

<b>Project ref. no.</b>	EDC-52005 ELECT/27644
<b>Project title</b>	<b>ELECT – The 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>	D4.2-3
<b>Deliverable title</b>	<i>Localisation Europe Newsletter (January 2004)</i>
<b>Type</b>	Other
<b>Status &amp; version</b>	Final 1.0
<b>Number of pages</b>	12
<b>WP contributing to the deliverable</b>	WP4
<b>WP / Task responsible</b>	LRC
<b>Author(s)</b>	<i>Reinhard Schäler, Karl Kelly</i>
<b>EC Project Officer</b>	<i>Erwin Valentini</i>
<b>Keywords</b>	Localisation Europe, Newsletter, January, 2004
<b>Abstract (for dissemination)</b>	January 2004 edition of the Localisation Europe newsletter

## Welcome to

**Localisation Europe.**

**This edition of our multilingual newsletter will introduce you to the achievements of ELECT.**

ELECT has been funded between February 2002 and January 2004 by the European Union's eContent Programme to 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.

ELECT has four major action lines:

1. Spreading expertise and best practice in the area of web internationalisation, eContent localisation and cross-cultural information services through the organisation of events
2. Facilitating access to know-how and technology through the establishment of the Localisation Technology Laboratory and Showcase (LOTS)
3. Developing guidelines for linguistic and cultural customisation
4. Enhancing visibility and recognition through the organisation of awards

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.

As it reaches the end of its initial funding period by the European Union, the ELECT project partners, the Localisation Research Centre and Bowne Global Solutions (Germany), are planning future applications for the impressive infrastructure built up over the past two years.

**LOTS** – We are currently planning to use LOTS for teaching and research. We will also investigate the possibility of establishing LOTS Satellites in other European third-level colleges. One of the central research themes will be standards and interoperability.

**electonline.org** – We have already started development on an extension to the Tools and Technology section, in cooperation with the Globalisation and Localisation Association (GALA).

**Annual Conference** – The LRC has decided to continue with these annual events and to put a stronger emphasis on research and new technology issues – areas currently not covered in the conference calendar.

**Teaching and Training** – Plans are under way to continue with this programme. The next International Localisation Summer School will be held in Limerick in June 2004.

This newsletter will provide you with an overview of ELECT's achievements and I am confident that many of the areas covered will be of interest to you. Please do not hesitate to contact us for further information on any of the areas covered.

The publication of this newsletter marks the end of the EU-funding for ELECT. At the same time, it marks the beginning of a variety of initiatives building on its quite remarkable achievements.

Reinhard Schäler  
ELECT Coordinator

**Καλώς ήλθατε στο “Ευρωπαϊκό δελτίο για την προσαρμογή σε τοπικά δεδομένα”** – το ενημερωτικό δελτίο του Ευρωπαϊκού Κέντρου Ανταλλαγής Στοιχείων περί Προσαρμογής σε τοπικά δεδομένα (ELECT). Η πολύγλωσση αυτή έκδοση θα σας ενημερώνει σχετικά με τα επιτεύγματα του προγράμματος ELECT.

Το πρόγραμμα ELECT χρηματοδοτήθηκε από το Φεβρουάριο 2002 έως τον Ιανουάριο 2004 από το Ευρωπαϊκό Πρόγραμμα για το Ηλεκτρονικό Περιεχόμενο (European Union eContent Programme) για την παροχή τεχνικής, εκπαιδευτικής υποστήριξης και υποδομής, για την ενίσχυση και την ανάπτυξη των Ευρωπαϊκών βιομηχανιών ηλεκτρονικού περιεχομένου και προσαρμογής ηλεκτρονικού περιεχομένου σε τοπικά δεδομένα.

Το πρόγραμμα ELECT παρέχει αξιόπιστες πληροφορίες σχετικά με τις καλύτερες πρακτικές, διευκολύνει την πρόσβαση στην τεχνογνωσία και την τεχνολογία, καθιστά διαθέσιμες οδηγίες σχετικά με την γλωσσική και την πολιτιστική προσαρμογή και ενισχύει την αναγνώριση αυτής της βιομηχανίας στην Ευρώπη και όλον τον κόσμο.

**Willkommen bei Localisation Europe** – dem Newsletter des European Localisation Exchange Centre (ELECT). In dieser Ausgabe unseres mehrsprachigen Newsletters möchten wir Sie darüber informieren, was im ELECT-Projekt bisher erreicht wurde.

Das von Februar 2002 bis Januar 2004 aus Mitteln des eContent-Programms der EU geförderte ELECT-Projekt verfolgt das Ziel, die Entwicklung der Lokalisierungsdienstleistungs- und eContent-Branche in Europa voranzutreiben und mit technischem Support, Schulungen und Infrastruktur zu unterstützen. ELECT stellt zuverlässige Informationen zu praxiserprobten

Vorgehensweisen zur Verfügung, bietet schnellen Zugang zu Know-how und Technologien, entwickelt Richtlinien zur sprachlichen und kulturellen Anpassung und verbessert die Präsenz und Wahrnehmung der Branche in Europa und auf der ganzen Welt.

**Bienvenido a Localisation Europe**, el boletín del European Localisation Exchange Centre (ELECT, Centro europeo de intercambio en localización). En esta edición de nuestro boletín en varios idiomas le mostraremos los logros del proyecto ELECT.

Entre febrero de 2002 y enero de 2004, ELECT recibió fondos del Programa de contenidos digitales (eContent Programme) de la Unión Europea para que proporcionara un apoyo técnico, educativo y de infraestructura que promoviera y acelerara el desarrollo de los sectores de contenido y localización digital en Europa.

ELECT proporciona información fiable acerca de las prácticas recomendables, facilita el acceso a procedimientos y tecnologías, pone al alcance de los interesados directrices sobre personalización lingüística y cultural, y mejora la visibilidad y el reconocimiento de este sector en Europa y en el mundo entero.

**Vítá vás časopis Localisation Europe**, který vydává středisko ELECT (European Localisation Exchange Centre, Evropské výměnné středisko lokalizaci). Toto vydání našeho vícejazyčného časopisu vás seznámí s dosavadními výsledky projektu ELECT.

Středisko ELECT bylo založeno v období od února 2002 do ledna 2004 v rámci programu Evropské unie pro elektronický obsah (European eContent Programme) a jeho cílem je poskytování technické, vzdělávací a infrastrukturní podpory pro urychlení vývoje evropského elektronického obsahu a odvětví elektronické lokalizace.

Středisko ELECT nabízí spolehlivé informace o optimálních postupech, zajišťuje snadný přístup k technologiím a know-how, zpřístupňuje pokyny pro lingvistické a kulturní přizpůsobování, zviditelňuje a rozšiřuje povědomí o tomto odvětví v Evropě a po celém světě.



## 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 24th Internationalization and Unicode Conference. The participants were Richard Ishida and Martin Dürst.

Richard Ishida 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).

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

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

### 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).

27 localisation experts from different countries attended the workshop. 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

Following these position statements, a discussion took place where a number of contributors highlighted the fact that the localisation industry is maturing and 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 producing a model for the calculation of return of investment in localisation.

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

### Executive Briefings and Foundation Courses

In September 2003 ELECT held a series of Executive Briefings and Foundation Courses in eContent Internationalisation and Localisation in four European locations. These events were provided free of charge and took place in Munich, Prague, Madrid and Athens. These were two-day courses and consisted of a 2-hour executive briefing followed by a 5-hour course in web internationalisation and a one-day course in web localisation.

These successful courses attracted a varied audience that ranged from translators to project managers to managing directors of companies. The following companies and institutions provided native assistance for the courses: Bowne Global Solutions (Germany), Moravia Worldwide (Czech Republic), Universidad Europea de Madrid (Spain) and Archetypon SA (Greece).

These events were targeted at managers and executives of companies with interests in marketing their products or services to the global community and had the objective of introducing these attendees to the ELECT project. They aimed to provide them with a very basic foundation of the concepts involved in both eContent Internationalisation and Localisation, their benefits and their necessity for successful participation in the global market place.

The Executive Briefings were designed to introduce business people to the ELECT project by explaining the genesis and goals of the project, based on its origins in both the EU eContent programme and the Localisation Research Centre (LRC), and by explaining how ELECT can assist businesses branching out into multilingual digital content publishing. They detailed how ELECT aims to bring the localisation industry and eContent providers together and to provide them with the technical, educational and infrastructural support to accelerate the development of the eLocalisation and the eContent industries in Europe.

The foundation courses were introductory courses, designed to provide interested parties with an introduction to the basic concepts of internationalisation and localisation. Participation in these courses would ideally allow the attendees to be proactive in the localisation of their content and make them aware of possible pitfalls and problems that may arise during localisation projects. They also aimed to raise awareness of the importance and cost-effectiveness of internationalisation during the design of eContent

#### Publisher Information

Localisation Europe is a publication of the Localisation Research Centre (LRC). This publication is part of the ELECT project managed by the LRC in cooperation with the European Commission. It is distributed free of charge to localisation professionals and academia.  
Editors: Reinhard Schäler, Karl Kelly  
Production Editors and Localisation: Bowne Global Solutions, Munich  
Origination: Litho Studios  
Published by: Localisation Research Centre (LRC),  
Department of Computer Science and Information Systems (CSIS),  
University of Limerick, Limerick, Ireland  
Tel: +353-61-202881  
Fax: +353-61-202734  
Email: [LRC@ul.ie](mailto:LRC@ul.ie)  
Web: [www.localisation.ie](http://www.localisation.ie)

## Conferences

Part of the ELECT project's success stems from the fact that it is hosted by the Localisation Research Centre. As a result ELECT has been able to build upon foundations laid by the LRC and enhance existing facilities, structures and events. The 2002 and the 2003 Localisation Conferences and Industry Showcases are perfect examples of events that have been enhanced through the participation of ELECT. These events evolved from the annual localisation conference that is traditionally organised by the LRC. Under the ELECT project these events were enlarged and developed to become Europe's largest and best-established annual localisation event.

### 2002

#### The 7th Annual Localisation Conference and Industry Showcase eContent Localisation

The 7th Annual International Localisation Conference and Exhibition took place in the O'Reilly Hall, at UCD in Dublin on November 12th and 13th 2002. This conference was hosted in cooperation with ElectEvents and UCD's Department of Computer Science and was attended by more than 100 delegates from a number of European countries, the USA, Canada, Egypt and India.

The emphasis of this conference was placed on the challenges of eContent localisation and dealt with what the first day's keynote speaker described as "the tidal wave of change" created by business activity on the internet and the increase in web services. Case studies were used to demonstrate specific eContent issues and illustrate how these issues were overcome while corporate speakers demonstrated solutions for global content management. Various speakers provided insight into the significant management issues involved in large-scale eContent localisation projects.

While eContent was the main focus of this conference there were also some interesting and thoughtful presentations given on different subjects. The status of language as a service vs. language as a commodity brokered by multinational businesses was covered in a very interesting presentation given by Donald Barabé of the Canadian Bureau of Translation, while speakers from the Indian localisation community gave some of the most interesting presentations of the conference.

These presenters focused on the unique challenges of localising products for the Indian market and provided not only a new perspective on localisation but also addressed issues of culture and literacy that are often overlooked. In an industry dominated by discussions of budgets, margins and timelines, a perspective on the issues of literacy, culture and localisation in difficult circumstances provided an interesting change of emphasis.

The conference played host to a presentation on the ELECT project itself and a demonstration of the XML-based Localisation Interchange File Format, XLIFF. There was also time on the agenda for a discussion of tools and technologies in the localisation industry.



Reinhard Schäler (LRC Director), Patrick Gannon (OASIS, USA), Donald Barabé (Canadian Bureau of Translation), Marlène Deshaies (SOFT TRAD) and Don DePalma (Common Sense Advisory Inc.) at the 2002 conference

### 2003

#### The 8th Annual Localisation Conference and Industry Showcase The Multilingual Digital World

The 8th Annual Localisation Conference and Industry Showcase took place in the O'Reilly Hall, at UCD in Dublin from November 17th to 19th 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. This year's conference included presentations from a number of renowned speakers, including Professor Seymour Papert – the eminent mathematician and AI pioneer, and the software development expert, Professor David L. Parnas.

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. It aimed to chart a possible course for the direction to be taken by researchers active in localisation related areas.

The second day of the conference was the "International Localisation Standards Convention". The purpose of the convention was to connect practitioners (translators, engineers, managers), standards organisations and publishers. It 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 day's presenters in a final panel session.

The third and final day of the conference was "The Multilingual Digital World". During this session publishers and service providers working with a variety of digital media explained how they address the challenges and opportunities they are faced with when offering their products and services to users with a multitude of linguistic and cultural preferences.



Left to right: Reinhard Schäler (LRC Director), David Parnas (University of Limerick) and Erwin Valentini (European Commission)



Professor David Parnas addresses the attendees at the 2003 conference

## Διοργανώσεις του ELECT

Το πρόγραμμα ELECT προσέφερε υποστήριξη υποδομής σε πολλές σημαντικές διοργανώσεις με στόχο την εξάπλωση της ειδικευσης και των καλύτερων πρακτικών στο χώρο της διεθνοποίησης του web, της προσαρμογής ηλεκτρονικού περιεχομένου σε τοπικά δεδομένα και των διαπολιτισμικών υπηρεσιών πληροφορικής.

Το Σεπτέμβριο και τον Οκτώβριο του 2003 πραγματοποιήθηκαν στις ΗΠΑ δύο εργαστήρια ειδικευσης ELECT, όπου συζητήθηκε η ανάπτυξη των παγκόσμιων τοποθεσιών web (διεθνοποίηση), η προσαρμογή ηλεκτρονικού περιεχομένου και τοποθεσιών web σε τοπικά δεδομένα και οι διαπολιτισμικές διαστάσεις τους. Το Σεπτέμβριο του 2003 πραγματοποιήθηκαν τέσσερις ενημερώσεις σε επίπεδο στελεχών και μαθήματα ειδικευσης σχετικά με τη Διεθνοποίηση και την προσαρμογή σε τοπικά δεδομένα του Web στο Μόναχο, τη Μαδρίτη και την Αθήνα.

Το Νοέμβριο του 2002 και του 2003 πραγματοποιήθηκαν δύο συνέδρια προσαρμογής ηλεκτρονικού περιεχομένου σε τοπικά δεδομένα και βιομηχανικές εκθέσεις στο Δουβλίνο. Στα συνέδρια αυτά πραγματοποιήθηκαν επικοινωνιακές συζητήσεις και διάλογοι για την κοινότητα της προσαρμογής ηλεκτρονικού περιεχομένου σε τοπικά δεδομένα και διήρκεσαν πολλές ημέρες, καλύπτοντας κάθε ημέρα μια διαφορετική οπτική πλευρά της κοινότητας της προσαρμογής σε τοπικά δεδομένα.

## ELECT-Events

Im Rahmen des ELECT-Projekts wurde die Infrastruktur für mehrere Fachtagungen zur Verfügung gestellt, bei denen die Vermittlung von Know-how und die Weitergabe praxiserprobter Vorgehensweisen auf den Gebieten Webinternationalisierung, eContent-Lokalisierung und interkulturelle Informationsdienstleistungen im Mittelpunkt standen.

Im September und Oktober 2003 wurden in den USA zwei ELECT-Expertenworkshops durchgeführt. Dabei ging es um die Entwicklung globaler Websites (Internationalisierung) und die Lokalisierung

von eContent und Websites unter besonderer Berücksichtigung interkultureller Aspekte. Im September 2003 fanden vier Managerschulungen und Grundlagenkurse für Webinternationalisierung und -lokalisierung in München, Prag, Madrid und Athen statt.

Im November 2002 und 2003 wurden in Dublin zwei Lokalisierungskonferenzen und Fachausstellungen veranstaltet. Auf diesen mehrtägigen Konferenzen bot sich den Teilnehmern die Gelegenheit zu anregenden Diskussionen über Lokalisierungsthemen. Dabei wurde das Lokalisierungsgeschäft jeden Tag von einer anderen Seite beleuchtet.

## ELECT Events

El proyecto ELECT proporcionó la infraestructura de diversos acontecimientos decisivos para extender la experiencia y las prácticas recomendables en las áreas de los servicios de internacionalización del web, la localización de eContent y la información transcultural.

En septiembre y octubre de 2003 se celebraron en los Estados Unidos dos Talleres de expertos de ELECT, en los que se analizaron el desarrollo de páginas web globales (internacionalización) y la localización de contenido digital y de páginas web, incluyendo los aspectos transculturales. En septiembre de 2003 se celebraron cuatro encuentros de ejecutivos y cursos prácticos en Munich, Praga, Madrid y Atenas.

Dos conferencias sobre la localización y demostraciones del sector se celebraron en Dublín en el mes de noviembre, en los años 2002 y 2003. Estas conferencias, en

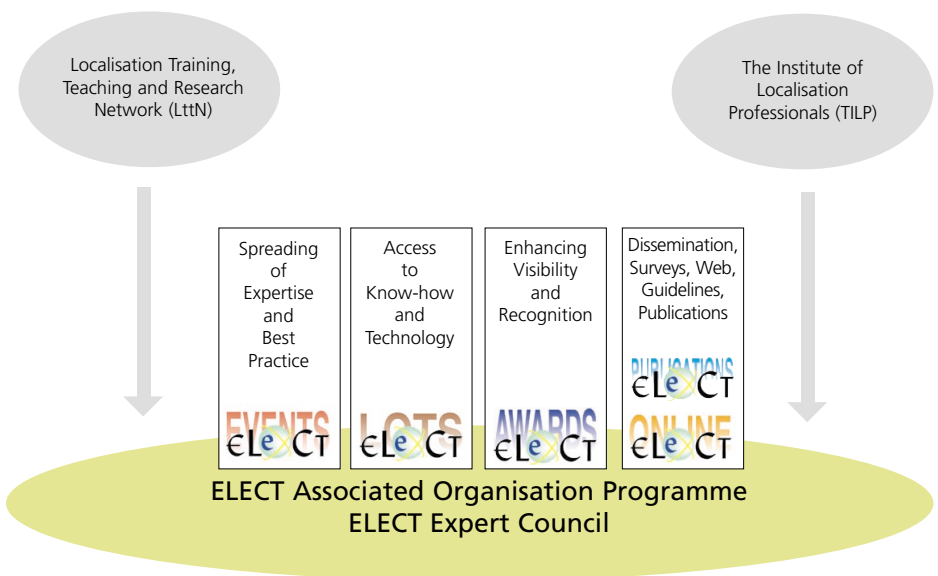
las que se sostuvo un estimulante debate de la comunidad de la localización, se celebraron a lo largo de varios días, centrándose cada uno de ellos en un examen de la comunidad de la localización desde una perspectiva estratégica diferente.

## Události

Projekt ELECT zajišťoval infrastrukturní podporu několika klíčových událostí zaměřených na šíření zkušeností a optimálních postupů v oblasti internacionalizace webových stránek, lokalizace webového obsahu a mezikulturních informačních služeb.

V září a říjnu 2003 se v USA konaly dva odborné semináře projektu ELECT, které byly zaměřeny na vývoj globálních webových serverů (internacionalizaci) a lokalizaci elektronického obsahu a webových serverů s ohledem na mezikulturní hlediska. V září 2003 se v Mnichově, Praze, Madridu a Aténách konaly čtyři úvodní kurzy a instruktáže pro vedoucí pracovníky, jejichž obsahem byla lokalizace a internacionalizace webových stránek.

V listopadu 2002 a 2003 se v Dublinu konaly dvě lokalizační konference a odvětvové přehlídky. Tyto konference daly vzniknout podnětným diskusím v komunitě zabývající se lokalizacemi. Trvaly několik dní, přičemž každý den představil problematiku lokalizací z jiného úhlu pohledu.



# LOTS

## LRC Localisation Technology Laboratory and Showcase

**Are you looking for the latest Localisation Technology?**

**Would you like to get independent advice on the suitability  
of specific tools for your projects?**

**Do you need advice on localisation standards and the  
compliance of your technology with those standards?**

The Localisation Research Centre (LRC) is one of the world's leading intelligence, technology and educational centres for the localisation industry. In 2003 the LRC opened the LRC Localisation Technology Laboratory and Showcase as part of ELECT – The European Localisation Exchange Centre – at the University of Limerick.

### Pragmatics for Industry

Localisation professionals searching for suitable technology to localise their products currently often duplicate their efforts. This central facility will enable them to identify suitable technology faster and more efficiently – and localisation technology developers will find it easier to establish contacts with potential customers.

### Research and Development

Researchers and developers do currently not have easy access to a dedicated localisation laboratory and showcase. With this new facility, they will be able to experiment with different technologies, operating systems and language and locale settings. This laboratory will provide them with access to state-of-the-art localisation technology and encourage and facilitate high-end research.

### Independent Evaluation and Certification

The facility will also enable the LRC to provide test and independent certification facilities to publishers for products developed in accordance with emerging standard specifications.

### Support Staff

The staff at the LRC Localisation Technology Laboratory and Showcase will guide and assist visitors with their tasks.

### Visibility of your products

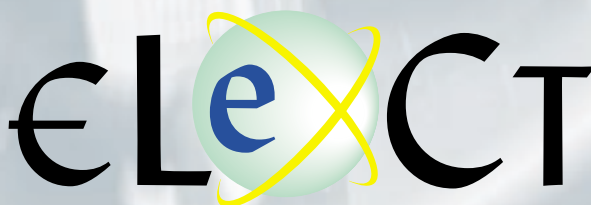
Localisation tools and technology developers are invited by the LRC to make their products available to interested parties through LOTS for research, evaluation and demonstration purposes. Products featured in LOTS will be covered on the ELECT website and in Localisation Ireland, the LRC's localisation journal.

### Benefits

There are a number of benefits to both developers and users of localisation technology. Through their support of this central repository and showcase, developers raise the awareness of the tools and technologies currently available, make it easy for potential customers and users to access their products, and expand the market for localisation tools and technologies. Potential users have easy, hands-on access to tools and technologies for evaluation purposes, they can gain an immediate overview of available tools and technologies, and they can easily match their specific requirements with available tools and technologies.

**Should you wish your product (hardware or software) to be included in the LRC's Localisation Technology Laboratory and Showcase, please contact [lots@ul.ie](mailto:lots@ul.ie) – subject: LOTS contribution.**

**For more information email ([lots@ul.ie](mailto:lots@ul.ie)) or telephone the LRC (+353-61-202881)**



## The Localisation Technology Laboratory and Showcase (LOTS)

### About LOTS

The LOTS Laboratory was officially launched at the end of the third International LRC Summer School (6 June 2003), and was attended by people from different companies around the world.

However, since February 2002, LOTS has requested numerous localisation tools from major localisation tools developers. From the very beginning, the response has been enthusiastic, resulting in the donation of 11 licences of each tool for the 10 allocated PCs in the LOTS Laboratory, and LOTS Online, the LOTS server that allows remote access to the tools over the Internet.

In total, almost €300,000 in licences have been donated to LOTS. Other companies such as Vivendi Universal and Siebel have also contributed with sample files and advice.

### Remote access

Because many people cannot afford to visit the LOTS Laboratory in Limerick, the LOTS Online server has been set up. This server allows online access to most of the tools available in LOTS.

The technical requirements are very simple: a good Internet connection, Windows 2000/XP Professional, and Microsoft Internet Explorer v.6. Feedback from users of the service has been very positive and encouraging, with interesting suggestions for future improvements.

Requests for access to LOTS Online can be made through the LOTS section in the ELECT portal. Basically, users interested just need to download the "Expression of

desktop. This explains how to use LOTS, what the main features and tools are, and how to use the virtual operating systems. A short tutorial, with sample files, for each one of the tools in LOTS will soon be made available. LOTS staff are also available to provide assistance, if needed.

### Promotion of LOTS

LOTS staff have been invited to give talks on the LOTS laboratory, and courses on the tools available, in various different countries. Austin Community College (Texas, US), Universidad Europea de Madrid (Spain), and Universidad Alfonso X el Sabio de Madrid (Spain), are some of the venues where these talks and courses have already taken place. LOTS staff, in association with Austin Community College, also gave an online course on localisation tools.

### Other contributions of LOTS

LOTS has provided a unique environment for the evaluation and testing of different localisation tools. A number of these evaluations have been published in *Localisation Focus*, the *International Journal of Localisation*, and *Multilingual Computing*, two highly respected publications in the localisation industry.

Also, a number of exhibition and discussion days were held in 2003. The aim was to provide a discussion forum where experts in localisation could exchange ideas, problems, and suggestions related to localisation.



Opening of LOTS Laboratory, June 2003

### Contributing companies

Among the main collaborating companies are TRADOS, SDL Desktop Products, Alchemy Software, STAR, Atril, Prompt, Pass Engineering, Shaudim.com, Multilizer, Prompt, LTC, Logomedia, and Aquino Software. Among the tools donated are the latest version of TRADOS, Déjà vu, Passolo, Catalyst RCWintrans, SDL Localisation Suite, WebBudget, LTC Organiser, Multilizer, Personal Translator, and STAR Transit.

Interest" form and email it to LOTS. After that, each user is granted a user name and a password that enables them to log on to the server in the same way as if the user was sitting in front of the machine, accessing his or her own desktop.

### Assisted guidance to the tools

Once the user has logged on to one of the LOTS servers or any of the PCs available in the LOTS Laboratory, an introductory online tutorial is available on the



LOTS discussion group at Universidad Europea de Madrid.

From left to right: Manuel Mata (Universidad Complutense), Rafael Guzmán (LRC), Bert Esselink (Lionbridge), Enrique Torrejón (UEM) and Yves Maurer (Atril)

### What's next?

LOTS activities will continue as before, but the main emphasis in the near future will be placed on localisation tools standards compliance and interoperability testing, which will open new and exciting research opportunities for the localisation industry.

### Εργαστήριο και Έκθεση Τεχνολογίας Προσαρμογής σε τοπικά δεδομένα

Το “Εργαστήριο και Έκθεση Τεχνολογίας Προσαρμογής σε τοπικά δεδομένα” (LOTS), το οποίο βασίζεται στο Πανεπιστήμιο του Λίμερικ (Ιρλανδία), συγκεντρώνει ένα ευρύ φάσμα εργαλείων προσαρμογής σε τοπικά δεδομένα. Το LOTS παρέχει πρόσβαση σε βιομηχανίες και σε ερευνητές για τον έλεγχο και την αξιολόγηση των τελευταίων εργαλείων σε όλα τα κυριότερα λειτουργικά συστήματα. Επιπλέον παρέχει συμμόρφωση με την απόδοση και τα πρότυπα των εργαλείων. Επιπλέον, δημιουργήθηκε ο διακομιστής LOTS Online για να προσφέρει στους χρήστες απομακρυσμένη πρόσβαση μέσω Internet στα περισσότερα εργαλεία. Η πρόσβαση στο LOTS είναι ελεύθερη για σκοπούς εκμάθησης και ελέγχου. Το LOTS αποτελεί επίσης έκθεση εργαλείων προσαρμογής σε τοπικά δεδομένα για χρήστες σε όλον τον κόσμο.

### Localisation Technology Laboratory and Showcase

Die Einrichtung LOTS (Localisation Technology Laboratory and Showcase), die an der irischen Universität Limerick untergebracht ist, vereinigt eine umfassende Auswahl der wichtigsten Lokalisierungstools. Damit erhalten Wirtschaft und Forschung die Möglichkeit, die neuesten Tools auf allen gängigen Betriebssystemen zu testen und zu bewerten. Darüber hinaus lassen sich die Tools auch hinsichtlich Leistung und Einhaltung von Standards prüfen. Inzwischen wurde auch der LOTS Online-Server eingerichtet, mit dem auf die meisten Tools nun auch über das Internet zugegriffen werden kann. Die LOTS-Nutzung zu Bildungs- und



The LOTS Laboratory

Testzwecken ist kostenlos. LOTS dient auch als weltweites Präsentationsforum für Lokalisierungstools.

### Centro de investigación y demostraciones de tecnologías de la localización (LOTS)

El Centro de investigación y demostraciones de tecnologías de la localización (LOTS), con sede en la Universidad de Limerick (Irlanda), reúne una amplia gama de las más importantes herramientas para la localización. En LOTS, los investigadores y miembros del sector pueden probar y evaluar las herramientas más recientes en todos los sistemas operativos importantes. También permite analizar el rendimiento de las herramientas y su cumplimiento de las normas estándar. Además, se ha configurado el servidor LOTS Online, que permite a los usuarios el acceso remoto por Internet a la mayor parte de las herramientas. El acceso al Centro de investigación y demostraciones de tecnologías de la localización (LOTS) es gratuito con fines de aprendizaje y comprobación. LOTS proporciona también demostraciones de herramientas de localización para usuarios de todo el mundo.

### Laboratoř lokalizačních technologií LOTS

Laboratoř lokalizačních technologií LOTS (Localisation Technology Laboratory and Showcase) se sídlem na univerzitě v irském Limericku shromažďuje širokou paletu nejdůležitějších lokalizačních nástrojů. Jejím cílem je umožnit výzkumníkům a pracovníkům z odvětví testovat a zkusit nejnovější nástroje pro všechny hlavní operační systémy. Zajišťuje také sledování výkonu nástrojů a soulad se standardy. Kromě toho je k dispozici server LOTS Online, který nabízí uživatelům vzdálený přístup ke většině nástrojů prostřednictvím Internetu. Přístup do laboratoře LOTS je pro potřeby učení a testování zdarma. Laboratoř LOTS také organizuje přehlídku lokalizačních nástrojů pro uživatele z celého světa.

## ELECT Awards

One of the main aims of ELECT was to bring the localisation industry and eContent providers together and to provide them with the technical, educational and infrastructural support to accelerate the development of the eLocalisation and eContent industries in Europe. However there is a lack of awareness in Europe regarding the importance and need for localisation when dealing with an international consumer base on a global digital level.

This lack of awareness led ELECT to the conclusion that it is necessary to educate the public on the importance of bringing localisation and eContent providers together. It was decided that one of the best ways to achieve this would be to create a series of awards that actively reward researchers and eContent providers that take advantage of the opportunities presented by localisation and who do so in a way that pushes the envelope outward, excelling in their areas of expertise and setting high standards for their peers. In this way the importance of localisation is underlined in a way that cannot go unnoticed.

Taking advantage of the foundations that had already been laid by the Localisation Research Centre's annual Best Thesis Award, ELECT provided the infrastructural and organisational support for the expansion of this award and the creation of two brand new awards. The Best Thesis Award became the ELECT LRC Best Thesis Award while the two new awards that were created were; the ELECT LRC Best Scholar Award, and the ELECT Best Global Web Site Award.

### ELECT LRC Best Thesis Award

sponsored by Symantec Ireland

The ELECT LRC Best Thesis Award seeks to find the best thesis on a localisation-related topic. The competition allows students who have completed a thesis on a relevant theme within the past two years to submit their work and compete for a prize, generously provided by awards sponsors Symantec.

Over the course of the ELECT project two Best Thesis Awards were presented.

### 2002

Mr John Papaioannou won the 2002 award for his thesis *The Localisation Outsourcing Decision*, a thesis submitted in part-fulfilment of the requirements for a Masters of Business Administration at the University of Warwick. His thesis investigates the question of whether

localisation outsourcing is the optimal strategy when attempting to increase capacity while maintaining a cost base. The aim of the work undertaken was to address regional requirements for increased localisation scope and improved turnaround. The author developed a model assisting publishers to take the right decision when considering outsourcing localisation related tasks (or not). The model takes into account criteria set by the stakeholders and evaluates a number of alternatives in context.

Due to the large number and outstanding quality of theses submitted, the judging panel decided to give a special mention to two authors.

1. Francesco Musso of the University of Staffordshire (UK) and Dublin Institute of Technology (Ireland) for his MSc thesis *The Strategic Relevance of 'Quality' during the Web Site's Localisation Process*. His thesis presented an extremely systematic and comprehensive approach to an area often neglected during the Web site localisation process.

2. Steven Atkin of the Florida Institute of Technology (USA) for his PhD thesis *A Framework for Multilingual Information Processing*. His thesis, with exemplary academic depth and scholarship, presented general software globalisation issues, character encoding systems, issues around bi-directional text and the enhancement of plain text as a basis for the application of metacode layers.



LRC Director Reinhard Schäler, James Grealis of Symantec, Best Thesis writer John Papaioannou and Ita Richardson, Head of CSIS Department, University of Limerick

### 2003

The 2003 Best Thesis Award was presented to Francie Gow for her thesis on *Metrics for Evaluating Translation Memory Software*. Francie completed this thesis as part of the degree requirements for an MA in Translation at the University of Ottawa in Canada. This thesis had the goal of designing and developing a new evaluation methodology that can be used to compare the different search-and-

retrieval functions used in TM tools. This subject is relevant because localisers are required to deliver large amounts of digital content in a growing number of languages, at highly competitive prices, in outstanding quality and at the same time as the original version. This would be an impossible goal without the use of reliable language technology tools and applications. While machine translation applications are not yet widely used, localisation without the use of translation memory technology is no longer an option. However, there are only few studies available that have evaluated translation memory systems in a verifiable, measurable and methodological manner.

Francie's thesis reviews and compares methodologies for the evaluation of translation memory systems. It applies metrics, and scores competing approaches to translation memory technology. The result provides not only verifiable test results for specific systems, but a complete methodology based on measurable criteria for the evaluation of translation memories in general.

Due to the large number and the outstanding quality of theses submitted the judging panel decided to give a special mention to two authors:

1. Lorena Guerra for a very well-reasoned thesis titled *Human Translation Versus Machine Translation and Full Post-editing of Raw Machine Translation Output* and submitted to Dublin City University for an MA in Translation.

2. Rob Gillham for a thesis containing an excellent discussion of the issues around cultural adaptation entitled *Designing effective design support for localisation* and submitted to University College London (UK) for an MSc.



Left to right: James Grealis, Symantec; Erwin Valentini, European Commission; Best Thesis Winner 2003 Francie Gow; and LRC Director Reinhard Schäler

### ELECT Best Global Website Award

sponsored by Euro RSCG Interaction

The ELECT LRC Best Global Website Award is a new award, with the aim of finding Europe's most innovative multilingual and multicultural website. The award attracted a large number of entries from many different types of organisations ranging from those presenting relatively low-scale community sites to those presenting extremely high-tech commercial sites.

The inaugural ELECT LRC Best Global Website Award was presented to the Swedish National Agency for School Improvement for [www.modersmal.net](http://www.modersmal.net). The winning site, provides a resource for those working in childcare and school education and concentrates on "mother tongue" education.

The award was presented to Mats Wennerholm of the Swedish National Agency for School Improvement on Wednesday 19th of November at the third day of the annual localisation conference, "The Multilingual Digital World".



Mats Wennerholm and Premton Gervalla of the Swedish National Agency for School Improvement

### ELECT LRC Best Scholar Award

sponsored by IBM

This year has also been the first year of the ELECT LRC Best Scholar Award. This award, sponsored by IBM, seeks to find the most promising research proposal submitted by a student entering into a postgraduate research degree at a European educational institution and reward said student in a way that will assist in the completion of their research and studies.

The winner of the inaugural ELECT LRC Best Scholar award was Aoife O' Gorman. Her proposal, "French Question Answering in Technical and Open Domains," aims to study, and characterise systematically, the differences between French and English from the perspective of QA, working within both

open and closed domains. Aoife is currently conducting research at the University of Limerick toward a Masters of Science.



Left to right: Reinhard Schäler, Director, LRC; Best Scholar Aoife O'Gorman; Bill Kearney of IBM; and Erwin Valentini of the European Commission

### Βραβεία ELECT

Η απονομή των βραβείων ELECT πραγματοποιήθηκε στο 8ο Ετήσιο Συνέδριο Προσαρμογής σε τοπικά δεδομένα και Βιομηχανική έκθεση το Νοέμβριο του 2003. Το βραβείο Καλύτερης διατριβής του Ερευνητικού κέντρου προσαρμογής σε τοπικά δεδομένα (LRC) δόθηκε στην Francie Gow για τη διατριβή της στα "Συστήματα μέτρησης για την αξιολόγηση λογισμικού μεταφραστικής μνήμης". Το βραβείο ELECT Καλύτερης παγκόσμιας τοποθεσίας Web δόθηκε στην υπηρεσία "Swedish National Agency for School Improvement" για την τοποθεσία τους [www.modersmal.net](http://www.modersmal.net). Η βραβευμένη τοποθεσία παρέχει μια πηγή σε όσους εργάζονται με τη φροντίδα των παιδιών και τη σχολική εκπαίδευση και επικεντρώνεται στην εκπαίδευση στη "μητρική γλώσσα". Το Πρώτο βραβείο υποτροφίας ELECT LRC δόθηκε στην Aoife O' Gorman, φοιτήτρια του Πανεπιστημίου του Λίμερικ για τη διατριβή της "French Question Answering in Technical and Open Domains".

### ELECT-Auszeichnungen

Auf der 8. Jahreskonferenz und Fachausstellung für Lokalisierung im November 2003 wurden die ELECT-Auszeichnungen vergeben. Mit dem LRC Best Thesis Award wurde Francie Gow für ihre Arbeit zum Thema „Messgrößen für die Bewertung von Trans-

lation-Memory-Software" ausgezeichnet. Der ELECT Best Global Website Award ging an die schwedische Behörde für Schulförderung für ihre Website [www.modersmal.net](http://www.modersmal.net). Die prämierte Website richtet sich an alle, die im Bereich Vorschulerziehung und Schule tätig sind, und legt ihren Schwerpunkt auf die Förderung der „Muttersprache“. Den ELECT LRC Best Scholar Award erhielt Aoife O' Gorman, eine Studentin der Universität Limerick, für ihr Forschungskonzept „Beantwortung von Fragen in der französischen Fach- und Gemeinschaftssprache“.

### ELECT Awards

Los premios ELECT (Centro europeo de intercambio en localización) fueron presentados en noviembre de 2003 en la octava Annual Localisation Conference and Industry Showcase (Conferencia anual de localización y demostración del sector). Francie Gow ganó el Premio LRC a la mejor tesis, por su tesis sobre Métricas para la evaluación del software de memorias de traducción. El Premio ELECT a la mejor página web global se otorgó a la Agencia Nacional Sueca para la Mejora de la Escuela, [www.modersmal.net](http://www.modersmal.net). La página ganadora es un recurso destinado a los que trabajan en la educación infantil y escolar, centrándose en la educación en la "lengua de origen". El Premio ELECT al mejor estudioso del LRC se concedió a Aoife O' Gorman, estudiante de la Universidad de Limerick, por su propuesta de investigación, "Responder a la pregunta francesa en dominios técnicos y abiertos".

### Ocenění

Na 8. výroční lokalizační konferenci a odvětvové přehlídce v listopadu 2003 byla vyhlášena ocenění projektu ELECT. Ocenění střediska LRC Nejlepší odborná práce získal Francie Gow za práci Metrika pro hodnocení softwaru překladových pamětí. Ocenění střediska ELECT Nejlepší globální webový server bylo předáno Švédské národní agentuře za pokrok ve školství za server [www.modersmal.net](http://www.modersmal.net). Vítězný server nabízí prostředky pro podporu péče o děti a vzdělávání ve školách a soustřeďuje se na vzdělávání v mateřském jazyce. Ocenění střediska ELECT LRC Nejlepší student získala Aoife O' Gorman, studentka Univerzity v Limericku, za svou výzkumnou práci „Zodpovídání francouzských dotazů v technických a otevřených doménách“.

## Localisation Focus.

*Localisation Focus* is the LRC's quarterly magazine, it is distributed to over 2500 academics and industry professionals worldwide and during 2002 and 2003 provided coverage of the ELECT project.

In **March 2002**, ELECT sponsored an issue of *Localisation Focus*. This issue contained information on ELECT and provided details on the goals of ELECT and the people working on the project. The magazine also ran a full-page colour advertisement for LOTS, explaining what it was and its relevance for the localisation industry.

The **June 2002** issue contained information on the LRC Conference 2002, organised in co-operation with the ELECT project. The Localisation Technology Laboratory and Showcase (LOTS) was again publicised in this issue.

Information about the conference appeared in the **September 2002** issue in a 2 page colour spread along with an advert devoted to promoting the event.

In **December 2002**, *Localisation Focus* ran a report on the LRC 2002 Conference. An article about LOTS, its contributors and the hardware and software available in the laboratory was also featured.

### 2003

In **March 2003** *Localisation Focus* continued to distribute information on the ELECT project on areas such as LOTS and, as part of the ELECT Events, the LRC 2003 Summer School. The ELECT LRC Best Thesis Award was also announced in this issue.

Areas of ELECT mentioned in the **June 2003** issue included, the LRC 2003 Conference, ELECT Executive Briefings and Foundation courses and the announcement of the 2003 Best Thesis Award, the 2003 Best Scholar Award, and the 2003 Best Global Website Award.

In **September 2003** ELECT sponsored its second issue of *Localisation Focus*. This issue contained a full colour 2 page spread publicising the launch of the new ELECT Online web portal and the programme for the LRC 2003 Conference.

The final issue of 2003, **December**, contained results of the ELECT Awards and articles from the winners. Information on ELECT Online also appeared in an advertisement.



September 2003 issue of *Localisation Focus*, sponsored by ELECT

### 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.

This survey was compiled using various methods, such as reviews of market research, emails, journals and discussed the main trends and developments within the various industries relating to localisation. The eContent players were categorised into eContent provider, eContent service provider and Localisation provider. The category of eContent provider was broken down further 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 and Tourism & Travel.

### The 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 accessible via: [http://www.localisation.ie/research/projects/Elect\\_Project\\_Web/](http://www.localisation.ie/research/projects/Elect_Project_Web/) and is divided into the following sections:

- Project Objectives
- Who's Who
- Components (Events, Awards, LOTS, Publications and ELECT Online)
- Expert Council
- Consortium Information

The Consortium section of the web site is password-restricted and is used to store copies of all of the project deliverables. It can only be accessed by members of the European Commission and the LRC.

Updates to this site have been made on a regular basis since the project's inception. Recently, details on the winners of the ELECT/LRC awards have been added, while additional information on the LOTS laboratory has also been included.

In order to keep the focus of this web site separate from that of the [electronline.org](http://electronline.org) portal, we made a clear distinction between the content that should be published on each. The project web site contains detailed information on the various aspects of the ELECT project. On the other hand, [electronline.org](http://electronline.org) provides people with short snippets of information from a wide range of external sources and offers hyperlinks to these sources.

### Bowne Global Solutions – ELECT Consortium Partner

Bowne Global Solutions (BGS) is a leading provider of localisation services with expert professionals located in more than 40 production and project management sites in 24 countries and with access to a worldwide network of 10,000 qualified linguistic resources covering more than 60 languages and dialects.

The Munich office of BGS provided industrial expertise to the ELECT project, working the team in Limerick. They managed and performed the localisation of materials for dissemination into a number of European languages and locales. This included the desktop publishing and production editing of the ELECT newsletters. The Munich team also contributed to the planning and implementation of the ELECT Online web portal and acted as consultants and reviewers for the web internationalisation and localisation Guides. BGS staff helped set up the Executive Briefings and Foundation Courses and hosted the events in Munich.

## Διάδοση

Το τριμηνιαίο περιοδικό του LRC, Localisation Focus, χρησιμοποιήθηκε για τη διάδοση των δραστηριοτήτων του κέντρου ELECT σε περισσότερους από 2.500 συνδρομητές σε όλον τον κόσμο. Οι πληροφορίες που δημοσιεύτηκαν περιλάμβαναν τα γεγονότα και τα βραβεία του ELECT, καθώς και πληροφορίες για το LOTS.

Επιπλέον, το website "ELECT Project" περιγράφει με λεπτομέρειες τι είναι το κέντρο ELECT, ποιος βρίσκεται πίσω από αυτό, ποιοι είναι οι στόχοι του και με ποιον τρόπο οι επισκέπτες μπορούν να συνεισφέρουν ή να επωφεληθούν από το πρόγραμμά του. Πρόσβαση στην τοποθεσία μπορείτε να αποκτήσετε μέσω της διεύθυνσης: [http://www.localisation.ie/research/projects/Elect\\_Project\\_Web/](http://www.localisation.ie/research/projects/Elect_Project_Web/)

Επιπλέον, ως τμήμα του προγράμματος ELECT πραγματοποιήθηκε και μια έρευνα ηλεκτρονικού περιεχομένου, προκειμένου να τονιστούν στους εκδότες ηλεκτρονικού περιεχομένου τα πλεονεκτήματα της προσαρμογής σε τοπικά δεδομένα. Κύριος στόχος της έρευνας ηλεκτρονικού περιεχομένου ήταν ο προσδιορισμός των ενεργών συμμετεχόντων στο ηλεκτρονικό περιεχόμενο, με έμφαση σε αυτούς εντός της Ευρώπης, και η παρουσίαση σε αυτούς της προσαρμογής σε τοπικά δεδομένα.

Η ELECT Online είναι μια πύλη web, η οποία περιέχει συνδέσεις σε βιβλία, οδηγίες, γλωσσάρια και άλλα έγγραφα, καθώς και εργασίες στη βιομηχανία και φόρουμ συζήτησης. Η πύλη δημιουργήθηκε προκειμένου να λυθεί το πρόβλημα της εύρεσης σχετικών και ενημερωμένων πληροφοριών σχετικά με την προσαρμογή σε τοπικά δεδομένα και προκειμένου να δημιουργηθεί ένα συγκεκριμένο σημείο πρόσβασης σε πληροφορίες για την προσαρμογή σε τοπικά δεδομένα.

[www.electonline.org](http://www.electonline.org)

## Veröffentlichungen

In der vom LRC vierteljährlich herausgegebenen Zeitschrift Localisation Focus wurden die ELECT-Aktivitäten den weltweit über 2500 Abonnenten vorgestellt. Veröffentlicht wurden u. a. Artikel und Hinweise zu den ELECT-Veranstaltungen, -Auszeichnungen sowie zu LOTS.

Außerdem bietet die ELECT-Projektwebsite einen guten Überblick darüber, was genau ELECT ist, wer hinter dem Projekt steht, welche Ziele verfolgt werden und wie sich Besucher am Projekt beteiligen oder davon profitieren können. Die Website befindet sich unter [http://www.localisation.ie/research/projects/Elect\\_Project\\_Web/](http://www.localisation.ie/research/projects/Elect_Project_Web/).

Als Teil des ELECT-Projekts wurde eine eContent-Studie vorgelegt, welche die Vorteile der Lokalisierung für eContent-Herausgeber aufzeigt. Das Hauptziel dieser Studie bestand darin, die wichtigsten Beteiligten der eContent-Produktion, insbesondere diejenigen in Europa, zu identifizieren und ihnen die Lokalisierung näher zu bringen.

Das Webportal ELECT Online bietet Links zu Büchern, Richtlinien, Glossaren und anderen Dokumenten sowie einen branchenspezifischen Stellenmarkt und ein Diskussionsforum. Das Portal wurde entwickelt, um die Suche nach relevanten, aktuellen Informationen zur Lokalisierung zu erleichtern und eine zentrale Anlaufstelle für Lokalisierungsinformationen zu schaffen.

[www.electonline.org](http://www.electonline.org)

## Difusión

Desde Localisation Focus, revista trimestral del LRC, se difundieron las actividades del ELECT (Centro europeo de intercambio en localización) a los más de 2.500 suscriptores que tiene en todo el mundo. La información publicada incluyó los acontecimientos y los premios del ELECT, así como información sobre el Centro de investigación y demostraciones de tecnologías de la localización (LOTS).

Además, la página Web del Proyecto ELECT muestra con exactitud lo que es el Centro europeo de intercambio en localización, quiénes están detrás, cuáles son sus objetivos y el modo en que los visitantes pueden contribuir al proyecto o beneficiarse de él. Para el acceso a la página, visite la dirección siguiente: [http://www.localisation.ie/research/projects/Elect\\_Project\\_Web/](http://www.localisation.ie/research/projects/Elect_Project_Web/)

Como parte del proyecto ELECT se realizó un estudio sobre contenidos digitales, con el fin de resaltar las ventajas de la localización ante los editores de esos contenidos. El objetivo principal de dicho estudio fue el de identificar a los actores principales en el sector de los contenidos digitales, poniendo el énfasis en los de Europa, y presentarles la localización.

ELECT Online es un portal web que contiene vínculos a libros, directrices, glosarios y otros documentos, información sobre empleos disponibles en el sector y un grupo de debate. Este portal se desarrolló con el objetivo de solucionar el problema que plantea la búsqueda de informaciones relevantes y actualizadas sobre la localización, proporcionando un punto único de acceso a dicha información.

[www.electonline.org](http://www.electonline.org)

## Šíření informací

Středisko LRC používalo k šíření informací o aktivitách projektu ELECT čtvrtletně vydávaný časopis Localisation Focus. Počet jeho předplatitelů z celého světa přesáhl 2500. Byly v něm publikovány informace o událostech a oceněních projektu ELECT a informace o laboratoři LOTS.

Kromě toho je k dispozici webový server projektu ELECT, který přesně ukazuje, co projekt ELECT je, kdo za ním stojí, jaké jsou jeho cíle, jak do něj mohou návštěvníci přispět a jaké jsou výhody projektu. Server má následující adresu:

[http://www.localisation.ie/research/projects/Elect\\_Project\\_Web/](http://www.localisation.ie/research/projects/Elect_Project_Web/)

Do projektu ELECT byl také zahrnut průzkum elektronického obsahu, a to s cílem zdůraznit výhody lokalizace pro jeho poskytovatele. Hlavním cílem průzkumu elektronického obsahu byla identifikace aktivních hráčů na poli elektronického obsahu s důrazem na evropské subjekty a jejich uvedení do problematiky lokalizace.

ELECT Online je webový portál obsahující odkazy na knihy, pokyny, slovníky a další dokumenty, informace o zaměstnání v odvětví a diskusní fórum. Portál byl vyvinut s cílem vyřešit problémy při hledání podstatných a aktuálních informací o lokalizaci a zajistit centrální bod pro přístup k informacím o lokalizaci.

[www.electonline.org](http://www.electonline.org)

ELECT Online ([www.electonline.org](http://www.electonline.org)) is a new way of finding localisation and internationalisation-related information on the Web. Launched in September 2003, ELECT Online is a web portal that provides links to the latest industry news, events, publications, software and jobs. The portal was developed to solve the problem of finding relevant, up-to-date information on localisation, and to provide a single point of access for localisation information.

ELECT Online is also intended to be an example of an internationalised site. Its look and design is intended to be culturally neutral. In addition, the site is available in six languages, Czech, English, French, German, Greek and Spanish. The language is selected by choosing the preferred language from a drop down box at the top of each page. Choosing another language instantly translates the current page into the target language.

While the Internet allows access to a vast array of information, searching for specific localisation-related information can be difficult. While finding specific documents or publications can be easy, they are often scattered across many unrelated sites, ELECT Online was created to enable people to find localisation-related resources. For example if someone wants to know what guidelines in localisation they should be aware of, they can simply go to the Publications section of ELECT Online and search for 'guidelines'. This will produce a list of all guidelines that are listed on ELECT Online, including a brief synopsis and a link to the actual document.

The portal itself is divided into several sections. The major sections are: News & Events, Software, Jobs, Learning, Publications, Research Projects and Professional Directory. The portal also contains a fully-functional message board.

### News & Events

contains regularly updated news from the industry, as well as information on upcoming events of interest to the localisation industry. It also includes an archive of older entries.

### Software

contains a directory of software tools that are used in localisation. The information provided includes a description of the tool, publisher and platform. Shortly this will contain much more detailed information including cost, demo version available, details on support, etc. The Software section also contains a list of online glossaries, and a link to LOTS Online.

### The Jobs

section is a listing of jobs currently available in the industry. This list can be searched by job field, country and specified keywords. Each job entry displays a description of the job, experience required, salary and location, as well as the closing date for applications.

### Learning

contains a list of educational courses that could be of benefit to those in the industry. It includes college courses, courses run by commercial entities, and online courses. Details of location and type of qualification are also provided, and the list is fully searchable.

### Publications

allows users to browse through a comprehensive list of publications available online. These include books, case studies, guidelines, periodicals, standards, theses and whitepapers. The user can specify the type of document they are looking for, as well as keywords contained in the title and description.

### Research Projects

lists localisation-related research work. It lists both ongoing and past projects. The list is searchable by category and keyword, and each entry contains detailed contact information, a description and a link to the particular project's web site.

### The Professional Directory

is an important part of the portal. It lists thousands of companies and organisations that are relevant to the localisation industry. These include e-content producers, e-content service providers and localisation service providers. This section aims to enable the different types of organisations to find one another and engage in business. Each entry has a link to the organisation and detailed contact information. The Professional Directory is also fully searchable.

This information has been collected by the Localisation Research Centre and supplemented by the visitors to the website. ELECT Online allows visitors to register with the portal, giving them a unique user-name and password. This allows them to log into the portal and submit information to the various sections. Once submitted, a moderator in the LRC must approve the entry before it goes live on the site. Users may also log in at any time and update any entries they have submitted in the past. This allows the portal to remain up to date and relevant.

To date the site has received over 20,000 external page views. As exposure for ELECT Online grows, we envision the amount of visitors and amount of entries on ELECT Online growing in tandem. It is our hope that ELECT Online will eventually become the place to go for finding information on localisation.

[www.electonline.org](http://www.electonline.org)