




Localisation4all

The Open Localisation Platform
Reinhard Schäler

Sarawak Language Technology (SaLT) Initiative:
The preservation of Sarawak Ethnic Languages
Alvin Yeo, UNIMAS



When cycling is easy
you are usually going
downhill.



When cycling is
hard, tail wind
helps.





The Open Localisation Platform

- Localisation
- The information and knowledge society
- Requirements for a collaborative localisation platform



Localisation

- Why localise?

- Short-term ROI – pay a lot (manual)
- Medium-term ROI – pay less (technology, TMs)
- Long-term ROI – pay nothing (crowdsourcing)

- Example

- The official language of Denmark is Danish, spoken by 5million people
- The official language of Ethiopia is Amharic, a Semitic language which is spoken by about 27 million people





Localisation

- Big changes - disruption
 - 1990s TM
 - 2000s Internet & digital content
- Examples
 - **220 million** – The number of Chinese who were using the Internet as of February 08. For the first time, China's total surpassed the U.S.'s, which in 2007 was 216 million
 - **17%** - The percentage of people in China who use the Internet, compared with 71% in the U.S.
 - Amount of digital data at the end of 2007: **281 billion gigabytes**, 10 % more than previously estimated (IDC)
 - = 45 GB of information for every person on Earth
 - = 17 billion 8GB iPhones
 - There are now >100m blogs on the web
Anthony Williams, Wikinomics



The information & knowledge society

- Ubiquitous computing
- Instantaneous access to knowledge
- Internet everywhere
- Many computers per child
- Examples
 - Health care (netdoctor, doctoronline, ...)
 - Justice (lawyers, humanrights, ...)
 - Finance (bloomberg, business.com, ...)
 - Tradesmen (onlinetradesmen, justtradesmen,...)
 - Access to goods (onlinestores, ebay, ...)
 - Information (weather, exchange rates, ...)
 - Research (google scholar, libraries, wikipedia, ...)



The information & knowledge society

- Access
 - Progress, prosperity, health
- Lack of access
 - Lack of development, poverty, ill-health
- The digital divide
 - Localisation provides access
 - Lack of localisation prevents access



Lack of localisation...

... can seriously damage your health,
your personal freedom, your
economic & social well-being

**Lack of
localisation
kills**



Reality check

- Mainstream localisation efforts are not sustainable long-term
- Many crowd-sourcing efforts are just an advanced model of current efforts
 - Success can be measured by the level of adoption, sales
- BUT
 - technologies and applications are being launched in developing countries which are now picked up by the developed world (mobile payment systems, cheaper ways to access the internet) – creating the “**Blowback**” effect
- Short-term return-on-investment **cannot** remain the only driving force behind the localisation effort – even for cold-hearted accountants
 - **4 billion people with less than 2 dollars a day have a higher purchasing power (in relative terms) than Japan, Germany, France, the U.K. and Italy combined.**



Localisation for all

The open localisation platform

○ How?

- Bring it out!
 - Ownership, IP, maintenance, development, open source vs. hosted
- Research & develop platforms and components
 - Open, standards-based, modularised, interoperable
- Provide training
 - Accessible, affordable, targeted



Maasai mit Handy in Kenia



Telekommunikation in Ruanda



The effect of the Open Localisation Platform: *Tail wind* for those who need it.



Motiles Büro in Guruvayur, Indien



Eleksha mit mobiler Internet-Station in Uttar Pradesh, Indien



Internet-Unternehmen in Padmaavati

