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LRC '03 - The 8th Annual Conference and Showcase for Multilingual
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"Where digital media meets localisation"
The 8th Annual Localisation Conference and Industry Showcase,
organised by the LRC and incorporating Localisation Europe,
will take place on 17-19 November at O'Reilly Hall, Dublin.
LRC 03 is organised in cooperation with the Department of
Computer Science (UCD) and the European Unions's ELECT project.

To download a registration form or obtain more information for
exhibitors, visit
www.localisation.ie/learning/conferences/2003/index.htm

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Important Reminder-Localisation Focus Subscription Information
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From September 2003 Localisation Focus will be available on a

subscription only basis but will become free for members of The Institute of Localisation Professionals (TILP).

If you have not applied for a subscription but would like to keep receiving our quarterly publication then you have three options:

1. Download a subscription form from www.localisation.ie and return it to us with either a cheque or money order to the value of EUR20 (or 20US\$)

2. Send us the names and details of 10 of your colleagues who are interested in receiving two sample issues. You will receive a free subscription for 2004 as well as the remaining issues from 2003 free. Your colleagues will receive the final issues of 2003 free.

3. Join The Institute of Localisation Professionals (TILP) as an associate member, as a member of TILP you will automatically receive a free subscription to Localisation Focus

Further details and subscription forms are available online at www.localisation.ie/publications/locfocus/changes.htm

The Institute of Localisation Professionals (TILP) is the representative body of localisation professionals. The primary aim of TILP is to develop professional practices in localisation globally. For more information on TILP go to www.tilponline.org

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Launch of the New ELECT Online Web Portal
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The second version of ELECT Online, located at www.electonline.org, is nearing completion and will be launched during September.

Envisioned

as a web portal, the site aims to be ultimate resource for finding information related to localisation and internationalisation.

Forming part of the European Localisation Exchange Centre (ELECT) project,

ELECT Online catalogues all resources and documents related to localisation and internationalisation, including news articles, events,

software, publications, research projects, companies and much more, all regularly updated. Even if you're not looking for specific information, you can discuss localisation issues with fellow professionals, add information to the portal or simply read news about

other localisation/internationalisation organisations.

The new version will replace the old site, and brings with it dozens of new features. These include:

- * The latest industry news and events from around the globe
- * Detailed information on localisation-related documents, companies and courses
- * Searchable lists of documentation, professional contacts
- * A fully featured discussion forum

Get all the information and a more in-depth review on the new ELECT

Online web portal launch in the September Issue of Localisation Focus.

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Launch of the LOTS Laboratory
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On the 6th June 2003, the launch of the Localisation Technology Laboratory and Showcase (LOTS) took place. LOTS has been set up as part of the European Localisation Exchange Centre (ELECT), which has been funded by the EU under its eContent programme.

The LOTS laboratory, which will be updated regularly with the latest tools available, has gathered a wide range of software programs used in the localisation of digital content (e.g. software user interface, websites, online help).

The main purpose of the LOTS laboratory is to give people involved in the localisation industry, as well as researchers, journalists and students, free access to localisation tools for learning and evaluation purposes.

The laboratory, which represents at present an investment of more than EUR250,000 in donated licences, also works as a showcase for all the contributing companies that have donated their software.

More information about the LOTS launch can be seen in the September issue of Localisation Focus

Full information on the LOTS laboratory is available at www.electonline.org

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ELECT Awards
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The ELECT LRC awards are currently accepting applications. If you are interested in learning more about these awards please click on the links below:

The Seventh Annual Best Localisation Thesis Award, sponsored by Symantec, aims to find the best research publication in an area relevant to internationalisation and localisation. If you are interested in learning more about this award or would like to enter go to http://lrc.csis.ul.ie/research/projects/Elect_Project_Web/best_thesis.htm

The First Annual Best Localisation Scholar Award, sponsored by IBM, is based on a competitive proposal submission by postgraduate researchers entering into their first year at European third-level institutions. If you are interested in learning more about this award or would like to enter visit http://lrc.csis.ul.ie/research/projects/Elect_Project_Web/european_localisation_scholar.htm

The First Annual Best Global Website Award, sponsored by Euro RSCG Interaction, aims to find the most innovative website in relation to multilingual and multicultural issues. This award seeks to highlight the capabilities of a truly globalised site and show the increased

effectiveness and profitability of this style of website over other non-globalised ones.

For more information go to www.bestglobalwebsiteaward.com or www.bestglobalwebsiteaward.org

Deadline for all awards is 30 September 2003

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ELECT Events

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The LRC and ELECT are holding a series of executive briefings and foundation courses on Web Localisation in September. These events are targeted at individuals and companies interested in marketing their products or services to the global community, and also people interested in learning about eContent localisation and internationalisation.

These are introductory courses only, designed for individuals with little or no knowledge of Internationalisation and Localisation processes. They will be useful for people looking to gain an insight into what constitutes internationalisation and localisation. In addition, these courses should provide them with some basic skills so that they can enter into the localisation of their eContent in an informed way.

Executive Briefings and Foundation courses will take place in the following cities in September:

- Munich: 08th and 09th September 2003
- Prague: 11th and 12th September 2003
- Madrid: 15th and 16th September 2003
- Athens: 18th and 19th September 2003

These courses offer a unique opportunity for businesses that want to sell their products on a global level, be it hotel rooms or chocolates, to get an idea of how to market their products internationally and also the work and costs involved. If you are interested or know of anyone that may be interested then let them know about this unique opportunity.

All training and hosting costs for the courses will be paid by ELECT, however places are limited so if you are interested contact us now.

For registrations or further details please contact karl.Kelly@ul.ie or

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LRC at Conferences

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Joanne Cheung and Patrice Fanning report on the ELearnChina Conference

in Edinburgh and the IWIPS Conference in Berlin.

ELearnChina Conference

Joanne Cheung represented the LRC at the first ELearnChina conference held in Edinburgh, Scotland on the 21st July 2003. The main theme of the conference, which was carried out in parallel sessions on three consecutive days, was eLearning in China.

Speakers from all over the world were invited to discuss and examine the trends, development and the future of eLearning in higher education and enterprise training with an emphasis on China.

The conference commenced with Jonathan David Levy from Harvard Business School, giving an overview on the topic of China as the new model of ELearning for global leadership, and an overview of the recent development of ELearning in China. It was followed by parallel sessions on various topics including "Global Development Learning Network and China's Experience", "Opportunities and Challenges Facing Western eLearning providers Moving into China - The Cultural Perspective" and showcases of sponsoring organisations.

The second day of the conference began with some general topics on eLearning such as "eLearning: the Learning curve" and "eLearning: Knowledge Construction Through Knowledge Community" offering an overview of the present stage of eLearning in education and training. An interesting session was given by Professor Ke Kang He from the Beijing University regarding eLearning as enterprise training in China. Professor He is regarded as a guru of eLearning in China, his presentation provided the audience with an in-depth analysis of eLearning in China, which detailed the needs for eLearning, the problems surrounding it and suggested possible solutions.

On the last day of conference sessions on topics such as "Network-Training Collaboration in Europe and China (NCEC): A Retrospective" and "Preparing Chinese Students for Success" were presented. The conference was officially closed by Sam Austrin-Miner from the Chinese localisation company, SunV, which was also one of the sponsoring companies of the event.

The overall view of the event is that although the title of the conference is E-Learning in China, it did not provide much insight into the Chinese market, in fact most of the Chinese speakers were from the UK, not China. Thus, the perspectives were very much from the European side, not from

the Chinese side, which are very much needed, as this would tell us what kind of services are required from the Chinese customers, as opposed to what services the European providers are selling. However, the conference did provide a general overview of eLearning and some of the essential knowledge that one needs to possess in order to enter the Chinese market.

IWIPS

Patrice Fanning represented the LRC at the 5th Annual International Workshop on the Internationalisation of Products and Systems, (IWIPS) which took place in Berlin, Germany from 17-19 July. IWIPS provides a unique forum for individuals interested in a wide variety of localisation and internationalisation issues, such as usability, product design, user interface design and cultural data collection methods. The primary goal of the workshop is to improve understanding of why and how culture should be made an intrinsic part of product and system design.

Over 100 delegates, representing industry, academia and government in more than 30 countries attended the event. The theme was "Where East meets West", which was particularly apt, seeing as how the host city for the event, Berlin, is one of the geographical centres between eastern and western cultures. Additionally, it was initially in Berlin that the reunification of Germany, East and West, was celebrated in October 1990.

On the first day of the workshop, two parallel tutorials were given by Aaron Marcus (Aaron Marcus and Associates, Inc.) and Susan Dray (Dray & Associates, Inc.). Patrice attended the Aaron Marcus tutorial, which focused mainly on the work of cultural theorist, Geert Hofstede and examined how his cultural dimensions could be incorporated into user interface design, with particular emphasis on web applications. The tutorial incorporated a number of practical group exercises and role-plays and served as a good introduction to the topics that would be covered in the remainder of IWIPS.

The following two days took the form of a conference and included presentations of papers and case studies, a panel discussion and breakout sessions. Keynote speakers were Bert Esselink, Susan Dray and Rainer Janssen. A theme that was dealt with at length by various speakers was the challenge of putting cross-cultural theories into practise when designing products and systems, such as mobile devices, driver-information systems, e-learning programmes or e-business applications. The general consensus seemed to be that any Interpretation of these theories would first have to be tested with users in the target culture before they are adopted, during the design process.

Overall, IWIPS 2003 was a great success, giving delegates a chance to openly discuss their work and to share past experiences with colleagues, both new and old. It certainly provided all those present

with food for thought in terms of how to tackle the complex issues involved in the internationalisation of products and systems. The LRC was proud to be one of the sponsors of this year's IWIPS.

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Industry News
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Tek Translation Appoint New Manager

Tek Translation, who provide translation and localisation services in 38 languages to the IT and healthcare industries for 40 years, has appointed Maan Mati as Technical Manager.
For more information, visit www.tektrans.com

Lingo Systems Announces Partnership with Training Management Corporation

Lingo Systems, a translation and localisation company has created a partnership with Training Management Corporation (TMC), a leading provider of global learning, development and consulting services.
For more information, visit www.lingosys.com

PROMT Releases New Office Translation System

Prompt, a global provider of machine translation technologies, has announced the release of the new @prompt Office translation system.
For more information, visit www.e-prompt.com

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