words, the same term refers to different realities depending on the country, representing a major problem when trying to produce a translation into LA Spanish, US Spanish or any other one-size-fits-all version of Spanish.

Another source of problems is terms that would be hardly understandable in some countries although not misleading. For example,

Mexican terms *llanta de refacción* (spare wheel) and *cajuela* (trunk) would be difficult to understand in Argentina or Spain, as well as the Puerto Rican terms *guía* (spare wheel) and *tapabocinas* (hubcap). Hypothetically, these sorts of terms could be avoided in a translation targeted at a wide Spanish-speaking public, but the terms chosen would almost certainly sound unnatural to the affected countries.

Finally, some terms specific to certain countries would probably be understandable in others, although they could sometimes represent an obstacle to communication or sound odd, to a greater or lesser extent.

Table 1 is only an example of the variations that may be found among the different variants of Spanish in the same field of knowledge. The automotive industry is not, however, the only field in which these differences are evident. For instance, another field in which differences are marked is the nutrition industry. As shown with the *lima/limón* example in the main Gambín/Zubizaray article, fruits and vegetables receive different names in different countries. What for a Mexican is a *chicharo* (green pea), for an Argentinean is an *arveja* and for a Spaniard a *guisante*. On the other hand, in Spain *chicharo* is a term unknown in some regions, whereas in some others it refers to a chickpea. Other differences include *chabacano* (Mex) vs. *damasco* (Arg, Chi, Peru) and *albaricoque* (Spain); *toronja* (Mex) vs. *pomelo* (Arg), *aguacate* (Mex) vs. *palta* (Arg); or *fresa* (Mex) vs. *frutilla* (Arg), to name a few. **M**

Argentina	Colombia	Mexico	Peru	Puerto Rico	Spain	Venezuela	English
volante	timón	volante	timón, volante	guía	volante	volante	steering wheel
embrague	clutch	clutch	embrague	clocher	embrague	cloche, embrague	clutch
neumático, goma	llanta	llanta	llanta	goma	neumático	caucho	tire, tyre
llanta	rin	rin	aro	aro	llanta	rin	rim
baúl	baúl	cajuela	maletera	baúl	maletero	maleta	trunk, boot
paragolpes	parachoques, bómper	defensa	parachoques	bumper	parachoques	parachoques	bumper
bocina	bocina	claxon	claxon	bocina	claxon	corneta	horn
auxilio, rueda de auxilio	llanta de repuesto	llanta de refacción	llanta de repuesto	goma de repuesto	rueda de repuesto	caucho de repuesto	spare wheel
taza	copa	copa	vaso	tapabocinas	tapacubos	tapa, copa	hubcap

Table 1: Automotive terms in Spanish-speaking countries.

example, with luxury items such as an expensive sports car. In such cases, the most advisable solution would consist of hiring a translator with the same origin as the targeted community, regardless of what the largest minority is in that particular region. This way, he or she will definitely know if the word to use is *cajuela*, *baúl* or something else.

Software localization: Microsoft approach

Most software is originally developed in English, so over the years different Spanish-speaking countries have provided different translations for new terms. Microsoft's approach to this situation has been quite the opposite. Through its Spanish Style Guide and terminology database (TRES), the company has aimed to provide a single translation for each new term that arises as well as to unify already existing terminology across the Spanish-speaking world. It has also tried to follow a Neutral Spanish – a Spanish that can be understandable everywhere and is not offensive to any Spanish speaker. This includes choosing a term or expression not used anywhere but understandable in every country (*equipo* for *computer*), choosing the most widespread expression or term (*mouse* instead of *ratón*, this last term being used exclusively in Spain) or prohibiting the use of certain words or expressions (such as *coger*, a tabooed word in many Latin American countries, where it has a sexual connotation, although perfectly normal and used every day in Spain, where it innocently means *to take*).

However, Microsoft reckons in its Spanish Style Guide that this approach often entails rejection from users for whom the terminology is foreign, simply because it does not sound natural to any Spanish speaker. The idea behind this neutral Spanish is again commercial and not linguistic. As Microsoft products are marketed worldwide, it is cheaper to produce only one version of the product in Spanish.

What to consider when 'neutralizing' Spanish

One of the main problems and source of misunderstandings when translating into any kind of Neutral Spanish comes from the local use of polysemic words, that is, words with different meanings. For example, when Mexicans cook *la comida*, they cook lunch, whereas Peruvians or Colombians will be cooking dinner

instead. A Mexican can take a *camión* ("bus" in Mexican Spanish) to go home for his *comida*, but a Colombian will never expect a *camión* (truck) to take him anywhere. If he decides to take the bus, he will *coger el autobús*. Here we come across the classic misunderstanding of the verb *coger*, harmless and used constantly in some countries to mean *take*, while tabooed in others, like Argentina or Uruguay, where it is a rude word for having sexual intercourse. So, while a Spaniard *coge el autobús* or a Cuban *coge la guagua* (be careful with this expression in Chile, where *guagua* means *baby*), an Argentinian *toma el colectivo* and a Mexican *toma/agarra el camión*.



Figure 2: *Dante's Peak: El Pico de Dante* or *La Furia de la Montaña*?

When a word becomes taboo, usually due to sexual connotations, its use in its original meaning or meanings tries to be avoided and it is consigned to the sphere of the forbidden. For example, the word *pico* (peak or beak) represents one of the ways to designate the male sex organ in Chile. Therefore, contrary to what happens in many Latin American countries, a Chilean will never say *hora pico* to refer to the peak hour, but *hora punta* or even *hora peak*. The film *Dante's Peak*, whose dubbed version was titled *El Pico de Dante* in many Latin American countries, was, for obvious reasons, marketed in Chile under the name *La Furia de la Montaña* (*The Anger of the Mountain*). Continuing with misinterpretations, the word *polla* has different meanings in the Spanish-speaking world besides female chicken: *bet* in general, *lottery* in Chile, *crib* in Ecuador or *gob* (of spit) in El Salvador, to name a few; but it

has become increasingly tabooed in Spain where it again refers to the male sex organ (so yes, we only have male chickens in our farms now). In Argentina, the word *concha* (shell) is a tabooed word used to refer to the female genitals. Therefore, it is not very advisable to say that you are going to the beach to *coger conchas* (gather shells) unless you want to provoke outright hilarity or be taken for a sex maniac. In other countries, though, it is even used as a nickname for *Concepción*. A last piece of advice: when asking for plastic bags in Ecuador or the Dominican Republic, do not ask a man if he *tiene bolsas* or you will be questioning his manliness. You'd better ask for *fundas*.

As we can see, words or expressions that are completely normal in some countries can lead to confusion or hilarity, or even be offensive in others depending on the context in which they are being used. This is one of the drawbacks of any artificial sort of Spanish such as LA or US Spanish: as these words need to be replaced by others, the result is a clumsy speech that can be understood by anyone but which nobody feels is theirs. *Coger el autobús* may sound odd or funny to Argentinians, but it is the most common way to take the bus in Colombia.

Final word

Although Neutral Spanish, LA Spanish and US Spanish are sometimes unavoidable, in those cases where the company has a limited budget and is targeting a widespread market, companies should consider clearly defining their markets in order to request the translation that best fits their needs rather than automatically going for a translation into any of these artificial Spanish variants at the high expense of quality. **M**



English > Spanish translation in an MT environment

Rosana Wolochwianski

Machine translation (MT): is it a wish or a need? My interest in the topic of MT dates back to the days when I worked as an English-as-a-second-language teacher of business English for companies and professionals. Once, the owner of an insurance company called me to take some English lessons. When I asked him what had motivated him to start the course, he told me that he had entered into negotiations with an important London firm for a huge insurance contract. At a certain point, he had to send the London office a letter – in English, of course. A friend of his gave him a CD with a program that was supposed to translate his letter into fine English. The fact is that he never heard back from his contact after sending that letter, and he lost this potential business. As it is popularly said, there is no second chance at making a good first impression. It was in that moment that I became aware that for those of us who deal with language on an everyday basis, it is quite obvious that the quality of many such programs is poor, and this generates jokes and anecdotes that make us feel that we, the translators, are all-powerful and cannot be substituted.

However, it is evident that the level that technology democratization has reached in this globalized era generates consequences

that we would have never imagined. The quantity of information circulating today is so huge, and the eagerness to access it so urgent that it is almost impossible to think that only a group of qualified professionals producing flawless 300 to 400 words per hour can satisfy such a great demand.

Thus, it is necessary to admit that a good part of this huge amount of information will be processed by MT programs – especially information that, in any case, would never have reached the hands of professional translators, either for lack of time or lack of budget. An alternative to zero translation has emerged. Technology and automatization are no longer an option. They have become a need.

Different approaches to translation automatization

Questions about quality among people devoted to the study and development of automated translation systems have been recurrent ever since MT endeavors started about 50 years ago. For a long time, MT research focused on what is called rule-based machine translation (RBMT). This is the most classic approach, and it represents the type of MT program that is commercially available or accessible through the internet today. It basically tries to imitate how a human translator works, by making use of bilingual dictionaries and a set of lexical, syntactical and semantic rules for each language pair. They are “black box” systems, concerned with input/output and difficult to parse the



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inner workings of, and it is costly and complex to develop them for every new language pair.

Projects linked to artificial intelligence (AI) aim to introduce enough knowledge of the world into an MT system in order to make it “think” and interpret the way a human being does. Thus, while RBMT relies on computational linguistics, AI projects resort to knowledge representation and engineering. They also work with a set of so-called universal linguistic principles that are supposed to hold across all languages. These projects are usually university-based.

In the 1990s, researchers started to explore new alternative methods. After almost two decades of translation memory (TM) use, huge amounts of aligned bilingual material became available. The new challenge was getting this corpus of aligned material to feed an MT system and, combined with good search engines, render an MT program capable of “learning” through successive translations and of being easily open to new language pairs. That’s where statistics-based MT (SBMT) and example-based MT (EBMT) systems entered the scene, with their probability-driven and pattern-driven approaches, respectively.

There is even a project of context-based MT (CBMT) going on, for which bilingual dictionaries and monolingual extensive corpora are used in order to train a prototype MT system. And, of course, the new automatization efforts aim at combining the best of all worlds, by building hybrid systems: RBMT + SBMT + TM and so on.

Target-language proposed equivalent vs. translation

With more than 50 years of research, different applied technologies, new investments and lots of previously aligned information to feed the systems, MT still does not work so well. It is criticized and gives rise to jokes and anecdotes derived from the incorrect and sometimes funny results it renders, as well as some irresponsible, non-controlled use of its raw results. Why is it so? The preliminary answer is, simply, because translation is a difficult and very complex process. The result any MT program can produce is just a target language proposed equivalent, not a translation in its proper sense of “finding that intended effect upon the language into which [the translator] is translating which produces in it the echo of the original,” according

to Walter Benjamin in his 1921 essay “The Task of the Translator.”

In other words, the meaning of an expression does not exist beyond its use in a given context. That is, there is no pre-existing translation for it that a program can just find and probabilistically deduce or decode. On the contrary, a piece of translation should be “elaborated” on the spot, since it is not a mere transfer of meaning from one language to another. It is more of a negotiation of sense, where meaning is gained and also sometimes lost. Words that have certain nuances or implications in one language, polysemy aside, will often lose them in translation. This is precisely why different translators can use different translations for the same original text or why the same original text can require different translations in different contexts, so retrieving an exact equivalent from a database is just not good enough. In such processes a translator relies on his or her culture, experience, beliefs, assumptions and, above all, interpretation skills and common sense – what we call the pragmatic level of language, our inherently human capacity to “infer” rather than “decode” meaning and produce sense.

Pragmatic processes allow us to close the gap between the semantic representation of a given text and its interpretation as a statement realized within a certain

context. What is said is not comprised only by the conventional meanings, but by the result of reference allocations, disambiguation and the enrichment of some expressions – what takes us from the level of conventional meaning, to that of communication.

Consequently, most of us would agree that in order to obtain a high-quality piece of translation, human intervention is still needed. It could be in the authoring phase, by resorting to “controlled language” rules that make the original text easier to “digest” and/or after the translation process, in a post-editing phase. In any case, it is always useful to know what points should be taken into account when dealing with MT for a specific language pair. Difficulties arise at all levels: lexical, structural, semantic and contextual.

English > Spanish translation pitfalls

Based on my own experience as a translator, the following are the most noticeable problems I have come across in the English > Spanish pair:

- lexical and structural ambiguity
- long chains of premodifiers in English
- use of idiomatic expressions
- multiple uses of the gerund (-ing form) in English

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- double meaning of the verb *to be*: *ser* and *estar*
- passive voice as a discourse impersonality marker (two passive forms in Spanish)

Let's analyze some examples processed by RBMT programs so that the problems become less theoretical and easier to grasp. Although the MT-generated translations are quoted literally and include mistakes that may arise in part from imperfect editing of the original text, I will not comment on all the mistakes. I will just focus on the ones being discussed in each case.

Lexical and structural ambiguity

Language elements are highly productive in nature. Most terms can have more than one meaning, and many of their combinations (syntactical structures) can be interpreted in more than one way. Ambiguity is present all the time along the way when it comes to communication, and the efficacy required to achieve disambiguation is part of human linguistic capacity.

The following examples were taken from a bank services brochure.

English original	Each of these deposit accounts pays a high yield to your business.
MT Spanish version	Cada uno de estas cuentas de depósitos a plazo paga una alta producción a su negocio.
Professional Spanish version	Cada una de estas cuentas de depósito ofrece un alto rédito/rendimiento/beneficio a su empresa.

The noun *yield* in English has more than one meaning, even within a business context. In a context of farming exploitation, it means the amount of food obtained from the harvests or animals, that is, the *produce*. If applied to a monetary investment, it refers to the generated *return* or *profit*. In the MT Spanish version, the word *producción* was chosen, when in fact a financial term was needed – either *rédito*, *rendimiento* or *beneficio*.

What about structural ambiguity? There are endless examples, as every language has a different structural organization, which is sometimes difficult to grasp for a program, no matter how many sets of rules are loaded into it. This one is particularly funny. It comes from the same source as the previous example:

English original	What does this really mean to me?
MT Spanish version	¿Qué hace este realmente malo a mí?
Professional Spanish version	¿Qué significa esto para mí realmente?

The result here is totally misleading, and the problem is double-edged. The verbal auxiliary *does* combined with the main verb *mean* in the original was translated as if *does* were the main verb in its affirmative present form and the main verb *mean* (or *signify*) was translated as an adjective (*nasty*, *unkind*). The individual elements in the structure were allocated different functions, and consequently, the proposed target language equivalent is totally useless in this context.

Use of long chains of pre-modifiers

Certain fields in English, mainly the technical and scientific ones, make use of long chains of pre-modifiers, both adjectives and nouns modifying other nouns. This feature has no parallel

in Spanish. It sometimes becomes very difficult to determine if all the elements modify the last one or if they modify one another along the chain.

Translators usually have to rephrase the whole idea through post-modification or even by splitting the sentence into smaller ones. But MT programs do not seem to be able to establish the proper relationships between the pre-modifying clause and the noun at the end of the chain and process the pre-modifiers as if they were independent phrases, disconnected from one another. Here is an example taken from the medical field:

English original	A randomized, double-blind, active-controlled study to evaluate the efficacy of XXXX ointment.
MT Spanish version	Aleatorizado, el [dilema sin solución], el estudio activo-controlado, para evaluar la eficacia de ungüento de XXXX.
Professional Spanish version	Estudio aleatorizado, doble ciego, con control activo, para evaluar la eficacia del ungüento XXXX.

In this case, we come across three modifications to the noun *study* [randomized + double-blind + active-controlled]. On top of that, two of them are compound modifiers. One of them could not be handled at all by the program, which rendered a “dilemma without solution” message. The noun *study* was only recognized as the nucleus of the last pre-modifying element. Only a professional translator familiarized with this field can grasp the interrelation of all the elements and render a useful Spanish version, after inferring the meaning thanks both to knowledge and experience or even the consultation of a specialist in the field.

Use of idiomatic expressions

Even when we are not dealing with literary language, we come across idiomatic expressions, quite metaphorical in nature, which are incorporated into everyday language.

English original	When you change the options, bear in mind two important properties.
MT Spanish version	Cuándo usted cambia las opciones, el oso en tiene inconveniente en dos propiedades importantes.
Professional Spanish version	Cuando cambie las opciones, tenga en cuenta dos propiedades importantes.

In this example, the English expression *to bear in mind*, which means “to consider, to take into account,” was not detected as such by the program, which broke it down into individual components: [noun + preposition + verb] = English [*bear* + *in* + *mind*] = Spanish [*oso* + *en* + *tener inconveniente*].

The translator, however, knows by experience that this expression works as a unit, and interprets it in its idiomatic use, rendering the Spanish version *tener en cuenta*.

English original	Employees should keep themselves from getting too close to the mixer while it is running.
MT Spanish version	Los empleados deben mantener a sí mismo de obtener cierra también a la batidora mientras corre.
Professional Spanish version	Los empleados deben evitar acercarse demasiado a la mezcladora mientras ésta está funcionando.

Here, the English verbal phrase meaning “to keep somebody from doing something” is the one generating the main problem, making abstraction of other problems, like the decodification of *too* as *also/también* instead of as *excessively/demasiado*, as well as the decodification of *close* as a verb (*cerrar*) instead of as an adjective (*cerca*). The MT program broke down the phrase into individual components: [verb + pronoun + preposition + verb with *-ing* suffix + adverb + adjective] = English [*keep + themselves + from + getting + too + close*] = Spanish [*mantener + a sí mismo + de + obtener + también + cierra*].

The translator, instead, recognized the expression “to keep somebody from doing something” as an idiomatic phrase with the sense of “preventing somebody from doing something,” as well as the idea behind “getting too close,” and thus produced the Spanish *Los empleados deben evitar acercarse demasiado*.

The translator interpreted the sense of the whole expression, and proposed an equivalent that conveys a similar sense in the target language.

Multiple uses of the gerund in English

The gerund is a highly versatile element in English. Not only can it complement the verb *to be* in the continuous tenses, it can also occupy a nominal position, as we can see in the first example below, or act as an adjective, as we see in the second example. This is the cause of many difficulties for MT systems, as only the comprehension of the communicative intention behind the statement can lead to a proper translation resolution.

English original	Changing diapers can be an exhausting task.
MT Spanish version	Los pañales cambiantes pueden llegar a ser una tarea que agota.
Professional Spanish version	Cambiar pañales puede llegar a ser una tarea agotadora.

Changing diapers was taken by the MT program as a phrase comprised by a noun with a pre-modifying element [modifier + noun]. In fact, *changing* occupies a nominal position, and this is usually expressed in Spanish by means

of an infinitive form, in *cambiar pañales* [infinitive + noun]. Most titles and subtitles in manuals and instructions use this structure headed by the gerund in English (*Changing the battery, Ordering parts* and so on), and they are more than often translated as gerunds in Spanish, producing an unnatural and incorrect target equivalent.

English original	He is charming.
MT Spanish version	Él está encantando.
Professional Spanish version	Él es encantador.

Here, *charming* was taken as the *-ing* complement in a continuous structure and was translated as such, when in fact



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it is in an adjectival position and denotes an attribute of the subject. Neither of the resolutions in these two examples has proved to be effective.

The double sense of the English verb *to be*: *ser* or *estar*?

One of the most significant difficulties when it comes to English > Spanish automatic translation, as any English speaker who has attempted to learn Spanish can probably tell you, is the Spanish differentiation between the verbs *ser* and *estar*. In general terms, these two verbs make a distinction between permanent and transitory states/attributes. The lack of such a differentiation in English leads to numerous difficulties, as it is not that simple to establish which attributes belong to each of the two categories. Sometimes the attributes can work on both categories, depending on the context.

English original	He is completely drunk.
MT Spanish version	Él es bebido completamente.
Professional Spanish version	Él está completamente ebrio.

In this example, the verb *ser* was chosen, when in fact the idea was that of a transitory state (being drunk), not of a permanent attribute (being a drunkard). Even the presence of the adverbial form *completely*, which indicates a perfective aspect and thus a non-permanent attribute, was not enough of a signal for the program to render a correct solution.

English original	We are extremely tired.
MT Spanish version	Somos cansados muy.
Professional Spanish version	Estamos muy cansados.

Even more noticeable is the problem here, as the adjective *tired* cannot be used as a permanent attribute. We might think that in this case the program lacks enough information for attributes, in connection to permanent/transitory features. Counting on this kind of information could help to reduce mistakes, at least, in non-ambiguous cases.

Use of passive voice as a discourse impersonality marker

Technical discourse is usually strongly marked by an impersonality feature, derived from the fact that the agent that performs the action tends to be irrelevant. The resource used in English to achieve this end is the passive verbal form (*be* + past participle), which can be complemented or not by an explicit agent afterwards. From the Spanish perspective, the use of the passive construction with *se* (which does not admit an agent) is one of the instrumental elements to achieve this effect (besides the use of impersonal forms such as *uno* and *usted*). The periphrastic passive phrase, which parallels the English one, is only used when the agent is relevant or explicit.

English original	Best performance is achieved by using round duct instead of rectangular.
MT Spanish version	Mejor desempeño es logrado utilizando redondea conducto en vez de rectangular.
Professional Spanish version	Se logra un mejor rendimiento utilizando un conducto redondo en lugar de uno rectangular.

English original	Thermal breaks should be used in areas of extreme cold.
MT Spanish version	Interrupciones térmicas deben ser usadas en áreas de frío extremo.
Professional Spanish version	En áreas de frío extremo deben usarse interruptores térmicos.



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As we can see in the two examples above, the periphrastic passive form was used by the MT program for the Spanish version, paralleling the English, but rendering an unnatural result in Spanish. The MT program could not solve the underlying “discourse genre” problem that could have allowed the selection of the more adequate of the two alternate options in Spanish.

Let's not forget to ask ourselves 'What for?'

Demonizing MT tools is not my intention. It is important to understand that they are just another tool aiding the translation process by resorting to rule application and/or matching efforts. They produce a target language proposed equivalent that, in most cases, needs to be polished or reformulated to become a translation, as it is only by resorting to the human pragmatic capacity of making inferences and generating sense that a translation can be obtained. Even the advocates of MT admit today that, at the

current state of affairs, only fully automatic usable translation can be achieved, and fully automatic high quality translation is still under development.

When used informally, however, for the sake of gisting (cybernauts, chat room users), when devoted to the task of prioritizing localization needs (knowledgebases, intranets, newsletters, patents) or when applied consciously and responsibly, for the right purpose and within a comprehensive translation automatization solution (for example, hybrid systems that combine TM leverage with automatic translation for untranslated text, in a quality-oriented environment), MT tools can become highly productive and cost-effective tools, as several success stories in the localization industry are starting to show.

People who are actually involved in MT post-editing efforts could certainly benefit from systematic studies aiming at highlighting the specific problems each language pair poses. That might help

them be aware of what types of errors to expect, leading to more efficient results in terms of time and quality.

And let us not forget that it is our responsibility, as professionals in this industry, to raise awareness in the market – both among language professionals/companies and among the final users – with respect to the pros and cons, as well as the wise use of these undeniably fascinating tools. **M**

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Post-editing MT and TM: a Spanish case

Ana Guerberof

In recent years, there has been a change in the workflow of localization projects. Software developers have introduced a new variable: machine translation (MT). This practice has created a series of new questions. How should MT segments be charged and paid? How much time would a translator take to complete the task of post-editing? What percentage of translation memory (TM) fuzzy match corresponds to MT segments? Should the same localizers be used for both or is a new profile needed?

MT segments are gradually being included in the TM system workflow as another type of fuzzy match. Unfortunately, the localization industry has little data on MT productivity and resulting quality. However, more data is now available for TM systems, since they have been integrated into the standard production workflow with set prices and metrics. Therefore, it would seem logical to analyze MT segments and TM fuzzy matches together to see how they correlate. With these premises in mind, an experiment was carried out with a group of eight professional translators in order to measure productivity and resulting quality when processing new (untranslated) TM and MT segments. The methodology and results of this follow.

The intention was to prove that the time invested in post-editing one string of MT text would correspond to the same time invested in editing a fuzzy-matched TM string located in the 80%-90% range. However, the results were quite different than initially expected. Even with the goal of finding a correlation between MT and fuzzy TM to set clear guidelines for pricing, quality and time planning, the final data questions the actual productivity gain of TM fuzzy matches if quality is considered.

MT is not generally used in isolation, but it is included in the same workflow as existing TMs. In practice, MT is used in the localization industry as a new form of TM and is assumed to be less perfect, having not been created entirely by human translators. In this way, translators are asked to use a given tool and download the existing segments in order to modify or post-edit them. A particular segment could come from a TM or directly from the raw MT output. This is, in fact, a new hybrid translation model.

In this context, it seems logical to think that if pricing, quality and times are already established for TMs according to different levels of fuzzy matches, then we would just need to compare MT segments to TM segments to see the correlation, rather than comparing MT to human translation. Therefore, once the correlation is established, the same set of standards of pricing, quality and times can be used for both types of translation aid. Finally, it would be valuable to explore how translators' experience impacts productivity and quality.

In an industry that moves so rapidly, there is more focus on finalizing the projects than on the process itself. Therefore, these translation aids are used in the localization workflow with limited data to quantify the actual translation effort and the resulting quality after post-editing. Since productivity and quality have a direct impact on pricing, it is crucial that we explore the relationship in terms of productivity and quality



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of the post-editing of texts coming from TM systems and MT outputs in relation to translating texts without any aid.

Initial premises

This pilot project dealt with translation from English to Spanish and tested the correlation between TM fuzzy matches and MT segments in terms of processing speed,

quality and technical experience. This pilot project is part of a larger research project to be completed as part of the Ph.D. program at the Universitat Rovira i Virgili in Terragona, Spain. The premise was that the time invested in post-editing one string of MT text would correspond to the same time invested in editing a fuzzy-matched string located in the 80%-90% range. We chose this level of fuzzy match because there was already an indication of this correlation made by Sharon O'Brien in a study carried out in 2006.

Measuring productivity on its own did not make sense if this was not done in relation to an equal level of final quality. Also, if the time necessary to review MT segments was greater than the time needed to review new or TM segments, the productivity gain during the translation and post-editing phase would be offset by the review phase. Localization has a strong technical component because of the content and tools required. On many occasions we associate technical competence with speed; that is, the more tools we use, the more automatic the process is and the less time we spend completing a project. We should thus ensure that the greater the technical experience of the translator, the greater the productivity in post-editing MT and TM segments.

Methodology

Once we, the research team for this Ph.D. project, knew what we were looking for, we needed to define the methodology to follow. As indeed happens in any type of research, we were limited in different ways: number of subjects, language combination, time allocated, TM system, type of engine, length/sequence of segments and subject matter.

Since our intention was to use real material for the pilot project, we decided to contact a customer who offers supply-chain software solutions to use their existing content and TMs from English into Spanish. We selected this language combination mainly because it is frequently targeted and it has been widely used in MT.

We also contacted a group of nine professional translators, one for the initial test and eight for the pilot phase. They all had bachelor's or master's degrees in translation. Their experience ranged from one to more than ten years in translation, and most had experience in localization.

Luckily, with Language Weaver's collaboration throughout the project, we were able to use their statistical-based engine and post-editing tool. They received a TM from us containing 1.1 million words and a core glossary. They created a customized engine using the relevant TMs and a validated terminology list.

For our research, we needed to create a corpus containing segments in the 80%-90% category to feed these lower fuzzy matches into the post-editing tool. To prepare the file, we pre-translated existing HTML files from a help project of the supply-chain software with a previous TM in order to obtain fuzzy matches using the *Pre-translate* option in SDL Trados 7.1. We created TTX files with different fuzzy-match values. We then exported all segment pairs together with their corresponding fuzzy level to Excel. We randomly selected a number of segments from each category using the function *Random.between* in Excel. The corpus was to be equal for all translators so that measurement would not be affected by the nature or length of the text.

In order to measure the actual times and output produced by the post-editor, we used a tool created by Language Weaver – a web-based post-editing tool designed for post-editors, which enables customers to see the usefulness of MT segments. The post-editors can connect online and translate or post-edit the proposed segments of text without knowing their origin (MT, TM or new segments). The tool measures the time taken in seconds for each task.

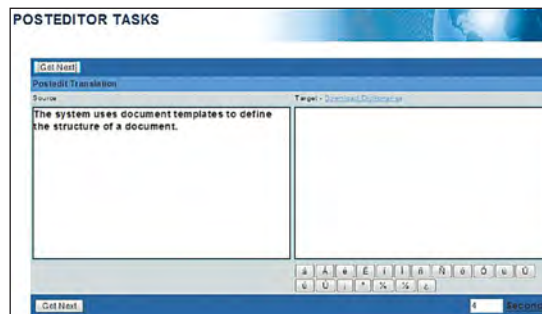


Figure 1: Web-based tool for post-editing tasks.

The tool requires the translator to log on to the web with a specific user name and password so that translators can only see the text assigned to them. Once they open the task, they are presented with a screen containing the actual task (Figure 1).



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	New	MT	TM
Mean	11.87	13.86	12.14
Median	9.66	11.16	10.61
Std. Deviation	6.02	5.40	3.87
Max	22.08	21.21	18.48
Min	5.85	8.96	8.08
Range	16.23	12.25	10.41
1st Quartile	7.94	9.62	9.71
3rd Quartile	14.10	19.21	14.99
Diff quartiles	6.16	9.59	5.28

Table 1: Statistical summary of processing speed.

The source window contains the source text in English, and the target window contains either a blank screen, in the case of translation to be done from scratch, or a proposed text in Spanish, either a TM or MT segment. If there is a proposed translation into Spanish, the translator is not aware of its origin, but he or she is asked to post-edit the text. Once one string is done, the post-editor has to click on the *Get Next* button and proceed with the following segment until he or she reaches the end of the assignment. At this point, translators are returned to the main window where they can log off.

We uploaded three types of texts to the tool: new (265 words), TM (264 words) and MT segments (262 words). This gave us a total of 791 words that each translator had to process. The content, instructions and tool were the same for all participants in the pilot project.

The translators received a translation and post-editing brief by e-mail explaining exactly the steps they needed to take to translate and post-edit. The brief included instructions on how to install and interact with the tool, how to carry out the assignment, how to translate software options and how to use the glossary. No further instructions or further training was given on the tool or on the nature and type of segments they were supposed to complete.

They also received a questionnaire consisting of 17 questions that addressed the translators' profile. The main aim of the questionnaire was to describe the group of translators and establish their experience in localization, supply chain, knowledge of tools, and post-editing MT, as well as to gather their views on MT. We used the questionnaire to match

	Post-editor	MT vs. New	TM vs. New
Mean	25%	11%	
Median	13%	10%	
Std. Deviation	37%	23%	
Max	106%	41%	
Min	-4%	-26%	
Range	110%	67%	
1st Quartile	2%	-2%	
3rd Quartile	29%	25%	
Diff quartiles	27%	27%	

Table 2: Statistical summary of productivity gain.

the answers from the translators to the processing speed from the tool and the number of errors in the final sample.

After the initial testing phase, certain minor changes were implemented in the instructions, questionnaire and glossary. Afterwards, we were in a position to contact the eight remaining translators.

Test and results

Once the translators finished the assignment, we were able to gather the data from the post-editing tool and the questionnaires, analyze it, and establish different correlations. We were quite surprised at the results since they did not match our initial premises.

When we looked at the processing speed (Table 1) – the number of source words processed per minute in each of the three categories – we found that post-editing MT segments was, in fact, faster on average than post-editing TM segments in the 80%-90% level. The mean value was 13.86 words per minute using MT as opposed to the 12.14 words per minute using TM and 11.87 words when translating new segments.

Nonetheless, the data dispersion was high among sub-

jects with high standard deviations and steep differences between maximum and minimum values that suggested a high subject dependency. Still, we observed that translators with less experience and the lowest processing speeds were likely to have similar processing speeds when using both aids, MT and TM. On the other hand, translators with more experience had higher processing speeds when using MT. Some of the fastest post-editors, however, were even faster when they translated without any aid at all.

We then looked at the productivity gain (Table 2). The productivity gain is the relationship existing between the processing speed of one post-editor translating a



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new segment and the processing speed of that same post-editor when using the aid of a tool, TM or MT, for the same amount of words. This gain was expressed as a percentage value.

When compared to new segments and if we consider the median and mean values, the productivity gain was between 13% and 25% for MT segments and from

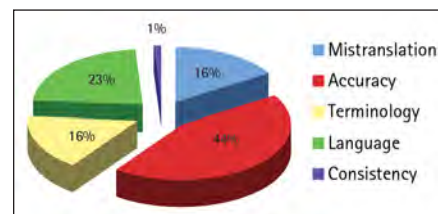
10% to 18% for TM segments (leaving the question of error out of the picture momentarily). These figures are much lower in TM segments than the existing pricing structures in the localization industry.

After we looked at the time invested, the actual productivity, we decided to look at the final quality. The analysis

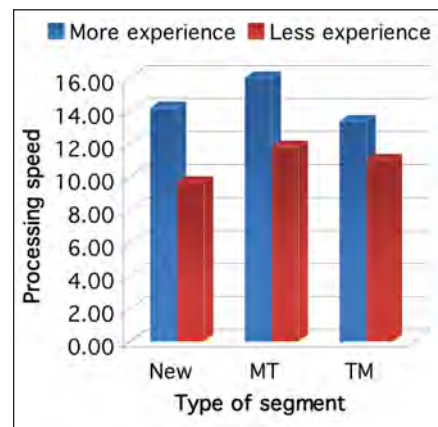
of the final quality of the samples and the results obtained on errors were quite striking. The total number of errors in TM segments was higher than in new segments by 141% and higher than in MT segments by 91%. On the other hand, in the error analysis done in the final target text produced by the post-editors, the number of errors in new and MT segments was quite close, despite being slightly higher in MT.

Another important data point is that the total number of accuracy errors was higher than any of the other type of errors, and these were particularly high in TM segments.

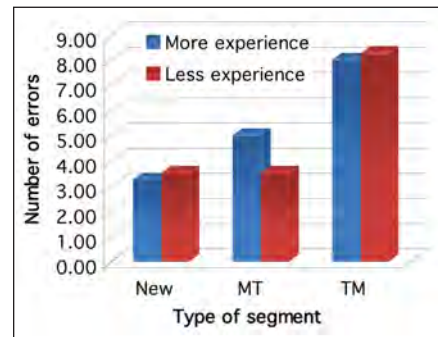
Translators seemed to more readily accept proposals from the TM without necessarily questioning the content because the natural flow of the sentences was similar to a human translation, while the



Percentage of type of errors in all samples.



Overall experience vs. processing speed.



Overall experience vs. number of errors.

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Type of error	New	MT	TM	Totals	% New	% MT	% TM	% Total
Mistranslation	10	2	8	20	8%	2%	6%	16%
Accuracy	9	14	34	57	6%	11%	27%	44%
Terminology	2	9	9	20	2%	7%	7%	16%
Language	6	8	14	28	6%	6%	11%	23%
Consistency		1		1	0%	1%	0%	1%
Totals	27	34	65	126	22%	27%	51%	100%

Table 3: Number and percentage of errors per type of error.

errors in MT were obvious and easier to detect. Translators did not appear to check the source text enough when accepting proposed segments as to find all accuracy errors. This would additionally lead to recommendations to revise MT output and TM segments against corresponding sources. Translators also showed more terminological errors in MT and TM than in new segments. Translators accepted the proposals made without necessarily checking the glossaries. This might not be advisable if there are terminological changes or updates with regard to the previous versions.

Mistranslation errors were lower in MT than in new and TM segments, and this might indicate that MT helps clarify difficult aspects of the source text. Post-editors with higher total processing speeds had fewer errors in the samples. This could be explained by the fact that some post-editors found the task more difficult than others, and hence they took longer to complete the assignment and produced more errors. But it shows as well that spending more time on revision does not necessarily improve translation quality.

In order to establish the impact of errors in the productivity, we created a coefficient of error. We realize that the best way of finding out this coefficient would be to measure the reviewing time of these segments in a standard revision process by a third party. In this case, we took the metrics used for reviewers of localization texts that is approximately 7,500 words per day. This figure may be higher or lower depending on the metric used by each individual localization agency. With this figure in mind, we established that a reviewer reviews 0.26

words per minute. We took the absolute number of errors per post-editor and applied the coefficient of error for each source of error, then recalculated their processing speeds, thus obtaining a final figure that reflected the impact of errors on speed.

The productivity gain dropped pronouncedly when we added a correction as a result of the errors, and the resulting gap between MT and TM was even broader. MT proved to be productive in six out of eight translators while TM did it only in three out of eight translators. Further, the resulting productivity gains were 9% to 25% in MT segments and -3% to -8% for TM.

As I mentioned at the beginning of this article, even though we were aiming to find a correlation between MT and TM fuzzy to set clear guidelines for pricing, quality and time planning, our data question the actual productivity gain of TM fuzzy matches if quality is considered.

Translators' experience had an impact on processing speed. Translators with experience performed faster if the average was considered. When we looked at the number of years of experience in localization, supply chain, tools and post-editing MT output, we observed an increasing curve up to the 5-10 year range and then a drop in the speed.

With regard to errors, the number of errors was slightly higher in experienced translators by a very small margin, particularly in MT segments. This might indicate that experienced translators grow accustomed to errors in MT output. On the other hand, translators with less experience had more errors in new segments,

Post-editor	MT vs. New	TM vs. New
Mean	25%	-3%
Median	9%	-8%
Std. Deviation	34%	20%
Max	91%	39%
Min	-7%	-30%
Range	98%	68%
1st Quartile	3%	-12%
3rd Quartile	43%	4%
Diff quartiles	40%	16%

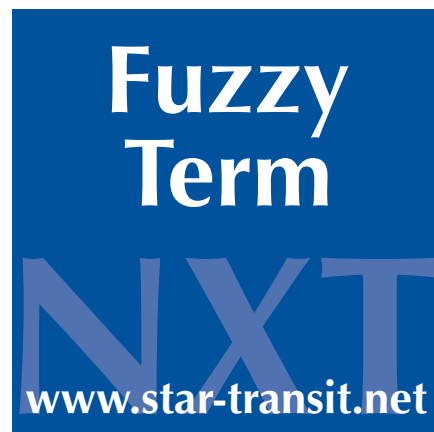
Table 4: Statistical summary of productivity gain minus coefficient of error.

which seemed to indicate that MT had a leveling effect on their overall quality.

Conclusion

The language combination used – English > Spanish – has the advantage of being a widely used language combination in the localization industry. For this reason and because of the proximity between these two languages, MT engines tend to work better than in other language combinations that have quite different syntactical structures. It is thus not advisable to extrapolate directly any result to other language combinations. Having said this, our methodology is a good starting point to measure productivity and quality using translation aids for any other language combination.

Our pilot study shows that the MT productivity appears to be higher than that of TM segments in the 80%-90% level. We also found, however, that in the case of TMs the processing speed for this level of fuzzy match does not correspond



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with the existing assumed savings in the industry that range from 30% to 40%. The productivity for processing these types of segments tended to be much lower.

We think there might be a need to review or test fuzzy matches and their associated productivity gain and pricing structure using different systems. Further, incorporating MT technology into TM systems might help to improve the current accuracy of the fuzzy matching technique.

Although our data is not conclusive, the need for supporting data for either case is extremely clear if the future lies in a hybrid working environment and if we aim to find correlations between MT and TM fuzzy matches to set quality, time and cost values.

We feel it is quite important to point out that productivity appears to be tricky to draw an average from. This makes setting prices and times extremely difficult, since some competent translators do not seem to find any benefit in using MT or TM fuzzy matches while others do benefit from the use of a translation aid. The need to carry out continued research with a higher number of translators but with similar methodology is quite clear to us if we want to obtain meaningful averages.

In addition, MT usage seems to cause less propagation of errors than TM fuzzy matches. The number of errors in MT segments was quite close to those found in new segments. So if subsequent review time is considered, MT seems to do better in terms of productivity and quality than this level of fuzzy matches in TM.

Finally, there is a strong necessity to explore farther into how new technologies are shaping translation processes and how these technologies are affecting productivity, quality and pricing. If translators and the translation community as a whole acquire more knowledge about the actual benefits of computer-aided tools and MT in real terms, we will be better prepared to enter into the negotiating arena with the necessary tools and knowledge in order to reach common ground with translation buyers. We cannot and should not base pricing on assumed figures or on measurements done without the necessary scientific rigor. **M**

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Language or culture: marketing to US Hispanics

Donald A. DePalma

September is Hispanic Heritage Month in the United States. The celebration actually runs from mid-September to mid-October in honor of the September 15 anniversaries of national independence in Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. Mexico and Chile apparently didn't get the memo, having declared their independence on September 16 and 18, respectively.

Hispanic? The US Census Bureau uses that term to refer to residents who speak Spanish, who hail from a Spanish-speaking country, or whose antecedents came from such a country. For the record, *De Palma* is a Spanish name, but my grandparents decamped from southern Italy in the early twentieth century. Their ancestors either were Spaniards or hooked up with them following the 1734 Battle of Bitonto or maybe even earlier during the sixteenth-century reign of Hapsburg Spain over Italy. In any case, the spelling of my surname as *De Palma* rather than *Di Palma* puts me on the radar for programs marketing at Hispanics, government programs tailored to Latinos, and, inevitably, to any politician or special interest group seeking my favor. And if you're wondering, the space in *De Palma* disappeared due to a computer sorting glitch in 1972.

So why is it that everyone wants to get "my" attention? It's all about money, culture and power. Let's turn back to the US Census. When it asked Americans about their national origin in 2000, over 35 million professed to be of Hispanic descent. By 2005, the Census Bureau projected that 42 million Americans were Hispanic – 14.4% of the US population. By 2050, the Bureau projects that they will represent a quarter of the country's residents.

Today's number translates into some large numbers for consumer spending – about US\$860 billion last year, growing to over US\$1.2 trillion in 2011. As companies woo that revenue, the Hispanic population influences every aspect of American life, from food to music to sports to finance. Companies such as McDonald's, Procter & Gamble and Sears invest tens of millions of dollars per year in advertising to the Hispanic community in the United States.

And in a country where the last two elections were decided by a fraction of a percent, every politician running for national office has become a customer of Rosetta Stone so that he or she can *habla* with the constituents. Hispanics have traditionally voted for Democrats, but exit polls in 2000 showed that George W. Bush won 35% of their votes against Al Gore. In 2004, Bush took 40% of the Hispanic vote against John Kerry. Political pundits claim that the Latino vote is undecided in 2008 and could swing the election either way. *¿Obama o McCain? Ésa es la pregunta.*

As a company selling goods or services – or a politician seeking election – you should consider how to reach this population. If you're a language service provider, translation into and out of Spanish presents a good business opportunity.

Investigating the Hispanic demographics

Yes, demographics. Hispanics in the United States are far from being a homogeneous group. Rather, American Latinos comprise demographic segments that have all of the characteristics of any other. That is, they buy, work, vote, own businesses, take medicine, have children, save money, and go to school. In short, they do everything that "other" Americans do. But Hispanics are not a homogeneous population. Consider a few different cuts at this population from the US Census Bureau in 2000:

- They come from different countries. Hispanics whose ancestors or who themselves hailed from Mexico accounted for 58.5% of the American Latino population. Puerto Rico contributed another 9.6%, Cubans 3.3%, and Dominicans 2.2%. Central America *sans* Mexico accounted for 4.8%, South America as a whole another 3.8%, and all other Hispanic or Latino countries made up the balance of 17.8%. What these residents of a wide geographical swath

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Language Focus

share is a language and culture, but each with its own national characteristics.

■ They sometimes speak another language. Of the 262,375,152 Americans over five years old counted in the 2000 Census, nearly 47 million spoke a language other than English at home. Over 28 million of them spoke Spanish or Spanish Creole. Roughly 65% of Hispanics can understand English well or very well. However, research by Felipe Korzeny at the Center for the Study of Hispanic Marketing Communication at Florida State University over the last ten years consistently shows that about 60% of Hispanic adults prefer Spanish when given a choice.

■ They have achieved different levels of education. The Census asked those 25 years and older about their educational levels. As of March 2005, 12% of Hispanics had attended four or more years of college, while 58.5% had completed high school or higher. This compares with 30.5% for college and 90.1% for high school for what the Census calls the “white” population.

■ They participate in every aspect of the economy. Hispanics might want to do something more than buy goods. They are employees, job seekers, entrepreneurs, voters, investors and business owners. The US Economic Census, conducted every five years, found a 31% increase in Latino-owned businesses between 1997 and 2002, rising from about 1.2 million to over 1.5 million. So, there’s no monolithic Hispanic population to target, but instead some smaller demographics. However, to quote Betty Ann Korzeny and Felipe Korzeny in *Hispanic Marketing: A Cultural Perspective* (2005), “there are some specific variables that make it quite desirable to marketers. It is true that some marketers

Approach	What It Involves
Do nothing	Most companies favor this approach of “zero translation” for reasons of cost or disbelief in the market potential.
Add cultural references	Acknowledging cultural differences and diversity – but not translating – is the first step in realizing the opportunity.
Translate directly	This model takes the words from English into Spanish, but not necessarily with any cultural tuning.
Translate and add cultural references	This approach defines localization. It makes information available in a language and with a culturally suitable context.
Create new content for new market	This model of “transcreation” involves creating original content based on the ideas that you want to communicate.

Table 1: Different modes of translation and transcreation.

(Source: Common Sense Advisory, Inc.)

have attempted to reach the Hispanic market as a homogeneous whole and have failed. It is also true that many smart marketers specifically have targeted segments of the Hispanic market with much success.” According to the Korzenys, critical factors are size; purchasing power; shared perceptions, motivations, beliefs and values; a common language; targeted media; and geographic concentration.

Research where you can find your target market

Depending on what it is you’re selling and where you want to sell it, your target markets may hear about you through different communication outlets.

Traditional channels. Most brands rely mainly on conventional outlets – print, television and radio – to reach Latinos residing in the United States. The demand is even more pronounced in places such as East Los Angeles, the cities of Laredo and Brownsville in Texas, and Hialeah in Florida; all have Hispanic populations of 90% or more. Advertising in Spanish sounds

like a good idea. In these areas, companies such as Coca-Cola, McDonald’s and Volkswagen run bilingual advertisements.

The web and phone. Most companies use the web extensively to reach English speakers, so it follows that the web should be a major conduit for reaching this demographic. On the cellular front, a March 2008 Pew/Internet study found that Hispanics lead the general population in most categories of mobile phone usage. For example, the study showed that English-speaking Latinos are more likely than white Americans to use non-voice data applications on their cell phones.

How can you turn this knowledge into actionable initiatives? Don’t put your marketing communications and advertising into silos that live their own lives. For example, when you roll out a website aimed at Hispanics, make sure that people know about it. Reference the site in your print and broadcast advertising; register with search engines to pick up the fact that it’s your brand in Spanish or tuned to the interests of Hispanic consumers; and make sure that Spanish-speaking visitors to your homepage can quickly learn about what you offer them. Conversely, alert web visitors to what you’re doing offline. Given the adoption of mobile data by Hispanics, don’t neglect that avenue. Look to special SMS numbers, ringtones, music, business content and other features that would interest Latino consumers.

Research your target markets

Learn as much as you can about your target demographics. Buy market research, convene focus groups, and study market trends. Don’t skip any of the best practices that you would follow in entering any new market. The major difference between the Hispanic segments and what

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Latino buying power affects labels at the supermarket

Madalena Sánchez

When the buying power of a specific community increases, advertisers and business owners have to think of new ways to present products so that these consumers are able to make a correlation between the quality and function of a product and the brand's name. Latinos have a great amount of buying power in the United States today, and the most well-known brand names are modifying product labels in order to attract this growing group of consumers while maintaining loyalty to other consumer groups. Products with labels in both English and Spanish are becoming easier to find in more and more regions across the United States, as well as products that Latinos remember from their own countries, such as *café con leche* and *salsa verde*.

Food is a very significant part of Latin American culture, so it's no surprise that food brands are very important to Latino consumers. Although it's probable that a first-generation Latino consumer would go to a supermarket where the owners speak Spanish, larger grocery stores such as Wal-Mart and Kroger are making efforts to attract Latinos. If these supermarkets are in areas or neighborhoods with a large Latino population, they will try to sell more products that this consumer group will recognize and appreciate. First-generation Latinos will shop, looking for the same brands they could find in their home countries. Second and third generations will look for brands with familiar flavors, but will also buy products only found in the United States. Food companies attempt to attract all generations of consumers. Keeping this in mind, advertisers for well-known brands are now including both Spanish and English on label designs, while preserving the brand's identity.

One example of this is Knorr, which puts a bilingual label on bouillon packaging that reads *Caldo de Tomate con Sabor de Pollo* above the English *Tomato Bouillon with Chicken Flavor*. The label portrays the same colors as always: red, green and yellow. In doing so, Knorr maintains brand consistency so that any consumer might be able to identify the product. Coincidentally, the brand's colors are also the colors that appear on the Mexican flag. In 2006, Knorr, a company that originated in Germany, recognized that 60% of its customers were Latinos.

Campbell's, the famous soup brand, initiated a new line of V8 Splash flavors in 2004: guava, mango and pineapple. These three fruits are frequently grown in Latin American countries, and these simple images can provoke a feeling of nostalgia in the consumer, reminding him or her of the fruits and juices found back home.

Miller Beer produced a marketing campaign in 2007 for "Beerveza,"

employing the slogan "Chelada Style." The popular brand of beer appeals to not only the Latino consumer, but also to the typical American looking for something new, something exotic. The word *chelada* comes from a type of Mexican beer, *la michelada*. The packaging includes an image of a lime with the phrase "Inspired by a Mexican recipe with lime & salt." Instead of using *chelada* as an adjective after the noun *style*, as is the rule in Spanish, Miller removes the prefix *mi* and makes use of the English grammatical rule, placing the adjective before the noun. The use of both Spanish and English in the same phrase, or code-switching, is a reflection of Spanglish, a popular phenomenon in the Latino community. The word *beer* in English and the suffix *veza* from Spanish present the type of product to both English-speaking and Spanish-speaking communities, and the combination of languages and flavors makes this type of Miller beer different from others on the shelf.

Coffee is another common staple in Latin American countries. Ethnic food aisles typically carry products made by Nestlé, the maker of Nescafé, most times with bilingual labels. These include *La lechera*, *Media crema* and *Café con leche*. The label on the latter product reads *Endulzado a tu gusto*, and its equivalent in English *Sweetened as you like it*. Therefore, the Latino consumer finds comfort in recognizing yet another brand found in his or her country of origin. The colors found on Nestlé labels are the same in both the United States and other countries, functioning in a semiotic manner and allowing consumers to recognize its products anywhere. Localization, as evidenced here, comes from global companies and targets not just in-country, but immigrant populations.

Pringles is another successful brand that designed a label for potato chips to accommodate the Latino consumer market. Continuing with the idea of symbols and how they are interpreted, the company recently started selling two flavors that also reflect Latin-inspired tastes: spicy guacamole and jalapeño. The labels incorporate images of two common symbols of Latin American cuisine — avocado and chili peppers.

In "Cultural Palettes: An Exercise in Sensitivity for Designers" (*Journalism Educator* 46.4 [Winter 1992]: 32-37), Sandra E. Moriarty and Lisa Rohe explain, "In two-way cross cultural communication, the symbols that are appropriate to use in communication with the sub-culture have to also communicate effectively about the subculture to the majority culture. In other words, the colors and symbols are appropriate and deliver meaning for both the subculture and the majority culture." In this case, the majority culture would be consumers born in the United States, and the subculture would be the growing minority of Latino consumers. Thus, the images and flavors chosen by Pringles and many other brand names accommodate both consumer groups during a time when exotic flavors and foreign products appeal to many potential customers. **M**



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you already have in your marketing systems is the addition of culture and language. Salaries, zip codes, purchasing patterns, and all the other attributes of a consumer in the United States will line up with your current systems.

Study demographics and behavior. Segmentation for Latino or other linguistic markets should be no different than what you would do for any population. Ethnicity adds language and cultural issues to the complex equation that defines buyer behavior. Think about psychographic factors: religion, family, income, career, education, hobbies, entertainment, dwelling, politics, country of origin and so on.

Adapt marketing algorithms. Tweak your existing demographic measurement tools and algorithms to segment this large population into usable clusters. Build behavior tracking and analysis into

your marketing and web plans. Are you unsure about translating versus adding a Hispanic *sabor* to your site? Try an A-B split. Send some visitors to a Spanish-language site and others to a culturally tuned site in English. Measure the results and act on them.

Think beyond language. Language will be critical for Spanish-only residents, but cultural awareness will count for a lot across the broader Spanish population. You could tweak your marketing both online and offline to ethnic markets as a first step toward acknowledging your target demographics. For example, if you run holiday promotions, add major Spanish-market feasts and celebrations to your list of events. Tie these in with live events like Calle Ocho (www.carnavalmiami.com) in Miami, working cross-channel promotional opportunities wherever you can. If you can afford the Spanish translation, offering

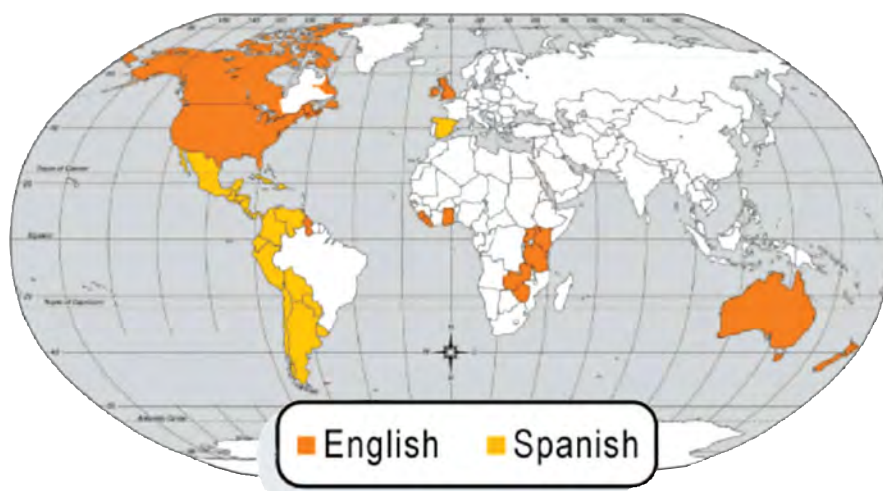


Figure 1: English and Spanish together address a large population.

(Source: Common Sense Advisory, Inc.)

both English and Spanish will tighten the relationship.

Define marketing goals. Don't forget Marketing 101. Your English-language marketing communications and sales programs describe the goals you want to achieve — upsell, cross-sell, convert. You have to out what you want the Hispanic-focused programs to do. For example, do you want your print ads to direct them to your website? Do you want your website to mirror all the content that English speakers will find on your home site? Or would a micro-site focused on a particular issue be enough? Your decision will affect levels of investment, technology, internal resources and outsourcing plans. A micro-site could focus on issues specific to a Hispanic lifestyle, diet, health or finance.

Cross-tabulate your content assets with your marketing needs. Your information, marketing and sales needs will determine what content you'll want to serve as-is

or translate: 1) At its simplest it might be just a nod to Spanish; 2) it could be a micro-site focusing on an issue, a product or a strategic initiative; or less likely, 3) it might be a full Spanish mirror of your English site (Table 1).

Line up parallel marketing activities. Think about community building, specialized content tied into activities that interest Latinos, look for celebrities who could hook up with your brand, and begin the social networking that is part of any marketing campaign. Depending on whom you're targeting, evaluate sites such as the Latino variant of MySpace (<http://latino.myspace.com>) as avenues to your potential customers. If you have any snappy commercials, put them on YouTube.

Looking beyond US Latinos to global Spanish

In our research, we have looked at the benefits of offering localized content in

international markets. The work that you do to transform your English website into Spanish could give you a jump-start into other Spanish-speaking countries — and some even bigger numbers.

More than 300 million people in 26 countries besides the United States speak Spanish. Among them are Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, the Dominican Republic, Ecuador, El Salvador, Guatemala, Mexico, Peru, the Philippines, Puerto Rico, Uruguay and Venezuela. Nearly 60 million of them are online. Add another 30 million speakers for Spain, of whom nearly 14 million are online (Figure 1).

Combined with English, Spanish nets over 50% of online GDP (e-GDP), according to the Common Sense Advisory report "Website Globalization: The Availability Quotient" (2008). All things considered, targeting the domestic US Latino population could be the first step that many US companies take in going global. You can cut your organizational, process and technology teeth on de-Anglicizing cultural references in your American marketing messages, internationalizing your content infrastructure, and translating content for the US market. Once you have those processes in place, you can think outside the North American box and begin localizing for the most lucrative Spanish-speaking markets. For example, Spain and Mexico boast the world's ninth and fourteenth largest economies, respectively.

Next step in marketing to Hispanics

Many companies leave money on the table by ignoring language and ethnically specific behaviors. Knowing that the opportunity to market to domestic multicultural markets is largely untapped in many countries, what can you do to improve your own company's ability to reach potentially valuable demographics?

While my comments in this article focus on reaching the Hispanic community in the United States, the methodology, logic and findings could apply to any other minority linguistic group in the United States or elsewhere. For example, Canadian firms must deal with their French customers and a large Chinese community, while Belgians expect both French and Flemish. You can apply many of these recommendations to any multicultural market you choose — just substitute your favorite group wherever you see the words *Latino* or *Hispanic*. **M**

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TRANSLATION + LOCALIZATION

Quality in collaborative translation and terminology

Louise Brunette & Alain Désilets

Massive online collaboration is revolutionizing the way that content is being produced and consumed worldwide. It has allowed, for example, a distributed and loosely coordinated community comprised of hundreds of thousands of authors to create Wikipedia, the world's largest online encyclopedia. This resource competes favorably with such revered sources as the *Encyclopedia Britannica*. Other types of content created or managed through this revolutionary new paradigm include everything from news articles (www.wikinews.org), text books (www.wikibooks.com), movie reviews (www.imdb.com), videos (www.youtube.com), photos (www.flickr.com), music preferences (www.lastfm.com), social networks (www.facebook.com) and even large virtual worlds (www.secondlife.com).

Of course, these massively collaborative technologies are also affecting the way in which content is translated, as evidenced by collaborative activities in translation. Examples of these include TraduWiki (www.traduwiki.org), a site for collaborative translation of public content; Mozilla (<http://support.mozilla.com/en-US/kb/Translating+articles>), the official support and documentation site for Mozilla open-source products, supporting collaborative authoring and translation of content in eight languages; Wikipedia's official translation site (<http://meta.wikimedia.org/wiki/Translation>); the software localization of Facebook (www.facebook.com/press/releases.php?p=20727),

which crowdsourced the German translation of its interface; and terminology sharing, as seen on ProZ (www.proz.com/search), a community of translators allowing members to share glossaries. These new paradigms raise significant questions about quality, and this is the focus of the present article.

On the surface it may seem that the decentralized, horizontal processes used in massively collaborative environments do not lend themselves to conventional quality control measures. Indeed, consider a scenario where a user, call her Mary, is looking at the Wikipedia page for Coldplay (her favorite rock band) and notices an error in the drummer's birth date. Being a good "wikizen," she clicks on the Edit link at the top of the page and changes the page content to correct it. When she saves her edits, the change is immediately there for the world to see. As a result of Mary's short intervention, the Coldplay page is now better than it was two minutes ago.

At first glance, this may not seem groundbreaking, but consider the following surprising points:

- The original creators of Wikipedia do not know Mary, and she does not know them.
- Mary does not know the people who created or worked on the Coldplay page, and they do not know her.
- The Wikipedia site does not know anything about Mary, since she was not required to log in.
- Mary is but one of thousands of industrious bees who participate in the creation of something big and important.
- Mary did this without economic incentive, simply because she cares deeply about the band Coldplay.
- Although this was not Mary's initial intent, the net result of her intervention is a discernable improvement in quality.

To those versed in conventional quality control processes, this kind of open authoring seems like a catastrophe waiting to happen. Yet it works. Wikipedia is proof by construction that people are able to collaborate efficiently and create high-quality, valuable content – content that has gained a high level of acceptance in the world. This intriguing phenomenon thus forces us to reconsider conventional notions about terminology products and the quality of translation.

Models of quality control

Conventional quality control follows a model that might be called the watchdog approach. Here, quality



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is checked by a small, restricted group of specialists, who have some sort of authority – either moral or procedural – over the translators and terminologists who produce the content under inspection. In contrast, collaborative communities tend to follow a model that might be called the self-repairing community approach. Here, quality of a particular content is checked by those members of the community who care enough about it to take remedial action and fix errors. In other words, quality is not dictated from above, but emerges from the goodwill and individual actions of the various actors.

Experience with Wikipedia demonstrates that, against all odds, the self-repairing model can result in high-quality content, as long as there is a critical mass of participants, and that they are given tools to allow them to easily track changes made to content that they care about. An example of such a tool is the Watch link, which allows registered Wikipedia users to receive e-mail notifications of every modification made to a particular page and to easily take remedial action when appropriate. Another example is the revision history, which tracks and remembers the edits made to each page on the site. This allows members of the community to easily revert a page to its pristine state after spam or vandalism. It also enables automatic identification of repeat offenses from a same IP address or

more subtly, occurrences of edit wars between legitimate contributors who are engaged in a counterproductive argument over a particular topic.

The quality of Wikipedia content has been the subject of several empirical studies, and they consistently show that these simple tools and principles work well. The Wikimedia foundation and Jim Giles have shown in head-to-head comparisons that the factual accuracy of Wikipedia and well-known conventional resources such as the *Encyclopedia Britannica* and *Brockhaus Enzyklopädie* is comparable. However, there are indications that the quality of presentation may be better in traditional encyclopedias. Another study by Dennis Wilkinson and Bernardo Huberman showed that high-quality pages are characterized by a large number of edits done by a large number of unique contributors. As a result, pages about important, high-visibility topics tend to naturally be of higher quality, on account of being exposed to larger numbers of readers-contributors. A widely-visited page – Albert Einstein, for example – is more likely to be high-quality than a less frequently visited page about a more obscure topic like, say, ethnomathematics.

Based on these findings about massively collaborative authoring, what can we predict about quality in the context of translation and terminology? A reasonable hypothesis would be that the rendering of

the sense (factual content) will not be an issue, but that naturalness and readability of the language (quality of presentation) may be at risk. This suggests the possibility of a new procedural norm where amateurs first render the meaning of the source text, and professional translators or revisers polish the language of the target text later on, with occasional corrections of sense as well. Also, we might surmise that documents and terminology entries that are about lower-visibility, more specialized fields will tend to have lower quality, on account of being exposed to a smaller sub-community of viewers and potential contributors – hence, the importance of involving as many amateurs and professionals as possible in the co-creation of such artifacts.

In summary, the conventional, highly structured approaches to quality control are not appropriate for massively collaborative environments, and they must be replaced by more organic, open, self-repairing models. These new models don't, however, exclude interventions by professional translators, revisers and terminologists.

Quality of translation and terminology products

In theory, it is certainly possible that collaborative translation and terminology might lead to a “fast-food” phenomenon, where unskilled and sub-standard translations and terminological choices become the accepted norm. But in our opinion, this is not likely to happen in practice.

Let us consider the naturalness of the translation that, as we previously pointed out, might be most vulnerable in a massively collaborative situation. Here, we can expect amateur translators to make (at least initially) the same kinds of mistakes that we observe in first-year students of translation, whose work is often closer to an awkward word-for-word translation than a native-feeling, meaning-driven text. Without the intervention of capable mentors – and we shall get to that later – amateur translators are likely to become entrenched in those bad habits and never acquire better translation “reflexes.” Amateur terminologists may also be vulnerable to the same pitfall and choose word-for-word translation of terms instead of looking more systematically for truly native equivalents in the target language.

One may also wonder if collaborative terminology might have a bad influence on professional translators. Here again, we believe that this will not be the case, based



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on an empirical observation of translators we carried out in the context of a project aimed at better understanding their technological needs. Indeed, we observed that translators already exercise strong critical judgement in evaluating translation solutions proposed by conventional linguistic resources. This holds even for highly regarded resources such as TERMIUM (the terminological database of the Government of Canada), the *Grand dictionnaire terminologique* (terminological database produced by the Québec government) and the Robert-Collins bilingual dictionary. In particular, translators rarely consult a single source. We also noted that professional translators are highly skilled in rapidly evaluating lists of proposed solutions, both in terms of quality and appropriateness for the source text. One can surmise that this ability to separate the grain from the chaff will also be at play for collaborative resources, possibly even more so. Moreover, collaborative terminology databases will allow professional translators to exert a positive influence on the resource, by correcting errors, suggesting new solutions or providing feedback on existing ones.

At this point, it is worth noting that poor, non-idiomatic translations are already a part of the translation profession. Who among us has never read an instruction booklet that contained poorly translated sentences? Yet in conventional environments, translations are rarely recalled unless they are dismally bad. In contrast, experience with Wikipedia shows that in massively collaborative environments, errors and poor content tend to be rapidly corrected by members of the community.

The notion of "relative quality" is also already at play in the translation industry. Indeed, professionals are often faced with situations where they must deliver translations whose quality is less than "maximal" because of a customer's desire to meet a tight deadline or keep translation costs at a minimum. They also deal regularly with situations where they must yield to customer preferences, even though they feel that those are bad choices from the point of view of translation quality. This is very similar to a collaborative situation, where quality might well be defined by the preferences of the overall community of readers, turned authors.

The emergence of collaborative translation and terminology does not signal the end of professionally translated content. We believe that professional translation



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will still be used to deal with content that is high profile, widely disseminated or highly sensitive. Organizations currently invest large sums of money to produce quality translation for this type of content, and there are no reasons to believe that massive online collaboration will change anything to that situation. Collaborative translation and terminology will simply become an additional tool to deal with the growing gap between supply and demand – that is, they will only be used to translate content that otherwise would simply not have been translated at all.

Professionals and amateurs working together

These new modalities raise the issue of whether professionals and amateurs can work together in this type of online collaborative environment. Based on a case study conducted by Louise Brunette and C. Gagnon (2008) at the Université du Québec en Outaouais, we believe that this is possible. This case study involved eight students enrolled in a regular revision course in the English > French direction. The students interacted with eight amateur volunteers who had translated Wikipedia articles from English > French and had made a formal request to be proofread by another member of the community. Students followed the protocols devised by the Wikipedia translation community. They formally registered as proofreaders on the site, went to a page listing requests for proofreading, chose one (subject to teacher approval) and then formally registered to revise it. This resulted in an explicit connection being made by the system between the student reviser and the amateur translator who had requested proofreading. The

student reviser and amateur translator collaborated closely from then on.

From this experience, we learned that professional-amateur collaboration is indeed possible in this type of environment. However, it requires that professionals keep an open mind and be willing to substantially adapt their work methods and attitudes towards revision. For example, professionals who are accustomed to explicit rules and workflows must learn to follow new and often implicit rules that have been devised collaboratively by the community. These are often not written anywhere and are just part of the community's cultural norms. This may cause friction when newcomers are chided for breaking "rules" they did not even know existed.

One such norm is a social and hierarchical principle that might be called *do-acracy*, whereby the competency of a contributor, such as academic credentials or work experience in the domain, does not automatically grant him or her authority or status, since credentials are mostly invisible to the community. Instead, contributors accrue authority and status through visible and verifiable contributions to the Wikipedia site. This *do-acracy* culture requires an adjustment of attitude on the part of professional revisers, who cannot present themselves as experts whose knowledge automatically grants them authority over other members of the community. Instead, they must act as "ordinary citizens" who happen to have special expertise that can uniquely contribute to progress on the collaborative site. In other words, the professional must act more as an advisor than a watchdog.

Note, however, that professionals still have a duty to act pedagogically within the community and help improve both the work practices of the amateurs and the end product resulting from their efforts. This, after all, has always been an essential goal of revision. But in this new environment, the reviser cannot impose his or her individual point of view on the community and must be content with sensitizing others to quality issues. In the end, the site's authoring and translation community, and more importantly its readers, must be the final judges of quality.

In summary, a reviser who wants to interact positively with a collaborative community must not impose his or her conception of quality on the community, but must instead strive to think like a member of that community. In any case,

our students' experience with revision on Wikipedia indicates that amateur members of that community readily recognize the significant quality improvements resulting from the interventions of professional revisers, and that they acknowledge this as an important contribution.

Conclusion

Massively collaborative technologies will shake the world of content creation to its very foundation, and it is quite plausible that in the near future, a significant portion of the content we consume will be created using this kind of powerful new paradigm. This, in turn, will have a significant impact on the way content is translated as well, and this raises legitimate concerns regarding the quality of the products of collaborative translation and terminology efforts.

We believe that these new modalities do not represent a threat to quality due to the powerful self-correcting nature of collaborative communities, as evidenced by Wikipedia. However, the translation industry will need to reposition itself with respect to this new and potentially disruptive change. Professionals are faced with a clear choice between resisting and embracing this revolution, but they cannot simply ignore it and hope it will go away. Positive and proactive collaboration between professionals and amateurs is the only sensible avenue, and it may be an important ingredient in closing the growing gap between supply and demand for translation and terminology. **M**

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Managing language professionals in combat zones

Jerry Torres

Though it is difficult to find and place qualified translators in Iraq and Afghanistan, keeping them there is even more challenging. To succeed in environments such as these, where mitigating circumstances can affect linguists' ability to do their jobs, a solid project management (PM) approach, centered on outstanding treatment of both the language professionals and the client, is essential.

While many obstacles are involved in placing and retaining excellent caliber professionals in Iraq, Afghanistan is even more daunting. US and coalition forces face a shortage of linguists and cultural advisors, and that shortage is having a significant impact on military and humanitarian efforts in both locations. Because of these factors and more, PM is a critical component in keeping professionals active in the field. If linguist positions are unfilled – an increasing problem in Afghanistan today – missions cannot be conducted.

The US government's standards for these language services experts are stringent. In most cases, a linguist serving in Afghanistan or Iraq must have Ph.D.-level education – often Jurisdoctorates or medical degrees in the case of specialists – as well as hold “secret” level security clearance or higher.



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With only a limited number of these professionals who are also US citizens and fluent both in English and key Afghan and Iraqi languages, these individuals must also be willing to relocate for this extremely difficult and dangerous work. The Afghan dialect of Pashto, in particular, is problematic, as there are relatively few speakers. Understandably, language professionals with specific subject matter expertise in law and medicine are in particular demand.

While working in both military and humanitarian capacities, these professionals are witnesses to the horrors of war. In Afghanistan, linguists are threatened by the Taliban, Al-Qaeda, drug traffickers and narcotic gangs. In Iraq, linguists also experience intimidation and corruption. They also come face to face with innocent victims of war, as described in the following account by a linguist who must remain nameless due to security purposes: “I had to carry dead people with my own hands in Fallujah and walked unarmed with soldiers through fields with bullets flying overhead. In Tal Afar in 2006, I saw dead people with skull and brain splashed all over their faces. I carried two infant twins. Their mom was among the dead. We helped carry their mother's body outside the house. I think we all did good things.”

Thus, the stakes are high, and successful, pragmatic PM makes all the difference. These linguists deserve excellent support, communication and encouragement from their management staff. This support mitigates personnel turnover, keeps linguists motivated, and helps ensure a top-quality outcome from projects. No matter what their job, people want to feel they are valued for their work. Particularly while working in sensitive areas, it is not only critical that everyone be treated with dignity and respect, but it is also necessary to be cognizant of cultural factors and to ensure that high regard is always demonstrated.

The role of linguists in Iraq and Afghanistan

Language professionals in the Iraqi and Afghan theaters of war fill crucial roles, from being embedded with combat units to humanitarian support to aiding in the reconstruction of these countries. They have a direct and powerful impact on the success of diplomatic and military initiatives by interpreting, translating, transcribing and performing electronic surveillance.

In both countries, these professionals serve US military units and defense intelligence organizations, including military police and special operations forces. They interpret during coalition forces conferences and meetings, military and intelligence operations, and medical events. Their responsibilities include helping coalition and NATO leadership appreciate cultural differences. This work enables diplomats and the military to be most effective in negotiations and in gaining the trust of local communities.

In Afghanistan, subject matter experts (SMEs) are helping facilitate the building of schools, medical facilities and other community-based infrastructures. They help medical personnel provide basic health care and solve complex multi-language translation challenges in Turkish and Korean hospitals. Their understanding of these cultures enables them to perform appropriately at all times. In Iraq, linguists serve the US Embassy in Baghdad and provincial reconstruction teams. They directly support the president and vice president of the United States, secretary of defense, secretary of state and many others. Legal SMEs working with judges, federal prosecutors and attorneys are instrumental in helping to establish constitutional law

in Iraq. Those with medical degrees work with diplomats and health officials to establish medical infrastructure and support forensics personnel.

Not only do these translators and cultural experts have a direct impact on the success of diplomatic and military initiatives, but their examples of bravery are many. One linguist saved the life of a soldier who had a heart attack while manning the turret of a Humvee on a mission, performing CPR until medics arrived. Another linguist survived a roll-over in a Humvee and was back to work within a week. These stories of courage and sacrifice illustrate their passion for their work and the difference they believe they are making in these countries and the world.

Two accounts in their own words

■ "Every minute of our time in Afghanistan is under austere conditions in an extremely hazardous environment. In October 2007, I was based in Salerno in the province of Khost. Once, at 11:00 p.m., rockets began flying toward my tent. The sound of the falling rockets and the explosions were terrifying. We received 18 rockets around my tent from 11:00 p.m. to 6:00 in the morning. We stayed in the nearby bunkers for safety all night until the sun came up. One week later, I was at the dining facility at 7:00 a.m., when rockets came in again. Three rockets hit about 500 yards away. Luckily, only one of the rockets exploded, injuring one person. The other two did not detonate, and the military personnel moved them away to safely dispose."

■ "I am based at Camp Eggers in Kabul, which is a dangerous area because it is situated in the heart of the city near many political targets. It is surrounded on all four sides by major streets and is vulnerable to many kinds of insurgent attacks. These attacks occur frequently in Kabul, such as the Serena Hotel bombing in February 2008. The explosion was so powerful that it shook our buildings from almost a mile away. Six civilians and an interpreter were killed in a suicide bomb attack near the Pakistan Embassy, which is barely 500 yards away.

"The risk is high on the roads, too, including the road to Kabul's airport. Coalition convoys have been attacked as recently as two weeks ago, with a few minor injuries to four US soldiers. Our

mission is to always accompany high-level military officers on their missions to meet Afghanistan's leaders. Despite these threats, I feel I am contributing greatly toward the success and safety of the coalition and, most importantly, Afghanistan."

Best practices for serving linguists in conflict areas

A sound PM approach best meeting the needs of language professionals begins with recruiting. It is not enough to place the best, most qualified citizens in the field. The best people must be placed in the field quickly. This calls for an exhaustive recruitment, screening and testing process.

The PM philosophy must be centered on treating linguists as superb professionals and compensating them accordingly. These factors will help a company develop and maintain a positive reputation, in this case within Afghan and Iraqi communities in the United States. This reputation is critical, as the communities of these professionals are insular. They will only work for an organization if it keeps their best interests and the interests of their community at the forefront. Many techniques and tactics can accomplish this, but at the heart, it is about appropriate management and active communications.

Recruitment, however, is only one consideration. Maintaining a fill rate is the next challenge. Once linguists are on board, the same PM practices must be continued, including candid communication flow, supporting their families, and handling them with respect. Ensuring these steps helps to validate their important work and goes a long way toward linguist retention.

Best practices for serving the client

The methodology overviewed here will help ensure an excellent outcome for the client as well as language professionals. It has had tremendous success even in the most challenging environments and is consistent with the Project Management Institute (PMI) Guide to Project Management Body of Knowledge (PMBOK® Guide).

Project planning and control. Immediately following the award of a contract, the Project Management Plan (PMP) should be developed. This PMP will become a part of the integrated program

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schedule and will track the project at the program level.

PM methodology components. With the PMP in place, these six components help successful PM methodology: program planning and control, which addresses resources including time, staff, facilities, material, funding and management approaches to be applied to the project; quality control; configuration management; financial management; risk management; and subcontractor management, which ensures qualified external resources are selected and managed effectively in accordance with standard policies and procedures.

Project success principles. In addition to the PM components above, four basic principles have proven to be essential to project success:

- **Transparency:** Clients should have real-time, ongoing access to documents and reports. For linguist projects, this means daily communication about status. A client extranet providing 24/7 accessibility to the project contains meeting minutes, status reports and more.

- **Flexibility:** Changes are an indisputable fact. Service delivery methodologies must promote collaboration and iteration, structuring project tasks to deliver in incremental steps, and work closely with clients in anticipation of changes. Outcome-focused methodologies should incorporate feature prioritization, coordination with the client, and rigorous change management to achieve successful delivery and exceed client expectations.

- **Communication:** Timely, accurate communication is vital to successful project completion. Communication must be structured and controlled and include frequent communication through routine status reports, documentation, status conferences, phone conversations, e-mails, and approval for all deliverables. Clearly defined roles and responsibilities, reporting and approval procedures, and communication channels are essential.

- **Inclusion:** It is important to understand each client's vision in order to measure progress against it. Involve stakeholders throughout the project life cycle. This fosters a common understanding of expectations for each task.

Some practical management applications

Sound applications follow from this methodology, regardless of whether the



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client is a Department of State, an army, a teaming company or an international corporation. Each client will have a unique set of objectives, expectations and motivations. The process must be flexible enough to accommodate these, yet keep the project on track. It is critical to discern what makes the client want to work with you. When you know why the client chose your team, make sure those positive differentiators are constantly reinforced. Establishing and maintaining this comfort level are essential. When possible, recruit linguists whose backgrounds fit the agency, corporation or organization. Ideally, these will be professionals who formerly worked with that organization. This is probably most feasible with the federal government, as many civil servants make the transition to the private sector.

Understanding the client organization is a critical ingredient to successful PM. While this is common sense, it cannot be overstated. With the Department of State in Iraq, for example, the contracting office relationship is the most important. To meet needs in an environment like this and optimally facilitate communication, project managers should be on location to handle day-to-day activities with the contracting office in both Iraq and the United States. During long-term contracts, new contracting officers come on board with the government. It is necessary to meet with these representatives immediately and understand their procedures and reporting needs. In these situations, if the contracting officer is happy and you are playing by his or her rules, the client relationship will run smoothly. The same practices can apply to corporate clients.

Other organizations have different expectations and procedures, of course. Sometimes an operational officer is the point of contact. Other times, there are sensitive political considerations, and the project manager must make frequent trips to the site, rather than being based there.

Whatever the structure, a successful PM methodology is governed by the mantra of going above and beyond. I cannot think of many instances where this rule applies more than in language services – especially in Afghanistan and Iraq. This high standard means the involvement of your organization's senior management. It means the CEO and other players must be willing to fly overseas with little notice, both when the project is going well as well as when it hits rough patches. In the eyes of your clients, there is no substitute for demonstrating this type of commitment.

SMEs must also be available to interact with clients as needed in a way that meets needs and expectations. They must be intimately familiar with the functional requirements of the contract, and they must have thorough understanding of the cultures with which they will be interacting. PMP certification is a plus, as well as regular training, including internal programs.

Also under the banner of giving clients more than they ask for is a consistent willingness to add players to the team, even if they were not expressly requested. Be responsive to your field and PM staff so that you can make adjustments as needed and help ensure the contract runs smoothly. This can make a tremendous difference and will ensure

that your project managers can focus on the essential aspects of their job.

Getting your language service professionals in place early is another tried-and-true way of exceeding expectations. If you wait until the contract is signed to begin the recruitment process, it will be some time before you actually begin creating results. Rather, your team should be recruiting people who are standing by and ready to engage. Yes, it is risky to try and read a client's mind to determine timeframes, and you are limited by the information you have, but when the contract comes through and you can move quickly to get people on the ground, it pays off. The timeline from contract signing to getting experts on the ground in Iraq, for example, can easily take two months. Due to our company's advance work, however, it took our team only one-and-a-half weeks, including security clearances, requirements and travel logistics.

Fix problems immediately

In addition to moving rapidly to meet demands, it is also important to fix problems quickly. Problems will arise regardless of the skill level of your project managers and language professionals. Sometimes personalities or work styles face irreconcilable differences. We faced a difficulty with one of our linguists, but the solution was not to simply replace him. Rather, we sent a senior project manager to the client country for a week. Given the political and logistical challenges of the client site, this practice was out of the ordinary and made a clear impression as to how much we valued the opportunity to serve them. This senior project manager hand-delivered the new linguist to the client, closely monitored the situation, and engaged with the client representatives and the linguist team to ensure the replacement would be suitable for the long term.

The rule of thumb is to admit to problems and move quickly to solve them. If you bring workable solutions and show your commitment, the problems will go away. Vacancies hurt the client. In the case of countries such as Iraq and Afghanistan, unfilled positions hurt coalition forces' efforts and can have an adverse impact on the national security of these nations and their allies. By committing to problem solving, however, valuable solutions are what will be remembered about your team. **M**

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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).

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

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

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.

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

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

Hispanic. A term that historically denoted relation to ancient Hispania (geographically coinciding with the Iberian peninsula — modern-day Spain, Portugal, Andorra and Gibraltar) and/or to its pre-Roman peoples. The term now refers to the culture and people of Spain plus the Spanish-speaking countries of Hispanic America.

Internationalization (i18n). Especially in a computing context, the process of generalizing a product so that it can

handle multiple languages and cultural conventions (currency, number separators, dates) without the need for redesign.

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

Latina, Latino. The demonyms *Latina* (feminine) and *Latino* (masculine), are defined in several English language dictionaries as persons of Hispanic, especially Latin American, descent, often living in the United States. In the United States, the term is in official use in the ethnonym *Hispanic* or *Latino*, defined as “a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race.” Neither *Hispanic* nor *Latino* refers to a race, as a person of Latino or Hispanic ethnicity can be of any race.

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.

Massive online collaboration. Massive collaboration is a form of collective action that occurs when large numbers of people work independently on a single project, often modular in its nature. Such projects typically take place on the internet using social software and computer-supported collaboration tools that provide a potentially infinite hypertextual substrate within which the collaboration may be situated. A key aspect that distinguishes massive collaboration from

other forms of large-scale collaboration is that the collaborative process is mediated by the content being created — as opposed to being mediated by direct social interaction as in other forms of collaboration.

Open-source software. Any computer software distributed under a license that allows users to change and/or share the software freely. End users have the right to modify and redistribute the software, as well as the right to package and sell the software.

Project management (PM). The systematic planning, organizing and controlling of allocated resources to accomplish project cost, time and performance objectives. PM is normally reserved for focused, nonrepetitive, non-limited activities with some degree of risk.

Project manager. A professional in the field of project management. He or she has the responsibility of the planning, execution and closing of any project. Key project management responsibilities include creating clear and attainable project objectives, building the project requirements, and managing the triple constraint for projects — cost, time, and scope.

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.

Search engine. A program designed to help find information stored on a computer system such as the world-wide web or a personal computer. A search engine allows a user to ask for content meeting specific criteria — typically those containing a given word, phrase or name — and retrieves a list of references that match those criteria.

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

South America. A continent of the Americas, situated entirely in the Western Hemisphere and mostly in the Southern Hemisphere. It is bordered on the west by the Pacific Ocean and on the north and east by the Atlantic Ocean; North America and the Caribbean Sea lie to the northwest.

Terminology management. Primarily concerned with manipulating terminological resources for specific purposes — for example, establishing repositories of terminological resources for publishing dictionaries, maintaining terminology databases, *ad-hoc* problem solving in finding multilingual equivalences in translation work or creating new terms in technical writing. Terminology management software provides the translator a means of automatically searching a given terminology database for terms appearing in a document, either

by automatically displaying terms in the translation memory software interface window or through the use of hotkeys to view the entry in the terminology database.

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

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

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

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

Resources

ORGANIZATIONS

AILIA (Association de l'industrie de la langue/
Language Industry Association): www.ailia.ca

American Translators Association: 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

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

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

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

REFERENCES

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

European Committee for Standardization: www.cen.eu/cenorm
Languages of the World: www.nvtc.gov/lotw

LISA: Global information management Metrics eXchange (GMX):
www.lisa.org/global-information-m.104.0.html

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

Perry-Castañeda Library Map Collection, University of Texas at
Austin: www.lib.utexas.edu/maps

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



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ASSOCIATIONS

AIIIA Association de l'industrie de la langue/Language Industry Association

Description AIIIA is the voice of the Canadian language industry, bringing together organizations and professionals from three sectors: translation, language technologies and language training. Through a single point of contact, AIIIA members can access key resources to stimulate their growth around the world.

AIIIA 283, Alexandre-Taché boulevard, Suite F0240, P.O. Box 1250, Station Hull, Gatineau, Quebec J8X 3X7 Canada, 450-449-1435, Fax: 819-595-3871, E-mail: communication@ailia.ca, Web: www.ailia.ca



Globalization and Localization Association

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CONFERENCES



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Across Systems GmbH

Windows

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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.

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Janus Worldwide Inc.

Languages Russian, ex-USSR and Eastern European languages
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Languages 170+ **Description** Lingo Systems, powered by Language Line Services, provides customer-focused source solutions for global companies in 170+ languages. We specialize in the translation and localization of technical documentation, software, multimedia applications, training materials, e-learning solutions and online applications. Other globalization services include quality assurance testing (hardware and software), integration of content management solutions, interpretation (170+ languages), cultural training and assessment, and internationalization consulting. Lingo Systems has never caused a late release. No other firm makes this claim. For a free copy of our award-winning book, *The Guide to Translation and Localization — Communicating with the Global Marketplace*, visit www.lingosys.com or call 800-878-8523.

Lingo Systems 15115 SW Sequoia Parkway, Suite 200, Portland, OR 97224, 503-419-4856, 800-878-8523, Fax: 503-419-4873, E-mail: info@lingosys.com, Web: www.lingosys.com **See ad on page 11**



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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



LIONBRIDGE

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

Lionbridge 1050 Winter Street, Waltham, MA 02451, 781-434-6111, Fax: 781-434-6034, E-mail: info@lionbridge.com, Web: www.lionbridge.com **See ad on page 76**



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: 215-947-4773, E-mail: ceo@logrus.ru, Web: www.logrus.ru **See ad on page 22**



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 Luis 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 among some of the companies that depend on Moravia Worldwide for accurate, on-time localization. Moravia Worldwide maintains global headquarters in the Czech Republic and North American headquarters in California, with local offices and production centers in Ireland, China, Japan and throughout Europe. To learn more, please visit www.moraviaworldwide.com

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

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2008 Resource Directory available at www.multilingual.com/resourceDirectory



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 localized 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 is headquartered in Israel and maintains a branch office in the UK.

Net-Translators Ltd. 13 Hamifal Street, P.O. Box 1052, Or Yehuda 60500, Israel, 972-3-533 8633, Fax: 972-3-5336956, E-mail: sales@net-translators.com, Web: www.net-translators.com **See ad on page 23**



SAM Engineering GmbH

Languages All **Description** Global challenges require flexible and experienced service providers. Take advantage of our experience and know-how and make your product a worldwide success. Products and services can only be marketed successfully if they have been localized to the local and cultural conditions of the target country. Our team of experienced project managers coordinates translators, software specialists and DTP experts, ensuring that the individual localization processes are performed professionally for our clients. Using tried-and-tested project management methods and the latest TM technology, our team ensures that deadlines are met and budgets adhered to, while also providing the highest standards of quality.

SAM Engineering GmbH Kirchstrasse 1, D-64367 Muehlthal, Germany, 49-6151-9121-0, Fax: 49-6151-9121-18, E-mail: sam@sam-engineering.de, Web: www.sam-engineering.de **See ad on page 61**



Tek Translation International

Languages All **Description** Tek creates business value through process optimization and customized solutions that meet the language needs of life sciences, IT and industrial manufacturing companies launching products globally. Delivering services and solutions through its web-based, on-demand Tek OneWorld Platform, Tek provides customers with the language management, business intelligence, open connectivity and worldwide collaboration necessary to drive globalization strategies leveraging maximum benefit from their multilingual assets and localization technology investments. From industry experts in every time zone to ISO quality standards covering 75 languages and on-demand language technologies, Tek's OneWorld Globalization Solution enables higher ROI when localizing products for sale to global markets.

Tek Translation International C/ Ochandiano 18, 28023 Madrid, Spain, 34-91-414-1111, Fax: 34-91-414-4444, E-mail: sales@tektrans.com, Web: www.tektrans.com **See ad on page 50**



TOIN Corporation

Languages Japanese, Traditional and Simplified Chinese, Korean, Malay, Thai, Vietnamese and European languages **Description** TOIN Corporation is a full-service localization

provider with services encompassing authoring, localization, content management and workflow/process consulting. TOIN offers global reach and exceptional strength in Asia, with headquarters in Tokyo and additional operations in the United States, Europe and China. The company has more than 40 years' experience helping Global 1000 companies in industries such as automotive, information technology, life sciences, engineering, electronics, training, publishing, software development, manufacturing, 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: toshihiro-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



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@ushuaia-solutions.com, Web: www.ushuaiasolutions.com **See ad on page 54**



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 **See ad on page 62**



WhP

Languages All European and major Middle Eastern and Asian languages, including local variants **Description** WhP, a major supplier for the industry-leading corporations, localizes software, documentation and web content. WhP has been benchmarked "Best Localization Vendor" by Compaq. Clients specifically appreciate WhP's dedication to high quality and strict respect of deadlines and, consequently, entrust WhP with their most sensitive projects. WhP also helps many

fast-growing companies to get their first localization projects smoothly off the ground. WhP's flexible and open workflow technology adapts to any production process. WhP's high standards satisfy the most demanding globalization requirements.

WhP Espace Beethoven BP102, F06902 Sophia Antipolis Cedex, France, 33-493-00-40-30, Fax: 33-493-00-40-34, E-mail: info@whp.fr, Web: www.whp.net, www.whp.fr **See ad on page 6**



WORDSTATION GmbH

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

WORDSTATION GmbH Max-Planck-Strasse 6, D-63128 Dietzenbach, Germany, 49-6074-91442-0, Fax: 49-6074-91442-29, E-mail: info@wordstation.com, Web: www.wordstation.com

LOCALIZATION TOOLS



Alchemy Software Development Ltd.

Multiple Platforms

Languages All **Description** Alchemy Software Development is the market leader in localization technology. With over 8,000 licenses worldwide, Alchemy CATALYST is the dominant choice among professional development companies, localization service providers and global technology leaders that need to accelerate entry into international markets. Alchemy CATALYST 7.0 boosts localization velocity, improves quality and reduces localization cost. Supporting all Microsoft platforms and development languages (VB, .NET, C++, C#), Borland C++Builder and Delphi, XML/XLIFF and databases (Oracle, MS-SQL), it is an indispensable solution for software localization, helping clients achieve near-simultaneous release of their translated applications. Corel Corporation holds a 20% equity stake in Alchemy Software Development.

Alchemy Software Development Ltd. Block 2, Harcourt Business Centre, Harcourt Street, Dublin 2, Ireland, 353-1-708-2800, Fax: 353-1-708-2801, E-mail: info@alchemysoftware.ie, Web: www.alchemysoftware.ie **See ad on page 8**

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Visual Localize

Windows 98, NT, 2000, XP

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

AIT - Applied Information Technologies AG Leitzstrasse 45, D-70469 Stuttgart, Germany, 49-711-49066-431, Fax: 49-711-49066-440, E-mail: info@visloc.com, Web: www.visloc.com



PASS Engineering GmbH

Windows 2000 and newer

Languages All **Description** PASS Engineering GmbH, a business unit of SDL, is the leading provider of localization technologies. SDL Passolo offers cutting-edge localization technology for all major development platforms to process Windows software, Microsoft .NET including Windows Presentation Foundation (WPF), Borland Delphi/C++ Builder, Java, XML, HTML, text files and databases. Tight integration with SDL Trados, MultiTerm, spell checkers and WYSIWYG editors guarantees high-quality and short turn-around cycles. SDL Passolo offers fuzzy-matching, pseudo-translation, check functions, statistical reports and experts for project setup, alignment and update. Automation and integration technologies provide users with the means to adapt quickly to special requirements, nonstandard file formats and workflows. As a part of SDL's GIM solutions, SDL Passolo offers scalable support for localization projects.

PASS Engineering GmbH Remigiusstraße 1, D-53111 Bonn, Germany, 49-228-697242, Fax: 49-228-697104, E-mail: info@passolo.com, Web: www.passolo.com See ad on page 7



Software Localization Solutions by Schaudin.com

Windows

Languages All languages supported by Microsoft **Description** Make your software multilingual with the extensive functionality, convenient quality control features and advanced translation support found in Schaudin.com's RC-WinTrans software localizer, used by successful businesses worldwide since 1993. This tool makes it possible to quickly and easily translate software GUI elements (for software created with Windows Win32, Microsoft .NET, and Java software development platforms) while ensuring that the software continues to run properly in other languages. RC-WinTrans can be used by all the members of your team, even those with little knowledge of software localization, and provides them with everything needed to manage, exchange, translate and check software data.

Schaudin.com Software Localization Solutions

Europe Ritterseestrasse 29, 64846 Gross-Zimmern, Germany, 49-6071-951706, Fax: 49-6071-951707

USA 6900 California Avenue SW, #503, Seattle, WA 98136, 206-935-5070, Fax: 206-935-5075, E-mail: info@schaudin.com, Web: www.schaudin.com

PROJECT MANAGEMENT TOOLS

Projetex: Project Management Software for Translation Agencies

Windows

Language English **Description** Projetex 2006 is time-tested, multiuser project management software for translation agencies. It is effectively used by managing directors, project managers, accountants, in-house translators, human resources managers and sales managers in 150+ small and medium-sized translation agencies around the world. Current deployments range from 2 to 100 workstations, with tested capacities of up to 500. Does not require additional components. Includes built-in AnyCount (word and character count software) and CATCount (computer-assisted translation tool for easy word count). Reasonable pricing, fast implementation time and free technical support.

Advanced International Translations, Ltd. Suite 1, Tolstogo 15 Street, 01033 Kyiv, Ukraine, 380-44-288-11-45, Fax: 380-44-288-11-52, E-mail: info@translation3000.com, Web: www.projetex.com

SOFTWARE TESTING



MULTILINGUAL QA Ltd.

Description MULTILINGUAL QA Ltd. is dedicated to the single task of testing localized software for localization vendors and software publishers. We offer third-party verification, including functional, linguistic and cosmetic testing in more than 30 languages. Located in the heart of Israel's Silicon Valley, we attract highly professional and technical QA testers who are also native speakers of the target language. QA is performed in our professional testing center, thereby enabling us to retain our know-how and provide all the needed infrastructure and human resources to support our linguistic QA personnel.

MULTILINGUAL QA Ltd. 7 Hamasger Street, P.O. Box 778, Or Yehuda 60500, Israel, 972-3-533-3999, Fax: 972-3-548-0212, E-mail: sales@multilingualqa.com, Web: www.multilingualqa.com

SPEECH TECHNOLOGIES



AppTek

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

TM BROKERS



The Translation Memory Brokers

Languages All **Description** Central to most translation processes today is the database that contains previously translated data: the translation memory (TM). The consistently growing size of the TM represents an ever-increasing value to you as its owner. By the same token, it becomes increasingly attractive to TM buyers from the same industry to either jump-start a TM or complement it with proven, industry-specific translations. Through TM Marketplace, this asset can now provide an immediate return on investment through licensing to other parties. As TM brokers, TM Marketplace connects corporate owners of translation assets with parties who want to license and benefit from those linguistic resources.

TM Marketplace LLC 319 North 1st Avenue, Sandpoint, ID 83864, 208-265-9465, 888-533-7886, Fax: 208-263-6310, E-mail: info@tmmarketplace.com, Web: www.tmmarketplace.com

TRAINING & SEMINARS

The Localization Institute

Languages All **Description** The Localization Institute provides training, seminars and conferences for the global localization community. Best known for its four annual localization roundtables, the Institute's events train localization professionals and promote the sharing of experience and information. Seminars include "Multilingual Websites," "Writing and Designing for an International Audience," "Localization Project Management," "Advanced Localization Project Management," "Designing International Web and User Interfaces," "Writing Software for Win32API," "Introduction to Localization," "Tools and Technologies for Localization/Internationalization," "QA of Global Products," "Implementing a Translation Memory Process" and "Introduction to Unicode." See our website for details. Most seminars are available in-house.

The Localization Institute 7601 Ganzer Way, Madison, WI 53719, 608-826-5001, Fax: 608-826-5004, E-mail: info@localizationinstitute.com, Web: www.localizationinstitute.com See ad on page 12

TRANSLATION SERVICES



ACP Traductera

Languages From all the world languages to languages of Central and Eastern Europe **Description** ACP Traductera is a translation agency based in the Czech Republic. Our local experience in Central Europe and our strong focus on appropriate language use make us the reliable partner for providing high-quality translations into Bulgarian, Czech, Estonian, Hungarian, Latvian, Lithuanian, Polish, Romanian, Russian, Slovak, Slovenian and Ukrainian. Document translation service, translation, proofreading, review, independent specialist review, legal certification of translated documents, website and software localization, localization engineering, testing, documentation localization, graphic design, DTP operations and pre-press review and printing. Our team of more than 1,000 professional translators, proofreaders, terminology specialists, graphic designers, IT engineers and, last but not least, experienced project managers is our most significant asset.

ACP Traductera Na Vysluni 201/13, Prague 10, Czech Republic, 420-384-361-300, Fax: 420-384-361-303, E-mail: info@traductera.com, Web: www.traductera.com See ad on page 33

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CETRA, Inc., 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 8-10, Elkins Park, PA 19027, 215-635-7090, 888-281-9673, Fax: 215-635-6610, E-mail: info@cetra.com, Web: www.cetra.com



CTS LanguageLink

Languages All Description CTS LanguageLink is a leading, full-service multilingual communication firm with over 17 years of industry experience. With our comprehensive in-house resources, we provide trusted multilingual solutions for both private and public sector clients alike. Our services include translation, interpretation, desktop publishing, multimedia and web localization services. Our vision is to be your most trusted provider of multilingual communication services. As you further develop your own global business strategy, we encourage you to consider CTS LanguageLink as your partner. After all, "we speak your customer's language." Please contact us directly or visit our website for more information: www.ctslanguagelink.com

CTS LanguageLink 911 Main Street, Suite 10, Vancouver, WA 98660, 360-693-7100, 800-208-2620, Fax: 360-693-9292, E-mail: sales@ctslanguagelink.com, Web: www.ctslanguagelink.com



Eriksen Translations Inc.

Languages All Description Eriksen Translations Inc. is a leading provider of multilingual services, including translation, interpreting, typesetting, project management, web localization and cultural consulting. For over 20 years, Eriksen has helped a broad range of organizations in both the public and private sectors excel across print, desktop and web environments in the domestic and global marketplace. With a worldwide network of over 5,000 linguists, a commitment to leading technologies, and an in-house staff dedicated to tailoring our proven project management process to the individual needs of each client, Eriksen is your globalization partner.

Eriksen Translations Inc. 32 Court Street, 20th Floor, Brooklyn, NY 11201, 718-802-9010, Fax: 718-802-0041, E-mail: info@eriksen.com, Web: www.eriksen.com



EuroGreek Translations Limited

Language Greek Description Established in 1986, EuroGreek Translations Limited is Europe's number one Greek production house, specializing in technical and medical translations from English into Greek and from 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 translation services. All of EuroGreek's work is proofread by a second in-house specialist 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 16675, Greece, 30-210-9605-244, Fax: 30-210-9647-077, E-mail: production@eurogreek.gr, Web: www.eurogreek.com See ad on page 61



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, pharmaceuticals, 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 Av. Presidente Wilson 165, Sala 1308, Rio de Janeiro, RJ 20030-020 Brazil, 55-21-2524-2994 Ext. 106, Fax: 55-21-2210-5472, E-mail: info@follow-up.com.br, Web: www.follow-up.com.br



ForeignExchange Translations

Languages 42 languages and growing Description ForeignExchange 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 411 Waverley Oaks Road, Suite 315, Waltham, MA 02452, 866-398-7267, 781-893-0013, Fax: 781-893-0012, E-mail: getinfo@fxtrans.com, Web: www.fxtrans.com



Hermes Traducciones y Servicios Lingüísticos, S.L.

Languages Spanish, Portuguese (Continental and Brazilian), English, French, Italian, German and other languages on demand Description Established in 1991, Hermes Traducciones is a leading Spanish translation company, specializing in software and hardware localization and also undertaking a broad range of other translation projects. Comprehensive in-house translation teams include translators, reviewers and linguists with an expertise in Spanish and Portuguese, a knowledge of CAT tools, and a commitment to deliver cost-efficient, reliable and high-quality services to customers. Hermes Traducciones is a member of the International Committee for the creation of the European Quality Standard for Translation Services. Hermes Traducciones also organizes university courses on localization and translation.

Hermes Traducciones y Servicios Lingüísticos, S.L. C/ Còlquide, 6 - planta 2 - 3.º, Edificio "Prisma", 28230 Las Rozas, Madrid, Spain, 34-916-407640, Fax: 34-916-378023, E-mail: hermes@hermestrans.com, Web: www.hermestrans.com See ad on page 52



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 35 offices worldwide. With more than 30 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 230 Park Avenue, Suite 1517, New York, NY 10169, 212-953-2070, Fax: 212-953-2073, E-mail: info@e-kern.com

Europe Kurfürstenstrasse 1, 60486 Frankfurt/Main, Germany, 49-69-7560730, Fax: 49-69-751353, E-mail: info@e-kern.com

China Right Emperor Commercial Building, Unit B, 11/F, 122-126 Wellington Street, Central, Hong Kong, SAR China, 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 Established in 1991, Lido-Lang has expertise in technical translations into Central and Eastern European languages. We also possess in-depth experience in the following fields: economics, law, medicine and IT, providing translations in nearly all European and Asian language combinations. Our global network of more than 1,000 approved and highly qualified translators, our comprehensive project management processes that cover translations, proofreading, editing and desktop publishing (QuarkXPress, InDesign, PageMaker, FrameMaker), and our experience with CAT tools (TRADOS, SDLX) allow us to provide a premium quality service in accordance with the provisions of ISO 9001:2000 standard to which we were certified in May 2005.

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Jost Zetzsche

Warped perceptions of translation technology



In preparing a presentation for the recent Localization World Berlin event in June, I was once again struck by this fact: we as an industry, and I as someone who writes about translation technology, have bought into the perception that technology itself is a goal. In reality, it is nothing more than a tool at best and a container at worst.

Let's just look at the family of tools at the core of most of our business: translation memory (TM) and terminology maintenance applications. When we started using these tools in the early 1990s, they were not only essential to streamlining and improving our translation processes, but also to collecting electronic data: highly structured terminology databases and massive corpora or TMs. Now, almost two decades down the road, we're at a very different place. True, data is still being collected, but there are already massive amounts of that data sitting on our servers. And while we still need the tools to streamline and improve our processes, it's no longer the tools that are the driving forces. Instead, it is the data.

Considering this radical change in our — the users' — position in relation to that of the tool vendors, it's shocking to see that our perception has not changed. We're still enamored with those shiny tools. We feel threatened by the consolidation of tool vendors or tool and service vendors, and for the most part, we feel ourselves to be at the mercy of said companies, whom we think we have little influence on.

It's time for this change to become tangible. We are the ones who should be in the driver's seat.

During my talk in Berlin, a joint session from several buyers' perspectives that touched on how technology should be approached in our industry, I asked what is most important: data or its container? Knowledge or storing knowledge? Human interactions or automating workflows? The user or the tool? The answers are obvious, but sometimes it helps to bring it down to such a simple level.

So what can be done in practical terms?

Here are some ideas that may help us to get our priorities straight again, either in combination with each other or with some completely different ideas as well:

- We need to withdraw support from tool vendors who depend on competing services or proprietary formats.
- We need to support open source. Tools such as OmegaT and TinyTM or industry associations such as Forum Open Language Tools are some examples of passionate and highly-motivated initiatives.
- We need to continue to support standards and to force tool vendors to implement them. Yes, this has been said for many years now, but if you look at the level of implementation — especially of XLIFF, TBX, and GMX — there is still plenty for tool vendors to do.
- We need to support open data sources such as TAUS and TM Marketplace and some of the others that will doubtlessly appear in the next few months and years.

If there is one common denominator among all these points, it is the cooperation between service and tool vendors with a common vision. The single vendor will not be able to develop an individual tool set or find ways to access large amounts of data, but as a common initiative it is possible.

For a long time we have been saying that technology is a differentiator — and it still is. If vendors are not part of the fold of companies that are moving in the right direction technologically, they will differentiate themselves by being left behind. But besides focusing only on technology, we also need to focus on the other differentiator: us, the users. After all, it is we who enter the translations, build the relationships, and use the tools to serve us. **M**

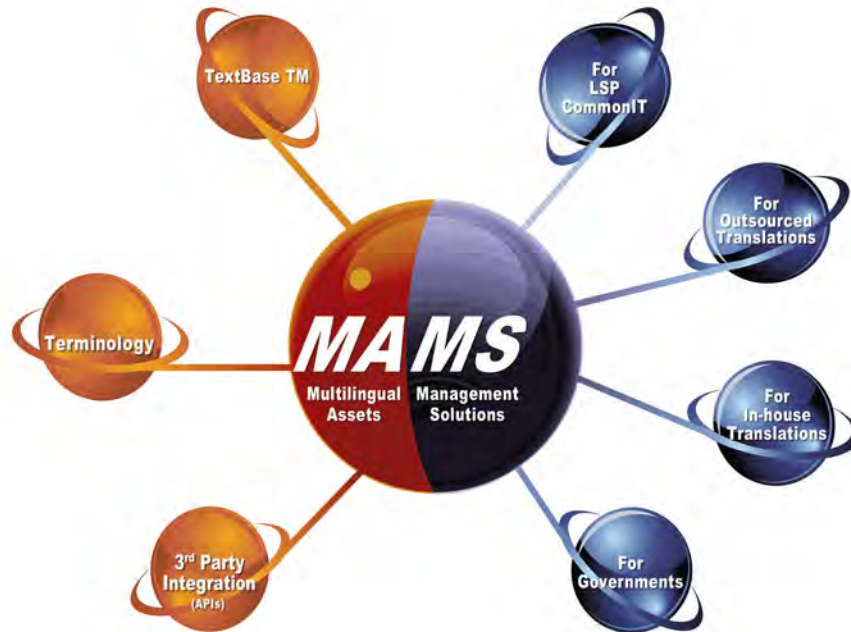
Jost Zetzsche is a co-founder of International Writers' Group and TM Marketplace and author of The Translator's Tool Box: A Computer Primer for Translators.

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