



Localisation 2001

*eLocalisation created a real stir
at this year's LRC event in
Limerick*

PAGES 4-5

Best Thesis Award

*For the first time since the award
began the prize went abroad*

PAGE 6

WH&P

*Proving that small is more than
beautiful*

PAGES 8-9

Alchemy CATALYST 4.0 is welcomed by industry

ALCHEMY Software Development has announced unprecedented market response to CATALYST 4.0, its secure XML localisation solution. "As our technology spans the entire localisation workflow," said Alchemy Engineering Director Enda McDonnell, "our customers are benefitting from not only reduced translation costs using our unique ezMatch translation memory technology, but also reducing their internal testing and engineering costs, especially with XML based file formats. The efficiency gains created by deploying a solution that spans all aspects of the localisation workflow ensures that products reach international markets quicker and with higher consistency and quality."

Alchemy CATALYST 4.0 includes innovative features such as Secure XML/HTML Translation environment, Alchemy Replica, enhancements to Alchemy ezMatch Translation Memory technology, Alchemy szScript and a host of other enhancements to its Windows translation environments and editors.

For more information, see the company website at www.alchemysoftware.ie

Launch of AlpNet's FastTrack XML solution

ALPNET has launched its FastTrack XML, an open, extensible solution that offers corporations a quick and easy way to implement XML and reach their target audience faster and at lower cost.

Charles Noall, Chief Operating Officer of AlpNet, says AlpNet's FastTrackXML solution is a fast, innovative and cost effective way to take advantage of XML's enormous benefits when it comes to producing documentation such as information recycling and process automation. It is ideal for corporations or equipment manufacturers that need to produce one type of publication with multiple variants. For example, a manual's content may need to be customised according to a specific product configuration or for different target groups. FastTrackXML from AlpNet lets users easily customise the content of the manual and output it to print, web or online help format. FastTrackXML from AlpNet is also an adequate XML implementation to satisfy the needs of corporations with midsize authoring departments. For companies with a larger authoring staff, FastTrackXML from AlpNet can be implemented as a pilot system, which can be expanded to a more extensive XML solution that builds on the initial investment. Target users of FastTrackXML from AlpNet are publication departments, engineering teams that develop product information and marketing teams that need to publish the same information to multiple channels.

For more information on FastTrackXML, contact consultant@alpn.net

Release of Documentum 4i platform

LIONBRIDGE Technologies has announced the development of technology and services for Documentum 4i eBusiness Platform to streamline the management of content requiring translation into multiple languages. Documentum, a leading provider of enterprise content management, and Lionbridge have been delivering solutions to joint customers for over a year, and this development marks a significant step in the evolution of their partnership. The combined solution effectively reduces the time required for companies to implement and extend their content management capabilities globally and will provide significant return on investment for companies that manage content in several languages.

Working with Lionbridge, Documentum has developed features for the Documentum 4i platform that allow customers to create, edit, localise and publish global content rather than recreating the content in different languages for every international market. This solution enhances customers' return on their content management investment, eliminates the costs of maintaining separate systems for localisation and content management, and reduces the implementation time.

For more information, please visit <http://www.documentum.com/products/content/lionbridge.html>

Localisation resource site

LOCALIZATIONWORKS.COM launched its new website for localisation professionals worldwide. The website offers many services and a unique way of doing business for localisation professionals. Embracing an e-business community environment, it serves as a central point for all localisation business needs.

LocalizationWorks.Com Online Job Service offers Free job posting for employers alongside online directories that help find translators, contractors or localisation vendor companies. As a business resource, its news and events section offers the latest information in the localisation industry.

LocalizationWorks.Com is driven by the demand to bring the localisation community together. For translators, L10N or I18N professionals, LocalizationWorks also offers downloads, discussion boards and an online store offering tools, books and resources for your localisation needs. The TechZone area contains technical commentary, ideas and career advice for L10N and I18N professionals.

Membership of LocalizationWorks.Com is free. Members can advertise their company, open positions or services within minutes of joining.

For more information, contact Damian.Scattergood@scattergood.com

localizationworks.com or see the website at <http://www.localizationworks.com>

Wordfast link to 9 million word Logos dictionary

THE LATEST version of the Wordfast translation memory tool allows users to search the 9 million word Logos online dictionary in 195 languages and dialects in real time. It is freely available at <http://www.logos.it> and <http://www.champollion.net>. The dictionary is in continuous expansion thanks to more than 2,400 collaborators around the world. Translators who have already installed Wordfast on their PCs can integrate the new Wordfast.dot template to overwrite the existing template.

For further information, contact Matteo.Incerti@mincerti@logos.it

The LRC wishes all its readers a Merry Christmas and a Happy New Year!

GET NOTICE FOR YOUR COMPANY

Send your press releases to press-releases-lrc@ul.ie and get your company on Localisation Ireland's INDUSTRY.news page.

PUBLISHER INFORMATION

Localisation Ireland is the publication of the Localisation Research Centre (LRC). It is distributed free of charge to professionals working in the localisation industry. Please notify the centre if you or one of your colleagues would like to receive Localisation Ireland regularly.

Editor: Reinhard Schaler

Assistant editor: Raphaëlle Fraysse

Production editor: Catherine Osborn

Origination: Litho Studios

Published by: Localisation Research Centre (LRC), Department of Computer Science and Information Systems (CSIS), University of Limerick, Limerick, Ireland.

Tel. +353-61-202881

Fax +353-61-202734

Email: LRC@ul.ie

Web <http://lrc.csis.ul.ie>

Localisation Research Centre

© 2001 Localisation Research Centre

Sponsorship and advertising

To advertise in or to sponsor an issue of Localisation Ireland, contact the LRC for more information at lrc@ul.ie and find out about the benefits.

GREECE:

KOSTAS SAMARAS gives an overview of the Greek localisation scene and its special strengths



■ Kostas Samaras is a Business Manager of Archetypon S.A. He works on the development of Archetypon's localisation strategy. Today Archetypon is the largest localisation company in Greece and offers full localisation services into all European languages and BIDI.

Emerging strategic location

GREECE, a relatively small market with a population of 10 million, joined the localisation world in the early nineties together with, or slightly ahead of, other markets of the eastern and central European region. Localisation businesses in Greece initially grew on the demand for Greek localised software and content from mainly US software and content publishers who entered the Greek market. Gradually, they shifted their focus from supplying Greek localisation services to a multi-language / multi-functional service set so that, by the turn of the century, Greece started to appear as a multi-language localisation competence centre with access to European and Asian language markets.

Today, as the localisation industry continues to consolidate and tries to turn its highly fragmented shape into a right sized and structured supply chain, Greece seems to have an opportunity to take a better position on the localisation chessboard.

European market drivers

Greek economy leveraging from the country's membership in the EU has demonstrated significant growth over the last years. Many Greek companies have grown into international enterprises with operations in several countries, especially in the Eastern and Central European region, Russia and the

Middle East. Those developments created a demand for localisation service provision that can cover multiple language pairs where Greek, although still a core language, is only one of the many source or target languages required. Enterprises and publishers who traditionally required their content localised only from English to Greek and vice versa now require full coverage for all their operational languages and their targeted markets.

EU: demanding open market

Respect for cultural diversity of member countries is a constitutional element of the European Union. Based on this principle, the European Union has supported linguistic diversity of member countries and, therefore, significantly pushed the development of the localisation and translation market across the member countries. With the parallel increase of the volume of digital content and demand for it in the EU, the models of translation and localisation services move towards more centralised approaches where suppliers need to cover all language pair combinations from and to a single official language, 20 language pairs per country/language, or even all language pairs from and to any official language, 110 language pairs in total!

Additionally, the European Union language market now expands to the accession countries

in Central and Eastern Europe, a fact that adds another 11 languages to this market and changes its geographic structure considerably.

Admittedly, the European market has not yet posed itself as a major customer base for the localisation industry, while solution models that may have been selling successfully in the US have failed to win the EU market. A further challenge for the European Localisation industry is to develop flexible, cost effective and convincing business models to capture the EU market.

Greece as a localisation centre

Greece has been a pioneer in European efforts for a multilingual society contributing to developments in language engineering and localisation fields. After almost a decade of involvement in cross European activities and achievements, Greece presents all these advantages that can turn it to a multi-language production centre:

- EU membership;
- low production costs;
- economic stability and growth;
- strong and continuously improving infrastructure;
- skilled staff with language skills that cover most of the European market;
- proximity to eastern and central Europe and local representation in those countries
- a good understanding of native culture and businesses

in Western as well as in Eastern and Central Europe;

● relative proximity to Asian markets and to the Middle East

Moreover, Greece-based localisation providers can demonstrate strong expertise in all key challenges involved in localisation: technical issues, local culture-language sensitivity issues. Having built their expertise on their native language, Greek localisation providers have indulged in those challenges: Greek is a "fully extended language"

Globalisation slowdown

With an economic downturn in progress that is heavily affecting the IT market and especially the e-commerce sector, global publishers are looking for cost savings and competitive localisation services. In this scene, Greece has a good chance to significantly increase its share in the globalisation and localisation services market.

It is important that Greek localisation providers should demonstrate their advantages and take up the current challenge. The European Union, the accession countries, Eastern Europe and the Middle East region will play an important role in the localisation geography. In this context, Greece has the opportunity to take and keep leadership in the region and further develop its position in the international market.

You can email [Kostas Samaras at sam@archetypon.gr](mailto:Kostas.Samaras@sam@archetypon.gr)

Localisation 2001 — eLocalisation



ABOVE: Peter Reynolds (left) and Wojtek Kosinski (centre), who presented their work on developing a multilingual website for the Special Olympics, are seen here in discussion with Reinhard Schäler of the LRC. RIGHT: (From left) Reinhard Schäler, Tony O'Dowd, Jaap van de Meer, Ian Dunlop and Kevin Ryan.

REINHARD SCHÄLER and SHARON O'BRIEN report on the activities and dominant issues at the LRC's 6th annual localisation conference.

EUROPE'S longest running annual localisation conference attracted 130 delegates to the University of Limerick on 15-16 November 2001. It was opened by the University's Vice President Academic, Prof. Kevin Ryan.

The Special Olympic Games to be hosted by Ireland in 2003 were one of this year's central themes. Wojtek Kosinski and Peter Reynolds of Berlitz GlobalNET reported on their work developing the multilingual website for the games, which will be held for the first time outside the USA in 2003. They demonstrated how the expertise of the Irish-based localisation industry will be used to establish and maintain this multilingual website for the world's largest sporting event of that year. Ireland expects more than 7,000 athletes from 160 countries.

Berlitz GlobalNET are the official suppliers of translation and interpreting services to the games and will donate a service worth more than \$750,000. What makes this contribution so special from the localisation service point of view is that the system implemented by Berlitz GlobalNET will create, update and maintain the official website of the games, www.2003specialolympics.com, in at least five languages, including French, Spanish, Russian, Arabic and Chinese. The technology used for this venture will be based on the new Dublin-developed XLIFF encoding standard for localisation and includes an automated workflow and costing control system.

Four senior speakers from service providers and tools developers offered their views on the impact of workflow and transaction automation for multilingual content localisation. Sharon O'Brien chaired this session, which



included contributions by Tony O'Dowd, President of Alchemy Software, on how XML can make localisation projects easier; Henri Broekmate, Vice President of Lionbridge, on next generation multilingual content management solutions; Jaap van der Meer, President of Alnet, on the ins and outs of online localisation management; and, finally, of Penelope Kenny, Director Emergent Management Solutions, on how workflow and transaction automation can be used to reduce process cycle time.

The third session, chaired by Bridgid Corby, gave the publishers an opportunity to propose a strategy for the integration and interoperability of technology. The session included a detailed and highly technical contribution by Bill Looby, Architect with Lotus/IBM, on web services and globalisation; an evaluation of the approach to the development localisation tools based on a case study by the former Director of Tools Development at Oracle WPDG; and a discussion of localisation interoperability and standards by Ian Dunlop, Vice President of Product Development at Novell.

The final session focused on the challenges faced by the localisation industry in the context of eContent localisation. Billy Mills, NetG's content group leader, demonstrated the problems encountered when attempting to localise eLearning products.

He convincingly demonstrated that many of these go far beyond the technicalities of having to deal with different types of media and languages. Reinhard Schäler of the LRC explained why he believes the current reality of localisation practice does not support the preservation of cultural and linguistic diversity in Europe, as is often assumed. Julia MacLauchlan, Senior Director of International

Product Services for Microsoft Corporation provided an extremely interesting and entertaining insight into eContent localisation as the industry's pet rock, pointing out that by 2004, global eCommerce is expected to top 6.9 trillion dollars.

The Annual Localisation Industry Dinner at the Castletroy Park Hotel provided ample opportunities to meet old friends and make new ones. The guests were entertained by a group of musicians from the University of Limerick's Irish World Music Centre. At the dinner, Fred Hollowood of Symantec Ireland announced the winner of the 2001 LRC Best Thesis Award sponsored by Symantec and worth £1,000 (see special report page 6). There was also a raffle for a free one-year subscription to Localisation Ireland, supplemented by a cookery course for two at the famous Ballymaloe House in Ireland.

While the ASP model for the delivery of localisation services had been the central theme of last year's conference, the viability of this approach was now questioned by some speakers.

This year, the central items discussed among presenters and delegates were the need for the integration and interoperability of localisation technologies, and the approach taken to the development of standards.

XLIFF, a new markup standard for localisation developed by a number of Irish companies is based on XML. It was presented by many speakers as one of the most exciting new technical developments in localisation, which has already been taken up by tools developers, publishers and localisation service providers alike.

No doubt, we will hear much more about XLIFF in the coming year!

SHARON O'BRIEN

Workshop 1: The Localisation Teaching and Training Network

The first workshop on the first day of e-Localisation 2001 gave trainers and researchers in localisation an opportunity to share information on course curricula, research topics and plans for the future.

The first speaker was Martine Baetens, a lecturer at the Erasmushogeschool in Brussels. She spoke about the difficulty of providing a full localisation course, given its interdisciplinary nature and recommended collaboration with Computer Science departments.

Sharon O'Brien of the School of Applied Languages and Intercultural Studies at Dublin City University spoke next. She has been teaching "localisation for translation students" at DCU since 1997. Some of the challenges highlighted in this presentation were the cost of acquiring the most up-to-date localisation tools and the difficulty of getting interesting "live" material for students to work on.

Annette McElligott gave an overview of the Graduate Diploma/MSc in Software Localisation at the University of Limerick, which was initially offered in 1997. After the first year of the course, students and employers were surveyed and the feedback was used to restructure the course. For example, the component on technical writing was taken out. Annette said the number of students peaked in 1998-1999 but had now fallen slightly, in line with the general trend in IT teaching and training and job prospects in the IT industry.

Alan Barrett of IBM, who is also chairman of the LRC's Industrial Advisory Board, presented the current views of the board to the workshop. These focus heavily on the need to establish standards supported by the industry. He recommended involvement in organisations like Unicode and the W3C Consortia. According to Alan, the LRC should play a significant role in the dissemination of these standards, the education of the localisation community, their further development and compliance testing.

Richard Sutcliffe summarised the localisation research interests at University of Limerick. The main themes of research were information retrieval, language engineering, multilinguality, evaluation and technical text analysis. Projects envisioned for the future include the tagging of multilingual localisation corpora to support work on information retrieval.

An important outcome of the workshops was the decision to establish networks for professionals involved in education and research under the umbrella of the LRC. As these networks develop you should hear more about them in future editions of *Localisation Ireland* (See articles on page 7).

Sharon has worked in the Localisation Industry for many years and currently lectures at Dublin City University, Ireland. Her email is sharon.obrien@dcu.ie



FROM THE TOP: LRC Industrial Advisory Board members Seamus Gallen (left) and Alan Barrett.

Henri Broekmate is welcomed to the conference by Bianca Pluk of the University of Limerick.

A lively discussion at the Star exhibit.

Julia MacLauchlan engages with other participants during a coffee break.

Tom Connolly meets old friends and makes new ones at the annual Localisation Dinner.

LRC 2001 Best Thesis Award goes abroad

Localisation Research



■ FROM LEFT: Fred Hollowood of Symantec, Reinhard Schäler of the LRC and Best Thesis winner Noelia Corte Fernández.

On 8 November 2001, the expert panel invited by the LRC to select the winner of the 5th Annual LRC Best Thesis Award met to review the submissions received by the LRC.

The work submitted for this year's LRC Best Thesis Award ranged from detailed final year project reports to Master's theses. In contrast to last year's submissions, no PhD thesis was submitted. Also in contrast to last year, the work submitted exclusively addressed web-related localisation issues — clearly an indication of the growing significance of web projects in localisation. Last year's trend — that language issues were not addressed in any significant way — continued in 2001. The panel welcomed the strong presence of work submitted by scholars from outside Ireland, a fact that highlights the growing international importance of this award.

Special mention
The panel decided to give a special mention to Feliciano Donoso Garcia of the Universitat Autònoma de Barcelona for his final year project, "Fully Internationalised Localisation Tool". Feliciano Donoso Garcia's work describes Java internationalisation and localisation issues and a localisation tool for Java that he developed at Mendez Ireland. Given the growing importance of web-based Java applications, the panel believes this work represents a timely and interesting approach to solving practical internationalisation and localisation issues and a significant final year project.

The 2001 LRC Best Thesis The new millennium brought new challenges and opportunities to localisers at many levels. One of the most important challenges is directly connected to the explosive growth of the number of internet users and the number of websites. The web



now plays a significant role not only in marketing products and services, but also in education, entertainment and dissemination of knowledge and information.

For many years, the undisputed language of the web was English. However, non-English speakers will soon outnumber English speakers on the web — while more than three quarters of websites are still in English. Trend-setters have realised that, to attract visitors, websites must speak the language of the visitor. This is why they have internationalised and localised their websites and pages.

The winning thesis attempts to capture the lessons learned by these early implementers and provides guidelines for the internationalisation and localisation of websites. It provides a succinct, well presented review of the state of the art in multilingual website development. This is followed by a detailed case study of a large multilingual industrial web site development that highlights the typical problems encountered by an organisation implementing a global web strategy. The winning thesis covers many of the topics addressed by recently launched national and European research programmes, in particular the European eContent Programme.

Relevance and quality The panel commended the degree of relevance and the high quality

Previous winners

The list of previous winners shows the quality of work done and industrial relevance of the award:
1997: Pat O'Sullivan, A software test reduction system for use in localisation environments (MSc Thesis, University College Dublin).
1998: Bróna Collins, Example-based machine translation — an adaptation-guided approach (PhD Thesis, Trinity College Dublin).

1999: Yvonne Cleary, An examination of the Impact of Subjective Cultural Issues on the Usability of a Localised Web Site (MA Thesis in Technical Communications, University of Limerick).
2000: Pat O'Sullivan, A paradigm for creating multilingual interfaces (PhD Thesis, University of Limerick).

shown in the winning thesis. It represents a good academic approach to a practical problem faced now by many localisation companies. For the first time, the award is going to a scholar based outside of Ireland — an indication of the growing international significance and visibility of the award and the growing interest in localisation-related research internationally.

The title of the fifth Annual LRC Best Thesis is "Website Localisation and Internationalisation — A Case Study", a Master's thesis submitted to City University (London, UK). The author and the winner of the 2001 LRC Best Thesis Award is Ms Noelia Corte Fernández. The panel and the LRC congratulate Noelia and wish her every success for her future career.

Members of the panel

Members of the 2001 expert panel were:

- Dr Arthur Cater (Lecturer, Computer Science Department, UCD)
- Mr Teddy Bengtsson (Director, Vendor and Language Services, Oracle)
- Mr Fred Hollowood (Documentation and Services Manager, Symantec)

The LRC expresses its gratitude to the panel members for making

their time and their industrial and academic expertise available to the panel over the past five years. The LRC also thanks Symantec Ireland for its generous sponsorship for the fifth consecutive year. The panel highlighted the importance of the award as an encouragement to researchers to investigate areas relevant to the localisation industry — a crucial element in the efforts to maintain and develop Ireland as the world centre for the localisation industry.

Teaching and training

New support networks under the umbrella of the LRC will encourage collaboration, sharing and exchange of resources among professionals involved in teaching and research.

These networks will also contribute to raising the awareness of localisation related issues, especially among academics. As a result of discussions during two workshops at the recent LRC conference, two networks will be established in the new year to support activities related to the teaching and training of localisation issues and the development of research and resources in localisation.



■ Sharon O'Brien



■ Workshop 1 was an opportunity for academic representatives in the L10N industry to exchange views. Here (from left) are Tony Hartley, Marcel Thelen, Sharon O'Brien, Reinhard Schäler, Han van de Staay and Martine Baetens.

ON THE first day of eLocalisation 2001, a workshop on localisation teaching and training was held at the University of Limerick. This workshop saw contributions from a variety of people involved in the teaching of localisation.

Three contributors spoke about the curricula and challenges involved in teaching localisation to translation students (Martine Baetens, Erasmus-hogeschool in Brussels; Sharon O'Brien, SALIS, Dublin City University and Marcel Thelen and Han van de Staay of the Maastricht School of Translation and Interpreting). Professor Tony Hartley of the University of Leeds outlined his thoughts on what should be included in a future programme on localisation at Leeds. Annette McElligott presented details on the Graduate

Diploma/MSc in Software Localisation at the University of Limerick. Finally, Helen Wybrants of Lionet Technologies presented details of technology used to deliver e-learning programmes to companies involved in localisation.

A common theme throughout the workshop was the somewhat prohibitive cost of localisation tools and technology, something that some academic institutions find difficult to surmount. Given the interdisciplinary nature of localisation, a recommendation was made that teaching collaboration between translation and computer science departments could help to deliver a more extensive programme.

There was general agreement that a support network for those involved in localisation teaching and training ought to be estab-

lished under the umbrella of the LRC. One objective of this network would be to share teaching materials and to collaborate on the development of courses.

There was a consensus that items such as an Annual Localisation Reader should be prepared, outline curricula could be exchanged, lab exercises based on real-life applications should be sourced, and examinations could be aligned with the soon to be announced Certification System of the Institute of Localisation Professionals.

A number of organisations already expressed their interest in joining this network and have agreed to contribute to its development.

Watch this space for more information on this development!

— Sharon O'Brien

Localisation Research and Resources Network

The Localisation Research and Resources Workshop held on the first day of the eLocalisation conference was an opportunity for researchers to engage in a fruitful discussion of their work with peers from academia and industry. Recent and current research projects in localisation related areas were presented.

Pat O'Sullivan presented the research he carried out for his MSc and PhD thesis (IBM — Lotus/University College Dublin/University of Limerick), and Richard Sutcliffe gave an overview of the language engineering research conducted under his supervision at the University of Limerick. Alan Barrett (IBM, Ireland) reported on the ever stronger importance of understanding standards in today's and tomorrow's web oriented world. He thus encouraged all present to participate — at any level they could — in the development of standards because, ultimately, those who set directions will lead.

The participants generally sought a closer collaboration of academia with industry so that both sides can best profit from each other's strengths. Thus, on the academics' side, issues like access to parallel corpora, in the form of multi-lingual manuals, as well as easier access to technology were raised along with the suitable legal frameworks for such exchanges. In this context, the potential role of a neutral actor like the LRC was stressed as a repository for resources and an institution that would increase awareness of existing resources.

The workshop closed on a promising note with the decision to establish an information network and the creation of a mailing list that will keep all involved updated on further developments. To receive further information on either of the above networks and to be added to their corresponding mailing lists, please email LRC@ul.ie

— Raphaëlle Fraysse

This is an extract of an interview conducted by the South African journalist C Y LEE last August. Mr GUNTHER HÖSER, managing director of WH&P, takes a critical view of the localisation industry. He is convinced that in the current economic situation, small, high-performance localisation companies are better off than multinational organisations.



■ Once you put bright sales talk and circumstantial declarations aside and dare to look behind the curtains to see how localisation work is actually done, you will notice that in terms of technical means, resources and procedures, SME [small to medium enterprise] LSPs basically work in the same way as the big ones, with one substantial advantage: SMEs have neither the enormous commercial and administrative overheads, nor any pressure from impatient shareholders.

Small can be even more beautiful

CY Lee: Your company's name appears in the vendor list of several Fortune 500 companies, but very few people really know you. Could you give us a quick overview of your company?

Gunther Höser: WH&P was created in 1994 to provide localisation services to the Digital Equipment Corporation, whose worldwide localisation ISE headquarters were based in Sophia Antipolis. Just before DEC was bought by Compaq, WH&P had become one of DEC's major localisation vendors.

CYL: Did it just continue with Compaq?

GH: Not immediately. They told us: "Thanks for your offer, but we only work with big multinational LSPs." At the time, they worked with companies such as Alpnet, Berlitz, Bowne, L&H and Lionbridge. WH&P was far too small even to be considered.

CYL: If they worked exclusively with big multinational LSPs, how did you change their mind?

GH: Since 1992, Compaq benchmarks the service quality of its localisation vendors. It has an extremely detailed permanent vendor benchmarking procedure, whereby it keeps track of every minute aspect in the

process throughout the year. Well, in the very first year we worked for Compaq we managed to score close to 100%. This had never been achieved by any other Compaq vendor before. Over a full year, we had beaten the world's biggest LSP. The manager of Compaq's EMEA localisation centre was so amazed and pleased that he created a special distinction: WH&P was awarded "Best Compaq Localisation Vendor" — ever, I may add.

CYL: Some of your bigger competitors are convinced that the client driven and quality oriented way of working belongs to the past.

GH: Let's take a close look at the daily reality of localisation work. Once you put bright sales talk and circumstantial declarations aside and dare to look behind the curtains to see how localisation work is actually done, you will notice that in terms of technical means, resources and procedures, SME [small to medium enterprise] LSPs basically work in the same way as the big ones, with one substantial advantage: SMEs have neither the enormous commercial and administrative overheads, nor any pressure from impatient shareholders. Most public localisation companies venture a risky bet on the future: they hope that one day

they will make a profit. For the time being, their revenues and earnings still can't justify their heavy corporate structure.

At WH&P we don't have that difficulty. We still work in decent conditions, without overloading our collaborators. WH&P project managers, engineers, technicians and translators don't feel such pressure or stress. They still enjoy the luxury of dedication, creativity and pleasure at work. I believe that harmony at work shows on the outside. Our clients not only appreciate the result; they really like working with us.

CYL: The fast growing demand for localisation calls for an industrial revolution. Isn't your way of working more a matter of craftsmanship, while the big organisations are trying to industrialise the process?

GH: I don't think you can draw that parallel. The industrial revolution's starting point represented far reaching technological changes and new efficient production procedures that needed considerable material resources and financial investments. In spite of what some public LSPs would like to make their investors believe, there is nothing comparable happening in the localisation industry.

In the localisation business, we are still waiting for the jolt. In fact, today

we face the same contradictions we came across more than 20 years ago: a growing demand opposed to an increasing resource shortage, with all hopes still focused on the development of a technology able to face up to this situation. Although there have been real improvements in CAT programs, computers are still unable to produce satisfactory translations. CAT is merely an improved toolset for the language craft worker.

I also wonder about the actual growth rate of localisation needs. A few years ago some economic analysts made very daring forecasts, based on even more daring speculations regarding the IT market and internet growth rates at that time. They came up with astronomical figures for localisation needs in the near future. With the fever of the internet gold rush, people just believed everything they were told — the more far-fetched the better! Money was simply shovelled into the localisation business; financial organisations invested millions and bought or even created their own localisation companies. These last two years, during international localisation exhibitions and conferences held in the US, you could meet investors who had their own stands, rooms or round tables.

We all know today that the gold rush was quite a deception. True, there is a fast growing localisation market, but it has strange laws and evolves too slowly to satisfy investors. They start getting nervous when their investments lose 80 plus per cent in one year to become penny shares. They get weary of gaudy plans, and when they talk ROI [return on investment] they talk about cash money. Consequently, the pressure on public localisation companies is increasing every day.

According to recent reports published by LISA or on Yahoo Finance, only two of the top ten LSPs seem to have acceptable earnings, so their shares hold quite well. The others will soon be driven to the wall.

CYL: Isn't there an efficient form of industrialisation developing? I think of these "technology platforms"?

GH: I sincerely believe it's basically a desperate attempt to lock up a client by convincing him to give up control over tools, technology, procedures and, especially, the corporate content. Now bear in mind that, compared to their clients, even the ten biggest multinational LSPs are merely medium sized companies.

The strategy may work from time to time, but most big corporations certainly wish to keep full control

over their corporate content and have their own CMS framework, since both are part of their very substance. It also seems normal to them to have their say in the choice of technologies and procedures, which tightly interconnect into their production process. Entrusting their content production and management to a single LSP makes a corporation totally dependent in terms of cost, quality and planning of their production. They may as well hand over a key position of their board.

I am not convinced that these "technology platforms" are extremely attractive for plugged-in translators either. They too would become completely dependent and interchangeable, which is a contradiction for people who consider themselves both independent and in a strong position on the market. Promises of better earnings are contradictory to their deteriorated status and may or may not be kept. In any case, such promises would mean that the industry is prepared to pay substantially more for translation than they do now — which is not the way things seem to evolve.

CYL: What are the challenges in the localisation business for the next few years?

GH: Quality, cost efficiency and time to market are the traditional requirements to meet, not always in that order. Indeed, right now the order is somewhat inverted. However, this is the mandatory baseline, and at WH&P we stick to it: Highest possible quality for a competitive price and a reverential respect for delivery dates.

The major challenge for the big multinational LSPs is to make money — real revenue, not bright annual reports — because New Economy talk leaves investors increasingly sceptical. Besides this, the fact remains that we are all facing the same hurdles of ever tighter margins, ever shorter product cycles, and increasingly complex demands from our clients. The advantage offered by SME LSPs is a high degree of flexibility and the possibility of fast adaptation.

The development of new technologies also gives SME LSPs the advantage of sharing the client's real interest. We favour open technology, easily adaptable to any specific environment, while large public LSPs need closed "technology platforms" to lock up their clients and impose their profit-earning solutions.

Localisation is in a market of its own that doesn't necessarily follow traditional capitalist laws. Translation prices have been falling since

1992, and the margins in the localisation business are becoming tighter every year. At the same time, we have been experiencing an increasing resource shortage, while facing a growing demand.

In the very first year we worked for Compaq we managed to score close to 100%. This had never been achieved by any Compaq vendor before. Over a full year, we had beaten the world's biggest LSP.

There are two mistaken assumptions widespread in the economy which have maintained this strange disparity. Firstly, there is the dominant idea that English is the universal language understood by all modern and cultivated people, so localisation is not always considered a need but merely a plus, and sometimes just a legal obligation. The second assumption is that translation doesn't represent any added value. It is simply treated as a formal, uncreative task, which any unqualified person or even a computer or machine can accomplish. As long as these two ideas prevail, our working conditions won't change, prices and margins will fall, the stock market value of localisation companies will suffer and localisation won't take off the ground.

For more information about WH&P, see the company website at <http://www.whp.net>.

■ Gunther Höser says WH&P project managers, engineers, technicians and translators don't feel such pressure or stress. They still enjoy the luxury of dedication, creativity and pleasure at work. He believes that harmony at work shows on the outside.



WH&P

LogoMedia's TRANSLATE: it does what it promises



TRANSLATE is a user-friendly automatic translation system that enables users to translate files, multi-document folders, websites, email messages and even chats. It consists of four interfaces that can be shown in English, Japanese and Spanish: *LogoTrans*, *TransIt*, *NetTrans* and *FileTrans*. Although some of the four interfaces share some translation features, each is meant to suit different needs.

Features, translation options

Some of the most interesting features of *Translate* are: ease of customisation, drag-and-drop, point-and-click and automatic translation from the clipboard.

The Translations Options panel provides a range of possibilities to adjust your translation. One is Output, which varies according to the language. For example, if your target language is Spanish, you can choose among any of the second person pronouns in their polite or informal form. If the language is Italian, the options are the level of formality and the author's gender; if Chinese, you can choose between Traditional and Simpli-

RAFAEL GUZMÁN reviews a new automatic translation application that is friendly enough for general users.



LogoTrans' interface displays a source and target pane. Right-clicking on any word provides the user with alternative translations of it or grants access to the options facility, etc.

fied Chinese, and so on. All these options are available for each of the four interfaces.

Traditional translation

The *LogoTrans* interface displays the standard double panel window for source and target language.

Some of the main features that can be activated in this interface are:

- Translation can be automatically displayed on the lower pane as you type in the

source text. Any modification in the upper pane, will make *LogoTrans* correct the translation accordingly.

- "Cut and paste" and "drag it to it" facilities.
- "Automatically translate source text" on the fly pastes every word you enter in the clipboard automatically into the upper pane, and translates it in the lower pane.

- "Source text automatically comes from the clipboard": cutting or copying text from a Windows application (e.g. a web page or a Word document), will display its translation in the lower pane, instead of entering your text in the source pane.

- The Options dialogue box lets you specify a large range of handy features, like degree of formality, a hotkey, or let the interface float above all applications.

- Access to dictionaries: by right-clicking on any word, you can add it to a dictionary, or get useful grammatical and semantic information on a word.

- The language pairs can be swapped at any stage by any other combination available in your PC, by just single clicking on a small button on the lower right corner of the application window.

NetTrans is a translation user interface similar to *LogoTrans*. Dragging text into the source pane or typing it in will make the translation come up automatically. The main difference is that *NetTrans* also lets you load any .txt or html file to display its translation in the lower pane. However, grammatical or semantic information is not provided by this interface, as *NetTrans* is meant to translate files on the fly.

Websites and text files

The *FileTrans* interface allows you to translate single .txt or html files or folders. Normally, the original layout of web pages is kept. However, it can sometimes be slightly modified, especially when using tables.

The translations can be displayed immediately after translation or just kept in a folder.

Emails and chats

The *TransIt* interface displays a small resizable pane that can be placed at a fixed location on your screen, floating above the rest of the applications.

Any text entered can be translated at a single click on "enter". A double click will paste the translation onto your email editor or chat interface. This interface is also handy for quick translations.

Dictionaries

Apart from the general dictionary, the application contains several technical dictionaries (which cover subjects like computers, telecommunications, zoology, law, aviation, etc), which vary depending on the language pair. They provide the meanings of a

Winding road to localisation

ANGELIKA HAAS started work in the era of punch card and came to localisation, and Ireland, by a circuitous route.



Angelika Haas: A multi-faceted localisation expert.

MY WAY into the localisation business is a rather long and winding road. L10N was hiding out there from me for many years, and it was one of those strange coincidences that brought us together.

I started in the IT industry way back in the early seventies, transforming my thoughts into 1s and 0s and getting cards punched and — most important — transported in one stack from puncher to computer.

It was thrilling, funny and exciting to be one of the first women in programming in Germany. When the 0s and 1s started to follow me into my dreams, I decided go back to real life and study English and Arts in Basel and London. Life was so enjoyable for me at that time that my children decided to step into it, one by one by one, to keep me busy and teach me many things.

After a number of years I went back to study Computer Science and Economics to make a fresh start. From software development via LAN installations and administration I was eventually confronted with spending my weekends adding new printers and gateways to existing mix-brand LANs — and getting them to work as they were supposed to do. I didn't know then, but that was the key introduction to L10N: take apart (whistling a tune), mix (still whistling), add (stop whistling, frown), change parts (grind teeth), change tools

(censored) and make it work in the end (big smile) — exhausted but proud!

I joined one of the key players in this industry almost six years ago, working on some of the largest and most exciting projects in L10N. I have moved through various positions and countries before arriving recently in Dublin to work and live. Ireland is one of the very few places where I always wanted to live and work. So far, my experience here has been very positive: people are very helpful and friendly, traffic is somewhat challenging and weekend trips require careful planning as far as timing is concerned. Just like a real project . . .

The pace in L10N is very fast. New formats and tool developments require a huge amount of flexibility and openness towards change. In Ireland, people in L10N are "next door" to their customers, which is a big advantage. It is still a young industry with many doors still to be opened and exciting new things to be discovered and developed. The thing I like best about L10N, I18N and G11N is the creativity that lies beneath it, offering such great potential.

In private life, I love cooking and dining with dear friends, the sea, ballooning, philosophy and the magic of words in all their appearances, painting and tulips and many other things.

BTW, I hate acronyms. — Angelika Haas

Product rating	Rating				
	Excellent	Very Good	Good	Satisfactory	Unsatisfactory
User friendliness	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multilingual support (User Interface)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adapt to user's needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Overall rating	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

● Four interfaces can be too many for users who need a combination of all the features in a single interface.

Language pairs supported

Source: English
Target: Japanese, Chinese, Spanish, French, Italian, German, Korean, Portuguese and Russian (and vice-versa).

System requirements

Operating System: Windows 95 with Microsoft Internet 4.0 or later; Windows 98 or NT 4.0. Windows 95 systems must be upgraded with Microsoft Internet Explorer 4.0 or later or with the DCOM 1.1 (or later) upgrade. **Hardware:** Pentium microprocessor or later; 16MB of application RAM minimum (24MB or more recommended); 40MB free hard disk space (80MB with all technical dictionaries).

Intended target users

Translation companies, freelance translators, and people with casual translation needs.

Price

Translate is available in 11 packages ranging from \$99 to \$899, depending on the languages and technical dictionary you select. You can order *Translate* at LogoMedia.net

Verdict

In spite of its limitations, *Translate* delivers what it promises. It provides many easy-to-use features to translate text, websites and email messages.

A complimentary copy of *LogoMedia Translate* was made available to the LRC's Localisation Tools Showcase by LogoMedia Corp.

For further information, contact LogoMedia Corporation, Richard Strauss, CEO. Tel: +1 617-489-4000, ext. 726. Fax: +1 617-489-3850. Email info@logomedia.net or see the website at www.logomedia.net

Rafael Guzmán works in the LRC's Localisation Technology Lab. His email address is Rafael.Guzman@ul.ie

About LogoMedia Corporation

Established in 1999, privately held LogoMedia Corporation is headquartered in Belmont, Massachusetts with affiliates in Melbourne, Beijing, Seoul, Taiwan, Buenos Aires, Tokyo and Amsterdam. LogoMedia Corporation provides software and subscription ASP services that generate automatic language translations of web pages, files, e-mails and electronic documents via the Internet and desktop.

Localisation Tools Showcase facilitates evaluation

THE LOCALISATION Tools Showcase (LTS) has been established by the LRC to facilitate access to state-of-the-art localisation tools and technology.

Localisation tools developers and researchers are invited by the LRC to make their tools and technologies available to interested parties through the LTS for evaluation and demonstration purposes.

Facilities and support

The LRC provides the following to the LTS:

- Administrative support (catalogue of available tools, contact information, visitors' book)
- Technical infrastructure (hardware and software)
- Tutorials (printed and online)
- Technical support

Access

The facilities provided by the LTS can be accessed by all interested parties within reasonable limits.

The facilities must be booked in advanced with the LRC. Access to the LTS will be limited during and shortly before LRC events such as the annual

International Localisation Summer School (in June) and the annual Localisation Conference (November).

Benefits

There are a number of benefits to both, the developers and the potential users of localisation technology.

Through their support of one central repository and showcase, developers

- raise the awareness of the tools and technologies available
- make it easy for potential customers and users to access their products

- expand the market for localisation tools and technology

Potential users of tools and technologies

- have easy hands-on access to tools and technology for basic evaluation purposes

- can gain an immediate overview of available tools and technology

- can easily match their specific requirements with available tools and technology

Researchers and course providers can also use the facilities to maintain and update their product knowledge.

The LRC and its functions

THE LOCALISATION Research Centre is one of the world's leading intelligence, technology and educational centres for the localisation industry. It was established in 1995 at University College Dublin under the Irish government and European Union funded Technology Centres Programme as the Localisation Resources Centre. When the centre moved to the University of Limerick in 1999, it merged with UL's Centre for Language Engineering and was renamed the Localisation Research Centre. The LRC is owned by UL. It has a director, faculty members and full-time research staff. Its Industrial Advisory Board represents a large section of the Irish localisation industry. The LRC is supported by UL, subscribers to its services and Enterprise Ireland. Its main areas of research are:

Industry intelligence

- Localisation Exchange Point (<http://lrc.csis.ul.ie>)
- Localisation Ireland
- Yellow Pages
- Contact Database
- Surveys and industry studies

Education and training

- Graduate Diploma / MSc in Software Localisation
- Professional Certification
- Tools seminars and developer's club
- Guest lectures

Technology

- Translation technologies
- Test automation
- Tools evaluation and certification
- Annual Best Thesis Award

Localisation Tools Showcase

THE LRC MAINTAINS a repository of localisation tools and a small, specialised library for members of the LRC. Visits to the LRC's tools repository and library can be arranged by appointment.

The LRC needs support from tools developers and publishers to ensure the relevance of the tools repository and library. Please contact LRC@ul.ie should you wish to contribute to the development of the LRC's localisation tools repository and library.

LRC Industrial Advisory Board

The LRC Industrial Advisory Board meets at least twice a year. Members of the Board recognise the importance of the LRC's activities for the localisation industry and support its aims and objectives. They assist the LRC in its efforts and advise it on their requirements. The Board's chairperson is Alan Barrett (IBM). He was elected at the Board's first meeting in December 1999.

Alan Barrett	Director of Technology, International Product Development, IBM
Jonathan Dempsey	Director, Sales, ETP
Ian Dunlop	VP, Product Development, Novell
Mervyn Dyke	Managing Director, VistaTec
Ewald Gehrmann	Director Business Development, Northwest Europe, TRADOS
Seamus Gallen	National Software Directorate
James Grealis	Director EMEA Localisation, Symantec
Wendy Hamilton	Vice President Business Development, Bowne Global Solutions
Martin Hynes	Senior Analyst, FORFAS
Brian Kelly	Vice President, Berlitz
John Malone	Director Microsoft Ireland Operations Ltd and Group Manager Localisation Outsourcing SBC 5
Paul McBride	GM, Verifast (Division of Lionbridge)
Patti McCann	Director of Localisation, Business Tools Division, Microsoft
Dave MacDonald	Consultant
Michael O'Callaghan	Vice President, Oracle
Anthony O'Dowd	President, Alchemy Software
Kevin Ryan	VP Academic Affairs, UL
Reinhard Schäler	Director, LRC
Gerry Carty	General Manager, Havas Interactive Ireland
Aidan Collins	Global Localisation Manager, Nortel Networks
David Murphy	Director Localisation, Siebel Systems

TRANSIT
XV

15 Years of Transit – The Anniversary Edition!
Enter a New Dimension.

The best just got better! The newest Translation Memory Tool Transit XV offers you a comprehensive range of innovative features including: concordance search, automatic terminology mining, drag-and-drop between dictionaries, expanded review features for text editing, as well as the Report Manager for precise

evaluations at any stage of a project. All this makes your translation project more efficient and profitable! And ... speaking of profits, we are offering an introductory price to those interested in getting Transit XV right now. For more information, contact us at: STAR Language Technology, e-mail: transit@star-group.net

TextTrans, the best Brazilian Portuguese solution in the localisation market.

translation
project management
experience
localization
linguistic QA
brazilian portuguese
compilation
help debugging
desktop publishing



Visit us at www.texttrans.com or call +353 1 6706949 

Transco

If you appreciate
high quality translation
timely delivery
competitive prices
a strong commitment to customer satisfactory

We want you to be our client

We have
the people
the experience
the technology
the tools
all it takes to bring your Chinese project into a success

www.Transco.com.cn



New Alchemy CATALYST 4.0 *The Secure XML Solution*

Driven by innovation and breakthroughs in translation technologies, Alchemy CATALYST 4.0 boosts speed, improves quality and reduces cost for all professionals involved in the localization workflow. Its integrated translation environment (ITE) integrates powerful project management utilities and services and includes highly productive and secure



environments for translators, developers and localizers.

Embracing the latest Internet file formats and leveraging its heritage as a pioneer in the localization tools industry, Alchemy CATALYST 4.0 is the first secure XML solution that spans the entire localization workflow.

From start to finish... We've got you covered

Secure XML Environment

Translation Memory

Visual Editors

Expert Technology

SDA Tools

Localization

visit us at www.alchemysoftware.ie

Alchemy Software Development Ltd. 100, The Marketplace, 10, Elbowfield Business Centre, Harcourt Street, Dublin 2, Ireland

If you get the feeling you're not on the right track...



...we can help you!

WH&P
www.whp.fr

Our clients are convinced we're the best!*

*WH&P benchmarked "Best Localization Vendor" by Compaq EMER.