

The Development of Localisation in Ireland

By Deborah Flood

In the last ten years, the area of localisation has undergone enormous changes and developments. Since its emergence in the mid-1980's, it has rapidly developed into one of the driving forces of multi-lingual and cross-cultural information society. Generally defined as the linguistic and cultural adaptation of digital content to the requirements of specific markets, localisation is now developing to embrace a wider definition and purpose.

Industries in the I.T sector are continuing to face the same issues and problems; the necessity to control and adapt large amounts of text. With that necessity is the need to seek newer methods in which localisation can efficiently manage multilinguality across the global information flow.

In order to address these problems and issues facing the localisation industry, the Localisation Research Centre (LRC) plays host to The Annual Internationalisation and Localisation Conference, organised by Event Manager Karl Kelly. Based in the University of Limerick, the LRC prides itself on its excellence as an educational and support centre for the localisation industry. The LRC provides a wide range of support activities which include a localisation directory, a localisation technology lab, postgraduate research support and of course, their increasingly successful annual localisation conference.

The conference is now in its tenth year and to mark the occasion the LRC embarked

on a new direction for its focus. The subject for this year's conference was the hotly debated issue of Development Localisation.

The rationale behind Development Localisation is to widen the focus of localisation and challenge the widely held belief that localisation should only focus on a return on investment, to the detriment of multi-culture society. Instead, Development

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Localisation aims to introduce a broader, visionary approach to the industry which will include social, political and cultural reasons to localise. It is hoped that these reasons will be equal in consideration with monetary motivations, instead of being viewed as periphery issues. These changes in perspective are seen as fundamental if the localisation industry wants to succeed in the emerging new markets.

In addition to the issue of Development Localisation, the three day conference discussed the countries affected by the digital divide as well as introducing The Global Initiative for Local Computing. This initiative



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aims to ensure that people around the world have access to computers and information technologies in their preferred language and favoured cultural practices.

The LRC under their Director Reinhard Schäler, has also recently launched the IGNITE project in collaboration with four major industry partners. This project aims to establish a much needed central and accessible

repository of European linguistic resources. This linguistic infrastructure will incorporate language data, tools and standards which will undoubtedly allow for a more time efficient and cost effective localisation of digital content. In order for the benefits to be experienced by the entire European industry, including the accession countries, IGNITE will grant general and expedient access

to all within the localisation industry.

Visatec, an indigenous software translation service has developed in tandem with the LRC and the localisation industry in Ireland. With over 120 employees, Visatec provides translation services in more than 35 languages and has the ability to update this capacity with any new language which emerges in the I.T sector. By focusing

exclusively on software localisation, Visatec has excelled in this field and as a result features almost annually as one of the top fastest growing companies on the Deloitte's Technology Fast 50.

Boasting one of the largest in-house and QA departments in the industry, Visatec has successfully facilitated the application of numerous products, thus allowing many companies

break into overseas markets. With their 5 step translation process and extensive in-country consultants, Visatec continues to provide a professional, comprehensive service that is essential for all companies in the I.T sector.

However, the significant developments in localisation would not have been possible had it not been supported by improvements in software development products. A company leading the way in this regard is Alchemy. Founded by Tony O'Dowd and Enda McDonald, Alchemy is unique in many regards. As Ireland's only indigenous software company, Alchemy has successfully dominated the worldwide market for visual software tools with over 80% of software companies using the company's products. In recognition, Alchemy has regularly received the Golden Globe Award for Best Localisation Technology.

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Alchemy technology boosts the efficiency and quality of globalising software products and is used by many translators, software engineers and QA Project

managers. Their technology provides an integrated suite of tools to facilitate the localisation process every step of the way. This has enabled many companies produce great quality localisation at a reduced price.

This year has seen the launch of the Alchemy CATALYST 6.0 edition which sees the company capitalizing on the phenomenal success of their previous 5.0 and 4.0 models. Those already familiar with the Alchemy CATALYST will find more than over 120 enhancements which include full support for all Unicode languages, new power translate technology and a new alchemy concordance manager. This product will provide a truly visual environment for the localisation and engineering of digital content and Microsoft desktop, Internet and mobile applications. With the launch of Alchemy CATALYST 6.0, the company has firmly established themselves as the forerunners in producing the next generation of total visual localisation products.

To mark the growth and importance of localisation in the Irish I.T sector, a feature focusing on the careers and new developments in the industry will appear in the Sunday Independent on the 13th November.

If you are interested in Advertising in this feature, please contact Angela Corrigan at 01-7055427/087 9973957 or email advertise@unison.independent.ie.

M Q I
Merchants Quay Ireland
Homeless & Drug Services

Merchants Quay Ireland is a leading national voluntary organisation, providing a range of vital social services for homeless people and drug users. At Merchants Quay Ireland we are constantly seeking to develop and improve our services. To do this we need to fill the following positions:

- Training Officer**
You will aim to meet the training needs of all MQI workers, paid and voluntary, and to provide a high quality training service to other groups concerned with drugs & homeless issues.
The ideal candidate for this post will have:
♦ Experience of developing and delivering training/educational programmes in the field of social care.
♦ Experience working in the field of social care, preferably directly with drug users/homeless persons.
♦ A relevant third-level graduate qualification.
Salary Scale: €34,439 - €42,065
- Project Workers, Open Access Services (2 positions)**
You will work as part of our open access services team providing a range of day care services at our busy drop-in and health promotion unit. One of the positions is based on a shift rota, please contact us for more details.
The ideal candidate for this post will have:
♦ At least one year's experience in homeless/drugs services.
♦ A relevant qualification in the area of social care.
Salary Scale: €29,552 - €36,031
- Settlement Worker (2 year fixed-term contract)**
You will be based in our Residential Drug Treatment Centre in High Park, Drumcondra and will provide a settlement service to all our drug-free programmes.
The ideal candidate for this post will have:
♦ At least one year's experience in homeless services.
♦ Experience of assessment, care planning and group/one-to-one support work with clients.
♦ A relevant qualification in the area of social care.
Salary Scale: €29,552 - €36,031
- Project Workers, St Francis Farm (2 positions)**
These positions are based in our Residential Drug Treatment Centre in Tullow, Co Carlow. The positions operate on a shift basis, including one overnight per week; may also include some weekend work.
The ideal candidate for this post will have:
♦ Minimum one year's experience of working in drugs services (experience in a residential setting would be an advantage).
♦ The ability to facilitate therapeutic groups, addiction workshops and provide one-to-one support.
♦ A relevant qualification in the area of social care.
Salary Scale: €29,552 - €36,031 (+ overnight allowance)

If you are applying for more than one position you must send in separate applications. Excellent benefits package including generous holidays and company pension scheme. Call Deirdre Wynne at (01) 645 6521 for a job description/person specification. Please post or e-mail a CV and letter of application before 5pm, Friday 7th October to HR Officer, Merchants Quay Ireland, 4 Merchants Quay, Dublin 8. E-Mail: jobs@mqi.ie

Volunteer Workers play an important role in delivering vital social services at Merchants Quay. From time to time we recruit new volunteers from a panel. If you are interested in being included on this panel please contact Hilda Glennon on (01) 645 6520 or hilda.glenon@mqi.ie for a volunteer application form.
The ideal volunteer will be:
♦ Willing to commit to at least 2 full days per week for 12 months.
♦ Keen to learn new skills and have a genuine desire to be part of an organisation working to make a difference.
Travel expenses, meals and out of pocket expenses etc provided.

MQI is funded through a variety of sources including the Homeless Agency, the Health Services Executive and from our fundraising resources.
Merchants Quay Ireland - Making A Difference

Independent Newspapers (Ireland) Limited

A wholly owned subsidiary of Independent News & Media Plc., a leading media and communications group operating primarily in Australia, Ireland, New Zealand, South Africa and the United Kingdom.

We currently have excellent opportunities for an

Advertisement Field Sales Executive

The ideal candidate should have

- Successful track record in sales/revenue target attainment
- Strong presentation and rapport building skills
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- Enjoy working in a pressurised and fast paced environment
- Full clean driving licence

The successful candidate will received a competitive basic salary, performance bonus and company car.

Interested candidates should apply in writing by Friday 7th October 2005 to:

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Independent Newspapers (Ireland) Ltd.,
27-32 Talbot Street, Dublin 1.

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A Panel may be formed from which future vacancies may be filled. Shortlisting may be carried out based on the information supplied on the application.

Please see the Local Authority Recruitment Website www.localgovernmentjobs.ie for details relating to qualifications necessary and further particulars for the above post.

Please note the change in qualifications for this post. This competition was recently advertised with a closing date of 9th September, 2005. Due to the change in the qualifications, the closing date is hereby extended for the period ending 7th October, 2005. If you have already applied for the competition with the closing date of 9th September, 2005, it is not necessary to re-apply.

The above post is open to both male and female candidates.

Application forms and further details are available from the Head of Personnel, Model Business Park, Model Farm Road, Cork, or e-mail recruit@corkcoco.ie, with whom completed application forms must be lodged not later than 5.00 p.m. on the extended closing date of Friday, 7th October, 2005.

Cork County Council is an Equal Opportunities Employer.

CIPD Western Region launch their programme of events for 2005 - 2006. Pictured above Cian Landers, General Manager Courtyard by Marriott Hotel, (sponsor of the event) Gareth O'Callaghan, who launched the Programme, Michelle Murphy Chairperson of CIPD Western Region and John Geraghty tlc Manager Assessment & Development (sponsor of the programme).

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Your search ends here

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