

<b>Project ref. no.</b>	EDC-52005 ELECT/27644
<b>Project title</b>	<b>ELECT European Localisation Exchange Centre</b>

<b>Deliverable status</b>	Restricted
<b>Contractual date of delivery</b>	Month 24, January 2004
<b>Actual date of delivery</b>	Month 24, January 2004
<b>Deliverable number</b>	N/A
<b>Deliverable title</b>	<i>Final Report January 2004</i>
<b>Type</b>	Report
<b>Status &amp; version</b>	Final 1.0
<b>Number of pages</b>	47
<b>WP contributing to the deliverable</b>	WP0
<b>WP / Task responsible</b>	LRC
<b>Author(s)</b>	<i>Reinhard Schäler, Geraldine Harrahill, Patrice Fanning, Rafael Guzmán, Karl Kelly, Deirdre Coffey, Joanne Cheung, Michael Bourke, Kathryn Dixon.</i>
<b>EC Project Officer</b>	<i>Erwin Valentini</i>
<b>Keywords</b>	Report, final
<b>Abstract (for dissemination)</b>	Final Report

## Executive Summary

This is the final report of the European Localisation Exchange Centre, ELECT, a project funded under the European Union eContent Programme. The project started in February 2002 and runs for 24 months.

ELECT is coordinated by the University of Limerick's Localisation Research Centre (LRC) with Bowne Global Solutions as a contractor (partner).

This report provides background information on the project and its rationale within the wider framework of the eContent programme and the convergence of traditional industries in a new, digital framework.

It breaks down the objectives of the project and follows its progress under the five workpackages defined by the contract:

- WP0 Management
- WP1 Events: Spreading of expertise and best practice
- WP2 Access to know-how and technology: LOTS
- WP3 Enhancing visibility and recognition: Awards
- WP4 Dissemination: Surveys, guidelines and publications

Each section contains reports for each individual work package, and a review of the overall project schedule and status of the deliverables.

For each work package, the following information is supplied:

- ◆ **Main activities and achievements** – with measurable indicators, e.g. number of participants at events, number of subscribers to publications, number of visitors to web sites.
- ◆ **Barriers, dependencies and changes** – highlighting possible problems for timely delivery of work either with proposals to overcome these or proposing alternative strategies, noting changes and deviation from work plan (with details of deliverables and alternative arrangements, e.g. new date, alternative strategy).
- ◆ **Status of deliverables** – brief status for each deliverable providing reason for delay/change where applicable.

Timing in the following report is relative, expressed in months (e.g. project month 3, project month 17 etc.). Month 1 is the operative commencement date of the contract. The reporting period is February 2002 (M1) to January 2004 (M24) inclusive.

## Table of contents

<b>EXECUTIVE SUMMARY .....</b>	<b>2</b>
<b>THE ELECT PROJECT OVERVIEW .....</b>	<b>5</b>
RATIONALE.....	5
<i>A new role for the localisation industry .....</i>	<i>6</i>
<i>The eContent industry.....</i>	<i>6</i>
ACTIVITIES.....	7
<i>Management .....</i>	<i>7</i>
<i>Events: Spreading of expertise and best practice.....</i>	<i>7</i>
<i>Access to know-how and technology: LOTS.....</i>	<i>7</i>
<i>Enhancing visibility and recognition: Awards .....</i>	<i>7</i>
<i>Dissemination: Surveys, guidelines and publications .....</i>	<i>7</i>
<b>REPORT BY WORKPACKAGE .....</b>	<b>8</b>
WP0 MANAGEMENT.....	8
<i>Main activities and achievements.....</i>	<i>8</i>
<i>Barriers, dependencies and changes .....</i>	<i>10</i>
<i>Status of deliverables.....</i>	<i>10</i>
WP1 EVENTS: SPREADING EXPERTISE AND BEST PRACTICE .....	12
<i>Main activities and achievements.....</i>	<i>12</i>
<i>Barriers, dependencies and changes .....</i>	<i>15</i>
<i>Status of deliverables.....</i>	<i>16</i>
WP2 ACCESS TO KNOW-HOW AND TECHNOLOGY: LOTS .....	18
<i>Main activities and achievements.....</i>	<i>18</i>
<i>Barriers, dependencies and changes .....</i>	<i>19</i>
<i>Status of deliverables.....</i>	<i>20</i>
WP3 ENHANCING VISIBILITY AND RECOGNITION: AWARDS.....	21
<i>Main activities and achievements.....</i>	<i>21</i>
<i>Barriers, dependencies and changes .....</i>	<i>22</i>
<i>Status of deliverables.....</i>	<i>23</i>
WP4 DISSEMINATION: SURVEYS, GUIDELINES AND PUBLICATIONS .....	24
<i>Surveys.....</i>	<i>24</i>
<i>Main activities and achievements.....</i>	<i>24</i>
<i>Barriers, dependencies and changes .....</i>	<i>25</i>
<i>Status of deliverables.....</i>	<i>25</i>
<i>Publications .....</i>	<i>26</i>
<i>Main activities and achievements.....</i>	<i>26</i>
<i>Localisation Focus .....</i>	<i>26</i>
<i>Barriers, dependencies and changes .....</i>	<i>28</i>
<i>Status of deliverables.....</i>	<i>29</i>
WEB PORTAL AND WEB SITES: ELECTONLINE.ORG, LOCALISATION.IE, ELECT PROJECT	
WEB SITE .....	30
<i>Main activities and achievements.....</i>	<i>30</i>
<i>Barriers, dependencies and changes .....</i>	<i>32</i>
<i>Status of deliverables.....</i>	<i>33</i>
<i>Localisation, review and expert advice .....</i>	<i>34</i>
<i>Main activities and achievements.....</i>	<i>34</i>
<i>Barriers, dependencies and changes .....</i>	<i>34</i>
<i>Status of deliverables.....</i>	<i>35</i>
<b>APPENDIX A .....</b>	<b>36</b>

**APPENDIX B..... 39**  
**APPENDIX C ..... 42**  
**APPENDIX D ..... 43**  
**APPENDIX E..... 45**

## **The ELECT Project Overview**

The European Localisation Exchange Centre (ELECT) was established under the European Union eContent Programme on 1<sup>st</sup> February 2002 for a period of 24 months. It was co-ordinated by the Localisation Research Centre (LRC) at the Department of Computer Science and Information Systems (CSIS), University of Limerick, Ireland, with Bowne Global Solutions, Germany, as a partner. It is an accompanying measure under Action Line 2: Enhancing content production in a multi-lingual and multi-cultural environment, Sub-line 2.1.3: Fostering new partnerships and the adoption of multilingual and multicultural strategies – accompanying measures.

The main objective of this project was the establishment of the European Localisation Exchange Centre (ELECT) as the focus point for multilingual and multicultural digital content development and publishing and to connect the eContent industry with the localisation industry. It will provide the technical, educational and infrastructural support to assist and to accelerate the development of the eContent and the eLocalisation industries in Europe with specific actions for experts and new entrants.

The aims of the ELECT project was to provide reliable information on best practice, facilitate easy access to know-how and technology, make available guidelines on linguistic and cultural customisation, and enhance the visibility and recognition of this industry in Europe and worldwide. It acts as a platform to bring the localisation industry and eContent providers together, providing them with the technical, educational and infrastructural support to develop the European eLocalisation and eContent industries.

ELECT will be Europe's central information exchange for eContent localisation. ELECT is supported and advised by The Localisation Teaching, Training and Research Network (LttN), The Institute of Localisation Professionals (TILP) and an Associated Organisation programme and Expert Council.

## **Rationale**

Europe's 371 million citizens speak more than 45 national and regional languages. The protection of this rich linguistic and cultural heritage in the information age is a major challenge and a real opportunity for business and politics. For European citizens, it is a prerequisite for participation in the information society in this new millennium.

While European politicians want to ensure such participation through the Information Society Technologies (IST) and the eContent programmes in the language and locale of the people they represent, software publishers are already responding to the demands of their European customers by supporting many local languages and cultures in their products. The backbone of the digital communications infrastructure for the equal and inclusive multilingual information society must be computer software and hardware, adapted to the linguistic and cultural needs of users.

A dedicated, vibrant and young industry has taken on the task of responding to the requirements both of business and of politics. The localisation industry, initially seen as one of many service suppliers to the general IT sector, has now established itself as a major player; as the industry that is translating the European challenge into new business opportunities and as the industry that will enable the equal and inclusive multilingual information society.

### **A new role for the localisation industry**

The localisation industry has until recently been associated with software applications. However, over the past five years – after developments in vertical markets, global services and new technologies like the web – synergies have been created between the IT sector and other industry sectors, which are dealing with issues similar to those in the software localisation industry.

Among these are the traditional media publishers and the documentation divisions of the aeronautics and automotive industries. Because of the ever-increasing role IT plays in the production cycles of these industries, they are facing, at least in some areas, similar issues when developing their products for the global marketplace.

These issues include the need to handle, control and translate large amounts of digitally produced and stored text into several languages in a short period of time, within a tight budget and according to strict quality guidelines along with the need to adapt — not just translate — their products to the culture and locale of the target market.

The framework for the convergence of these activities is provided by IT; the framework for the convergence of the multilingual and multicultural aspects of these activities is provided by the localisation

### **The eContent industry**

*European corporations have pioneered web localisation. They now must rationalise their efforts to maximise return and prepare for the web's explosion.* Forrester Report, European New Media Strategies.

Internet users from the United States, once the overwhelming majority online, now account for less than 40% of all web users worldwide, according to the Forrester Research firm. English is also losing its grip as the dominant language on the Internet. According to Global reach, in 2003, 64.8% of the online population were non-English speakers, compared to 52% in 2002.

Moreover, buyers and sellers on the Internet will increasingly be based outside North America, according to IDC. Worldwide e-commerce revenue for both business-to-business and business-to-consumer transactions will rise from \$350.38 billion in 2000 to \$3.14 trillion by 2004, accounting for 18% of total world exports. Forrester predicts that Markets outside North America will account for 50% of those revenues as early as 2004.

These developments represent new and unexploited challenges for the European localisation and eContent industries. Timely and cost effective delivery of high quality digital content to the global marketplace has become the major growth area which has opened up the relatively narrow software localisation industry to a wider range of players who are broadening roles in the software localisation industry.

The European Localisation Industry has successfully adapted digital material to a variety of linguistic and cultural markets for almost 20 years and is recognised as a world-leader in this area.

Therefore, the European localisation industry has the experience and expertise to remove the linguistic and cultural barriers and make digital material accessible to European citizens independent of their linguistic or cultural background  
However, the industry now needs to increase its efforts to address eLocalisation and localisation of eContent.

eLocalisation utilises the internet and state-of-the-art localisation technologies to expand the offering of localisation services. eContent localisation refers to the localisation of digital content such as knowledge repositories, news channels and video feeds.

## **Activities**

The ELECT work plan is structured around five central strands of activity. Each activity is denoted by a single workpackage.

The five central strands of activity are:

1. Management
2. Events: Spreading of expertise and best practice
3. Access to know-how and technology: LOTS
4. Enhancing visibility and recognition: Awards
5. Dissemination: Surveys, guidelines and publications

## **Management**

ELECT has been established within one single centre, allowing for the streamlining of operations and financial management and keeping administrative overheads to a minimum. The objective of this workpackage is to effectively manage and co-ordinate of the project's activity and deliverables as well as the interaction with the European Commission.

## **Events: Spreading of expertise and best practice**

The objective of this workpackage is to spread expertise and best practice in the area of web internationalisation, eContent localisation, and cross-cultural information services.

## **Access to know-how and technology: LOTS**

This workpackage's objective is to establish the Localisation Tools Showcase (LOTS) to facilitate access to tools and technologies to new entrants and to initiate their systematic evaluation and certification based on an agreed certification and classification system.

## **Enhancing visibility and recognition: Awards**

This workpackage is aimed at enhancing the visibility and recognition of eContent internationalisation and localisation within the Europe, especially amongst researchers, educators, developers, publishers and service providers.

## **Dissemination: Surveys, guidelines and publications**

This workpackage coordinates the dissemination activities of the project. This project's premier dissemination vehicle is the ELECT web portal.

## Report by Workpackage

### WP0 Management

#### Responsible

Reinhard Schäler, LRC (Co-ordinator)  
Geraldine Harrahill, LRC (Research support, project manual)  
Joanne Cheung, LRC (Project self-assessment, Quality Assurance)  
Deirdre Coffey, LRC (TILP support)  
Patrice Fanning, LRC (LttN support)

### Main activities and achievements

#### The Institute of Localisation Professionals (TILP)

TILP was established at a meeting following a widespread consultation process on Wednesday 13 March 2002. TILP has the 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 is aimed to provide a number of services to Localisation Industry Professionals such as:

- Provide professional certification
- Be the representative body of Localisation Professionals
- Promote the industry through a variety of publications and activities
- Maintain direct and regular contact with localisation companies, government departments and agencies, researchers and students, and the media and international consultancy firms.

Some important TILP activities include the following:

- A website has been set up for TILP, which is accessible via [www.tilponline.org](http://www.tilponline.org). This site is updated regularly and includes general information about TILP, details of how to become a member and information on relevant news, events and resources.
- A Yahoo discussion group has been set up for TILP members.
- TILP had a stand at the LRC conference November 2002 to promote TILP membership and TILP practices/activities.
- TILP held its annual social event at the Guinness Store house in Dublin November 2002 for TILP members, which was a great success.
- There has also been a big TILP promotion through mailshots. Membership forms have also been sent out with the March 2003 issue of Localisation Focus and will be sent again with the June 2003 issue. People have also been encouraged to join TILP by being offered discounts on the LRC Summer School (20%) and also a discount on tools for TILP members at the Summer School such as TILP members will receive a 15% discount on PASSOLO 4 Professional Edition.
- Localisation Focus has been made free for TILP members
- TILP Breakfast Meeting and Roundtable was held Thursday, 22 May 2003 at The Davenport Hotel, Dublin (1/03)
- TILP Breakfast Meeting and Roundtable was held Thursday, 4 September 2003, DoubleTree Hotel Atlanta - Buckhead (Georgia, USA) in conjunction with the Unicode Conference (2/03)
- TILP Breakfast Meeting and Roundtable 3/03 was held Thursday, 16 October 2003, Bell Harbour International Conference Centre - Seattle (Washington, USA) in conjunction with Localization World conference
- TILP held its AGM on 05 Nov 2003 where the 2003/2004 Council was elected

- TILP offered discounts to its members with regards registration fees for LRC '03 conference, held in Dublin 17-19 November
- TILP had a stand at the LRC conference 17-19 November 2003 to promote TILP membership and TILP practices/activities. Free 2004 Associate Membership for TILP was available for conference attendees.
- TILP held its 2<sup>nd</sup> annual social event on 18 November 2003 at the National Writers Museum in Dublin
- TILP will chair a track devoted to localisation standards, tools, methodologies and techniques at the 25th Internationalization and Unicode Conference in March 2004.

### **LttN Support**

LttN, the Localisation Teaching, Training and Research Network, is a network of academic organisations involved in the teaching and training of localisation professionals and in research into localisation-related issues.

Membership of the LttN is free. However, organisations have to fill in a registration form and submit this to the LRC in order to gain access to the resources provided by the LttN.

At present, staff and students from 14 academic organisations are registered as members of the LttN.

An LttN web site has been set up and is accessible via the following URL:

<http://www.localisation.ie/LttNWeb/index.htm>. This web site explains the objectives of the LttN, provides resources such as a comprehensive bibliography of localisation-related books and provides an online form for new members to register.

A Yahoo discussion group has also been set up to aid communication between members. To encourage new members to join the LttN, the LRC are offering one year's free TILP membership to anybody who has taken part on any of the localisation-related courses provided by the LttN members (e.g. The Graduate Diploma in Software Localisation offered by the University of Limerick).

The first International Localisation Research Conference was held on 17 November 2003 as part of the 8<sup>th</sup> LRC Conference, incorporating Localisation Europe. This gave researchers, active in the localisation-related areas, an opportunity to exchange their views and discuss localisation as an emerging field of academic research and study. During the conference, members of the LttN held a workshop to discuss and plan matters of common interest. Proposals for action included the production of a course book, the exchange of students and lecturers between member institutions and the possibility of undertaking joint research initiatives.

The LRC, in association with MultiLingual Computing, Inc. launched the first annual Localization Reader in December 2003. This reader is made up of a selection of 27 articles, all of which were first published in either *Localisation Focus* or *MultiLingual Computing and Technology* between September 2002 and September 2003. The idea of compiling such a reader originated in 2002 at a meeting of the LttN. The reader is targeted mainly at teachers of localisation and translation and their students, who otherwise may not have access to up-to-date reading material. The LRC funded this joint venture and has made a PDF version of the reader available free-of-charge from its web site:

<http://www.localisation.ie/publications/reader/index.htm>. It is intended that this reader will be the first of an annual series, assembling the best articles published each year in the two leading publications in the field.

### **Quality Assurance**

A QA system has been implemented right from the start of the project to ensure the quality within the project is up to the high standard.

Since the January 2003 review meeting and the extended sick leave of the project manager, the QA procedure has been improved. QA procedure must be performed on all deliverables written or otherwise by the QA co-ordinator, Joanne Cheung, and signed off by the project co-ordinator, Reinhard Schäler, before the submission of reports/ deliverables.

### Barriers, dependencies and changes

#### TILP

TILP has made a huge effort in trying to draw new members (see above for activities) and although has been successful in attracting new members, more promotion is needed to pull in new members in 2004.

TILP has an international audience so getting information to members outside its base, Ireland, has been challenging. For example, at the TILP AGM, 05 November 2003, international members and members unable to attend were allowed to vote via an online survey and members were also able to participate in the AGM via telephone conferencing. Also, roundtables have taken place outside Ireland in order to drum up support internationally and give members not based in Ireland the possibility to participate in TILP activities.

A new TILP Council was elected at its 2003 AGM (05 November 2003). Four sub-Committees for Membership, Marketing, Professional Standards and Finance and Legal were established. Each sub-Committee will be headed up by a Council member.

#### LttN

The success of the LttN is intrinsically linked to the level of contributions made by its members. All members should contribute teaching materials (actual lecture notes, lab exercises etc.) to the group, which will help to standardise the methods used to teach localisation at third level institutions.

However, to date, members appear to be reluctant to share their material. In an effort to encourage them to do so, we have planned to introduce a password-protected area to the LttN's web site. All of the resources contributed by members will be stored here and only those members, who contribute something useful to the site, will be given a password to access this material.

### Status of deliverables

*Note: Items without a delivery number are project activities agreed in the contract but NOT actual deliveries to the European Commission*

Deliverable name	Original delivery date	Dissemination level CO=Cons. Only PU=Public	Nature R=report O=other	Status: on target/delayed (with details if changed in relation to original plan, not on target or changed)	Actual delivery date
D0.1 Project self-assessment guide	6	CO	R	Delivered Update delivered	6
D0.2 Project manual	6	CO/PU	R	Delivered Update delivered	6
Expert Council	6	CO	O	Delivered – the experts are contacted/make aware of the progress of the project in regular interval	6
Associated Organisation programme	6	PU	O	Delivered	6

Institute of Localisation Professionals	6	PU	O	Delivered – subscriptions to TILP are increasing	6
Localisation Teaching and Training Network	6	PU	O	Delivered – effort is being made to attract potential members to join LtN	6

## **WP1 Events: Spreading expertise and best practice**

### **Responsible**

Karl Kelly, LRC

### **Main activities and achievements**

#### **Expert Council**

Two Expert Council meetings were held to advise the council of the activities of the ELECT team in the previous quarter and to outline the plans for the remaining months of the project.

The first of these meetings was held in the Montrose hotel Dublin on the 2<sup>nd</sup> of April. 5 members of the Expert Council took part.

The minutes of that meeting are available as Appendix A of this document.

The second Expert Council meeting took place on the 16<sup>th</sup> of April by teleconference and focused on the ELECT portal. The minutes of that meeting are also attached as Appendix B.

A group mail program was set up to keep the expert council informed of important happenings within the ELECT project. This program was used to send bi-monthly “newsletter” email to all the members of the expert council, informing them of activities and events and requesting feedback on a variety of subjects such as the launch of ELECT online and publicity for the ELECT events.

#### **Expert Workshops**

##### **Development of global web sites (internationalisation)**

###### **06 September 2003, Atlanta (Georgia, USA)**

The ELECT expert workshop on the international development of digital content took place in connection with the 24<sup>th</sup> Internationalization and Unicode Conference. The participants were Richard Ishida and Martin Dürst.

Richard Ishida is based in the United Kingdom. He works for the World Wide Web Consortium and is the team contact for the Internationalization Working Group. He is chair and team contact for the GEO task force (Guidelines, Education and Outreach). He is also the co-chair of the Internationalization & Unicode Conference, and on the board of the International Conference on Usability and Internationalization.

Martin Dürst joined the W3C Team at Keio University (Japan), SFC, in December 1997 to work on Internationalization. He is now a Visiting Scientist at the Massachusetts Institute of Technology (MIT) Laboratory for Computer Science (LCS). Prior to joining W3C, he was at the University of Zurich, Department of Computer Science, and has been an active participant within the HTML and CSS Working Groups as an invited expert on internationalization.

A number of issues were highlighted and solutions discussed during this workshop, amongst them:

- The representation of text encoding and the general move towards Unicode
- The problem of the so-called *tag soup* and the move towards style sheets
- The support of non-western typography in CSS
- The support of right-to-left scripts in an HTML environment

##### **Localisation of eContent and web sites including cross-cultural aspects**

###### **16 October 2003, Seattle (Washington, USA)**

The ELECT expert workshop on the localisation of digital content took place during the Localisation World Conference, in cooperation with The Institute of Localisation Professionals (TILP).

The workshop was attended by 27 localisation experts from different countries. Participants had different backgrounds, from commercial to academic, from technical to applied.

The session was introduced by a number of brief position statements:

- Pedro Gómez, Director Business Solutions, Bowne Global Solutions, on Localisation Technology
- Teddy Bengtsson, CEO, Idea Factory Languages Inc., on the Business case for Localisation
- Nancy A. Locke, Université de Montréal, on Career Development and Certification
- Keiran Dunne, Kent State University, on Terminology and Language Resources

During the discussions following these position statements, a number of contributors highlighted the fact that the localisation industry is maturing. Many localisation tasks are now well understood and can be approached using standard processes and technologies.

At the same time, forward looking research and development groups are working on future technologies, for example in standardised translation web services and standard localisation file formats.

Business aspects of localisation are also better understood. Industry-wide groups are developing standard metrics to measure the costs of localisation with a view to produce a model for the calculation of return of investment in localisation.

A detailed report of this workshop will be made available by ELECT.

### **Expert Briefings/Foundation Courses**

These events were held in conjunction with four “associated organisations” in the target EU member states that had been designated as locations for the events.

These organisations helped us in various ways. Primarily their function was to provide us with information as to the availability of locations where the events can be held, and also to provide us with a local expert to participate in the Executive Briefings by giving a presentation on the localisation industry in the target area. However, in addition they provided us with contact information for local trade associations and other state agencies that could aid us in the promotion of the events.

In addition, concerted efforts were made to contact potential attendees in each of the four locations. This process involved gathering the contact details and contacting them by either telephone or email. The initial response to our efforts was very disappointing and as the initial dates that were agreed upon for the courses drew closer it became apparent that there would not be enough registrations for the courses. As a result of this the decision was taken to postpone the Expert Briefings and Foundation Courses until September in the hope that the extra three months would allow more successful promotion of the events.

The revised dates for the course were as follows

- Munich: 8th and 9th September 2003
- Prague: 11th and 12th September 2003

- Madrid: 15th and 16th September 2003
- Athens: 18th and 19th September 2003

These above dates were chosen as they would allow all four events to take place one after the other, without any need to return to Ireland or interrupt the sequence of the courses.

In addition to this the promotion strategy was changed to place greater emphasis on the use of resources such as the LRC Database and the contacts available through the above four companies. A special edition of the Localisation Europe newsletter was produced specifically to advertise the events. This was dispatched alongside the June issue of Localisation Focus. Mail-shots were also sent out to the members of the LRC database detailing the revised timetable for the events and asking that information about the events be passed on to any interested parties.

The reaction to this new promotional direction was positive with enquires and registrations picking up.

The method of choosing venues was also changed with the emphasis moved away from the idea of renting hotel conference rooms, and computers, and towards the idea of renting a computer lab or computer equipped training room from a university or FAS<sup>1</sup> style training facility. After communicating our decision to change our venue focus to the companies that are aiding us, they were able to put us in contact with various training companies and universities in target areas. In Spain Universidad Europea de Madrid were approached and agreed to rent out some of their facilities to us. In Germany, Bowne Global Solutions extended an invitation for us to use their facilities. Archetypon SA in Greece put us in contact with a training company called ITEC, that agreed to rent out their facilities to us, while Moravia IT in the Czech Republic gave us a number of contacts, from which we found the VSMIE school of Business in Prague who agreed to rent us a computer lab for the duration of the Czech event.

The Executive Briefings and Foundation Courses in eContent Internationalisation and Localisation in four European locations took place in September 2003. Events took place in Munich, Prague, Madrid and Athens and consisted of a 2-hour executive briefing followed by a ¾ day course in web internationalisation and, on the second day, a one-day course in web localisation. The material for these courses was based on the guides that were developed as part of Work Package 4 of the ELECT project.

These events were supported by the following companies and institutions,

- Bowne Global Solutions (Germany)
- Moravia IT (Czech Republic)
- Universidad Europea De Madrid (Spain)
- Archetypon (Greece)

As is mentioned above these companies helped us in various ways with two of the organisations actually hosting events while they all facilitated the running of the events provided guest speakers for the executive briefings, and helped with the publicity for the events.

## Conference

---

<sup>1</sup> FAS – Ireland's national training and employment authority. Its aim is to increase the employability, skills and mobility of job seekers and employees to meet labour market needs, thereby promoting competitiveness and social inclusion. FAS provides a range of training and employment programmes, aimed at employers, employees and unemployed people.

The 8<sup>th</sup> Annual Localisation Conference and Industry Showcase, incorporating Localisation Europe, took place in the O'Reilly Hall, at UCD in Dublin from November 17<sup>th</sup> to 19<sup>th</sup> 2003 and provided three days of stimulating discussion and debate for the localisation community. The conference was divided over three days with each day offering a look at the localisation community from a different vantage point.

The first day of the conference was the "International Localisation Research Conference". This gave researchers, active in localisation related areas, an opportunity to exchange their views and discuss localisation as an emerging field of academic research and study. Workshops in the afternoon allowed members of the Localisation Teaching and Training Network (LttN) and other interested parties to discuss and plan matters of common interest.

The second day of the conference was the "International Localisation Standards Convention". This convention follows on from the highly successful localisation standards workshop held by the LRC at Unicode 21. The convention defined the requirements from the users' perspective, presented relevant standards initiatives and demonstrated their implementation in real world products. Participants were able to discuss important issues with the days' presenters in a final panel session.

The third and final day of the conference was "The Multilingual Digital World". 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 this session publishers and service providers working with a variety of digital media shared with conference participants their methods for meeting the challenges of the multilingual digital world.

The planning and preparation for the conference was ongoing for most of the year and the conference was announced in the June issue of Localisation Focus.

### **Summer School**

The Summer School took place from the 3<sup>rd</sup> to the 6<sup>th</sup> of June and was by all accounts a great success. Presenters included, Rafael Guzman, Tony Jewtushenko, Bill Looby, John Malone, Shailendra Musale, Tony O'Dowd, Antoin O'Slatara, Yves Savourel, Damien Scattergood and Reinhard Schäler. This event was hosted in cooperation with the Austin Community College in Texas.

The Summer School also hosted the official launch of LOTS and was used to promote the Laboratory. The launch was held on the final afternoon of the Summer School and involved a cheese and wine reception and presentations by the LRC and companies who have contributed software to LOTS. The Vice President of the University of Limerick, Professor Kevin Ryan, officially opened the LOTS laboratory.

### **Barriers, dependencies and changes**

#### **Executive Briefings and Foundation Courses**

A major problem that was encountered during the organisation of these events was the almost complete lack of interest from our target audience. During the first months of publicising the events there was little if any interest in the events, and as a result the events had to be postponed from their original dates of May and June to September. Although many varied strategies were employed for the promotion of these events it must be said that the response from the target audience was poor. This is disheartening as these courses are extremely valuable to companies looking to break into the global market.

Looking back upon the strategies employed to promote the events it is evident that although the strategies were sound the interest was simply not there, although many companies, groups, associations and chambers of commerce were contacted and given information it was difficult to actually interest company representatives in attending the courses. This is particularly hard to comprehend when one takes into account that these were European Union sponsored courses that were free to attend. Whatever the cause of this lack of interest, it must be noted that this was a significant problem during the organisation of the event. It was difficult to book venues, and make arrangements for the courses without exact numbers and it was also a difficult decision to make, deciding whether or not to commit funds to a leg of these events if there wasn't enough interest or registered attendees

Another problem that arose during the events was the low turnout of registered attendees at two of the events. This was a problem in the Czech republic where we had 9 people registered to attend but only three came to the event. One of these attendees was only there for the executive briefing while another was actually a localisation expert and as a result didn't come back on the second day. We have no idea why there was such a low turnout, as there were not strange occurrences around the city that day, and we only received an explanation from one of the people, he was unable to attend as his business was very busy. We had no prior warning of this and as a result were quite discouraged to find only three people attending the first day and one person on the second day.

A low turnout was also a problem in Athens. In this case only two people attended out of a registered six. However it seems there was a legitimate reason for this lack of attendance. The day that the course was to start in Greece coincided with a citywide taxi strike that almost crippled the city. Public transport was running but the venue for the courses was in an area that was difficult to access by bus and as a result we believe that people were unable to get to the course venue.

Those that did attend confirmed this idea, they complained of having to get three buses in order to get to the venue and that the taxi strike was the most likely cause of the poor turnout. The taxi strike ended that night but unfortunately numbers did not pick up the next day. We attribute this to the natural hesitance to attend the second part of a two-day course after having missed the first day.

### Status of deliverables

*Note: Items without a delivery number are project activities agreed in the contract but NOT actual deliveries to the European Commission*

Deliverable name	Original delivery date	Dissemination level CO=Cons. Only PU=Public	Nature R=report O=other	Status: on target/delayed (with details if changed in relation to original plan, not on target or changed)	Actual delivery date
D1.1-1 Expert workshop	12	PU	R	Delivered	20
D1.1-2 Expert workshop	24	PU	R	Delivered	21
D1.2-1 Executive briefing	12	PU	O	New delivery date (as agreed with the commission): M17 Delayed – Germany. Delivered.	20
D1.2-2 Executive briefing	12	PU	O	New delivery date (as agreed with the commission): M17 Delayed – Czech Republic. Delivered.	20
D1.2-3 Executive briefing	24	PU	O	Delivered	20
D1.2-4 Executive briefing	24	PU	O	Delivered	20
D1.3-1 Foundation course in web development for the global market and web localisation	12	PU	O	New delivery date (as agreed with the commission): M17 Delayed – Germany. Delivered.	20

D1.3-2 Foundation course in web development for the global market and web localisation	12	PU	O	New delivery date (as agreed with the commission): M17 Delayed – Czech Republic. Delivered.	20
D1.3-3 Foundation course in web development for the global market and web localisation	24	PU	O	Delivered	20
D1.3-4 Foundation course in web development for the global market and web localisation	24	PU	O	Delivered	20
D1.4-1 Localisation Europe conferences	12	PU	O	Delivered	10
D1.4-2 Localisation Europe conferences	12	PU	O	Delivered	22
Additional delivery: Summer School		PU	O	Delivered	17

## **WP2 Access to know-how and technology: LOTS**

### **Responsible**

Rafael Guzmán, LRC (LOTS co-ordination)

### **Main activities and achievements**

#### **Promotion and courses**

LOTS was officially launched at the end of the third International LRC Summer School (6 June 2003). About 50 people from different companies around the world attended the ceremony. The feedback provided through the feedback forms was very positive.

In addition to the 50 visitors at the LOTS launch, visitors from Ireland and Spain have visited the laboratory during the reporting period and provided a very positive feedback.

On 9 May 2003, the LOTS co-ordinator participated in a localisation seminar giving a 1-hour long talk on the LOTS Laboratory and localisation tools in general, invited by the Universidad Europea (Madrid, Spain).

On 19 June 2003, the LOTS co-ordinator gave a 4-hour long course on localisation tools in Austin Community College (Texas, US). An overview of the LOTS Laboratory was provided, apart from a demonstration of the remote access to the laboratory (LOTS Online), which aroused attendees interest. This has led to an eLearning course on localisation tools organised by ACC and given by LOTS. Twelve different attendees took part, and they were based in US, Europe, and Asia. Further development of LOTS in the field of eLearning is being studied at the moment.

A lecture on LOTS and a course on localisation tools will be given at the Universidad Alfonso X el Sabio (Madrid, Spain) at their seminar “I Jornadas de Traducción Profesional: localización de software, traducción audiovisual y científico-técnica.” (11-12 March 2004)

A lecture on LOTS is currently being negotiated with the Universidad Autónoma de Barcelona (Barcelona, Spain) and with the Departamento de Traducción e Interpretación, at the Universidad de Salamanca (Spain).

The Graduate Diploma in Software Localisation (Computer Science Department at the University of Limerick, Ireland) is currently making use of LOTS 10 hours a week for its students

#### **Tools reviews**

The following tools reviews articles were submitted and published:

SDLInsight 2003, in *Localisation Focus* (March 2003, Vol.2, Issue 1)

“SDLX 2003 Translation Suite”, in *Multilingual Computing & Technology*, (June 2003, #56 vol. 14, Issue 4)

“LTC Organiser 4.6”, in *Localisation Focus* (June 2003, Vol.2, Issue 2, pp. 22-23).

“The New Features of Passolo 4” and “Globalisation Image Assistant (GIA) 1.8.1”, in *Localisation Focus* (September 2003, Vol.2, Issue 3)

“@Promt Expert”, in *Localisation Focus* (December 2003, Vol. 2, Issue 4)

#### **LOTS Exhibition and discussion days**

A LOTS exhibition and discussion days was held on Friday, 26<sup>th</sup> September. Attendees came from Microsoft and Siebel, both companies based in Dublin (Ireland)

### **Updates of content**

The LOTS catalogue of localisation tools has been updated with new tools and new versions of the existing tools where available. The catalogue can be accessed online via the ELECT portal: <http://electonline.org/softwaredirectory.php>. (For the hard copy, see deliverable D21.1).

The LOTS documentation has been converted into a LOTS handbook. It explains in simple terms how to set up a similar laboratory to LOTS in a company or university. It will be made freely available online in January.

The sections “How to request access” and “List of contributors” within the LOTS section in the ELECT project website were updated, available at: [http://irc.csis.ul.ie/research/projects/Elect\\_Project\\_Web/LOTS.htm](http://irc.csis.ul.ie/research/projects/Elect_Project_Web/LOTS.htm). (See Appendix C for the list of contributors).

### **New tools acquisitions**

Final agreements were reached with new companies to donate their tools. In addition to that, new versions of donated tools are being sent to LOTS by companies. The current total value of donated licences is: € 296,000. (See Appendix D for a detailed update of donated tools).

### **LOTS archives**

A number of brochures, leaflets, and press releases containing information of different companies and localisation products have been gathered.

### **LOTS Online**

An online “How to use LOTS” help system (in HTML) was implemented on the default user’s desktop with clear instructions as how to get started and detailed information on all the resources available in LOTS.

The policy of use for LOTS online was substantially updated and a FAQs section was added to the LOTS online web page: <http://lots-server.lots.ul.ie/TSWEB>. (See Appendix E for details).

The following addresses the comments and suggestions made in the Expert Council meeting (See Appendix A) in relation to LOTS:

- Most of the tools targeted were commercial. Internal localisation tools available from Microsoft were requested, but not granted. More efforts will be made with other companies.
- Promotion: Universidad Europea de Madrid (Spain), Universidad Alfonso X el Sabio (Madrid, Spain), Austin Community College (US).
- Platforms focus: Windows (especially 2000 Professional and XP Professional) and Linux.
- LOTS remote wasn't tested with more than 6 people at the same time, but the Information Technology Division (ITD) in University of Limerick verified that more people could be connected at the same time.
- LOTS’s bandwidth is governed by the ITD in University of Limerick.

### **Barriers, dependencies and changes**

There were technical difficulties that needed to be resolved in order to launch the LOTS laboratory, time was required to resolve these difficulties.

Although every effort (email shots, 2 articles on LOTS in Localisation Focus, a short announcement in each issue of Localisation Focus in 2003, and personal contacts) has been made to encourage professionals in the localisation industry to come and use LOTS, the number of visitors is still small. Some localisation companies have suggested that other industries such as health and automobile, may be interested in using the LOTS facilities and consulting services. In addition to that, feedback also suggests to target small/medium sized companies, rather than large companies.

Regarding LOTS Online, given the current experience so far of creating users accounts and passwords, keeping track of them, seems to suggest that access should be allocated to a type of users only. University lecturers with few resources and localisation freelancers are likely to be the type of users selected.

There still material available in LOTS, that needs to be classified for the LOTS Archive.

### Status of deliverables

*Note: Items without a delivery number are project activities agreed in the contract but NOT actual deliveries to the European Commission*

Deliverable name	Original delivery date	Dissemination level CO=Cons. Only PU=Public	Nature R=report O=other	Status: on target/delayed (with details if changed in relation to original plan, not on target or changed)	Actual delivery date
Launch	9	N/A	N/A	Delayed – due to technical difficulties. Delivered	17
Catalogue	9	N/A	N/A	Delayed – due to a large amount of time was necessary to resolve the technical difficulties arise in the launch of LOTS. Delivered	15
D2.1-1 Classified catalogue of the Localisation Tools Showcase (LOTS)	12	PU	PU	Updates due in M18 and M24. Delivered	18

## **WP3 Enhancing visibility and recognition: Awards**

### **Responsible**

Karl Kelly, LRC

### **Main activities and achievements**

#### **ELECT Best Thesis Award 2003**

The press release for the 2003 Best Thesis Award was cleared by Symantec, the awards sponsors, in April and was included in the June issue of Localisation Focus magazine. This press release was also distributed in a mail-shot to various individuals on the LRC contact database. Mail-shots were also sent to LttN members and to contacts at universities conducting courses in relevant areas. A record number of entries, were received for this award and in recognition of this the closing date was extended to 30<sup>th</sup> September 2003 and a reminder was published in the September issue of Localisation Focus. Reminder emails were also sent to the LRC database and the ELECT and LTTN educational lists.

A review panel to judge the award was assembled based on the panel for the previous years awards. This panel was made up of prominent academic and industry experts and on 29 October 2003, the expert panel met to review the submissions received by the LRC.

The title of the seventh Annual LRC ELECT Best Thesis is *Metrics for evaluating TM software*, a thesis submitted in part-fulfilment of the requirements for the degree of Master of Arts at the University of Ottawa (Canada). The author of this thesis and the winner of the 2003 LRC ELECT Best Thesis Award is Francie Gow.

The award was presented on the first day of the LRC'03 conference during the "International Localisation Research Conference".

#### **ELECT Best Localisation Scholar Award 2003**

IBM agreed to sponsor this award in late April/early May, and the content of the award was changed accordingly so that instead of a cash prize, an IBM ThinkPad laptop would be awarded to the winner. It was also decided that the top four candidates would be invited to present their research proposals at the LRC 2003 Localisation conference in November 2003.

The Award was announced in the June issue of Localisation Focus and in a series of mail-shots to any universities in Europe that run localisation related courses. In contacting the universities material was sent to both course information email addresses and also to specific course co-ordinators that were known to have an interest in localisation and who would be involved in the courses. Mail-shots were also sent to the LRC database and members of the LttN Committee.

A last minute reminder was placed in the September issue of Localisation Focus. The closing date for this award was extended to September 30 in order to keep it in line with the other awards. This date was later extended to 14<sup>th</sup> October in an effort to facilitate a greater number of entries.

Although the number of entries that were received by the LRC did not meet our initial expectations we did receive proposals covering a wide are of research, ranging from computational linguistics and software internationalisation issues to eLearning.

A review panel to judge the award was assembled using contacts from both the LRC and the award sponsors, IBM Ireland. This review panel was made up of both industry experts and academic experts and met on 31<sup>st</sup> October 2003 to choose the winner of the award. The 2003 LRC ELECT Best Scholar Award was presented to Aoife O'Gorman on the first day of the LRC'03 conference during the "International Localisation Research Conference".

Aoife proposed to carry out research in *French question answering in technical and open domains*. This research will be carried out at the University of Limerick's Department of Computer Science and Information Systems.

The research proposal aims to study and characterise systematically the differences between French and English from the perspective of Question Answering (QA) which combines techniques from information retrieval and natural language processing. This will be done for both open and closed domains.

### **Elect Best Global Website Award 2003**

A sponsorship report was created in March with the aim of informing potential sponsors of the benefits of sponsoring this award. This report was sent to Euro RSCG Interaction, one of the 5 largest marketing companies in the world, and they agreed to sponsor the award. A teaser advert for the award was included in the June issue of Localisation Focus to announce the award and details of the award, agreed with the sponsors, were placed on [www.localisation.ie](http://www.localisation.ie).

The LRC and Euro RSCG designed a website for the award and hosted it at [www.bestglobalwebsiteaward.com/org](http://www.bestglobalwebsiteaward.com/org). The content for the site was written by the LRC while the actual design of the site was carried out by Euro RSCG Interaction. The content for this site was available in 5 languages; Czech, English, French, Greek and Spanish, and the localisation of the site was overseen and implemented by the LRC with the actual translation being carried out by Bowne Global Solutions. The site offered people visiting the site the opportunity to find out more about the award and also to download an entry form for the award

Press releases and publicity material were sent to European newspapers, magazines and websites in the hopes of interesting potential entrants in this award. Various high profile companies were also contacted directly to make sure that they were aware of the award and the benefits of participation. The publicity was effective and the award attracted a large number of entries from many different types of organisations ranging from relatively low-scale community sites to extremely high-tech commercial sites. Due to the large number of entries for this award, and also for the Best Thesis award, the decision was made to extend the deadline for entry to all the awards to September 30 2003.

A review panel to judge the award was assembled using contacts from both the LRC and the award sponsors, Euro RSCG Interaction. This review panel consisted of eminent experts in the area of marketing, web design, internationalisation and localisation from different European companies.

The ELECT Best Global Website Award for 2003 was presented to [www.modersmal.net](http://www.modersmal.net). This site was developed by the Swedish National Agency for School Improvement. The award presentation took place at the third day of the LRC'03 conference, "The Multilingual Digital World", on the 19<sup>th</sup> November 2003.

### **Barriers, dependencies and changes**

#### **Best Localisation Scholar Award 2003**

The prize for this award was originally supposed to be a cash prize, however following discussions with IBM regarding their desire to bridge the gap between academic and industrial research, it was decided to approach IBM for sponsorship. It was also decided to change to prize from cash to a portable computer because of the computers value as a research tool and also because IBM manufacture them.

Initially it was difficult to attract entrants for the award and as a result the entry deadline had to be extended.

Some of the criteria that we decided to use for judging the award turned out to be superfluous, and as a result it was decided that the criteria for the award would be revised for next year.

### Best Global Website Award 2003

This award was the most difficult to organise because, for the first time, ELECT and the LRC attempted to create a commercial award. The previous awards were academic and due to the fact that the Best Thesis award has been running for the past six years, the LRC has experience in the area of academic awards. However this is the first time ELECT/LRC have chosen to create an award that will be aimed at the corporate community, a totally different target demographic, and as such it was necessary to change our usual marketing and advertising strategies in order to ensure that the award came to the attention of the maximum number of potential entrants. In effect it was necessary to create a strategy from scratch.

Work on this area of the awards only really started in earnest in March and as such the timeframe was quite limited. Due to time and financial constraints the prize for this award consisted of a logo to be awarded to the winning website and a framed diploma. Our sponsor, Euro RSCG Interaction helped in the areas of logo design and also gave advice on the most effective ways to market the award with the funds that were available.

### Status of deliverables

*Note: Items without a delivery number are project activities agreed in the contract but NOT actual deliveries to the European Commission*

Deliverable name	Original delivery date	Dissemination level CO=Cons. Only PU=Public	Nature R=report O=other	Status: on target/delayed in relation to original plan, not on target or changed)	Actual delivery date
Launch of Awards	6	N/A	N/A	Delivered	6
D3.1-1 Announcement of the ELECT awards	12	PU	O	Delivered	12
D3.1-2 Announcement of the ELECT awards	24	PU	O	Delivered	24
D3.2-1 Report of the judging panels	12	PU	O	Delivered	12
D3.2-2 Report of the judging panels	24	PU	O	Delivered	24

## **WP4 Dissemination: Surveys, guidelines and publications**

### **Surveys**

#### **Responsible**

Joanne Cheung, LRC (eContent survey)

Patrice Fanning, LRC (The Localisation and eContent Directory – formerly the Yellow pages)

### **Main activities and achievements**

#### **The Localisation and eContent Directory – formerly the Yellow Pages**

Due to concerns raised by the European Commission review board with regard to the legal issues involved in using the term “Yellow Pages”, this deliverable was renamed “The Localisation and eContent Directory”.

Version 1 of the Localisation and eContent Directory was delivered in Month 14, March 2003. At that time, we were in the process of introducing a new automated database system to store and manage details for all the people in our existing contact database. It was decided that the directory should form part of this system. Within the database, there is a table to store contact information for companies/organisations and all of these organisations essentially form the directory. In Month 14, we had almost completed the transfer of data from our old database to this new one. Our directory contained the details of 180 companies/organisations approx.

Since that date, we have finished transferring the data from our old database and also made contact with a number of new companies. In addition, since the development of the ELECT Online portal, it is possible for companies and organisations to register their details with us online. Version 2 of the directory is due in Month 24 and we are on schedule to meet this target. At present, there are over 1500 companies listed in our directory.

#### **eContent Survey**

With the Internet trading environment becoming more popular, there is increasing pressure on eContent publishers of all types to adapt their content for international markets. Localisation is ultimately one of the key drivers of business expansion on the web. For many eContent publishers, localisation may not be a familiar concept, thus, an eContent survey was compiled as part of the ELECT project in order to highlight the advantages of localisation to these publishers. The main objective of the eContent survey was to identify the active players (with an emphasis on the European region) in eContent and to introduce localisation to them. This survey was designed to access the widest possible demographic, and so also includes groups currently not active in localisation.

As the success of any survey depends directly on the number of people who take part in it, it has been agreed that both Patrice and Joanne should work on the Localisation and eContent directory until there is a significant number of people to participate in the survey. The report has been completed.

This eContent survey considers the main trends and development of the various industries relating to localisation. The eContent players are categorised into the following areas:

- eContent provider which is further categorised into the following industries:
  - eBusiness
  - Education
  - Entertainment & Media
  - Games
  - Government/State
  - Hardware
  - Healthcare
  - Legal & Financial

- Marketing
- Non-Government Organisations
- Search Engines
- Software
- Sport & Recreation
- Telecommunication
- Tourism & Travel
- eContent service provider
- Localisation provider

This report is compiled using various methods, such as reviews of market research, emails, journals etc. The report was delivered on time (Month 18) to the European Commission.

### Barriers, dependencies and changes

#### The Localisation and eContent Directory – formerly the Yellow Pages

Since much of our original contact information for companies was outdated, all of the information had to be verified to ensure that it was correct and consistent (e.g. format of telephone numbers etc.). This was a very time-consuming process that involved checking each individual entry either via the Internet or by telephoning the company/organisation if no web site existed. Each entry was then updated in the new database. Initially, the vast majority of our contacts were localisation service providers. Therefore, we had to concentrate on widening our focus to cover the whole area of eContent.

Since the introduction of the new database and the ELECT Online portal, it has become significantly easier to gather and maintain contact information. Companies/organisations can now register their details online and they can also log onto the portal at a later stage and edit their details.

#### eContent Survey

As mentioned before, the success of any survey depends directly on the number of people who take part in it. Time and effort was spend on attracting companies form different industries to participant in this survey, which involved updating the contacts in our database and gathering information of new companies. This was proven to have taken a lot longer than anticipated.

As part of the eContent survey, interviews with experts in the eContent industry are required. However, the individuals we have contacted are reluctant to be interview due to the lack of time. Hence, other methods such as emails were employed.

### Status of deliverables

*Note: Items without a delivery number are project activities agreed in the contract but NOT actual deliveries to the European Commission*

Deliverable name	Original delivery date	Dissemination level CO=Cons. Only PU=Public	Nature R=report O=other	Status: on target/delayed (with details if changed in relation to original plan, not on target or changed)	Actual delivery date
D4.1 eContent: the players (survey report)	18	PU	R	Delivered	18
D4.3-1 Localisation Yellow Pages	12	PU	O	Delivered	14
D4.3-2 Localisation Yellow Pages	24	PU	O	Delivered	24

## **Publications**

### **Responsible**

Deirdre Coffey, LRC (Content Development, Elect Europe Newsletter, Localisation Focus)  
Patrice Fanning, LRC (Course Material Development)

### **Main activities and achievements**

Localisation Focus is the LRC's quarterly magazine which offers news on the current issues in localisation, including research and new trends, education and training and details of events in the industry.

It is distributed world-wide to approximately 2,500 localisation professionals, including engineers, managers, trainers, linguists, researchers and companies.

### **Localisation Focus**

Vol II, Issue I: March 2003 Release:

Delivered. ELECT Topics covered: LOTS article, ELECT Awards Announcement, Conference announcement.

Vol II, Issue II: June 2003 Release:

Delivered. ELECT Topics covered: Conference announcement, ELECT Awards Announcement (Best Thesis Award, European Localisation Scholar Award, Best Global Website Award), ELECT Events announcements (city and date).

Vol II, Issue III: September 2003 Release:

Delivered. ELECT Topics Covered: ELECT Sponsorship (ELECT Logo on the front cover Conference advertisement on the back cover). 2 colour page article on the new ELECT portal launch. LOTS News.

Vol II, Issue IV: December 2003 Release:

Delivered. ELECT Topics Covered: Colour page article on the 3 ELECT Awards. 3 separate articles from the Best Global website Award (2 pages), Best Scholar Award (1 page), Best Thesis Award (3 pages) in Localisation Central. Back page Elect Online ad.

### **Localisation Europe Newsletter**

D4.2-1 Localisation Europe Newsletter

Delivered. September 2002 Release. This Newsletter in English (extracts in French, Czech, German, Spanish and Greek) gave an introduction to eContent and gave an index of eContent Network Links. It also contained a case study of Bowne Global Solutions localising Microsoft Encarta. An overview of ELECT Online, LOTS, ELECT Events, ELECT Publications and ELECT Awards were also given on the back page.

D4.2-2 Localisation Europe Newsletter

Delivered. April 2003 Release. This newsletter in English (extracts in French, Czech, German, Spanish and Greek) gave an introduction to the ELECT Project, information on what the ELECT Project is, an update about LOTS, ELECT Online developments and information on ELECT Events. This was distributed to the LRC database.

D4.2-3 Localisation Europe Newsletter

Delivered. June 2003 Release. This newsletter in English (certain parts translated whole into French, Czech, German, Spanish and Greek) contained information mostly about the ELECT Events that took place. This Newsletter also contained a registration form for the Events that took place in Munich, Prague, Madrid and Athens.

D4.2-4 Localisation Europe Newsletter

Delivered. January 2003 Release. This newsletter, in English with abstracts in Czech, Greek, German and Spanish, provided a general overview and summation of the ELECT project. It provided information on the results achieved in each of the Work-Packages of the ELECT project and also detailed future applications for the work carried out under the project umbrella.

### **Content Development**

Old version: Daily updates of dynamic content, daily updates especially with News Server and Newsflash when news/press releases were available, took place.

New version (New version launched in September 2003): With the new version of Elect Online, users are able to register to submit links/content keeping content fresh. Links submitted are then accepted or declined by an administrator. At the beginning link submission was slow on the uptake but has slowly gathered momentum. Professional Directory is especially popular for companies.

### **Course Material Development**

Originally, it was Antóin who was responsible for the development of material for the Foundation Courses, which were also used to create the Guides to eContent Development and Localisation. When Antóin left the LRC in M16, Patrice continued his work on the development of material for both the courses and the guides. To begin with, she reviewed Antóin's work and found that there was still a considerable amount of work to be done, particularly on the eContent development guide. At this stage, Patrice also took time to familiarise herself with Adobe FrameMaker, the software package that Antóin had been using.

Both guides were written, edited, proofread and printed just in time for the Introductory Courses in September and were delivered in Month 20. The chapters in the Localisation guide were as follows:

- Introduction
- Language Selection
- Localisation Vendor Selection
- Preparing for Localisation
- Translation Technology
- Localisation Testing
- Managing Localisation Projects

The chapters for the eContent Development guide were:

- Introduction
- Characters and Encoding
- Writing for International Audiences
- Formatting Conventions
- Cultural Issues
- File Formats
- Typical I18n Problems

Each chapter of the guides began with an introduction and concluded with a summary and a practical exercise. Tips were scattered throughout the guide and each page contained a column for notes. There was also an Additional Resources section at the end of the guide, which offered people a list of useful publications dealing with the areas covered in the guide.

The Localisation guide consisted of 81 pages in total, while the eContent development guide amounted to 73 pages. Clearly this amount of detail was too in-depth for the purposes of the Foundation Courses. For this reason, PowerPoint slides were prepared on the basis of the guide, which covered the main points but on a more basic level. These slides were used for the courses, which took place in September.

### **Barriers, dependencies and changes**

#### **Localisation Focus**

Localisation Focus, from September 2003, will become free for members of the Institute of Localisation Professionals-TILP, which will hopefully encourage more people to join TILP. A cover charge has also been introduced. TILP members will get Localisation Focus free as a benefit of joining TILP (Along with many other benefits) and non-members will have to pay €20.00/\$20.00 per year. Promotion of Localisation Focus and TILP is taking place in an effort to create a database of TILP/Localisation Focus subscribers.

#### **Content Electonline**

With the new version (new version launched in September 2003), dynamic content on Electonline is kept “Fresh” by daily updates from the content administrator. Visitors to the site need to be made more aware that they can submit links (when these links are submitted they go through a screening process where by the link can be accepted/deleted or edited).

#### **Course Material Development**

When Antóin left the LRC, it was a serious setback to the progression of the project. While reviewing his work, it soon became apparent that the standard of his work left a lot to be desired. The content that he had prepared had to be edited heavily and, in certain places, completely re-written. In addition, certain chapters had not even been started.

Another problem was that when he left, he took a considerable amount of time to send us the most recent version of the guides, which he had stored on his personal computer. This delayed progress even further. As mentioned earlier, Antóin was using FrameMaker to develop the material. When Patrice took over, she had to learn how to use this piece of software.

Since the material was needed for the courses in September, there was a considerable amount of pressure to get the guides finished on time.

## Status of deliverables

*Note: Items without a delivery number are project activities agreed in the contract but NOT actual deliveries to the European Commission*

Deliverable name	Original delivery date	Dissemination level CO=Cons. Only PU=Public	Nature R=report O=other	Status: on target/delayed (with details if changed in relation to original plan, not on target or changed)	Actual delivery date
D4.2-1 Localisation Europe Newsletter	6	PU	O	Delivered	6
D4.2-2 Localisation Europe Newsletter	12	PU	O	Delivered	12
D4.2-3 Localisation Europe Newsletter	18	PU	O	Delivered	17
D4.2-4 Localisation Europe Newsletter	24	PU	O	Delivered	24
D4.4-1 Guide to eContent development (internationalisation) <sup>2</sup>	18	PU	O	Delayed – due to the changes of the date of the foundation courses. Delivered.	18
D4.4-2 Guides to eContent localisation	18	PU	O	Delayed – due to the changes of the date of the foundation courses. Delivered.	18
D4.5 Project Presentation	3	PU	O	Delivered	3
Proceedings Expert workshop I	6	PU	O	Delayed – due to the unavailability of the council. Delivered	10
Proceedings Expert workshop II	18	PU	O	Delivered	18
Localisation Focus 1/2003	15	PU	O	Delivered	14
Localisation Focus 2/2003	18	PU	O	Delivered	17
Localisation Focus 3/2003	21	PU	O	Delivered	21
Localisation Focus 4/2003	24	PU	O	Delivered	24

<sup>2</sup> The delivery date is M18 (see Technical Annex, page 23), although in Chapter 8, page 24, of the Technical Annex “Project Planning and Timetable” M12 is listed for D4.4-1 and D4.4-2 as the internal target date.

## **Web portal and web sites: Electonline.org, localisation.ie, ELECT project web site**

### **Responsible**

Michael Bourke, LRC (electonline.org)

Joanne Cheung, LRC (electonline.org)

Patrice Fanning, LRC (localisation.ie, ELECT project web site)

### **Main activities and achievements**

#### **Electonline.org**

A part-time web developer in the LRC developed the first version of the Electonline portal. However, the amount work involved in developing this portal proved to be more than anticipated, so it was decided to hire an in-house developer to be responsible for the portal and to develop Version 2. Michael Bourke, who had taken over the responsibility of developing and maintaining the portal, filled this position..

To begin with, we defined generally what we wanted ELECT Online to accomplish. We wanted a method of providing localisation and internationalisation specific information online. Rather than limiting the scope of this information, we made it quite broad. We felt the site should point people to publications but also to research projects, industry jobs, etc. We also discussed what platform the site should run on. The members of the LRC were used to using Windows machines. Linux was considered but as staff familiarity with this platform was lacking, we stuck with a Windows server. For the scripting language, PHP was chosen, as it is well established, popular and would be allow us to easily change server platform in the future if we so wished. We initially considered MySQL for the site's database management system. The LRC's database, however, is an Access 2000 database and is manipulated using the same package. Though MySQL is superior when it comes to speed and flexibility, we stuck with Access because of the staff's familiarity with it. It was also decided that the site would be translated into five other languages.

We then decided to ask members of the industry for their opinion on what our site should offer visitors, i.e. the types of information, functionality, etc. We picked several names from our database and contacted them over the space of a week. They advised us that we should make sure guidelines and standards can be easily found as well as other helpful suggestions. The result of this consultation was the drafting of a functional specification.

We began work on creating a prototype based on this specification, which was then subject to review by the LRC. This resulted in changes to the site's organisation and structure, particularly the navigation menu. There were a further two prototypes created, each based the updated functional specification.

We then started thinking about the aesthetics of the site. We hired an outside graphic designer to design the index page of the site. He produced three different 'looks' for the page and we chose one. We refined this chosen design even more. The graphic designer took the most recent prototype of the site and began designing all the other pages on the site based on it. When complete, he sent us these designed HTML pages.

The wording on the site was rewritten so it was of a more internationalised nature, mainly to facilitate translation. A design specification outlining the way the basic functions of the site were to be implemented was created. From this, the coding of the PHP pages began. We began first with the index page of the site, followed by the glossaries page. The implementation of these two pages was similar to many pages on the site, which speeded up development. Numerous challenges cropped up during development, such as how to dynamically switch between different language versions of the site. This was solved using a function in the code that would check a language variable that could be set by the user using a

drop-down menu. In the case of the pages with search functionality, a complex SQL query had to be used in order to allow us to display the list in such a way as to allow it to be sorted by name, category, date, etc. The complexity of many pages, such as the pages allowing users to update pages, made implementation time consuming but relatively free of problems.

During the several weeks of coding, we sent the rewritten site content to be translated by Bowne. In addition, the records that the site was going to contain, e.g. links to publications, jobs, etc. were rechecked for completeness and inaccuracies were corrected. We decided not to get these records translated but to keep it in mind as a future possibility.

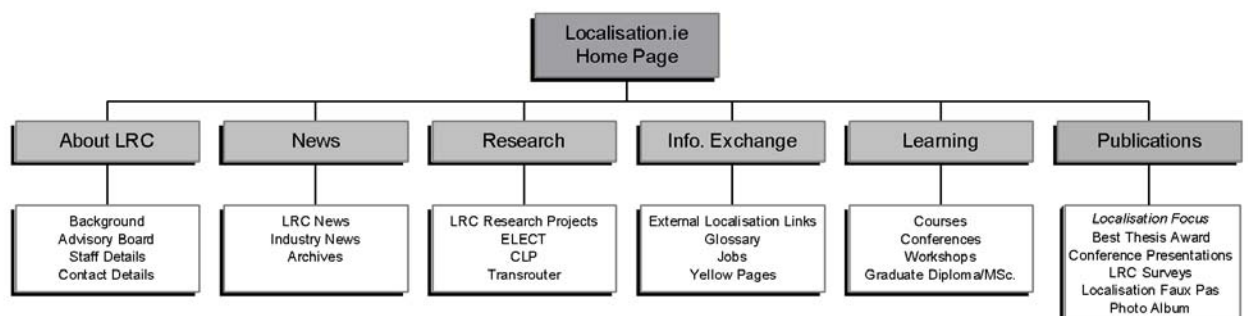
Once the coding aspect of the site was complete, we began a testing procedure. Test scripts were written using the functional specification as a basis, and the site was tested over the space of a week. Errors and bugs found were logged and fixed soon after.

We received the translated content and inserted it into our database. We soon noticed that although the translation functionality was displaying the correct language version when another language was selected, characters outside the ASCII range were not being displayed properly. We surmised that PHP's ODBC set of functions does not support characters beyond ASCII. The code manipulating the database was rewritten to use ADO to connect to the database instead. This displayed all characters correctly.

The site went live at the beginning of September. We began to promote the site by sending out mail shots about the site. Localisation Focus contained an article describing the functionality of the site and why it is a valuable tool. We sent emails to every organisation contained in the site's professional directory and asked them for a link to ELECT Online on their website. To date, over 15,000 pages have been viewed by site visitors.

### Localisation.ie

Localisation.ie is the official LRC web site, which informs people of its main activities. It offers an abundance of relevant information for both industry and academia. The site attracts an average of 2089 visitors each month. The content of this web site is updated constantly. The site is divided into 6 main sections, namely: About LRC, News, Research, Info. Exchange, Learning and Publications. The structure of the site is illustrated below:



Over the past year, our main achievements in terms of the site were:

- To introduce a uniform look and feel to the site
- To perform a quality assurance review of the site and to correct any existing bugs
- To remove any outdated or irrelevant information
- To make it easier for people to access specific pieces of information, by including a site map and also by writing an article in Localisation Focus, clearly explaining the hierarchy of the site

- To promote ELECT and LRC events, such as the Summer School and the conference
- To increase the level of subscription to Localisation Focus, particularly when we began charging for the magazine in September
- To set up an online monthly survey, whereby we ask visitors a question related to the localisation industry and their responses are automatically displayed on the site
- To start advertising localisation-related jobs on the site
- To promote various aspects of the ELECT project, such as the ELECT Online web portal, the LOTS laboratory and the European Foundation Courses

### **ELECT Project Web Site**

The ELECT Project web site illustrates exactly what ELECT is, who is behind it, what its objectives are and indeed how visitors can contribute to, or benefit from the project. The site is divided into the following sections:

- Objectives
- Who's Who
- Components
- Expert Council
- Consortium

The consortium section of the web site is a password restricted area and is used to store copies of all of the project deliverables. Again updates to this site are made on a regular basis (approximately an hour a week). Recently, information on the award winners and the LOTS laboratory was added to the site. Information has also been added to the Consortium only section of the site, as new information is delivered to the Commission.

In order to keep the focus of this web site, separate from that of the electonline.org portal, we have made a clear distinction between the content that should be contained in each. The project web site should contain all detailed information on the various aspects of the ELECT project. On the other hand, electonline.org should simply provide people with short snippets of information from a wide range of sources and offer hyperlinks to these sources.

### **Barriers, dependencies and changes**

#### **Electonline.org**

After a long discussion with the original web developer, Damien Scattergood, it was agreed that a full in-house web developer was needed to develop and maintain the portal to the level of standard that was required. It was also decided that the first version of the portal was to be scrapped, as it did not probably reflect the goal of the project in a user-friendly manner. Thus, time was lost between finding a new web developer and re-designing the portal.

The replacement of the new site with the old will leave a lot of out-of-date links around the web pointing to documents on the old site. Anyone searching for these documents will not be able to find them at their old position. The plan is to have a page explaining the change in the site to users who come across broken links.

The transfer of the site from Linux to Windows 2000 took longer than expected. The change of platform caused much of the Perl code to malfunction. This took some time to fix due to the complex nature of the functionality used to update the site.

Although, a lot of difficulties were encountered during the development of this portal, the portal was delivered within the project period with the final results being very satisfying.

#### **Localisation.ie**

The site has come a long way in the past year, but there is still room for improvement. We plan to incorporate a method of finding visitor statistics for the site, such as where people are accessing our site from, how long they spend on the site, what sections they look at and so forth.

In addition, some of the information contained on this site is duplicated to some degree on ELECT Online, such as a list of tools used or companies working in the localisation industry. We intend to provide some direct hyperlinks to ELECT Online in the future to remove this duplication of material.

### **ELECT Project Web Site**

At this stage of the project, the work on this web site is almost complete. Essentially, all that remains to be done is to add the final deliverables to the Consortium only section of the site and to ensure that the details included for each of the work packages are up-to-date. Obviously, this web site will remain online after the ELECT project is finished to allow people to see how the project was run.

### **Status of deliverables**

*Note: Items without a delivery number are project activities agreed in the contract but NOT actual deliveries to the European Commission*

Deliverable name	Original delivery date	Dissemination level CO=Cons. Only PU=Public	Nature R=report O=other	Status: on target/delayed (with details if changed in relation to original plan, not on target or changed)	Actual delivery date
Review available technology	3	PU	O	On target	3
Develop initial contents	3	PU	O	Delayed – due to the lack of staff. Recruited new staff in M7. Delivered	7
Launch	6	PU	O	A preliminary version of the web portal was launched in M10. However, the web portal is undergoing a complete overhaul. The new web portal was launched in M19. Delivered	19

## **Localisation, review and expert advice**

### **Responsible**

Kathryn Dixon, Bowne Global Solutions Germany

## **Main activities and achievements**

### **Newsletter**

In this period, we published three further Newsletters: Our contribution included content editing as well as the main localisation into four or five languages. Iris Pietzsch, a Munich DTP specialist, updated the design and performed DTP.

### **Proceedings**

We localised the abstracts of the Proceedings from the two Expert Workshops into the four main ELECT languages for publication on the Web.

### **ELECT Online**

BGS provided expert advice for the ELECT Online website, leading to rework of the initial design. We performed a further review and localised the site into 5 languages. BGS staff tested the localised version and gave feedback.

### **Foundation Guides / Courses and Expert Briefings**

The team gave input and advice on the content and structure of the two Guides and a number of related topics. We reviewed both guides and provided feedback.

We conferred with the LRC and gave advice to the ELECT team re scheduling of Foundation Courses. We also provided contact information to help promote of the events, and helped draft and localise suitable mailing materials.

We provided the training facilities and hosted the Expert Briefings and Foundations Courses for German, working closely with the ELECT team in Limerick to set these up. Thomas Louis, a web solutions architect with Bowne, gave expert advice on the content and structure of the foundation courses, localised the German PowerPoint version and was trainer in Munich. Kathryn Dixon gave the Expert Briefing on the localisation industry taking a special look at the current situation and outlook for German-speaking countries.

### **Other**

During the project period, Bowne staff also provided some consultancy for LOTS and other ELECT project components, for example, re multimedia localisation.

### **Barriers, dependencies and changes**

There was initially a problem finding sufficient candidates for foundation courses. There were also numerous religious holidays, the summer vacations and local festivities such as the Oktoberfest to consider when timing the events.

There was a loss of information and delay in receiving the completed guides due to Angelika's extended illness and then Antóin leaving. However, we co-operated with the re-structured team in Limerick to get things back on track.

The training co-ordinator left BGS team in May and Kathryn took on the remaining co-ordination tasks for autumn courses in Munich.

## Status of deliverables

*Note: Items without a delivery number are project activities agreed in the contract but NOT actual deliveries to the European Commission*

Deliverable name	Original delivery date	Dissemination level CO=Cons. Only PU=Public	Nature R=report O=other	Status: on target/delayed (with details if changed in relation to original plan, not on target or changed)	Actual delivery date
D4.2-2 Localisation Europe Newsletter	12	PU	O	Consulting, Localisation, DTP – Delivered	12
D4.2-3 Localisation Europe Newsletter	18	PU	O	Consulting, Localisation, DTP – Delivered	17
D4.2-4 Localisation Europe Newsletter	24	PU	O	On target	24
D4.4-1 Guide to eContent development (internationalisation) <sup>3</sup>	18	PU	O	Consulting and review	20
D4.4-2 Guides to eContent localisation	18	PU	O	Consulting and review	20
D1.3-1 Foundation course in web development for the global market and web localisation	12	PU	O	Consulting and content review in preparation for Course in September (20) - Germany	20
D1.2-1 Executive briefing	12	PU	O	New delivery date (as agreed with the commission): M17 Delayed – Germany	20
Proceedings Expert workshop I	6	PU	O	Localisation - Delayed – due to the unavailability of the council. Delivered	24
Proceedings Expert workshop II	18	PU	O	Localisation - Delayed – due to the unavailability of the council. Delivered	24

<sup>3</sup> The delivery date is M18 (see Technical Annex, page 23), although in Chapter 8, page 24, of the Technical Annex “Project Planning and Timetable” M12 is listed for D4.4-1 and D4.4-2 as the internal target date.

## Appendix A

**Title of meeting:** Expert Council Meeting

**Date:** 02 April 2003

**Location:** Montrose Hotel, Dublin

**ELECT team present:**

Reinhard Schäler (ELECT)

Karl Kelly (ELECT)

Antóin O' Slatara (ELECT)

Deirdre Coffey (ELECT)

Rafael Guzmán (ELECT)

Michael Bourke (ELECT).

**ELECT Expert Council members attending:**

Pat O' Sullivan (IBM Corporation Ireland, Principal Engineer)

John Malone (Archetypon International, Vice President)

**ELECT Expert Council members Teleconference:**

Jesús Maroto (Euro RSCG Wnek Gosper Interaction, Localisation Director)

Jonathan Jordan (McDonalds Corporation)

Shailendra Musale (F-Secure Corporation, Senior Localisation Engineer)

**Agenda: Presentations from ELECT Team**

**10:05am:** Introduction: Antóin O Slatara

**10:10am:** Reinhard Schäler, WP0

**10:20am:** Antóin O Slatara, WP01

**10:30am:** Rafael Guzmán, WP02

**10:40am:** Karl Kelly, WP03

**10:50am:** Michael Bourke, WP04

**11:00am:** Deirdre Coffey, WP04

**11:10am:** Teleconference and Discussion

**12:00am:** Finish, Lunch

**Agenda item: WP0 Management**

**Comments and suggestions:**

- It was suggested that ELECT publish a monthly management report and distribute it to the ELECT Expert Council members to keep them up to date with developments. The report should not necessarily be in presentation format. However, it should be short and to the point so people will have time to read it.
- Reinhard was applauded for the creation of the International Journal of Localisation which was described as being just what the industry needs to lift the technical profile of localisation. However, it was suggested that the journal needs to be promoted and that specific renowned individuals should be targeted and asked to contribute articles.
- It was also suggested that Jesús Maroto might devise a marketing campaign for TILP and LOTS.

**Action items:**

- Jesús will discuss getting a speaker for the TILP April event with Reinhard.

**Agenda item: WP01 Events****Comments and suggestions:**

- It was generally agreed that a strategy for increasing participation in the ELECT Expert Council was necessary. Pat O'Sullivan suggested that it might be necessary to conduct face-to-face meetings with Expert Council members in Ireland, while at the same time organising separate events for those based elsewhere. He felt that teleconferencing was a good way of running events for international Council members, as long as they were organised at times that suited international callers.
- The importance of following up Expert Council invitations with targeted phone calls was also stressed.
- In relation to attracting suitable speakers for the LRC 2003 Conference, it was suggested that the LRC should explore the possibility of asking a company to source potential speakers for the conference. A company who perform such a service operates in the UK. Pat O'Sullivan agreed to supply the name of the UK firm.

**Action items:**

- Pat O' Sullivan is to supply ELECT with the name of this UK company.
- Target phone calls are to be made to follow up with council members for meetings.

**Agenda item: WP02 LOTS****Comments and suggestions:**

- John Malone suggested that LOTS should try to get tools that are not commercially available. He argued that innovation mostly happens with in-house tools and that it would be useful for ELECT to approach companies with a view to getting access to these tools. He also mentioned that not all tools listed in the presentation of LOTS were localisation specific tools (MS Project, Paint Shop Pro) and that the list of localisation tools was incomplete with some important and commonly used tools omitted.
- It was suggested that LOTS should explore possible collaborations with other universities to look at the possibility of replicating LOTS at other locations.
- It was also suggested that inviting professors and students from foreign universities to visit LOTS would create interest. LOTS open days could also be used to do this.
- Having links to LOTS from tools providers' websites was suggested as another potential way to promote LOTS.
- Remote access feedback overall was very positive and encouraging. However, Jesús Maroto said that he found the connection speed slow on occasions.
- Pat O'Sullivan asked about the bandwidth available to the LRC and LOTS in particular. He suggested that we should look at the possibility of outsourcing our hosting.

**Action items:**

- LOTS will target non-commercial tools (although none in particular were suggested).
- Promotion of LOTS in language departments of major universities in an effort to promote LOTS.
- LOTS needs to focus on just one or two platforms and be proficient in them (e.g.: Windows and Linux), rather than having too many and not knowing about them.
- LOTS will be tested with regards to how many people can use remote access at any one time to avoid the system crashing.
- The LRC will investigate what bandwidth is available to LOTS.

**Agenda item: WP03 Awards****Comments and suggestions:**

- A strategy needs to be created for the Best Global Website. Jesús Maroto emphasised the importance of having a good strategy.
- Jesús Maroto said that Euro RSCG Wnek Gosper Interaction might also be willing to design a logo for the 'ELECT stamp of approval' for a localised website (more general 'award').
- Suggestions such as selecting a runner-up for the Best Thesis and Best Scholar awards and inviting the winners to the LRC '03 conference in November were also mentioned. It was also argued that it would be a good idea to make a contribution towards their expenses. The winner could be announced at the conference after their presentation.
- It was agreed that the collaboration with Jesús' company, Euro RSCG Wnek Gosper Interaction, needs to begin as soon as possible, and that research needs to be completed into competing awards

**Action items:**

- Jesús Maroto is to follow up with Karl Kelly regarding these matters. Karl is finalising a report at the moment with details of the best website award to be sent to Jesús.

**Agenda item: WP04 Dissemination, Publications****Comments and suggestions:**

- It was agreed that the LRC should consider PDF publication of Localisation Focus to deal with rising costs.
- It was also suggested that an electronic newsletter (monthly) might be a good means of promoting ELECT. By providing links to specific areas of the ELECTonline website in the newsletter, we would allow a wider audience to access information quickly.

**Action items:**

- LRC to look into having Localisation Focus in pdf format only
- LRC to contact a web graphics designer, regarding a quote for designing an electronic newsletter for us.

**Agenda item: WP04 ELECTonline****Comments and suggestions:**

- Jesús Moroto stated that his company might be able to help with a general marketing campaign for [www.electonline.org](http://www.electonline.org). Reinhard asked if it would be more appropriate to market either ELECT or the LRC, rather than just the ELECTonline website.
- Pat O'Sullivan argued that the Electonline site should select the language dynamically (on the basis of the browser setting) rather than having the user select the language manually. He said that it was important that we endeavour to use state-of-the-art technologies and up-to-date techniques in Electonline and that dynamic language selection was now standard practice. He also advised that the site include locale specific information for each language, e.g. time, date, currency format to show people that the page is localised for their locale.

**Action items:**

- Michael is to look into this suggestion of using dynamic browser settings
- Jesús needs to be contacted about the possible marketing campaign for Electonline.

## Appendix B

**Title of meeting:** Expert Council Meeting

**Date:** 16 April 2003

**Location:** LRC, University of Limerick

**ELECT team present:**

Karl Kelly (ELECT)

Antóin O' Slatara (ELECT)

Rafael Guzmán (ELECT)

Michael Bourke (ELECT).

Vandeclecio Pinheiro (Student)

**ELECT Expert Council members Teleconference:**

Angela Starkmann

Pat O' Sullivan (IBM Corporation Ireland, Principal Engineer)

John Malone (Archetypon International, Vice President)

Jesús Maroto (Euro RSCG Wnek Gosper Interaction, Localisation Director)

**Meeting:**

Antóin began the meeting by welcoming the Expert Council and thanking them for dialling in to the meeting. He introduced all the participants in the teleconference and then handed over to Michael to begin the meeting.

Michael checked whether all the members had received the prototype pages, upon receiving an affirmative answer he began the meeting with an overview of the site and progress being made in the redesign of the portal, pointing out that presently the site was only monolingual but that it would be internationalised in the near future. He spoke of the main objective of building a substantial user base with a view to the site becoming self-sufficient in future, being sustained by the submission of links by visitors. He also talked about consulting with others within localisation and also from outside on the format of the website.

Antóin then spoke of needing feedback on three main areas:

- Navigation
- Elements of the industry excluded.
- Do titles seem reasonable

Regarding **navigation** Antóin asked whether the navigation on the site was intuitive and understandable.

Jesus suggested removing the dropdown box for language selection, favouring a clickable list of languages. Michael, however, pointed out that other languages would eventually be added and that a line of languages could become crowded and unwieldy, while the dropdown list offered easy and virtually unlimited expansion.

Pat then mentioned using dynamic browser recognition to select the appropriate language website from the language of the browser and keeping the list box as an override, stating that this use of state of the art technology would show ELECTs use of best practice regarding technology. Michael agreed and said that he was looking into available software for this purpose. Pat then said that the HTTP header set was the key to this approach. Jesús then suggested perhaps using icons instead of words in this area.

Jesús then moved on to font size, pointing out that in his opinion the font was too small and that it should be at least 12.

Michael then asked for opinions on the navigation sidebar. Jesús said that it was fine but pointed out that the differences in sections wasn't clear, there could be overlapping content in different sections. Michael suggested that links may be the solution to this problem. Jesús then asked about links to universities and research departments. Michael told him that they would appear in the learning section. Antóin suggested that perhaps this wasn't as clear as it could be.

Jesús then suggested that it might be a good idea to place names and pictures of people working on ELECT at the bottom of the page, to give the site a human touch and generate trust. Michael didn't agree, because the main goal of the website is to function as a portal and that a lot of superfluous content could be seen as clutter. Antóin said that a human touch is sometimes good and that it may be taken into consideration.

Jesús then moved on to the colour of the website, and gave an analysis of the various meanings the prevalent colours, green and white, can have. He then talked about the possibility of other colours and suggested blue, yellow and silver, blue being related to business and the EU, yellow being related to quality, references (yellow pages) and silver, being related to technology, masculinity and craftsmanship. He suggested that maybe some of these colours could be incorporated into the website.

Antoin, then asked what the other members of the council thought.

Jesús said that he thought the site should be blue, to represent the EU. Angela said that the colours were fine and that green created a connection to Ireland and that Ireland and localisation go hand in hand, and also that blue is very common on the web and maybe green would give the site individuality. Vandeclecio said that maybe it would be good to use the colours on the ELECT but that blue is always good on a website. Antóin then asked if blue is a good colour for marketing and Jesús replied that it is generally very good.

Michael then asked if in their opinion the website was flawed?

Jesús said that the website is ok, it just needs fine tuning, and is perhaps a bit too modern. Antóin queried him as to whether modern was bad in this respect? Jesús said that, in his opinion, the website should have a sense of history, and could possibly be seen as too flashy. Angela disagreed totally with this saying that it is a modern industry and the website should reflect this.

At this stage Angela had to sign off, and move to another telephone.

Antóin then asked Jesús if he had any more feedback, to which Jesús replied, no.

Antóin then moved the subject on to the navigation on the site, and asked if the site would be easily navigable. Michael provided info on what would be in the sections in the live version of the site. Jesús had a query about whether the user will be able to select which section of the site a link will end up in, if they choose to submit one and was assured by Michael that they would, Michael then provided info on what the finished "submit link" page will be like, as it seems that the wrong one was sent out to council members by mistake.

Antóin then went on to ask whether any elements of the industry had been excluded? The council members responded no, and then Antóin asked whether the titles seemed reasonable?

Jesús said that everything was ok.

Pat then said that several companies, IBM, Microsoft, will be linking to papers, related to localisation in future with the main aim of getting rid of the gap between academic research and industrial research. Jesús agreed that the two should be linked.

Antóin then asked whether the publications page gave the impression of being very local. Pat replied that it seemed more local than global while Jesús said this wasn't the case and that the papers themselves should show the global aspect of the work. Pat then mentioned the essentialness of the LRC for putting industry in touch with academic research.

Michael then moved on to ask whether there were any glaring omissions from the index page. Pat suggested maybe merging news and events, to make space for bigger fonts etc., he went on by stating that the first draft of the website is excellent, tidy, professional and clear.

Antóin then asked if the subtle change in colour in the navigation bar was clear, and both Pat and Jesús replied in the affirmative, Jesús commenting that it was very well balanced and that it made perfect sense, with Pat echoing those sentiments.

Michael said that the website should be live in May.

Antóin thanked everyone for dialling in and the meeting ended.

**Appendix C**

Alchemy Software Development Ltd.

ATRIL

Language Technology Centre

Localizer

MetaTaxis Software and Services

PASS Process Automation Software

PROMT

RWS Group (translate.com)

Schaudin.com

SDL International

STAR Technology Solutions

Trados

Vivendi Universal

WebBudget

Wordfast

## Appendix D

Tool	Category	Donated by	Official Price/licence €	Comments	Contacts
aPromt Expert	MT	Prompt	1330		Alexander Andreev
Catalyst 5	Loc. Suite	Alchemy Software Development	€ 6,499		Tony O'Dowd
Dejavu v.X	Doc. Eng	Atril	990		David Arrowsmith Bjorn Harris
LTC Organiser 4.6	PM	The LTC	999		Adriane Rinsche
Metatexis 1.076	Doc. Eng	Hermann Bruns (author)	99		Hermann Bruns
Multilizer 5.1	S/w Eng	Multilizer	1108,63	1 licence:€3,295; 5:€4,450	Olli-Pekka Mutanen
Passolo 4.0	S/w Eng	Pass Engineering GmbH	1260		Florian Sachse
Personal Translator	MT	Linguattec	249		Dr. Kurt Eberle
RC-Wintrans Pro 7	S/w Eng	Schaudin.com	1270		Tracy Lucas
RWS Tools	Other	Free Download	0		
SDL Help QA 2.1	Testing	SDL Desktop Products	325		Diane Choi' and Fiona Candem
SDL HTMLQA 1.4	Testing	SDL Desktop Products	300		Diane Choi' and Fiona Candem
SDL Insight 2003	S/w Eng.	SDL Desktop Products	1,495		Diane Choi' and Fiona Candem
SDL Tool Proof 2.0.2	Testing	SDL Desktop Products	795		Diane Choi' and Fiona Candem
SDLX 2003	Doc. Eng.	SDL Desktop Products	1195		Diane Choi' and Fiona Candem
Star TermStar XV	Doc. Eng.	STAR Language Technology	1595		Damian Scattergood
Star Transit XV	Doc. Eng	STAR Language Technology	1595		Damian Scattergood
Trados 6	Doc. Eng.	TRADOS	5450		Doug Lawrence & Ingrid Bogensberger
Translate Magellan	MT	Logomedia Corp.	999.75	Approx. Version 2	
Translation Office 3000	PM	Advanced International Translations (AIT)	80		Vladimir Pedchenko

WebBudget 3 XT (Build 3.6.5.1)	S/W Eng.	Aquino Software	220	Josep Carreras
Word Fast 4	Doc. Eng.	Wordfast	€ 170	Yves Champollion

Sub total:	€ 26,916	(x 11 licences )
<b>Total</b>	<b>€ 296,073</b>	

## Appendix E



### **LRC Localisation Technology Laboratory and Showcase**

## **LOTS Online - Policy of Use**

The use of LOTS online assumes that each user has read, understood, and accepted the LOTS online policy.

The use of the LOTS laboratory and the LOTS server (LOTS online) are non-profitable. Their aim is to facilitate learning and evaluation, providing a showcase of all the major software localisation tools currently used in the industry. Therefore, no user should, in any way, make use of these facilities to make a profit or any illegal activity.

Although the LOTS staff put every effort (administrative and technical) into ensuring the integrity of the donated software and the agreed use thereof, the honesty and good intentions of each user are presupposed. Consequently neither the LOTS nor ELECT staff will be responsible for any damage or misuse that may be caused, directly or indirectly, by the use of the LOTS facilities.

On a similar note, the LOTS staff reserve the right to terminate any individual's access to the LOTS facilities, if they consider that he/she is breaking any of the fair use principles mentioned above.

Due to security and legal reasons, it is not permitted to download, upload, or ftp any files from or into the LOTS server. If you would like to use some private files for your learning and testing purposes, you may email or post them to LOTS, and they will be made available in a folder in your private desktop.

Each user's account can be guaranteed to be active for five working days only. After that period, they can be disabled at any time, depending on the number of requests for new accounts and the number of users accessing the LOTS server at the same time.

You can ask for a new account as many times as you need. However, it might take a few days to grant you with it, depending on the number of requests in queue.

Each user will have a licensed copy of Microsoft Word 2000, Excel 2000, and Access 2000 installed in the local PC from which they are accessing LOTS online.

Under no circumstances, will the Localisation Research Centre (LRC) and the LOTS Laboratory staff assume any responsibility

for the use or results of the use of their facilities. The LRC and LOTS make no warranties, either express or implied.

Finally, this service assumes a good will from every user. Any purpose other than learning, testing or evaluating any of the software applications available in LOTS is not permitted. Any misuse in/from/to the server will immediately end disabling the user's account.

For any further information or clarification, please contact the [Localisation Research Centre \(LRC\)](#).

[Back](#)



## **LRC Localisation Technology Laboratory and Showcase**

# **LOTS Online - FAQs**

### **What is LOTS?**

The Localisation Technology Laboratory and Showcase (LOTS) enables localisation professionals and trainers to identify suitable technology faster and more efficiently.

After the official launch of LOTS (6 June 2003), localisation professionals searching for suitable technology to localise their products can visit and use the LOTS laboratory free of charge.

With this new facility, researchers and developers can experiment with different technologies and operating systems, as well as language and locale settings. The laboratory provides access to state-of-the-art localisation technology. It even offers sample files, donated from various companies, to aid their research and evaluation. In short, LOTS encourages and facilitates high-end research.

For more information, [click here](#).

### **What is LOTS online?**

LOTS online means remote access to the LOTS server. In other words, LOTS online is an alternative option that enables users to access the latest localisation programs installed in the LOTS server, from anywhere in the world.

This option is aimed at users who cannot visit the LOTS laboratory (based at the University of Limerick, Ireland), due to big distance or time constraints.

### **What are the main differences between local and remote access to LOTS?**

Users visiting LOTS (based at the University of Limerick, Ireland), have access 100% of all the localisation programs available in the laboratory, apart from a number of localisation related programs (e.g. MS Project, MS Visual Studio .NET, and Robohelp), and virtual operating systems. However, remote access (LOTS

online) only grants access to localisation programs. Occasionally, a program available in the LOTS laboratory might not be available in LOTS online. Local access to LOTS is free of charge, whereas remote access (LOTS online) requires pre-payment of a small fee.

**Is there any fee to use LOTS online?**

Yes. The amount will be announced in September 2003.

**Who should use LOTS online?**

Anybody not being able to visit the LOTS laboratory (University of Limerick, Ireland), with an interest in finding out about and/or testing the latest localisation programs used in the Localisation Industry.

[Back](#)