Localisation Ireland

Ireland has established itself as one of the major software localisation centres in the world, and also as the leading European location for this activity. It is now estimated that up to 60% of the PC-based software sold in Europe originates in Ireland and this figure is expected to rise in the coming years.

Localisation Ireland is the news medium of the localisation industry. It is published by the Localisation Resources Centre, with each issue generously supported by one of the main software localisation centres in the world, and also as the leading European location for this activity. It is now estimated that up to 60% of the PC-based software sold in Europe originates in Ireland and this figure is expected to rise in the coming years.

SLIG '97: The Internet Revolution

Localisation and the Internet revolution is the theme of SLIG '97, this year’s conference of the Software Localisation Interest Group, the industry’s representative body in Ireland. SLIG '97 will be officially opened by the Tánaiste and Minister for Enterprise Trade and Employment Mary Harney TD.

Since SLIG was set up in 1994 by the National Software Directorate, initially under the chairmanship of Helen Wybrants and then Reinhard Schäler (LRC), it has worked to strengthen Ireland’s position as a world leader in the localisation industry.

This year’s SLIG meeting comes at a time when people are communicating around the world in a Babel of languages. The Internet has revolutionised our ability to talk to each other from continent to continent - and to do business.

While human languages are, as it were, becoming more cross-platform, so must computer languages, and new platform-independent development environments are some of the most exciting developments in the industry.

Speakers from the most important and influential companies in the industry (see panel) will forecast how localisation is going to develop in the next crucial year; whether the Web’s short timelines will change the industry; how the new applications developed in Java and Active X will affect localisation.

The Tánaiste, Mary Harney, and Symantec’s Anna Brady will be presenting the award for Best Thesis in Localisation, a localisation show will bring news of employment opportunities, education and training, jobs, tools, events) to up to 2,000 people – for free.

We want to hear from you. If you would like to contribute to Localisation Ireland, please let us know. We welcome and appreciate all your comments, product announcements, news and reviews.

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SLIG '97 - From the Programme
Day 1
Morning: Workshops, Dr Alan Barrett (Lotus), Paul Carroll (CPL), Howard Duncan (DCU), Catherine O’Reilly Hall in UCD hosts SLIG '97 - A gathering of the most influential voices in Localisation

Industry Reactions to Localisation Ireland

Peter Wright, Vice President, LionBRIDGE Technologies

“The localisation industry needs a professional journal to discuss issues impacting on the industry. Localisation Ireland provides the quality forum that the industry needs.”
ITP announces opening of Beijing office

The ITP subsidiary trades under the name DCC SerCom Limited Beijing Office and offers printing, media replication, packaging, kitting and warehousing and distribution services in conjunction with other DCC SerCom division subsidiaries. DCC SerCom Beijing will initially employ 10 full-time staff including both Chinese and Western personnel.

Bowen Global Solutions

Gecap Dublin and IDOC Europe are now together - forming part of the world’s largest localisation company - Bowen Global Solutions. Their contact in Dublin:
Bowen Global Solutions of Ireland Ltd.
65-66 Lower Mount Street, Dublin 2
Tel. +353-1-614 63 00
Fax +353-1-614 63 33

New Localisation Business Manager for McQueen

Global outsourcer partner for the information and technology industries, McQueen, has appointed Tom Spel as Localisation Business Manager. He took up his position on April 7 and is based at the company’s Dublin sales office where he has responsibility for securing new localisation clients from Ireland, the UK, the US and Europe. Tom Spel has extensive experience of the industry, having previously worked for Microsoft, International Translation & Publishing Ltd. in Dublin and Gecap GmbH, also in Dublin. McQueen localises software products for global markets either as a single service or as part of an integrated package of solutions which also includes direct marketing and manufacturing.

(For more information, contact: mcqueen@iol.ie)

Microsoft Press Release

Microsoft plans to use TRADOS software as its internal localisation memory store. This will allow Microsoft to more effectively re-use already localized text from product to product. The minority share in TRADOS further solidifies the relationship between the two companies. As part of the deal, Microsoft has also purchased a long-term support-and-development contract to service Microsoft-specific needs. TRADOS expects this move to enable it to step up the pace for new product development.

“Our relationship with Microsoft will allow TRADOS to consolidate and expand its position as a worldwide leader in the translation tools market,” said Iko Knyphausen, CEO of TRADOS.

“Having the benefit of a strong partner is important to us at this stage of the development of the company,” said Jochen Hummel, president of TRADOS. “We’ll be able to take advantage of Microsoft’s experience and keep up our 100 percent growth rate of the past three years.”

New Arrivals at the LRC’s Library

Tools Library – Updates and Additions

LOGOS Intelligent Translation System: Ver. 7.8.2 Upgrade

Contains performance and other improvements for:
- Interleaf filter
- SGML-HTML filter
- processing of special characters

Star Transit for Windows 2.6 Update

Fixes, updates and general improvements.

IBM Translation Manager for Windows 2.0 Update

Fixes, updates and additional filters.

KT International - Superlinguist Manager: Ver. 2.0

A patented tool for rapid localisation of user interfaces without changes to source code or resource files. Only the executable is required to translate the user interface. Real-time translation occurs at runtime.

We would like to thank Symantec Ireland for the following:
Symantec – Norton Anti Virus for Windows 95: Ver. 2.0

Note: All tools in the Localisation Tools Library have been donated by their developers/publishers. The LRC gratefully acknowledges this support.

Advertising in Localisation Ireland

Starting with the next issue of Localisation Ireland, we will accept advertisements from localisation tools developers (QA, translation etc.) and companies looking for new staff. For more information, please contact the LRC (email: LRC@ucd.ie).

Publisher Information

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Origination:
Litho Studios

The Localisation Resources Centre is supported by Forbairt Ireland and the European Regional Development Fund
TRADOS: Company Profile

**Locations:**
- Headquarters in Stuttgart; offices in the US, Ireland, Britain, France, Belgium, Switzerland, Sweden, and (by the end of this year) Tokyo.
- Personel: 40
- Revenue: 
  - Revenue in 1996 was DM4.8 million
  - Revenue in 1997 was DM4.8 million

**TRADOS**

**During the first six months of 1997**

**TRADOS has increased its worldwide sales by 150% compared to 1996**

IT **STARTED** 13 years ago as a tiny translation company set up by two boys just out of school. Now TRADOS is a worldwide software name, its headquarters in Stuttgart, and offices in the US, Ireland, Britain, France, Belgium, Switzerland, Sweden, and (by the end of this year) Tokyo.

The translation software maker finds itself in a perfect position to serve the growing translation market, which is becoming a major one, as more and more people realise that they cannot cope with their translation needs, says Hummel. “The market for translation tools will grow rapidly - more quickly than the market for translation itself.”

The company started in 1984 as a translation service, then moved to providing a translation project management system for IBM. By 1987, TRADOS was reselling INK’s translation tools Texttool and TermTracer, and a year later released TED, its own plug-in for Texttools.

In 1990 TRADOS produced MultiTerm, a DOS multilingual terminology manager, and by 1992 the European Parliament had bought a 200-user licence for its second version. That year TRADOS migrated MultiTerm to Windows, and shipped Translator’s Workbench for DOS. Translator’s Workbench uses linguistic fuzzy-matching in translation memory, increasing the range of the program.

By 1993, the EU had doubled its licences, and the multilingual language company Berlitz had bought 200 Translator’s Workbench licences. 1994, 1995 and 1996 saw growth accelerating: computational linguist Matthias Heyn joined the two original partners, Jochen Hummel and Iko Knyphausen, and the trio and their programmers migrated Translator’s Workbench to Windows, and developed MultiTerm for Windows Professional, and MultiTerm Dictionary - a read-only dictionary lookup module plus a dictionary compiler to be used for corporate dictionary publishing.

The company opened an office in Brussels - headquarters of the European Union and a rich lode for translators, with material constantly being translated into the EU’s nine working languages. Offices in Sweden, Switzerland and Britain quickly followed, and the TRADOS Corporation was set up in Alexandria, Virginia.

This year sees three new offices opening; the French centre, one in Monkstown, Dublin, and later this year TRADOS Asia in Tokyo, headed by Matthias Heyn.

During the first six months of 1997, TRADOS has increased its worldwide sales by 150% compared to 1996 - largely because of the impact of the new offices around the world. The market is not limited to the obvious localisation one which is Ireland’s spécialité de maison.

“Very often people in the localisation industry think software manuals are about the only thing that’s translated in the world,” says Hummel. “Sometimes you see statistics where localisation has a very big share of the world translation market. I personally believe these figures are pretty misleading.”

In other industries, Hummel says, not so much translation is outsourced. “You don’t really find very many people capable of translating manuals about very specific machines on the free market. Much more is done in-house, so these translation costs are not as visible as those of the localisation industry. But when you sell a nuclear power station to a country, or a big warship, you have tons and tons of documentation which must be translated.”

The offices in various countries service different markets: software localisation in Ireland, of course; the EU’s multiplicity of languages in Brussels; the financial market in Switzerland.

The founders and bosses have moved to separate countries: Jochen Hummel now heads the Stuttgart office, Iko Knyphausen is in the US, and Matthias Heyn in Brussels (but will move to Tokyo later this year). In this phase of expansion, the list of customers is already impressive: 100 universities from Finland to Chile, and an endless list of such companies as Microsoft, Oracle, Volkswagen, Siemens, INTELSAT, Banque européenne d’investissement. Its customers among public and non-profit organisations run from Amnesty International to the World Intellectual Property Organisation and Zollkriminalamt.

With the radical growth facing the company, this is an exciting time, but also a time of change. “We had a growth rate where we were doubling our revenue every year to 1995,” says Hummel, “and we hope we can continue that.” Revenue in 1996 was some DM4.8m - £1.84 million.

TRADOS has come a long way from its start in the suburbs of Stuttgart. It’s still the same company, however, with the same philosophies. The owners, still only in their thirties, still work on the software, and still travel to fairs to meet the customers. They still make sure to site their offices in beautiful places. “We all work very hard, and we spend a lot of time in our offices. Nice surroundings are something you can achieve.”

The founders see the future market as an expanding one. “What we wish to achieve is that every translator worldwide will have a piece of our software - of course this is a very demanding vision,” says Hummel, “but even if you reach every translator in the world, it’s still a niche market.”

Since many of the people who are translating are doing it as part of other work, TRADOS also wants to reach this market - the non-professionals, who may need help with specialised terminology although they have a basic grasp of a language.

The other target is - as it is in every aspect of the computer industry today - the Internet. For a company to have a single-language website is the norm nowadays, but it will soon become a requirement for any company with a serious approach to international marketing to have webpages accessible in many languages.
Run-Time and Source-Code Translation/Localisation using the Superlinguist family of software localisation tools

The last issue of Localisation Ireland featured a preview of a beta version of Corel Catalyst (formerly Corel Trinity). In this issue, the theme of application localisation tools is continued with KT International’s family of Superlinguist software localisation tools that offer software localisation functionality at both the source-code level and the executable (run-time) level. The Superlinguist family includes the Superlinguist Manager, the Superlinguist Resource Manager, the Superlinguist Terminal Manager and the Superlinguist Resource Editor.

Superlinguist Manager (US Patent #5,583,761)

Superlinguist Manager adopts an alternative approach to Windows application interface localisation. Its software localisation process requires no resource extraction, source-code modification or application building. It focuses on string capture, translation and reinsertion into a running application.

At the user’s request, the superlinguist manager captures an application’s terms and inserts them into an application dictionary for translation. The application dictionaries containing the application’s terminology for each required language are used to translate the terms contained within the application’s user-interface at run-time. The superlinguist engine, which runs in the background, substitutes the translated text for the existing text contained within the application using an integrated spy facility that allows the user to navigate to and select an area of the application containing the text to be translated. Clicking on a highlighted area of the application during a spy session retrieves the appropriate class name. Alternatively, other application spy tools such as Microsoft Spy could be used to capture the class names from the application to be localised. Application strings can then be captured using an application tour, which adds application terms to the master file of the current dictionary. Before committing the terms to the dictionary, the user may browse through and delete untranslated terms from the captured strings.

Superlinguist manager does not operate at the source-code level, it is therefore development environment independent and could be used to translate applications developed using MS Visual C++, MS Visual Basic, Lotus Notes, MS Access, Borland Delphi and so on.

The product has been successfully used to localise large-scale applications by a number of companies. Using the Superlinguist Manager, products are being localised into languages including Chinese, Japanese, German, French, Spanish, Portuguese and Polish.

The Superlinguist Terminal Manager facilitates 5250/3270 emulator session localisation. As with the Superlinguist Manager, the Terminal Manager allows users to localise resource files at run-time using application dictionaries and a Superlinguist Engine. Again, the host application terminology can be captured at run-time or from an external file.

Superlinguist Resource Manager

Superlinguist Resource Manager is a Windows application resource translation tool. It allows users to localise resource files in a translation-friendly environment using facilities for project management, source string capture, translation editing and re-population of resource files. Unfortunately, it does not provide a facility for resource extraction from binary files such as exe’s, dll’s and ocx’s.

Project creation includes optional features for automatic mirroring of the source directory structure and contents. Once a project is created, the user may instruct the SLRM to extract all translatable items from the source RC files and store them in a project dictionary. A populate command is provided to move translations from the project dictionary into the target language RC files.

Translating the project dictionary can be done using the SLRM glossary assistant which maintains a database of previously translated terms. The glossary assistant suggests translations for the currently selected term in the project dictionary. The glossary may be populated with new terms and their translations from a simple comma delimited import file or from the current project. The project dictionary (or a subset of the project dictionary) may be exported for translation using an external translation tool. The comma delimited export file may be filled with all, all untranslated or all translated terms from the project dictionary. Once translation of the terms in the export file is completed, the file may be re-imported into the project dictionary.

Another member of the superlinguist family, the Superlinguist Resource Editor, allows translated dialog boxes to be resized and visually inspected and adjusted to suit the translated strings contained within the dialog. Other features include automated button sizing and alignment, and selectable pre-designed dialog layouts.

For further information, contact
Robert Buchanan,
KT International,
20 Westbrook St.
East Hartford,
CT 06108, USA.
Web: http://www.ktintl.com
Email: ktintl@ktintl.com
Phone: +1 - 860-289-0728
Fax: +1 - 860-2890379

Strings captured from the menus of an application using SLRM’s Tour feature...
Salaries and Benefits in Localisation - Surveys

DiET: Diagnostic and Evaluation Tools for NL Applications

In April 1997, the Localisation Resources Centre started to work on the European DiET project, together with partners in Germany, France, the UK and Switzerland. The project is aimed at supporting the evaluation of Natural Language Processing (NLP) applications and is a follow-up to the highly successful TSNLP project. It will run over 24 months and produce a set of data and tools for evaluation and diagnostics. The Localisation Resources Centre will use the results of DiET to provide a better evaluation service to the localisation industry in Ireland and abroad.

The assessment of NL components for the purpose of adequacy evaluation, quality assurance, or related objectives, is often severely hampered by the lack of suitable test material and technology which fulfill the requirements of affordability, augmentability, adaptability, and acceptability. The objective of the project is to develop the methods and tools, which are badly needed by industrial users, for the box evaluation of NLP components. The package resulting from the project will consist of reusable, generalised, and customisable reference data, tools, and methodology.

The project will develop substantial amounts of test data for three different languages, German, French, and English, organised in test suites with annotated test items from the areas of grammar, morphology, and discourse. It will provide the appropriate user support in terms of database technology, test suite construction tools and graphical interfaces and it will address the issues involved in the customisation of test material to specific domains and applications in terms of lexical replacement tools, devices for document profiling, and methods for linking test suites to corpora.

The DiET consortium consists of the following partners:
- Deutsches Forschungszentrum für Künstliche Intelligenz GmbH
- SRI International, Cambridge
- Aérospatiale France
- IBM Deutschland Informationssysteme GmbH
- Istituto Dalle Molle per gli Studi Semantici e Cognitivi
- Localisation Resources Centre, UCD

DiET is a project supported by the European Commission under the Telematics Applications Programme (Language Engineering). For further details, please contact the Localisation Resources Centre. For contact details for the individual DiET partners, please see the DiET web site: http://lrc.ucd.ie/DiET

CSR Survey '97

The Technology Salaries and Skills Survey '97 carried out by Computer Staff Recruitment (CSR) has confirmed substantial salary increases and skills shortages throughout the computer industry.

Salary hikes of up to 31% were recorded when compared to similar positions and levels of experience at the end of 1995.

The survey, which covers salaries, benefits, education levels, and skills shortages produced interesting revelations in this high employment industry sector.

With 80% of all participating companies planning to increase their workforce in 1997, the cost and availability of staff may well reach critical levels in the near future. The minimum entry level qualification in 55% of cases is a Degree while 87% of all companies require a third level qualification.

(For further information, please contact Elizabeth Neligan, CSR, Tel. +353-1-662 0055)

CPL Industry Salary Survey '97

The 1997 salary survey from Computer Placement is due to be published in September '97. We have a sneak preview of the reports thanks to CPL's Localisation Consultant Tara Maharaj.

Computer Placement's fifth Salary Survey is in a format similar to previous years. The objective of this report is to provide reliable up to date information on salaries, fringe benefits and other issues for IT Staff in Ireland.

The topics covered in the survey include:
- current salary levels, fringe benefits, staff shortages and contract staff.
- Data is based on the details of 5,500 people selected at random from the files of Computer Placement Ltd. Remuneration is salary plus taxable benefits and does not include non-taxable items. The sites represented cover all geographical locations in Ireland. Salary data was collected from 30 commonly used computing job categories. For each survey, we review the job categories and make changes which reflect the changing structure within the industry.
- The key variables used for analysis are the size of the IT function, the company turnover, the software/hardware environment and the impact of European languages.
- The average total salary increase paid in 1996/1997 was 6.3%. (Total salary includes merit, performance and promotion awards.)
- 47% of participants have a portion of their total remuneration based on performance bonuses. The bonus is based on individual contribution, department or company performance & market related factors.
- The level of fringe benefits has increased, e.g. bonuses, stock options, flexible work schedules and telecomputing are becoming part of the salary package.
- There are differences in the average increases paid to staff in the different job categories, e.g. the highest increases are in the range of new skills connected with client/server computing and network technology.
- Pension is regarded as the most important employee benefit by 36% of IT staff.
- 45% of the people surveyed ranked a balanced lifestyle as the most important factor in choosing a job.

According to Tara Maharaj, the localisation industry has now achieved a level of credibility as a realistic career option for graduates leaving college. Companies are putting in place career structures that reward individuals who follow a technical career path as well as those who progress towards supervisor.

(For further information, please contact Tara Maharaj, CPL, Tel +353-1-614 6000, email CPL@iol.ie)

Software Localisation – Average Salary July 1997 (IRE)

<table>
<thead>
<tr>
<th></th>
<th>Project Managers (Tech)</th>
<th>Team Leaders</th>
<th>Software Test Engineers</th>
<th>Localisation Co-ordinators</th>
<th>Language Specialists</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 2 Years</td>
<td>26,930</td>
<td>24,475</td>
<td>15,369</td>
<td>15,830</td>
<td>15,340</td>
</tr>
<tr>
<td>2 - 4 Years</td>
<td>29,509</td>
<td>27,751</td>
<td>19,316</td>
<td>18,669</td>
<td>19,788</td>
</tr>
<tr>
<td>4 Years +</td>
<td>32,208</td>
<td>29,118</td>
<td>22,755</td>
<td>23,369</td>
<td>22,137</td>
</tr>
</tbody>
</table>

Source: CPL
SLIG '97 Localisation and the Internet Revolution

Workshop 1
Translation Technology and Localisation
Chair: Dr. Aramis Caw (UCD)
09:00 Introduction and Welcome
09:15 The European TransRouter Project
Catherine Gavin, Editor, LRC
10:00 The GEFLOW Client: Managing the User Experience of Localisation Processes
Alan Butcher, Director of Technology, LRC
Development, James Shaw, Principal Software Engineer, LRC (workshop)
10:45 Coffee/Tea
11:15 Technology as an Enabler - A Case Study
Anthony O'Dowd, General Manager, Corel Ireland
12:00 Discussion and Summary
12:30 Close

Workshop 2 (Tutorial)
Cultural Issues when designing multi-lingual Web pages
Richard Ishida (Globalisation Consultant to Xerox)

About the Tutorial...
We are moving quickly into a world of multicultural products: for example, Unicode facilitates the development of products which span a number of different cultures, and a page on the World Wide Web is immediately accessible to anyone in the world. When developing products which must communicate across different languages and cultures, we must be sensitive to the human communication issues which will arise due to differences in culture. This workshop will arm you with a wide ranging checklist of culture-related topics which will affect your product design.

Topics covered include:
- data format conventions
- measurement systems
- work habits and methodologies
- factors affected by cultural bias such as colour, calibre, typography, body language, etc.

About Richard Ishida...
Richard Ishida is a Global Design Consultant at the Xerox Technical Centre, in the UK. He helps Xerox develop software and on-screen information which can be easily localised for use in international markets. Well known in the internationalisation industry for his talks on the design of international software and user interface, he works with product development groups around the world, both internal and external to Xerox, and is a regular speaker at major international conferences. He is a regular contributor to the International Unicode Conferences, and has recently been working with the Office of the Net at Xerox on the internationalisation of their standards and guidelines for web page design.

10:00 Workshop 3
Localisation Skills Requirements: Job Market and Training Opportunities
Chair: Sean Barrett (Forbairt)
09:00 Introduction and Welcome
09:15 Localisation at Irish Universities
Postgraduate Diploma in Software Engineering: Howard Duncan, DCU
Postgraduate Degree in Software Localisation and Research at UL: Dr. Richard Sutcliffe, University of Limerick
10:00 Recruitment, Salaries and Benefits
The Technology, Salaries and Skills Survey 1997 - Localisation: Manufacturers and Vendors: Elizabeth Reilly, Managing Director, Computer Staff Recruitment - CSR Challenges in recruiting Localisation Personnel: Tony Burke, Director Web Localisation
10:45 Coffee/Tea
11:15 The Certified Localisation Professional: Una Murphy, Principal Consultant with TELSI (Tele-Learning Services International Ltd.)
11:45 Discussion and Summary
12:15 Close

SLIG '97 Localisation Fair
Open to localisation professionals, college graduates and job seekers
09:00 Welcome
09:10 Official Opening An Taoiseach and Minister for Enterprise, Trade and Employment, Ms Mary Harney TD
The Best Thesis Award
10:30 CONFERENCE Localisation Fair open
11:00 Session 2: Applications and Strategies
Chair: Michael Capple, European Sales Director, International Translation and Publishing
Keynote Address: Microsoft's European Web Localisation Strategy
Tina Murphy, Director of Localisation Strategy, Microsoft WPG Ireland
Oracle and the Localisation of JAVA Products: John Norton, Project Manager, Oracle world-wide Translation Group
Apple's Localisation Strategy: Tools and Standards: Tom Connolly, European Localisation Manager, Apple Computers
LUNCH
12:30 Localisation Fair open
14:00 SLIG and the LRC in 1998
Reinhard Schäler, Localisation Resources Centre
14:15 Session 3: Localisation and Web Publishing
Chair: Jennifer Condron National Software Director, Forbairt
Localisation and the Web: Usability Issues: Paul Carroll, Business Development Manager, LioNBRIDGE Technologies
15:05 TEALESS Localisation Fair open
15:45 Keynote Address: The Localisation Industry in Ireland: A Sacred Cow?
Michael Hamilton, Vice President of Strategy and Northern European Operations, Brown Global Solutions
16:15 Discussion and Summary
Chair: Helen Wybrants (ISC-Europe)
16:45 CLOSE

Thursday 16th Oct
Friday 17th Oct

Attendance fees:
Event
Star TRANSIL Seminar (15 Oct. 97)
Help QA Seminar (16 Oct. 97)
SLIG '97 - Workshop (16 Oct. 97)
SLIG '97 - Localisation and Job Fair, and Product Demonstrations (16 Oct. 97)
SLIG '97 - Conference (17 Oct. 97)
Fees (reduction for LRC/SLIG members)
IRE30 (no reductions)
IRE30 (no reductions)
IRE20 (IRE50)
Free-of-charge (open to Localisation professionals, graduates and job seekers) IRE20 (IRE100)

For further information and registration contact the Localisation Resources Centre (Tel. +353-1-706 7898, fax +353-1-2930669, email LRC@ucd.ie, website http://LRC.ucd.ie)
SLIG '97 is organised by:
The Localisation Resources Centre is supported by Forbairt Ireland and the European Regional Development Fund
Poster Background supplied by MicroArt (microart@iol.ie)
Registration Form

I wish to register for the following

Event

☐ Star TRANSIT Seminar (15 Oct. 97)
☐ Help QA Seminar (15 Oct. 97)
☐ SLIG ’97 - Workshop (16 Oct. 97)
☐ SLIG ’97 - Localisation and Job Fair, and product demonstrations (16 Oct. 97)
☐ SLIG ’97 - Conference (17 Oct. 97)

TOTAL:

Fees (reduction for LRC/SLIG members)

星 TRANSIT Seminar (15 Oct. 97) IR£30 (no reductions)
Help QA Seminar (15 Oct. 97) IR£30 (no reductions)
SLIG ’97 - Workshop (16 Oct. 97) IR£70 (IR£50) including Proceedings, Lunch and Refreshments
SLIG ’97 - Localisation and Job Fair, and product demonstrations (16 Oct. 97) Free-of-charge
SLIG ’97 - Conference (17 Oct. 97) IR£120 (IR£100) including Proceedings, Lunch and Refreshments

TOTAL:

IR£_____________

I have enclosed a cheque for IR£__________ payable to the Localisation Resources Centre

I want to pay by Credit Card. Please debit the following:

Type of Card (VISA, ACCESS, Eurocard, Mastercard):

Card Number: ____________________ Expiry Date: _____ / _____ Card holder's phone number:

Card holder's name and initials as on card: ___________________________________________________________

Full address of card holder: ________________________________________________________________

Billing address: ______________________________________________________________________________

Signed: ___________________________ Date: ___________________________

Name __________________________ Company __________________________

Job Title __________________________ Address __________________________

Tel __________________________ Fax __________________________

Email __________________________

SLIG ’97 is organised by: Localisation Resources Centre
SLIG Annual General Meeting

SLIG AGM 1997

Friday, 3rd October 1997
14:00-17:00

(Lunch - optional - at 12:30 in the Commons Restaurant)

Newman House, St. Stephen’s Green, Dublin 2

This year’s SLIG Annual General Meeting will take place two weeks ahead of SLIG '97: Localisation and the Internet Revolution. At the AGM, we will review SLIG’s activities and mission statement and plan ahead for the coming year. We will also implement the recommendation made by SLIG’s General Meeting in June to merge SLIG’s and the LRC’s membership and fee structures, and confirm SLIG’s 1998 Committee.

Guest speakers at the AGM will be Mr Bernard Keigher (Chief Executive, TEK Translation International) and Michael Everson (Everson Gunn Teo.).

Agenda

14:00 Welcome

14:15 Guest Speakers

Code of Business Ethics
Bernard Keigher,
Chief Executive, TEK Translation International

Standardisation in Localisation
Michael Everson, Everson Gunn Teo.

15:00 TEA/COFFEE

15:45 SLIG AGM
SLIG/LRC Membership
Reports from the SLIG 1997 Committee
SLIG Committee 1998
SLIG in 1998 (Discussion)

16:45 Close

Please note:
Attendance at the SLIG AGM is free. Should you wish to attend, please register with the LRC.

The LRC has organized lunch at the Commons Restaurant in Newman House at 12:30 on Friday 3rd October. The cost for lunch will be £30. Should you wish to book lunch, please register with the LRC by Tuesday, 30th September. Places for lunch at the Commons Restaurant are limited.
Two teenagers on a cycling holiday had the idea for TRADOS, now the world leader in translation tools.

IT WAS the winter of 82/83, the Iran-Contra scandal was at its height, Clash were climbing the charts and two teenagers were cycling across America from coast to coast.

Jochen Hummel and Iko Knyphausen knew what they were going to do with their lives. Jochen would be a doctor, and Iko was going to study business, and then... who knows. Meanwhile, they were strolling through the United States on their bicycles, taking it an easy 50 miles a day, stopping when they felt like it to see more if they liked the look of a place.

The two lads had spent the last couple of years of school earning pocket-money by writing basic computer programs - a database for the school timetable, little programs for a pharmaceutical company and an airline agency.

“Our first computer had a very good manual,” says Jochen Hummel. “It was written like a comic book.” The boys had read the comic book, and taught themselves how to program “by thinking about it.”

But now they’d taken themselves offline for a short break. The short break drifted into four, five months and they reached the far coast of the US. Their plan was to teach themselves how to use translation tools - Alps - now Alpnet; but the market wasn’t ready for CAT. “In those days it was almost impossible to use computers,” says Hummel. “We were very expensive. A megabyte of RAM expansion cost 4,000 deutschmarks. It never have dreamt of before. We are your devoted clients forever.”

The two young men had a definite philosophy of business, expressed best nowadays in their choice of offices - each of their offices around the world is a beautiful house, preferably in leafy surroundings.

The work structure is flat, says Hummel, rather than hierarchical. “We believe that people should have as many skills as possible - we look for people with general know-how. We avoid management overheads; we want to work with as few overheads as possible, but rather have a completely flat structure with no real management - even the secretary is directly productive. So we all do things which help the company make money, develop, sell and support its products, and provide training.”

Decisions are made by the people who do the work. “Of course, this may have to change as the management grows, but as a principle we try to avoid overheads as much as possible.”

This isn’t a little hippie company, though - at this stage the European Parliament and the CEC is one of TRADOS’ largest customers, with Swiss PTT, Oracle Europe and the International Monetary Fund also using the software. Offices around the world are marketing the software and training users.

A third partner has come in, computational linguist Matthias Heyn (ex-freelance journalist and lead guitarist), who wrote the bilingual TAlign plugin for Workbench, which automatically generates memory files from translations which have already been done.
Profile of Naoki Miyatani

MD of Japan Bytes

NAOKI MIYATANI came halfway across the world to found his translation company, Japan Bytes.

In Ireland, where we often shudder at the risks implicit in starting a company of our own, the idea of going into business for oneself and starting a translation agency is not one that comes easily. But Mr Miyatani has taken to entrepreneurship with typical Japanese style and cool.

He only started Japan Bytes <http://indigo.ie/~jbytes> a year ago, but he is already employing two others full-time, with a network of freelance translators in Ireland, Britain and Japan.

“I still think I’m not the kind of person who sets up a company, not an entrepreneur,” says Mr Miyatani. “But I think of it as helping Irish industry, and helping other people.”

Mr Miyatani studied law in university in Japan, but couldn’t see himself as a lawyer. “I was more interested in music, film, cultural things!” So he went to work for a TV station, first in sales, then event organising, and finally directing music programmes.

“I had always wanted to live abroad, since I was a child - but until I was 30 I didn’t have that chance,” says Mr Miyatani. At 30 he decided to take the leap. He knew he wanted to live in an English-speaking country, and travelled in the US and England before deciding that Ireland was the place for him.

He came to Dublin six years ago and set to work perfecting his English. “I had no precise idea of what I wanted to do, but then I started doing some freelance translation,” he said. A friend was working for Symantec, and said they needed a Japanese translator.

“I went to Symantec a couple of days a week, then they needed more translation, so they gave me a full-time contract.” After a year or 18 months, Symantec moved their translation to the Japanese office, so Mr Miyatani continued to work for the company, but now reporting to Japan.

Thus it was that he came to set up his own business. With enough work translating from English to Japanese, there was enough work for himself, and soon there was enough for him to think of employing others. It was time to go into business for himself.

“My manager was very good. He talked to the Japanese director in Symantec Japan, and he gave me work - which helped me to set up the company. I’m very grateful to him,” says Mr Miyatani.

Japan Bytes has so far translated anti-virus, font management, DTP, technical drawing, database front-end and Internet search engine software for such companies as Berlitz, Symantec and VISO International.

So successful is the company that Japan Bytes’ website carries advertisements for new freelances - as well as a service to Japanese people in Dublin called Dublin Local Joho (local news) – information on events in Dublin such as showings of Japanese films, social events and get-togethers.

The charming site, with an adorable graphic of a little lady in traditional dress bowing a welcome, is unfussy and briskly competent in its Japanese and English versions.

The next step for the company, says Mr Miyatani, is a slice of the lucrative Japanese game software market. “Japan is the biggest maker of game software in the world, and we would very much like to translate some of this,” says Mr Miyatani.

Japan Bytes’ success pleases him very much. “I set up a year ago, now we have three people - quite a big success; I’m very happy with it. Software localisation is growing and growing, so I hope my company is growing too, and helping the Irish software industry.”

SLIG ’97:
The Internet Revolution

Corel’s Tony O’Dowd looks at how the company has had to virtually reinvent itself under the pressure of the speed of growth of the localisation business. “In 1995, Corel Corporation Limited (Corel’s Irish subsidiary) released 27 products to the international market, by 1996, 208 localised products had been released, in 1997 approximately 350 products are targeted for release”, he says.

“We looked at the way engineers worked, the way we managed our translation partners, the methods used to QA and certify products, the way we did linguistic checks etc, and embarked on a project to re-engineer and put in place procedures and guidelines to help streamline our localisation process.”

“In-house developed technology like Trinity and Catalyst helped us along the way, however technology at its best is only an enabler, and cannot be developed in isolation from processes within the engineering, QA and linguistic departments,” says Mr O’Dowd.

His presentation will chart the progression of Corel’s journey on this rapid change of its environment, and outline its successes and failures.

James Shaw of Lotus will be talking about OTELO, a collaborative effort between the European Union and a consortium of industrial partners whose aim is to design and develop a comprehensive automated translator’s environment.

“As currently envisaged, OTELO will combine, in a single user-friendly interface , the power of disparate natural language processing programs, such as translation memory and machine translation, with an array of automated translation and editing tools,” says Mr Shaw.

“Given the huge volumes of text that must be translated each year in today’s highly competitive global economy, the benefits of a product like OTELO are clear,” he says. “OTELO will make it possible for users to streamline their translation processes and decrease their reliance on manual approaches, thus achieving substantial improvements in efficiency.” Lotus will demonstrate OTELO at the conference.

STAR Deutschland GmbH, a member of the STAR group of translation service providers, will be presenting its software products - TRANSIT for Windows 2.6, the advanced translation memory system for the professional translator, and TermStar for Windows 2.6, the terminology management tool of choice - at SLIG ’97. “STAR’s software products are known for their excellent support of Asian languages, such as Chinese (Simplified and Traditionally), Japanese, Korean, Thai and Vietnamese” says STAR’S Gerd Janssen.

At a time when the Internet is changing the goalposts for every business, localisation is probably more affected by its promises - and dangers - than any world industry. SLIG ’97 is an unmissable chance to see what the future holds.

Note: For programme details and registration, please see separate insert or contact the Localisation Resources Centre (Tel +353-1-7067898, Fax +353-1-2830669, email LRC@ucd.ie, http://LRC.ucd.ie)
SLIG General Meeting at Digital (Galway) – 7 July 1997

There was quite a good attendance considering it was the first SLIG meeting outside Dublin, with representatives from such companies as Lotus, Oracle, Apple, Symantec, Localisation Resources Centre (UCD) and many others.

The meeting started at 1.30 with a brief presentation from John O’Sullivan, one of the managers at Digital, giving information on the company and its business.

Two points of particular interest in his presentation were:

1) As the European Software Centre for Digital the operation has customers in Canada, US, Brazil, Singapore, Japan and Australia. It concentrates on Electronic distribution of products and therefore do not concentrate on printing or CD replication.

2) 90% of all calls to Digital are answered within 10 seconds and only 3% are abandoned.

Claude Pesquet, Director of International Systems Engineering at Digital then gave a presentation on Digital’s localisation needs and organisation. Claude has been involved in localisation since the late ’70s and has lived in 8 countries, is fluent in 3 languages and is able in 7 others.

In the 80’s localisation accounted for 30% of Digital’s international business and today it accounts for 70%. In the early days all of this work took place inhouse, today 90% is outsourced. In 1992, 600 people were working in this area at Digital - today there are 10 permanent people, 10 temporary and some contractors. Today, most of the work is outsourced to agencies in the local country.

The key parameters are market timeliness, quality and cost. Their concentration went from time, to time plus quality, to time plus quality plus cost. It was discovered that 55% of expenses in localisation were spent on translation and DTP (the process) and within a year this was being outsourced. The next largest expense was QA (23%) and this was also outsourced.

Today the mission is to give access to incremental markets by providing locally fit products. Digital have two major hubs - one in Europe (France) and the other in Asia in Hong Kong.

Activities for fiscal 1996: 151 projects - 23 million words. They have been involved in more than 1000 projects since 1991. Today’s needs are based upon outsourcing limits. They want to have more competitive resources and guard against vulnerability.


Claude sees the future as being about mass customization - going from local markets to global markets, working with suites of products that are interlinked.

Currently, Machine Translation is only bound to be efficient in discreet areas, there is a need to develop MT systems where the deeper meaning can be derived from the word.

The complexity in the range of products we work with today will have to be simplified and ease of use will have to be integrated into the product. There is a need to move toward meaning computing - not just the fields that are found within programs - but what is contained in those fields.

More work will have to be done on standards. When asked what tools Digital are using for localisation in the Japanese market, Claude said that they are using a translation memory system produced by Hitachi which he finds quite good. An interesting comment he made about the Japanese market was that they at Digital concentrate on the level of translation (i.e. very good quality) and not the reformatting, editing and publishing of the documentation which they leave to the Japanese customer.

Another interesting point he made is that they have in the past taken the Japanese translation of a product or document and re-translated it into English. The reason for this being that the Japanese version is usually very concise and contains a lot of graphics instead of text. A document can be reduced to one third of its original size and this is very economical if one were then to translate this into FIGS (French, Italian, German and Spanish), as costs are based on number of words.

The meeting ended at 5.00 pm.

Jobs in Localisation

The LRC will soon be offering an employment section on its Website. Should you wish to include details on Job opportunities in your company on our Website, please send details to the LRC. Equally, should you be looking for a Job in the Localisation Industry, please send us your details.

e-mail : lrc@ucd.ie

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The annual rates for subscription to the Localisation Resources Centre are as follows:

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- Reduced fee for attendance at seminars and conferences
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- Inclusion in the LRC directory
- Reduced charge for LRC publications

Please send completed Order Form to the LRC. All cheques should be made payable to the Localisation Resources Centre, UCD.

Subscription Order Form, Campus Innovation Centre, Roebuck Castle, UCD, Belfield, Dublin 4, IRELAND.

Telephone: +353-1-7067898. Fax:+353-1-2830669. e-mail:lrc@ucd.ie WWW: http://lrc.ucd.ie
The Localisation Resources Centre

The Localisation Resources Centre is the focus point and research and support centre for the Irish-based localisation industry. It was established in December 1995 at University College Dublin under Forbairt’s Technology Centres Programme with financial assistance from the European Regional Development Fund. The establishment of the Centre had the expressed support of more than a dozen software publishers and localisation service providers, as well as the National Software Directorate and the Software Localisation Interest Group (SLIG).

The Centre’s key activities cover research, development and evaluation of localisation tools, the establishment of a localisation tools library, consultancy services, education and training, regular publications and support for the Software Localisation Interest Group (SLIG). The Localisation Resources Centre is also involved in projects proposed to the Commission of the European Communities under the 4th Framework Programme.

The Localisation Resources Centre Advisory Board

Reinhard Schäler, Manager, Localisation Resources Centre
Seamus Gallen, Forbairt
Geraldine Lavin, University Industry Programme, UCD
Helen J. Wybrants, ISC, Europe
Dr. Arthur Caten, Department of Computer Science, UCD
Brian Kelly, Vice President Western Europe, Berlitz International Inc.
Michael O’Callaghan, Vice President, Oracle Worldwide Product Translation
Gunnar Jacobsson, Augur Limited
John Malone, Localisation Manager Europe, Microsoft WPGI

For more detailed information about our services please visit our web site (http://LRC.ucd.ie).

The SLIG

As part of the drive to maintain the momentum which has been built up in the Irish-based localisation industry over the past ten years, the National Software Directorate (NSD) proposed and facilitated the establishment of a special interest group for all parties involved in software localisation. This interest group, the Software Localisation Interest Group (SLIG), first convened companies attending. Since then, SLIG has become the representative body for the industry in Ireland.

It is based at the Localisation Resources Centre, whose manager, Reinhard Schäler, is also SLIG’s chairperson. Its annual conference, which will be held again in October 1997 (SLIG ’97) has become one of the major industry events. SLIG also organises eight general meetings per year.

SLIG Mission Statement

Our mission is to maintain and strengthen Ireland’s position as the worldwide centre for localisation activities.

We will
1. Identify opportunities and engage in activities which expand Ireland’s role in localisation.
2. Raise the professional status and develop the career paths of those working in localisation.
3. Provide a forum for an exchange of views between members of the localisation industry.
4. Forge new links between members of the localisation industry and other service providers.
5. Lobby the Government on issues concerning the development of localisation services in Ireland.
6. Work with third-level educational bodies and Government development agencies to develop educational and training courses appropriate to the needs of the localisation industry.

LRC Yearbook 1997

This is the essential reference book for the localisation industry with a foreword by the Minister for Commerce, Science and Technology, Mr Pat Rabbitte TD. To order your copy (wire-bound, 334 pages, IR£100 with discounts available for SLIG members and participants of SLIG ‘96) write to:

Localisation Resources Centre
Campus Innovation Centre
Roebuck Castle, UCD Belfield
Dublin 4, Ireland
Tel. +353-1-706 7898,
Fax +353-1-2830669, email LRC@ucd.ie

Web Wonders

Testing or buying automatic translation via the Internet.

Machine Translation companies are realising the potential of automatic translation via the Internet. Services range from free automatic translation of short samples for sampling the quality of products to full commercial translation over the Web. Here is a taste of what is out there.

http://www.systran.com/translate.html
Submit a URL, a language-pair and your email address and have your web page translated. Translates HTML only with document limit of 10K.


http://www.gmsmuc.de/english/
Test drive GMS’s T1. The online test only translates a single sentence from German or Spanish into English.

http://trans.cab.infoweb.or.jp/eindex.htm
Fujitsu Learning Media’s network translation services. Includes commercially available automatic translation via the Internet (charged per character or symbol/kanji, hiragana or katakana characters). English-Japanese, Japanese-English.

http://intransnet.bc.ca/intrans/intras.html
InTransNet provides automatic translation from English to Japanese and from Japanese to English via email. Cost per character, free trial period.

Upcoming Meetings

SLIG AGM 3rd October 1997
Newman House
St. Stephen’s Green
2 - 5 pm

Lunch - optional - at 12.30 in the Commons Restaurant (IR£30)
see Page 8 for details

SLIG ’97: The Internet Revolution

Seminars, Workshops, Localisation and Job Fair and Conference
(see page 6 and 7)

The SLIG 1997 Committee

Ms Anna Brady Manager Symantec Ltd
Mr Michael Campion Manager Claris Corporation
Ms Ann Fitzpatrick Manager Sun Microsystems Ireland
Ms Liz Monahan Manager ITP
Mr Vincent Nolan Manager Creative Labs
Mr John Rowley Manager Corel Corporation
Ms Helen Wybrants Consultant ISC-Europe

Mr Reinhard Schäler Manager Localisation Resources Centre
Mr Ian Dunlop Manager Lotus Development Ireland
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Mr Andy Way Manager School of Computer Applications
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