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Europe’s premier Localisation, Internationalisation and Globalisation Event

Where digital media meets localisation

17th November
International Localisation Research Conference

18th November
International Localisation Standards Convention
in cooperation with The Institute of Localisation Professionals (TILP)

19th November
The Multilingual Digital World

Keynote Speakers
Prof David Parnas, University of Limerick and SFI Fellow
Patrick Gannon, CEO OASIS, USA
Joseph Hsu, CEO Symbio Group, USA
Prof Seymour Papert, MLE and MIT, USA

Contributions from

Programme Committee
Liam Cronin (Microsoft), Ian Dunlop (Independent), Seamus Gallen (National Informatics Directorate),
David MacDonald (Consultant), Paul McBride (VeriTest), Brian O’Donovan (IBM)

Sponsors
LRC ’03 and Localisation Europe are supported by the European Localisation Exchange Centre (ELECT), part of the European Union’s eContent Programme

ELECT is coordinated by the LRC with Bowne Global Solutions (Germany) as a partner.
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ALCHEMY SOFTWARE DEVELOPMENTS LTD.

CLIENTSIDE NEWS

EEEL

LOCALISATION RESEARCH CENTRE (LRC)

MULTILINGUAL COMPUTING, INC

PASS ENGINEERING GMBH

EUROTEXT TRANSLATIONS

TRADOS

THE GLOBALIZATION AND LOCALIZATION ASSOCIATION (GALA)

THE INSTITUTE OF LOCALISATION PROFESSIONALS, TILP

THE TILP ANNUAL SOCIAL EVENT
Welcome

On behalf of the Localisation Research Centre (LRC), I would like to welcome all delegates to our eighth annual conference, LRC 2003, incorporating Localisation Europe.

This year's conference returns to Dublin and UCD’s magnificent O’Reilly Hall. It is organised in cooperation with UCD’s Department of Computer Science, the very Department where the LRC was originally established. We are particularly proud to welcome Dr Arthur Cater of UCD’s Department of Computer Science to our conference. He was instrumental in the establishment of the LRC back in December of 1995 and its champion in UCD before it moved to the University of Limerick in early 1999.

LRC 2003 also incorporates Localisation Europe as part of the European Union funded European Localisation Exchange Centre – ELECT.

For the second time, this event has brought together what we believe is the largest number of organisations active in servicing the localisation industry as well as research and educational initiatives in localisation.

In addition to its organisers, the LRC, and its main co-operators, UCD’s Department of Computer Science and the European Union, the LRC 2003 conference is supported by the following organisations:

- The Institute of Localisation Professionals, TILP
- The Globalization and Localization Association, GALA
- The Localization Institute
- Multilingual Computing
- ClientSide News (CSN)

The theme of this year’s conference is Where digital media meets localisation. It will be discussed from three distinctive perspectives:

- Research
- Standards
- Business

The large number of attendants and contributors from Europe, the USA, Canada, and Asia will ensure global coverage of our discussions and deliberations.

The International Localisation Research Conference on the first day of LRC ’03 will be opened by one of the world’s most eminent researchers in software quality, Prof. David Lorge Parnas. Mr Erwin Valentinii from the European Commission will discuss the opportunities for the European Digital Content Industry from the EU’s perspective. The first ELECT LRC Best Scholar Award, sponsored by IBM, will be announced at noon by Bill Kearney, General Manager of the IBM Dublin Software Laboratory. He and Brian O’Donovan will discuss IBM’s strategic move from localisation towards core R&D within IBM. James Greals of Symantec will announce the winner of the 7th ELECT LRC Best Thesis Award just after the lunch break. There will be two parallel sessions in the afternoon: The Localisation teaching, training and research Network (LtTN) will organise a workshop while the Localisation Metrics Initiative (LMI) will hold an informal meeting.

The International Localisation Standards Convention on the second day of LRC ’03 is held in cooperation with The Institute of Localisation Professionals and will open with a keynote from Patrick Gannon, CEO of OASIS, followed by an address from the Secretary General Fédération Internationale des Traducteurs (F.I.T.). During the day, the day will discuss standards in localisation from the perspective of the localisers (Maria Hyland, Nico van de Water, Enda McDonnell), the standards organisations (Laurent Romary, Peter Reynolds and Tony Jewtushenko) and the publishers and service providers (Achim Herrmann, Tony Jewtushenko and Damian Scatteredgood). The final panel discussion will focus on the LRC proposal for The Interoperability Standard Verification Initiative for Localisation presented by Ray Hudson.

The Multilingual Digital World is the theme of the third day of the conference. Joseph Hsu will address delegates helping them to understand china in a globalising world. Mario De Bortoli, Jesús Maroto, Karl Kathuria and Alexi Paspalas will discuss the approaches and the infrastructure necessary to translate and adapt digital material. This session will be followed by the announcement of the winner of the First ELECT LRC Best Global Web Site Award (sponsored by Euro RSCG) and a presentation by the winner. Two European funded projects, ELECT and EEEL, will report on their work. Eddie Fong and Om Vikas will both highlight issues around localisation in Asia. One of the highlights of the conference will most certainly be the keynote by Seymour Papert in the early afternoon on diversifying learning for a digital world. How to create this digital world will be discussed in the final session by Don DePalma, Stephen Flinter and Liam Cronin.

We would like to thank our colleagues who will chair the plenary sessions: Alan Barrett, Ian Dunlop, Paul McBride, John Malone, Seamus Gallen, Liam Cronin and David MacDonald.

A number of key events will take place around the conference. These include:

- Meeting of the LRC Industrial Advisory Board (17 November)
- Meeting of GALA (17 November)
- Industry Showcase and Exhibition (17-19 November)

Finally, TILP - The Institute of Localisation Professionals invites all conference delegates and colleagues to join them at their Second Annual Social Event at Dublin’s spectacular Irish Writers Museum on the evening of Tuesday, 18 November.
We are grateful to Symantec Ireland who for the seventh consecutive year have sponsored the LRC Best Thesis Award which has gained an additional European dimension and recognition by becoming part of the ELECT European Awards.

We are also grateful to Euro RSCG who have sponsored the first LRC ELECT Best Global Web Site Award and to IBM who have sponsored the first LRC ELECT Best Scholar Award.

I would like to thank my colleagues at the University of Limerick, especially the head of CSIS, Dr Ita Richardson, Dr Richard Sutcliffe and Annette McElligott for their help and support over the past years. This conference would not have been possible without the dedication and commitment of the staff and collaborators of the LRC: Rafael Guzmán, Patrice Fanning, Joanne Cheung, Deirdre Coffey, Michael Bourke, Karl Kelly and especially Geraldine Harrahill who looked after much of the conference organisation.

I would also like to thank the Dean of the College of Informatics and Electronics, Prof. Cyril Burkley, and the Vice President Academic and Registrar of the University of Limerick, Prof. Kevin Ryan, for their continued support of the LRC.

The biggest thank you, however, is due to the speakers and session chairs of Localisation 2003. It is the quality of their contributions that will make this conference unique.

I would like to wish you all a very successful conference and look forward to seeing you again in 2004.

Reinhard Schäler
Director, LRC
The Organisers

The Localisation Research Centre (LRC)

The Localisation Research Centre (LRC) at the Department of Computer Science and Information Systems (CSIS) of the University of Limerick has been the educational, research and infrastructural support centre for localisation since 1995.

The LRC has an Industrial Advisory Board representing more than twenty of the world’s leading eContent publishers, localisation service providers, software developers, tools developers and training organisations. Members include Vice Presidents and Directors of companies such as Microsoft, IBM/Lotus, Novell, Bowne Global Solutions, SAP and Vivendi Universal Interactive Publishing.

Since 1995, the LRC has

- maintained one of the most extensive industry contact databases with several thousand entries which is being used for regular email and postal communications with its constituency;
- published an industry-sponsored quarterly newsletter, *Localisation Focus* (formerly *Localisation Ireland*), which is posted to localisation professionals around the world. At present, it has a print run of 2,500;
- organised an annual international summer school (since 2001) supported by a large number of localisation companies and eContent publishers;
- organised an annual industry conference and exhibition;
- maintained the Localisation Exchange Point, the LRC’s web-based information server;
- published the Localisation Yellow Pages;
- carried out regular industry surveys;
- been crucially involved in the development and teaching of Europe’s only dedicated localisation degree programme, the Graduate Diploma / MSc in Software Localisation at the University of Limerick;
- had extensive contacts with third level institutions in Europe and world-wide as well as with private localisation training providers;
- been advised by its Industrial Advisory Board representing more than 20 localisation companies;
- received a mandate from its Advisory Board to establish an association of localisation professionals and to introduce a certification system for professionals;
- organised, over the past 7 years, the annual LRC Best Thesis Award sponsored by Symantec.

For more details and an update on the activities of the LRC visit: www.localisation.ie

The Department of Computer Science, UCD

Computer Science is the investigation and exploration of the theory, practice and use of computers and computation. It covers topics that span the theory of computation, software construction, hardware design, computer operating systems and the applications of computers in the communications, scientific and commercial systems fields. Staff and graduates have been successful in establishing several international high-tech companies.

For more details and an update on the activities of the Department visit: www.cs.ucd.ie

ELECT Events

Part of ELECT – The European Localisation Exchange Centre, funded under the European Union eContent Programme, ELECTEvents hosts and supports events aimed at developing the European eContent localisation efforts.

For more details and an update visit: www.localisation.ie/research/projects/Elect_Project_Web/
Supporting Organisations

The European Union eContent Programme

eContent is a market-orientated programme in the area of Internet content products and services set in motion by the European Commission. The programme, intended to stimulate the development, distribution and use of high-quality European digital content (e-content) on the global networks, consists of three action lines:

- Improving access to and expanding use of public sector information (AL1)
- Enhancing content production in a multilingual and multicultural environment (AL2).
- Increasing the dynamic of the digital content market (AL3).

For more information on AL2, which addresses the intersection of the content and language industries, more specifically the design, production and distribution of e-content in an increasingly multilingual and multicultural environment, visit: www.hitcentral.org

TILP – The Institute of Localisation Professionals

The Institute of Localisation Professionals (TILP) has the primary aim to develop professional practices in localisation globally. TILP is a non-profit organisation, owned by its members and lead by a Council elected at its Annual General Meeting. TILP represents the localisation industry professionals and professionals active in localisation related areas. The establishment of TILP was supported by founding sponsors Microsoft, Novel, Oracle, Lionbridge, Alchemy, and Symantec. In 2003, TILP merged with its US-based counterpart, PAL. For more information visit: www.tilponline.org

GALA – Globalization and Localization Association

The creation of GALA reflects the composition of the internationalisation, localisation, and globalisation (ILG) industry, which is made up of thousands of companies all over the world providing a wide range of products and services. Many of these companies have expressed the need for a fully representative, international industry organization. GALA was founded on the belief that real industry progress will come from working together to share information, fostering innovative ways to promote the industry, and offering clients unique, collaborative value. For more information visit: www.gala-global.org

Multilingual Computing

MultiLingual Computing & Technology is the leading industry magazine for Web site globalisation, international software development and language technology. Published eight times a year, it is read by more than 20,000 people in 52 countries who have technology-based multilingual needs. Information and current news are also provided by www.multilingual.com and our electronic newsletter, MultiLingual News. For more information visit: www.multilingual.com

ClientSide News (CSN)

CSN is a client-focused organization that leverages intelligence to drive globalisation, internationalisation and localisation (GIL) industry solutions. CSN creates a common forum for sharing solutions and unifying goals, through events, publications, education, reports, mentoring, and technology divisions.

The Localization Institute

The Localization Institute is an organization providing quality resources, training, seminars, and conferences on localisation, internationalisation, and international business development. It is not affiliated with any localisation service or tool provider. Its mission is to enable companies to succeed in international markets by providing focused training for professionals and by promoting the sharing of experience and information among them. For more information visit: www.localizationinstitute.com
Programme

Please note that this programme may be subject to change
# LRC '03
## International Localisation Research Conference
### Monday, 17 November 2003

LRC '03 will give researchers, active in localisation related areas, an opportunity to exchange their views and discuss localisation as an emerging field of academic research and study. The workshop in the afternoon will allow members of the Localisation Teaching, Training and Research Network (LtTN) and other interested parties to discuss and plan matters of common interest.

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<th>Time</th>
<th>Session/Activity</th>
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<tr>
<td>08:30</td>
<td>Registration</td>
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<tr>
<td>09:00</td>
<td>Welcome</td>
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<td></td>
<td>Reinhard Schäler (LRC)</td>
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<tr>
<td>09:10</td>
<td>Keynote Address: Improving the Quality of Multilingual Digital Content</td>
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<td>Prof. David Lorge Parnas (University of Limerick)</td>
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<td>10:00</td>
<td>Coffee Break</td>
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<tr>
<td>10:30</td>
<td>Session 1: The perspective of the European Union</td>
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<td>Opportunities for the European Digital Content Industry</td>
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<td>Erwin Valentini, European Commission</td>
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<td>11:00</td>
<td>The 4th ELECT LRC Best Scholar Award</td>
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<td>Presentation by finalists</td>
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<td>Presentation of the ELECT LRC European Localisation Scholar Award 2003 sponsored by IBM</td>
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<td>by Erwin Valentini (European Commission), Bill Kearney (IBM) and Reinhard Schäler (LRC)</td>
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<tr>
<td>12:00</td>
<td>Lunch Break</td>
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<td>13:00</td>
<td>Session 2: The industrial perspective – from Localisation to R&amp;D</td>
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<td>Bill Kearney, General Manager, Dublin Software Laboratory, IBM</td>
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<td>13:30</td>
<td>Unstructured Information Management as related to Localisation</td>
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<td>Brian O'Donovan, Senior Development Manager, Dublin Software Laboratory, IBM</td>
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<td>14:00</td>
<td>The 7th ELECT LRC Best Thesis Award</td>
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<td>Presentation of the ELECT LRC Best Thesis Award 2003 sponsored by Symantec</td>
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<td>by Erwin Valentini (European Commission), James Grealis (Symantec), Reinhard Schäler (LRC)</td>
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<td>14:25</td>
<td>Break</td>
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<td>Roaring Room</td>
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<td>Board Room</td>
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<td>Session 3: Localisation Teaching, Training and Research Network (LtTN) Workshop</td>
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<td>Chair: Tim Altanero</td>
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<td>Proposal for action: Publications</td>
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<td>(1) Production of a Course Book</td>
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<td>(2) International Journal of Localisation (IYL)</td>
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<td>(3) Annual Reader</td>
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<td>(4) Web site</td>
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<td>15:15</td>
<td>Localization Metrics Initiative - Informational Meeting</td>
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<td></td>
<td>Tim Hussey (Macromedia's Director of Localization, LMI lead)</td>
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<td>Ulrich Henes (President, Localization Institute)</td>
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<td>15:15</td>
<td>Session 4: Localisation Teaching, Training and Research Network (LtTN) Workshop</td>
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<td>Proposal for action: Initiatives</td>
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<td>(1) Exchange of (a) students and (b) lecturers</td>
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<td>(2) Summer School</td>
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<td>(3) LOTS Satellites</td>
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<td>(4) Joint research initiatives</td>
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- **LRC Industrial Advisory Board (IAB)** (members only) with a briefing by Erwin Valentini, European Commission
- **GALA Meeting** (open to members and non-members) **Shaping the Industry** A roundtable discussion by key industry players hosted by Eurotext Translations
- **Joint Reception LRC IAB and GALA** sponsored by LRC, GALA and Eurotext Translations

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LRC ’03
International Localisation Standards Convention
in cooperation with The Institute of Localisation Professionals (TILP)
Tuesday, 18 November 2003

Following on from the highly successful localisation standards workshop organised by the LRC at Unicode 21, this Convention will define the requirements from the users’ perspective, present relevant standards initiatives and demonstrate their implementation in real-world products. Participants will discuss the issues with presenters in the final panel session and assess the LRC proposal for the Interoperability Standard Verification Initiative for Localisation.

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>08:30</td>
<td>Registration</td>
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</table>
| 09:00 | Welcome
Reinhard Schäler (LRC)                                               |
| 09:05 | Keynote Address: The Value of Open Standards in Localisation
Patrick Gannon, CEO OASIS, USA                                         |
| 09:50 | The role of the Fédération Internationale des Traducteurs (F.I.T.)
Miriam Lee, Secretary General FIT 2002-2005                            |
| 10:05 | Break and Exhibition
• eContent Village Meeting Place                                       |
| 10:30 | Sessions chaired by Dr Alan Barrett, President of TILP, except session 2
Session 1: Standards in the Digital World – the Localisers’ Perspective
Do localisers need standards and if so, where are they most needed? Professionals directly involved in localisation - translators, engineers and managers – will answer this question and lay the foundations for the discussion and professional exchange during this Convention.
  • Localisation Testing (Maria Hyland, Development Manager, IBM, and Pat O’Sullivan, Principal Engineer, IBM)
  • Translating for Localisation (Nico van de Water, Professional Translator)
  • Localisation Engineering – (Enda McDonnell, Architect, Alchemy Software Development) |
| 12:00 | Lunch, Exhibition and Product Demonstrations
• eContent Village Meeting Place                                        |
| 13:00 | Session 2: Standard Organisations – which Standards do apply?
Chair: Ian Dunlop
Surprisingly, the number of organisations developing standards relevant for the localisation community is growing – to the extent that it is sometimes difficult to see which of these standards are really relevant and which ones are not. During this session, significant standard organisations, and the standards they are working on, will be presented.
  • Standards for language resources, the ISO TC 37 perspective (Laurent Romary, senior researcher at the Institut National de Recherche en Informatique et Automatique (INRIA) and chair ISO TC37)
  • Translation Process Automation – the Translation Web Services Standard (Peter Reynolds, Manager Development Team, Bowne Global Solutions and chair OASIS TC Trans-WS)
  • XLIFF – The XML based Standard for Localisation File Format (Tony Jewtushenko, Principle Product Manager, Oracle and chair OASIS TC XLIFF) |
| 14:30 | Session 3: Digital Publishers and Service Providers – why apply Standards?
Companies need good reasons for making their products compatible with standards whose implementation requires costly development time. Digital publishers and service providers who have decided to implement localisation standards in their services and products will tell us why it makes financial sense for them to do so.
  • Localisation Standards – The Tools Developer’s Perspective (Achim Herrmann, Managing Director, PASS GmbH)
  • XLIFF in Oracle (Tony Jewtushenko, Principle Product Manager, Oracle)
  • Localisation Standards – a Competitive Advantage? (Damian Scattergood, Managing Director, Star Technology Solutions) |
| 16:00 | Break and Exhibition
• eContent Village Meeting Place                                        |
| 16:30 | Session 4: The Standards Panel
Participants will discuss standards issues with presenters in the final panel session and assess the LRC proposal for The Interoperability Standard Verification Initiative for Localisation.
  • LRC proposal for The Interoperability Standard Verification Initiative for Localisation (Ray Hudson, Arax Luxembourg)
  • Panel discussion                                                     |
| 17:30 | Close                                                                  |
| 19:00 | TILP and GALA Social Event – Reception and Dinner in The Gallery of Writers, Irish Writers Museum
Sponsored by TILP, GALA, Eurotext Translations and Symbio Group |

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The Multilingual Digital World

Wednesday, 19 November 2003

The digital world is multilingual. But many digital publishers are still trying to find the most efficient way to make their products talk the language of their customers in the global marketplace. During the final day of LRC ’03, publishers and service providers working with a variety of digital media will share with conference participants how they manage to meet the challenges of the multilingual digital world.

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<th>Time</th>
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<tr>
<td>08:30</td>
<td>Registration</td>
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<tr>
<td>09:00</td>
<td>Welcome Arthur Cater (UCD) and Reinhard Schäler (LRC)</td>
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| 09:05 | Keynote Address: Silk Road 2003: Understanding China in a Globalizing World  
Joseph Hsu, CEO, Symbio  
Chair: Paul McBride |
| 09:45 | Session 1: Translating and Adapting Digital Material – Approaches and Infrastructure  
Where does one start when trying to find out how to translate and adapt digital material to the requirements of users and clients speaking different languages, living in different countries and coming from a different cultural background? This session will provide an overview of the approaches and the infrastructure available.  
Chair: John Malone  
- Challenges of cross-cultural advertising (Mario De Bortoli, Jesús Maroto, Euro RSCG)  
- Many Voices, One World – Many Languages, One System (Karl Kathuria, Operations Manager, World Service New Media and Alexi Paspalas, Technology Development Manager, BBC World Service) |
| 10:45 | Break and Exhibition  
eContent Village Meeting Place |
| 11:00 | The LRC ELECT Best Global Website Award sponsored by Euro RSCG  
Announcement of the winner and presentation |
| 11:25 | Session 2: Digital Content Localisation Case Studies  
Two digital content developers and two world-leading localisation service providers will present case studies of localisation projects, which clearly extend beyond well-established localisation practices.  
Chair: Seamus Gallen  
- Integration of Content Development with the Localization Process (Gráinne Maycock, Country Manager for Ireland, Moravia Worldwide, and Tina Smith, Operations Manager, Axiom Creative Consulting, Inc.)  
- Translation on Demand (Ken Rother, Chief Information Officer, Bowne Global Solutions, USA) |
| 12:30 | Lunch, Exhibition and Product Demonstrations  
eContent Village Meeting Place |
| 13:30 | ELECT – The European Localisation Exchange Centre  
Reinhard Schäler, LRC  
ELECT online Exchange, the ultimate resource for information on localisation, and the Localisation Techn. Laboratory and Showcase (LOTS). |
| 13:50 | EEEL – Excellence in European eContent Localisation  
Jonathan Sage and Christophe Escouflaire, IBM Business Consulting Services  
The EU-funded EEEL project will improve knowledge and awareness of Best Practices for e-content localisation. |
| 14:00 | Session 3: Localisation Asia  
After Europe, Asia is going to be the second region of the world where access to ICT will become significantly easier through localisation. Companies in Asia are already providing services to US and European customers, localising their digital content not only into Asian but also into European languages. Experts on the localisation scene in Asia will share their knowledge on how to set up and operate a successful operation in Asia.  
Chair: Liam Cronin  
- Challenges and Solutions for Managing Projects in China (Eddie Fong, CFO, Symbio, USA)  
- Localisation in India (Om Vikas, Senior Dir./Head TDIL Mission, Ministry of Comm. & Information Technology, India) |
| 15:00 | Break and Exhibition  
eContent Village Meeting Place |
| 15:15 | Keynote Address: Diversifying Learning for a Digital World  
Seymour Papert, Media Lab Europe and MIT (USA)  
Chair: Brian O'Donovan (tbc) |
| 16:00 | Session 4: Creating the Multilingual Digital World  
Everybody agrees that the digital world has to be multilingual. But – how can this be achieved? In this session, those who have successfully created multilingual digital material for a variety of purposes share their recipe for success with conference participants.  
Chair: David MacDonald  
- Rage Against the Content Management Machine (Don DePalma, Common Sense Advisory, Inc.)  
- Technology Driven Solutions Evolving with New Standards (Stephen Flinter, Architect, Connect Global Solutions)  
- How Microsoft Ireland Home and Entertainment Division build customer feedback into localised products (Liam Cronin, Manager Digital Imaging and Home Publishing Group, Microsoft) |
| 17:30 | Close |
Session Chairs’ Profiles
## Alan Barrett

<table>
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<tr>
<th>Job Title</th>
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<tbody>
<tr>
<td>Company</td>
<td>IBM</td>
</tr>
<tr>
<td>Address</td>
<td>4, Fairfield Park, Rathgar, Dublin 6, Ireland.</td>
</tr>
<tr>
<td>Tel.</td>
<td>+353-1-4970320</td>
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<tr>
<td>Email</td>
<td><a href="mailto:alanbarrett@ireland.com">alanbarrett@ireland.com</a></td>
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<tr>
<td>Web</td>
<td><a href="http://www.ibm.com">www.ibm.com</a></td>
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### About Alan Barrett

Dr Alan Barrett obtained a PhD in Chemical Engineering from University College Dublin. Alan has 24 years experience in the software industry in a variety of technical and managerial roles. His experience covers process control, networking software development, computer hardware development, operating system development and management of quality, localisation and development functions. He was until recently director of technology in Lotus's international product development group (part of the IBM software group). He was responsible for multilingual web application development products and supporting technologies. He is currently on leave of absence from IBM. He lives in Dublin.
Paul McBride

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Company    Lionbridge Technologies
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About Paul McBride
Paul is responsible for VeriTest international operations at Lionbridge. He leads the development and delivery of Software Quality Assurance, Certification, and Release Engineering solutions from operations in China, France, Japan, India, Ireland, and from the United States for Product Certification. Paul has five years of software development and ten years of project & business management experience at Microsoft and Lionbridge. He has been General Manager of the VeriTest business in Ireland since it’s foundation.
John Malone

Job Title: CEO
Company: Archetypon International
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Fax: +353 1 4029590
Email: jtm@archetypon.com
web: www.archetypon.com

About John Malone
John is a 10 year veteran of the localisation industry. Currently he is a director of Archetypon, an IT Services company, and has responsibility for international sales and marketing. Previously, he was a board director of Microsoft in Ireland with worldwide responsibility for localisation outsourcing. An accountant by profession, he has spent almost his entire career in the high-tech industry and has worked in many locations such as the US, London and Hong-Kong. He is a committed industry member and welcomes all opportunities for participants to meet and share ideas.
Seamus Gallen

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Company National Informatics Directorate, Enterprise Ireland
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Fax 01-2066278
Email gallense@nsd.ie
web www.nsd.ie; www.enterprise-ireland.com

About Seamus Gallen
Seamus Gallen works on the Digital Media Hub project on behalf of Enterprise Ireland. He has previously been involved with skills issues and liaising with the computing departments of universities and colleges of technology. He also spent some years managing the systems department of the IDA, and four years as an Ernst & Young IT consultant. In earlier days, he spent 15 years as a software developer.
Liam Cronin

Job Title: Group Manager
Company: Microsoft European Product Development Centre (EPDC)
Address: Leopardstown Business Park, Stillorgan, Dublin 18
Tel.: 353-1-7064989
Fax: 353-1-7064054
Email: liamc@microsoft.com
Web: http://www.microsoft.com/ireland/

About Liam Cronin
Liam Cronin has worked in Microsoft EPDC for 12 years in a combination of products from Excel 3.0, Windows 3.1, Windows for Workgroups 3.11, Windows 95, Money, MSN Money, Works and Digital Imaging. He is currently managing a team of 21 people and an external budget of 3.5M USD localizing up to 20 languages of Works, Works Suite, Picture IT and MSN Photos.
About Brian O'Donovan
Brian has a B.E. degree in electronic engineering from NUI Galway, an M.Eng.Sc. degree in computer engineering from University of Limerick and a Ph.D. in computer science from Trinity College. He has worked in the computer industry for over 20 years and has spent the last 9 years working in the Lotus European Product Development centre (which became the IBM Dublin Software Lab). Over this time, he has been in a number of different roles in both software development and localisation. At the moment he heads up the global LanguageWare development team which develops a linguistic analysis toolkit capable of analysing text in over 30 languages. He is also in charge of IBM Dublin's recently launched Centre for Advanced Studies (see http://cas.ibm.com/sites/dublin/).
David MacDonald

Job Title: Management Consultant
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Tel.: +353 (0)87 248 7738
Fax: +3531 2897917
Email: davidmacdonald@eircom.net

About David MacDonald
As the founding General Manager of Lotus Development Ireland, was instrumental in establishing Ireland as the major centre of international product development for Lotus in the late 1980's. Left Lotus in 1993 having worked at director level in a variety of international marketing and business development roles. Became CEO of International Translation and Publishing (ITP) in 1998, and successfully led the sale of ITP to SDL International in 2000. Now working independently, consulting on a variety of high technology assignments, and managing a personal portfolio of related investments.
Overview of Presentations and Speakers’ Profiles
Improving the Quality of Multilingual Digital Content

Prof. David Lorge Parnas, P.Eng. (Ontario)
Job Title: Director of the Software Quality Research Laboratory; SFI Fellow, Professor of Software Engineering
Company: University of Limerick, Department of Computer Science and Information Systems
Faculty of Informatics and Electronics
University of Limerick
Limerick, Ireland
Email: David.Parnas@UL.ie
Phone: Office: (353) (0) 6 202731
Mobile: (353) (0) 86 386 3635
Fax: (353) (0) 61 202734
Web: http://www.sqrl.ul.ie/

About the contribution
What Software Engineering Can Do For You
Software that is written for use in one country, is often difficult to revise for use in another culture. One of the basic precepts of software engineering is, "Design Software for Change - you will have to change it" This talk reviews some basic software design principles and explores the ways that they can be used to make localisation easier.

About the University of Limerick
The University of Limerick is a world leader in Human Computer Interaction, Software Localisation, and Software Development methods.

About Prof. David L. Parnas
Dr. David L. Parnas has been studying the problems of Software Development for more than 30 years, is the winner of numerous awards, and the author many widely cited papers.

Full presentation included: no
Evolving R&D strategy from a skilled Localisation Base

Bill Kearney
Job Title: Manager IBM Dublin Software Lab
Company: IBM
Address: Santry Dublin
Tel: 7046815
Email: Bill_kearney@ie.ibm.com

About the contribution
The presentation will provide an overview on the key focus areas for evolving an R&D strategy from a skilled localisation organisation. Practical and current experiences of the IBM Dublin Software Lab will be discussed.

About IBM
IBM is the world's largest information technology company, as well as the world's largest business and technology services provider ($36 billion); and the world's largest IT financier ($35 billion in assets). IBM Dublin Software Laboratory (DSL) forms part of IBM Software Group. DSL was opened in 1987 by Lotus Development Corporation, and in the subsequent years DSL has grown to provide expertise in Localisation, Globalisation and Software Product Development. Within IBM and across the software industry, DSL is recognized as leader in localisation.
In the last few years, the DSL mission has been changing. We have been focusing a higher proportion of our resources on core development activities and relatively less on localisation. In order to be successful with this new mission we will need to develop though leadership. One of the ways that we plan to do this is by collaborating with local academic researchers working on related areas.

About Bill Kearny
Bill Kearney has over 20 years experience in the IT industry and has spent the last 13 with Lotus and IBM. He has a broad knowledge of the Localisation Industry inclusive of both Localisation Tools and Globalisation based Products. Prior to IBM, Bill worked for Wang and GE. Currently Bill is manager of the IBM Dublin Software Lab.

Full presentation included: yes
About the contribution
This presentation will talk about the growing area of Unstructured Information Management (UIM). It will explain why IBM believes that this will be a key area for technology advances in the near future. It will also describe how UIM expertise is related to localisation expertise and why this can be a fruitful area of research and innovation for organisations who have an established expertise in localisation.

About IBM Dublin Software Lab
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About Brian O'Donovan
Brian has a B.E. degree in electronic engineering from NUI Galway, an M.Eng.Sc. degree in computer engineering from University of Limerick and a Ph.D. in computer science from Trinity College. He has worked in the computer industry for over 20 years and has spent the last 9 years working in the Lotus European Product Development centre (which became the IBM Dublin Software Lab). Over this time, he has been in a number of different roles in both software development and localisation. At the moment he heads up the global LanguageWare development team which develops a linguistic analysis toolkit capable of analysing text in over 30 languages. He is also in charge of IBM Dublin’s recently launched Centre for Advanced Studies (see http://cas.ibm.com/sites/dublin/).

Full presentation included: no
About the contribution
The EU approach to digital content: the eContent Programme.
eContent is a market oriented programme of the European Commission which aims to support the production, use and distribution of European digital content and to promote linguistic and cultural diversity on the global networks. Next Call for proposal: scope and formal requirements for participation. Follow-on programme.

About the European Commission
European Commission, Directorate-General Information Society. Interfaces, knowledge and content technologies. Information Market.

About Erwin Valentini
His background and main interests are literary criticism, linguistics and language planning for minority and regional languages. From 1969 to 1978, he was lecturer for Italian literature at the Katholieke Universiteit Leuven (B). He joined the European Commission in 1978; since then he have been working as translator and then as project officer in charge of projects on machine translation, language resources, multilingual digital content and services, under the Eurotra (MT project), MLIS (Multilingual Information Society), IST and eContent Programmes.

Full presentation included: yes
Directions in Localization Education

Timothy J. Altanero, Ph.D.
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Valeriano Cantú, Ed.D.
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Austin, Texas 78736
Tel  512/223-8119

About the contribution
This presentation examines the directions which localization education is taking in both Europe in the USA. It is designed as a “talking point” presentation, to elicit discussion among the group of such issues as certification, publications, curriculum development, and academic exchanges. Participants are encouraged to bring their own ideas as we seek to define the directions in which our emerging field will evolve.

About Austin Community College
Austin Community College has been serving the Central Texas community since 1973, when it was established by the Austin Independent School District. Today it is governed by an independent board. From an original enrollment of 1,793 students, the college has grown to more than 29,000 college credit students each fall, with nearly 18,000 additional enrollments during the year in continuing education programs. The college offers a Localization Certificate Program. Details are available from the presenter.

About Timothy J. Altanero, Ph.D.
Tim Altanero founded and manages the Localization Certificate Program at Austin Community College in Austin, Texas, USA. He also teaches Technical Writing and Foreign Languages. His interests include languages for the professions, localization in the academy, and curriculum development. Dr. Altanero has published widely in the professional press and heads the advisory committee for the college’s localization program, which consists of industry experts from a diverse group of companies and individuals.

Full presentation included: no
Miriam LEE
Title Secretary General FIT 2002-2005
Organisation FIT Fédération Internationale des Traducteurs-International Federation of Translators
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About the contribution
CEN/BTTF138 "Translation Services" EN standard initiative - the Translator’s Perspective
• Why the initiative of a standard for Translation Services?
• Who is writing it?
• What does it contain?
• Who does it address?
• When will it appear?
• Who will run it, once published?
• What then?
• How does FIT as an organisation fit in?

About FIT
FIT is an international federation of associations and organisations in the field of translation with members in more than 60 countries the world over. FIT represents the moral and material interests of more than 100,000 translators. The word "translator" is used in its wider meaning and includes persons who practise translation in all its forms, written or spoken, including those specialising in one of the elements of the translation process or in research or education. FIT is a strictly non-political organisation of professional translators and interpreters. As a non-governmental organisation (NGO), FIT enjoys consultative status with UNESCO and maintains close contact with numerous other international organisations. FIT is represented on CEN BTTF 138.

About Miriam Lee
Miriam Lee was elected at the FIT Statutory Congress Vancouver 2002, to FIT Council and Council elected her as Secretary General for the period 2002-2005 up to the FIT Tampere, Finland Congress in 2005. A professional member of the Irish Translators’ and Interpreters’ Association, and represented the association at the FIT Vancouver Congress in August 2002. Also is on the TILP Professional Membership Review Committee. Represents the NSAI/ITIA on CEN/BTTF 138 “Translation Services”

Full presentation included: yes
Localisation Testing

Dr. Pat O'Sullivan
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Maria Hyland
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About the contribution
This talk will focus on the relevance and significance of standards from the perspective of software engineering and software testing. It will also consider the positive implications for Quality Engineering when such standards are formally adopted in software projects, as well as the drawbacks and engineering challenges where standards are not embodied.

About Patrick O'Sullivan
Patrick O'Sullivan is a Principal Engineer at IBM's Dublin Software Lab in Ireland. He completed his MSc in 1997 and his PhD in 2001, and both of his IBM sponsored research projects won industry awards. Pat has over 14 years Software Engineering experience with the latter 10 years of these at IBM. His research and publications interests include HCI, Software Engineering/Re-Engineering, UIMS, Globalization and Test Automation. Pat is a Senior Member of the IEEE and a Chartered Engineer with the Institute of Engineers of Ireland. He is also a founding and committee member of the newly formed SoftTest Ireland SIG and is an IBM industry expert representative for the European sponsored ELECT project.

About Maria Hyland
Maria is a Development Manager at IBM and has many years (15) experience in the field of Software Engineering, Software Development and Globalisation. Currently Maria is managing the Dublin, India and China efforts of one of our key projects - Lotus Workplace. In the past Maria has managed several world wide projects and has influenced the design, development and testing of these across the various geographies that IBM cater for. She has also driven many aspects of Globalisation standards in IBM and Lotus projects and has contributed to many tools and technologies in this space.

Full presentation included: no
Standards in localisation – A translator’s perspective

Nico van de Water
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web  Under development

About the contribution
In my presentation (text to read, plus PowerPoint slides), which takes the approach of a translation professional with a long involvement in software localisation, I address the concept of standards and standardisation by distinguishing between "formalised" and "unofficial" standards, I discuss both positive aspects of these sample standards and their negative side-effects, and I go into a number of aspects of an otherwise promising (at least, in my view) new “X” kid on the block of standards, XLIFF.

About DocSolutions
It was established earlier this year.

About Nico van de Water
Prior to arriving (back) in the Netherlands in 2002 (where I worked on a one-year contract with SDL – Benelux), I lived in Dublin, where I worked as Senior Dutch Translator/Translation “Trouble-Shooter” with translation and localisation company Stream/LionBridge and as Dutch Team Lead with Corel Ireland. I also did free-lance translation and localisation work (Microsoft [major terminology review and a new version of the Microsoft Style Guide for Dutch], Cap Gemini [application testing] and TransWare [localisation and voice-overs]) as well as free-lance technical writing, editing and course-ware review (Kudos, Delphi, Ericsson and SAP) and spent over two years as an employee in the capacity of Senior Technical Author (Trintech Technologies) and Documentation Manager (Conduit Software). In-between all this, my wife (also working full-time) and I had two sons, I did the first of two years of a post-graduate course in Theoretical Linguistics (M.Phil.) at TCD, did distance learning at Limerick University in Technical Communications, and was involved in activities at St. Paul’s College, Sybill Hill Road, Dublin 5. Prior to moving to Ireland, I lived and worked in the Netherlands where I was also self-employed, after a teaching career and – concurrently -my first steps as a translator. I had my first localisation job in Ireland in 1987 with a company called Softrans in Blackrock (Co. Dublin).
I like music (blues, but also traditional Irish and Celtic music, as well certain classical music), I love Indonesian cooking, and one day I still hope to find, or have, enough time, preferably with my two sons, to do T’ai Chi Chuan and percussion lessons.

Full presentation included: yes
Emerging Standards in Localisation Engineering

Enda McDonnell  
Product Architect  
Alchemy Software Development  
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About the contribution
During this discussion, emerging standards directly impacting on localisation professionals are examined and possible solutions discussed.

About Alchemy Software Development Ltd.
Alchemy Software Development is the market leader in visual development tools for the localization industry. Multinational enterprises developing applications for Java, Windows9x, NT, ME, 2000, XP, SymbianOS, .NET, and XML, use Alchemy technology to accelerate entry to international markets, improving revenue growth opportunities and reducing their costs. Alchemy's technology is designed to boost the efficiency and quality of globalizing software products and is used by software development and globalization companies worldwide. With over 8,000 licenses installed worldwide, Alchemy CATALYST is used by translators, software engineers, quality assurance specialists and project managers and is referred to as the Gold Standard in Localization. Corel Corporation Limited holds a 24.9% stake in Alchemy Software Development Ltd. Alchemy Software Development has offices and facilities in Canada, Europe, Asia-Pacific and the United States. For more information on the company and its products, please refer to http://www.alchemysoftware.ie/

About Enda McDonnell
Enda is a Product Architect and Director of Technology at Alchemy Software Development. He has been behind the design of Catalyst since its birth, over 8 years ago. His role has involved analysing industry trends and designing software to improve the internationalisation process. Enda has been developing localization software for over 10 years. Prior to co-founding Alchemy Software Development, Enda was Technology Manager for Corel Corporation Limited. He managed a team tasked with the automation and streamlining of Corel's localization process. During this period, Corel adopted a worldwide simultaneous release strategy and Enda’s team played a vital role in achieving this goal. Enda has a Masters in Technology Management and a degree in Electronic Engineering from University College Dublin.

Full presentation included: no
Standards for Language Resources, the ISO TC 37 perspective

Laurent Romary
Job Title: Directeur de Recherche at INRIA and chair of ISO/TC 37/SC 4
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Fax: +33 3 83 41 30 79
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web: www.tc37sc4.org

About the contribution
In this talk, we will provide an overview of the various activities conducted within ISO committee TC 37 dedicated to “terminology and other language resources” and more specifically we will show how we intend to provide general standards for the representation of multilingual linguistic data (terminologies, lexica, annotated multilingual texts) that can be adapted in various industrial contexts. We will also present the endeavour to create an international data category registry that should cover all types of linguistic descriptors to be used in all kinds of applications from information extraction to man-machine dialogue. Such a registry should both be a tool to provide a coherent framework across ISO/TC 37 standards, but also as a reference for other standardization body that would need specific linguistic descriptors.

About INRIA
INRIA (National Institute for Research in Computer Science and Control) is a French public-sector scientific and technological institute operating under the dual authority of the Ministry of Research and the Ministry of Industry. INRIA's missions are "to undertake basic and applied research, to design experimental systems, to ensure technology and knowledge transfer, to organize international scientific exchanges, to carry out scientific assessments, and to contribute to standardization. The research carried out at INRIA brings together experts from the fields of computer science and applied mathematics covering the following areas: Networks and Systems; Software Engineering and Symbolic Computing; Man-Machine Interaction; Image Processing, Data Management, Knowledge Systems, Simulation and Optimization of Complex Systems.

About ISO/TC 37/SC 4
The objective of ISO/TC 37/SC 4 is to prepare various standards by specifying principles and methods for creating, coding, processing and managing language resources, such as written corpora, lexical corpora, speech corpora, dictionary compiling and classification schemes. These standards will also cover the information produced by natural language processing components in these various domains. Standards produced by ISO/TC 37/SC 4 should particularly address the needs of industry and international trade as well as the global economy regarding multi-lingual information retrieval, across cultural technical communication and information management.

About Laurent Romary
Laurent Romary got his PhD in computational linguistics in 1989 and his Habilitation thesis in 1999. He is currently senior researcher at INRIA (Institut National de Recherche en Informatique et Automatique). He leads the Langue et Dialogue team (http://www.loria.fr/equipes/led/) at Loria laboratory and has conducted various research activities on man-machine dialogue, multilingual document management and linguistic engineering. His has participated in numerous national and international project related to the representation and dissemination of language resources, and in particular coordinated the MLIS/DHYDRO and IST/MIAMM projects. He has been the editor of ISO 16642 (TMF – Terminological Markup Framework) under TC37/SC3, and chairman of the new ISO committee (TC37/SC4) on Language Resource Management.

Full presentation available: no
About the contribution
There are many innovative processes and tools to deal with aspects of localisation. However the smart process on the client side rarely integrates with clever technologies on the vendor side. Web services offers a way for these different tools to be integrated and to work together. This presentation will explain what web services are and what they do. At the beginning of this year a technical committee was formed at Oasis to create a standard for web services used in translation. The presentation will outline the work this group is doing. Bowne Global Solutions is already making these technologies benefit its customers. The presentation will end with a case study showing how web services and XLIFF was used to integrate a Content Management System with their web portal, Elcano.

About Bowne Global Solutions
Bowne Global Solutions (BGS) is the leading provider of translation, localization, technical writing and interpretation services that enable businesses to deliver locally relevant and culturally connected products, services and communications anywhere in the world. Companies throughout the world use our solutions to help grow their businesses in the Americas, Europe, Asia and Latin America.

About Peter Reynolds
Peter Reynolds works for Bowne Global Solutions in their Dublin office as manager of the software development team there. This team is responsible for developing some of the software which BGS use to run their business. Peter has been part of the teams working on XLIFF and web services for translation since they started and is secretary of the XLIFF Oasis technical committee and chair of the translation web services Oasis technical committee. He has recently completed an MBA with the Open University.

Full presentation available: yes
About the contribution

XLIFF (XML Localisation Interchange File Format) is an emerging standard based on XML technology that provides lossless interchange of localizable data and related metadata, which is tool-neutral and features an extensibility mechanism.

About Oracle Corporation:
Oracle has always been an innovative and one of the largest software companies in the world. It was also one of the first companies to make its business applications available through the Internet--today, that idea is pervasive. Now Oracle is committed to making sure that all of its software is designed to work together--the suite approach--and other companies, analysts, and the press are beginning to acknowledge that Oracle is right. What's in store for tomorrow? We will continue to innovate and to lead the industry--while always making sure that we're focused on solving the problems of the customers who rely on our software Web site at http://www.oracle.com.

About Tony Jewtushenko:
Tony Jewtushenko is Principal Product Manager responsible for Oracle Corporation’s customer-facing localisation tools. Tony’s IT industry career spans over 20 years, the second half of which has been focussed on the software localisation / globalization industry. Tony is the founding and present chairman of the OASIS XLIFF Technical Committee, as well as a founding member of the OASIS Translation Web Services Technical Committee. Prior to joining Oracle Corporation, Tony worked for Lotus Development/IBM for 10 years. Tony studied Mathematics, Computer Science and Chemistry at Boston University.

Full presentation included: yes
About the contribution
PASS Engineering recognizes the importance of XLIFF in the localization industry and remains dedicated to its further development. XLIFF has the potential to increase customer benefit and improve investment security by ensuring interoperability between different processes and applications. This contribution will show where we see the difficulties in implementing XLIFF and where we see the benefits for our customers and our company from the tools developer's perspective.

About PASS Engineering GmbH
PASS Engineering is a leading provider of visual localization tools and technologies. Enterprises across the globe benefit from the quality, consistency and reliability of PASS’s localization technologies. Providing comprehensive support for all the major development and localization platforms, including Windows, Java, .NET, XML/XLIFF, and Borland VCL, PASS Engineering is widely recognized as the technological leader in software localization.

About Achim Herrmann
Achim Herrmann is one of the founders of PASS Engineering GmbH in Bonn, Germany. He is responsible for administration. He is academically qualified engineer in Electronics and has 19 years experience in software development and engineering.

Full presentation included: no
About the contribution
Companies need good reasons for making their products and process compatible with standards whose implementation requires costly development time. Digital publishers and service providers have to choose which localisation standards to implement in their services and products. Choosing which one to adopt is of strategic importance to your organization having much more than simply a financial impact. Can you choose the winning option to give you a competitive advantage? We discuss how to weigh up the various standards and choose the right one for your organization.

About STAR Technology Solutions
STAR-Technology Solutions is a specialist in technical translation. The STAR-Group offers a unique combination of technology tools solutions and services. We work with our clients to deliver quality global product thru optimised process and technology solutions and specialised translation teams. STAR Employs over 600 people in more than 30 offices worldwide and is recognized as the largest privately held Translation Company in the globalisation market.

About Damian Scattergood
Damian Scattergood is Managing Director of STAR-Technology Solutions. He has worked in the localization business for over 20 years. Developing and implementing technology and services to assist global businesses has been the key focus of Damian's career. Prior to STAR he was Director of Operations with Worldport Communications an Internet Data Centre. He served for over nine years with Symantec Corporation as Technology and Localization development manager and has a firm understanding of delivering truly global product.

Full presentation included: no
The Standards Panel

Ray Hudson
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About the contribution
In March 2003, the LRC and Arax submitted a proposal to obtain funding for the IGNITE project - The Interoperability Standard Verification Initiative for Localisation - from the European Commission's eContent programme. The rationale behind the proposal is that standards, particularly the XML-based Localisation Interchange File Format (XLIFF) and Translation Web Services (TWS), have the potential to open up and stimulate the market for localisation services.

The widespread take-up and use of such standards can also stimulate the market for localisation services by providing standard ways for users to exchange input and output streams to and from different sets of localisation and translation tools. This prevents user lock-in to particular sets of tools, and opens up a range of possibilities by enabling a variety of localisation components and sub-services to be plugged into overall localisation and/or content management work flows.

IGNITE is designed to provide the concrete grass roots instruments and processes so that better, cheaper, faster deployment and exploitation of multilingual digital content can be rolled out as best practice to a wider base of content providers and (re) packagers. Unfortunately, the proposal was not retained for funding due to a perceived lack of support from service and solution providers in both the localisation and multilingual digital content worlds. The objectives of this session are to discuss and assess a new IGNITE proposal, which could be re-submitted in the next eContent call for proposals, due to be launched at the end of this year.

About Arax Ltd
Arax Limited was founded in 1991 with the purpose with the purpose of providing management and consultancy services in the areas of web-based information management, content provision and awareness raising for research areas like language technologies, knowledge management and intelligent interfaces.

Arax has extensive experience and involvement in EC funded projects. Its key personnel have participated in EC projects both as partners and also in the management and monitoring of projects on behalf of the European Commission.

About Ray Hudson
Ray Hudson has over twenty years IT experience gained in a variety of organisational environments and application areas. His management skills include the ability to manage projects through to implementation, to create effective teams, and to form the required relationships with stakeholders for developing and implementing successful systems and services on time and to budget.

Ray worked on two EU-funded localisation projects while he was a research fellow at the Open University, where he co-edited ‘Software without Frontiers’ with Professor Pat Hall. He has fluent language skills acquired via extensive European experience in France, Germany, Italy and Luxembourg.

Full presentation included: yes
About the contribution
Understanding the culture, history and business climate of China is critical for Western Executives as outsourcing to the Far East becomes ubiquitous. In this keynote, Joseph Hsu, CEO of Symbio, will give an overview of China designed for the localisation practitioner who is trying to establish a relationship with Chinese partners. It will include a debunking of the common myths about China, and discuss the opportunities that exist in China for the globalization industry.

About Symbio Group
Symbio provides engineering-focused software development, globalization and testing services that help Fortune 500 companies launch and support products in the global marketplace. Symbio was founded in 1994 by a group of engineers from IBM's international research and development lab in Asia, and is now a tightly integrated software foundry that functions as a cost-effective extension of our client's development teams. With labs in the U.S. and Asia, we accelerate technology cycles, saving time, money and resources. Our clients include AOL, Citigroup, IBM, Intel, MasterCard, Mercedes Benz, Microsoft, Nokia, Nortel, Oracle, Palm, Sony, as well as over 200 other leading companies around the world.

About Joseph Hsu
Mr. Joseph Hsu is Chairman and CEO of the Symbio Group. Prior to founding Symbio, Mr. Hsu was Executive Vice President of IISI (International Integrated Systems Inc.) from 1991 to 1994. In 1987, with 100% funding by IBM, Mr. Hsu helped found NeoTech Development Corporation (NDC), a software and firmware development company in Taiwan. Under Mr. Hsu's leadership, the software lab grew from 10 to 200+ engineers in under 4 years. Many of IBM's mission critical systems such as Netview, Banking Transaction Security System (TSS) and OS/2 components were developed by Mr. Hsu's team. Mr. Hsu was one of the key managers that coordinated a number of joint OS/2 projects between IBM and Microsoft. Prior to his return to Asia in 1987, Mr. Hsu held engineering and management positions for software development at Ford Aerospace and Communications Corporation in Palo Alto, California, and Ford Motor Company's Worldwide Headquarters in Dearborn, Michigan. Mr. Hsu received his Master's degree in Economics from New York University and his Bachelor's degree in Economics from National Taiwan University. Mr. Hsu also sits on the Board of Directors and Advisory Boards of a number of software and technology companies across Asia and the US.

Full presentation included: no
Challenges of Cross-Cultural Communication

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About the contribution
In today's global market, brands have to expand to foreign countries to keep growing, but this means that linguistic as well as cultural barriers have to be overcome. Moreover, the atomisation of the media and the expansion of the Internet have made the worldwide cross-cultural and cross-media co-ordination of communication an absolute necessity.
A couple of examples will give us an overview of how beer, coffee and technology brands are tackling the problem with the help of technology and creativity.

About the company
Euro RSCG Interaction is the online department of Euro RSCG Wnek Gosper Partners, a major advertising agency based in London, which is part of the Havas group. Euro RSCG Interaction specialise in developing and managing pan-European communications. We deliver locally relevant branded customer experiences and relationships through an innovative synergy of creativity and technology. Clients include Intel Corporation, Maison de la France, OKI Europe Ltd., and American Express.

About Jesús Maroto
Jesús Maroto joined Euro RSCG Interaction in 1999. He started and currently manages a department specialised in the consultancy, development, translation and adaptation of multilingual web sites, webvertising campaigns, interactive TV, WAP, etc. Previously he had worked at ITP (now SDL), Intl.com (now Lionbridge) and Intel. He attended the universities of Granada (Spain), St. Petersburg (Russia), Washington (USA) and London (UK), where he studied translation, linguistics, IT and eMarketing. Recently he started an European PhD in intercultural studies. He is also a member of the IOL, TILP and P&SI.

About Mario De Bortoli
In 1995 he got a degree in Simultaneous Interpreting at the University of Trieste (Italy), for which he wrote dissertation on “The Adaptation of Advertising Texts in Switzerland”, and later completed a post-graduate degree in Corporate Communication at the University of Venice. After a few years of free-lance interpreting and translating from English, French, German, Spanish and Dutch into Italian, he moved to London for an internship with a communications agency called CCI, and later moved on to join the localisation team of Euro RSCG Interaction, where the experience in both languages and advertising proved valuable.

Full presentation included: yes
Many Voices One World; Many Languages, One System?

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About the contribution
The BBC World Service internet site is managed strategically by a mixed discipline team of around 20 editorial, production, design, and technical staff. The internet site represents all 43 languages in which World Service broadcasts, in audio and text. As the news agenda, rather than commercial drivers, dictate the priority of language output, the challenges have been in providing a platform from which journalists can produce content in languages that are not necessarily well represented in the computing world. For this reason, innovative production systems have been introduced that allow languages to be added as and when required. This presentation will describe the processes undertaken in providing a common solution for wide-ranging multi-lingual output, and some of the difficulties the team had to face.

A recent BBC World Service awareness campaign used the phrase “Many Voices, One World.” When providing the technical foundation for an internet presence, is it possible with so many languages to produce them using one system?

About BBC World Service
BBC World Service broadcasts international news, analysis and information in English and 42 other languages, using a global network of correspondents who provide impartial news and reports on location. An internet presence was established in 1997 largely to support the radio operation. Since then, it has emerged as not only an authoritative news source in its own right, with 9.8 million unique users, but a key focus for the BBC’s global distribution of news.

About Karl Kathuria and Alexi Paspalas
Karl Kathuria graduated from university in 1994 with an honours degree in Business Studies. Choosing to work in the computing arena, he ran technical projects for various companies in the UK and Europe. He joined the BBC in 1998 to lead a technical support team, and has spent the majority of his time there working for World Service New Media where he is currently the Operations Manager.

Alexi Paspalas left his native Australia in 1988, having studied Film Production. After working as a film and radio sound engineer in several countries, he began working for the BBC World Service in 1995 as a Studio Manager. He joined the World Service New Media department in 1998 to oversee the streaming media offer and has since become the Technical Development Manager, working primarily on the introduction of a multi-lingual content production system.

Full presentation included: yes
Integration of Content Development with the Localisation Process

Gráinne Maycock
Job Title  Country Manager for Ireland
Company  Moravia Worlwide

Cindy Williams
Job Title  Vice-president
Company  Axiom Creative Consulting, Inc

Full presentation included: yes
Translation on Demand

Ken Rother
Job Title       Chief Information Officer
Company         Bowne Global Solutions, USA

Full presentation included: no
About the contribution
This presentation will give an overview of the ELECT project, focusing on the ELECT portal and the LRC Localisation Technology Laboratory and Showcase (LOTS).

About the LRC
The Localisation Research Centre (LRC) provides a comprehensive information service to the industry; conducts research and development in localisation and related areas, such as language engineering; organises regular conferences and meetings; produces a range of publications including Localisation Focus; and oversees a number of education and training programs.

The Centre's key activities include research and development and the evaluation of localisation tools, the establishment of a Localisation Tools Library, consultancy services, education and training and the publication of a regular Newsletter.

The Localisation Research Centre has been involved in a number of EU projects, which include: the ELECT (ongoing), WebIT/EFCOT, CLP and Transrouter projects, and other projects proposed to the Commission of the European Communities under the E-Content, the 5th Framework and the Adapt Programmes.

The LRC comprises a director, faculty members, staff and research students. In addition, it has a number of associates who are linked with the centre through particular projects and activities.

About Reinhard Schaler
Reinhard Schäler has been involved in the localisation industry in a variety of roles since 1987. He is the founder and director of the Localisation Research Centre (LRC) at the University of Limerick, was a founding member and chairperson of the Software Localisation Interest Group (SLIG), is the editor of the quarterly publication Localisation Focus, an editor of the International Journal of Localisation (IJL), a member of the editorial panel of Multilingual Computing, a founder and CEO of The Institute of Localisation Professionals (TILP), a member of the OASIS Technical Committee on the XML-based Localisation Interchange File Format (XLIFF) and vice chair of the OASIS Technical Committee on Translation Web Services. He has recently joined the International Unicode Conference Committee and is preparing a localisation stream for the next Unicode Conference. He is a lecturer at the Department of Computer Science and Information Systems (CSIS) at the University of Limerick.
About EEEL

The EEEL project is funded by the e-Content Programme, “Promoting European Digital Content on the Global Networks”. EEEL stands for “Excellence in European eContent Localisation”. The EEEL project website is www.eeel-online.com. EEEL improves knowledge and awareness of best practice for e-content localisation. We have developed in-depth case studies on the process which provide useful information and guidance to European organisations that face the challenges of cross-language and cross-cultural communication. Knowledge Management in Europe needs to take into account local dimensions – translation and cultural adaptation for content is part of this process. The EEEL team at IBM is also leading the European Commission eLIVE project which is focused on helping European SMEs to become more competitive using Knowledge Management and eLearning methods.

In the EEEL project we will be showing the EEEL good practice model and ELMA tool. We are making these models available to any European company that wishes to carry out a self-evaluation of its localisation procedures, as well as to consultants and service suppliers who help e-content publishers with their strategic and tactical planning.

Full presentation included: no
Localisation in the context of bridging the digital divide: an Indian initiative

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About the contribution
With the advent of Information Technology, knowledge is an important factor for socio-economic development. Distances have shrunk and the world is moving towards a new kind of cultural equilibrium. The societies, which participated in the knowledge generation, became advanced. Future prosperity and technology will depend on the ability to innovate and to adjust to change. There is linguistic polarization around mainly four languages English, French, Spanish & German to the extend of over 80%. Whereas there is sharp decline in quantity and quality of authorship in most of the other world languages on the Internet more than 2/3 content is in English. Knowledge acquisition, absorption and generation are key factors in catching up the knowledge waves. Internet is an effective tool in this direction. It has been observed that the website in local languages are referred to four times more than those in other languages.

India is a multilingual, multiscript country with 18 officially recognised languages and 10 different scripts. There are over 1650 dialects spoken all over the country. Indian languages are non linear and phonetic based. During the decades of 1970s & '80s there had been isolated efforts by various research groups in the country to adapt the English- centric computer technologies for Indian languages. During the decade of 1990s, Government of India launched the TDIL (Technology Development for Indian Languages) programme that resulted into development of basic information processing technologies for Indian languages. The encoding standards such as ISCII (Indian Script Standard Code for Information Interchange), UNICODE, INSFOC (Indian Standard Font Code) were also debated and finalised. Cultural variations range from language usage, colours, metaphors etc. Look and feel aspects are important factors in motivating the uses. There is need for localisation of the software as well as the content from foreign languages to Indian languages, and also between Indian languages. Appropriate localisation will enhance the motivation for knowledge acquisition and generation for useful purposes. The paper entails some case studies on localisation initiative in India.

Full presentation included: no
About Seymour Papert
Seymour Papert is a mathematician, one of the early pioneers of Artificial Intelligence and internationally recognized as the seminal thinker about how computers can change learning.

Papert was born and educated in South Africa where he participated actively in the anti-apartheid movement. From 1954-58 he pursued mathematical research at the universities of Cambridge and Paris. He worked with Jean Piaget at the University of Geneva from 1959-63 and it was this collaboration that led him to consider using mathematics in the service of understanding how children think and learn. In the early 60’s Papert came to MIT where, with Marvin Minsky he founded the Artificial Intelligence Laboratory and co-authored their seminal work Perceptrons (1970)

Dr. Papert is the inventor of the Logo computer language, the first and most important effort to give children control over new technology. He is the author of The Connected Family: Bridging the Digital Generation Gap (1996); Mindstorms: Children Computers and Powerful Ideas (1980) and the Children’s Machine: Rethinking School in the Age of the Computer (1992) as well as numerous articles about mathematics, Artificial Intelligence, education, learning and thinking. In 1985 he was one of the founders of the Media Arts and Sciences Program and the MIT Media Laboratory and in 1988 he was named LEGO Professor of Learning Research, a chair created for him.

His advice on technology-based educational methods has been sought internationally by governments and government agencies in Africa, Latin America, Europe and Asia. In United States he is often called to testify before Presidential commissions and Congressional committees. He frequently speaks at meetings of school boards, School Board Associations, academic conferences and other gatherings concerned with the future of schooling.

His work on education has been recognized by many awards including The Computerworld Smithsonian Award; The Marconi International Fellowship Award and the Lifetime Achievement Award of the Software Publishers Association.
Rage Against the Content Management Machine

Donald A. DePalma, Ph.D.
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About the contribution
Over the last few years content management has evolved from simple tools for editing and posting HTML pages to an enterprise platform for creating, managing, and distributing a wide range of corporate assets. In this presentation DePalma discusses Common Sense Advisory’s interviews with managers responsible for one or more of their firm’s multilingual applications, reviews the technology challenges faced by developers, and assesses the ability of today’s enterprise content management systems to make the leap to global content management.

About Common Sense Advisory
Common Sense Advisory, Inc. is a research and consulting firm committed to improving the quality of international business and the efficiency of the online and offline operations that support it. With the goal of offering valuable insight about the localization process and best practices, our research methodology uniquely focuses on what buyers and practitioners think, do, and plan. We regularly publish original research on topics related to translation and localization.

About Don DePalma
Don is an industry analyst, author, and corporate strategist with expertise in business- and marketing-focused application of technology. His book, “Business Without Borders: A Strategic Guide to Global Marketing” was published last year by John Wiley & Sons. He is a member of the Board of Directors of GALA and serves on the Unicode Conference Steering Committee. Previously Don was the vice president of corporate strategy at Idiom Technologies. Prior to Idiom, he was a principal analyst at Forrester Research where he initiated the firm’s coverage of content management (1996), application development for strategic Internet systems (1994), online marketing technologies (1998), multicultural marketing (1998), knowledge management (1996), and business globalization (1996). Prior to his career as a pundit, Don co-founded Interbase Software, was a key contributor to Digital Equipment Corporation’s information management offerings, and labored in the ivory tower of academe, focusing on generative grammar, computational linguistics, and the historical phonology of Slavic languages.

Full presentation included: yes
From Code to XLIFF – Bridging the Chasm

Dr. Stephen Flinter
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About the contribution
In this presentation, Dr. Flinter will identify some of the issues that a localisation group faces when trying to implement XLIFF, given an existing source code base. This problem is particularly acute when a company has a set of products that were developed using different technologies, file formats, programming languages, etc. He presents an approach being developed by Connect Global Solutions that utilises the grammar or schema of the language to solve the problem of transforming most text-based file formats (such as Java, C#, XML, HTML) into XLIFF in a dependable and consistent manner.

About Connect Global Solutions
Connect Global Solutions provides complete globalization solutions, tailored to meet the requirements of the Enterprise Technology sector of the software IT market. We address the unique internationalization, linguistic, engineering and quality assurance challenges encountered by companies within this sector, when releasing products worldwide.
Our partnership approach enables us to deliver solutions to our clients in the shortest, possible timeframe. At Connect, we have an in-depth understanding of the globalization industry. We feel that this expertise coupled with our commitment to innovation results in a compelling combination for our clients, a formula that delivers pragmatic business benefits throughout the localization cycle.

About Stephen Flinter
Stephen Flinter has been working in the area of enterprise computing for the past 7 years, working with technologies such as Oracle, Java, Java2 Enterprise Edition (BEA WebLogic, iPlanet, IBM WebSphere), XML, messaging (IBM MQ/Series). Stephen has extensive experience in all areas of software design, development and deployment. Stephen has architected numerous e-business applications and web sites for companies in the software, telecoms, manufacturing, banking and insurance areas. Most recently, Stephen is heading up the development of simship.com, Connect’s localisation portal and process automation platform. Stephen holds a B.Sc. in Computer Applications from Dublin City University, and a Ph.D. in Computer Science from Trinity College, Dublin.

Full presentation included: yes
How Microsoft Ireland Home And Entertainment Division build customer feedback into our localized products

Liam Cronin
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About the contribution
Today I would like to present how Microsoft HED division gather customer feedback through site visits, usability testing, focus groups, OEM’s, product support services etc and the importance of strong customer connection for the Localization business so we can deliver on our end-users product expectations.

About Microsoft
I work for Microsoft European Product Development Centre (EPDC) and we are responsible for localizing up to 27 languages of boxed based releases and online releases in Dublin. The internal staff at Microsoft EPDC is made up of program managers, engineers, testers and user assistance folks. We also use an extensive outsourcing model with business partners based in Europe. We recently celebrated 15 years of Microsoft being based in Dublin.

About Liam Cronin
Liam Cronin has worked in Microsoft EPDC for 12 years in a combination of products from Excel 3.0, Windows 3.1, Windows for Workgroups 3.11, Windows 95, Money, MSN Money, Works and Digital Imaging. He is currently managing a team of 21 people and an external budget of 3.5M USD localizing up to 20 languages of Works, Works Suite, Picture IT and MSN Photos.

Full presentation included: no
Exhibitors
Alchemy Software Developments Ltd.

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About Alchemy Software Developments Ltd
Alchemy CATALYST 5.0 is a visual localization environment that supports all aspects of the localization workflow: from translation to project management through localization engineering and testing. Thanks to its powerful visual interface and advanced Translation Memory technology, localization projects will take less time to complete, quality will be improved, Engineering and QA cycle times will shorten and the overall cost of localization will be reduced.
About ClientSide News (CSN)
CSN is a client-focused organization that leverages intelligence to drive Globalization, Internationalization, Localization and Translation (GILT) industry solutions. As a champion for client issues, CSN creates a common forum for sharing solutions and unifying goals, through our Events, Publications, Education, Reports, Mentoring, and Technology divisions. To learn more, visit www.ClientSideNews.com or phone CSN Marketing at +1 719 86 87 59.
About EEEL
The EEEL project is funded by the e-Content Programme, “Promoting European Digital Content on the Global Networks”. EEEL stands for “Excellence in European eContent Localisation”. The EEEL project website is www.eeel-online.com. EEEL improves knowledge and awareness of best practice for e-content localisation. We have developed in-depth case studies on the process which provide useful information and guidance to European organisations that face the challenges of cross-language and cross-cultural communication. Knowledge Management in Europe needs to take into account local dimensions – translation and cultural adaptation for content is part of this process. The EEEL team at IBM is also leading the European Commission eLIVE project which is focused on helping European SMEs to become more competitive using Knowledge Management and eLearning methods.

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Localisation Research Centre (LRC)

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About the Localisation Research Centre (LRC)
The Localisation Research Centre (LRC) at the Department of Computer Science and Information Systems (CSIS) of the University of Limerick has been the educational, research and infrastructural support centre for localisation since 1995.

The LRC has an Industrial Advisory Board representing more than twenty of the world’s leading eContent publishers, localisation service providers, software developers, tools developers and training organisations. Members include Vice Presidents and Directors of companies such as Microsoft, IBM/Lotus, Novell, Bowne Global Solutions, SAP and Vivendi Universal Interactive Publishing.

Since 1995, the LRC

- Has maintained one of the most extensive industry contact databases with several thousand entries which is being used for regular email and postal communications with its constituency;
- Publishes an industry-sponsored quarterly newsletter, Localisation Focus (formerly Localisation Ireland), which is posted to localisation professionals around the world. At present, it has a print run of 2,500;
- Organizes an international summer school supported by a large number of localisation companies and eContent publishers;
- Organizes an annual industry conference and exhibition;
- Maintains the Localisation Exchange Point, the LRC’s web-based information server;
- Publishes the Localisation Yellow Pages;
- Carries out regular industry surveys;
- Has been crucially involved in the development and teaching of Europe’s only dedicated localisation degree programme, the Graduate Diploma / MSc in Software Localisation at the University of Limerick;
- Has extensive contacts with third level institutions in Europe and world-wide as well as with private localisation training providers;
- Is being advised by its Industrial Advisory Board representing more than 20 localisation companies;
- Has received a mandate from its Advisory Board to establish an association of localisation professionals and to introduce a certification system for professionals;
- Has organized, over the past 6 years, the annual LRC Best Thesis Award sponsored by Symantec.
About Multilingual Computing, Inc
MultiLingual Computing is the publisher of MultiLingual Computing & Technology, a magazine focusing on localization, language technology, translation and internationalisation. Magazine copies and free subscriptions are available at the booth. Visitors may sign up for MultiLingual News, a free electronic newsletter with all the current news in the language industry.
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About PASS Engineering
PASS Engineering is a leading provider of visual localization tools and technologies. Enterprises across the globe benefit from the quality, consistency and reliability of PASSOLO. Providing support for all the major platforms, including Windows, Java, .NET, XML/XLIFF, and Borland, PASS Engineering is widely recognized as the technological leader in software localization.
About Eurotext
Eurotext Translations offers tailor-made, creative language services to progressive and dynamic multinational companies. Our combination of customer care, professional translators and refined project management allow our clients to communicate confidently and profitably in global markets.

Eurotext Translations: breaking the language barriers for business.
TRADOS

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About TRADOS
TRADOS Incorporated develops software applications that optimise and accelerate the human translation process, both for individual translators and across the enterprise. Global businesses employ TRADOS applications to facilitate the translation of documentation, software interfaces, web sites and marketing collateral in virtually any number of languages.
About GALA
The Globalization and Localization Association (GALA) is a fully representative, non-profit, international industry association for the translation, internationalization, localization and globalization industry. The association gives members a common forum to discuss issues, create innovative solutions, promote the industry, and offer its clients unique, collaborative value. For more information, visit www.gala-global.org or contact info@gala-global.org.
About TILP
The Institute of Localisation Professionals (TILP) has the primary aim to develop professional practices in localisation globally. TILP is a non-profit organisation, owned by its members and lead by a Council elected at its Annual General Meeting. TILP represents the localisation industry professionals and professionals active in localisation related areas.

TILP is supported by Microsoft, Novel, Oracle, Lionbridge, Alchemy, and Symantec.

Industry professionals and professionals active in localisation related areas represented by TILP include:

- Software publishers and publishers of other material using electronic media
- eContent providers
- Localisation service providers
- Tools developers
- Trainers and educators (including third level colleges)
- Researchers

TILP aims to:

- Provide professional certification.
- Be the representative body of the localisation professionals
- Be the reference point at global level for the localisation industry and those requiring information about it
- Promote the industry through a variety of publications and activities
- Provide the infrastructure for a range of activities supporting the development of the industry
- Maintain direct and regular contact with localisation companies, government departments and agencies, researchers and students, and the media and international consultancy firms
The TILP Annual Social Event
TILP, The Institute of Localisation Professionals, invites you to join your colleagues for a social gathering at the Annual TILP Social Event in one of Dublin’s most spectacular venues.

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A magnificently restored 18th century townhouse - which has seen a variety of owners including Lords, Members of Parliament, the Jameson distilling family and the City of Dublin Technical School - No.18 Parnell Square has been home to the Dublin Writers Museum since 1991.

The Irish literary tradition is one of the most illustrious in the world. Ireland has produced four Nobel prize winners and many other writers of international renown. Swift and Sheridan, Shaw and Wilde, Yeats, Joyce and Beckett are among those presented in the museum through their books, letters, portraits and personal items.

The Gallery of Writers is the most impressive room in the museum. Splendidly ornate, it features a golden colonnade, gilded hand-painted door panels and elaborate Adam-style frieze. The magnificent Georgian salon is an exquisite setting for any function.

TILP, GALA, Eurotext Translations and The Symbio Group invite you to join your colleagues in the Gallery of Writers for the annual Social Event, which will take place on the evening of Tuesday, 18 November 2003. This is a unique opportunity to meet old friends and make new ones, exchange the latest news and just have a good time.

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