

LRC XV

LRC XV, the 15th annual internationalisation and localisation conference is set for Thursday-Friday, 23-24 September at the Carlton Castletroy Park Hotel, Limerick. Organised by the Localisation Research Centre (LRC) and supported by the Centre for Next Generation Localisation (CNGL), the two-day event will be preceded by the first International XLIFF Symposium on Wednesday, 22 September at the same venue. Entitled 'Brave New World: The Future of Localisation Services', the conference itself will assess the future direction of the localisation sector in the wake of the cloud computing revolution.

With automatic translation services now offered as standard by search providers and volunteer translations freely available from online communities right across the web, is localisation in danger of being taken for granted? Will users soon be unwilling to pay for a professional localisation service simply because they can get it for free elsewhere, regardless of quality, and what are the long term implications when quality is no longer defined by professionals but by end users? These and other challenges will be addressed by some of the biggest players in the industry as they seek to establish a roadmap for the decade ahead.

Meanwhile, the keynote address at the premier International XLIFF Symposium the day before the main conference will be delivered by Bryan Schnabel, chair of the XLIFF Technical Committee. The main purpose of the symposium is to bring together as many specialists, tools providers, developers and researchers as possible to discuss and share their experiences of XLIFF (XML Localisation Interchange File Format). In addition to showcasing a series of implementation case studies, the future outlook for XLIFF and its new version, XLIFF 2.0, will also be high on the agenda.

More details on the conference agenda and delegate fees are available on the LRC website. Students, NGOs and freelancers can avail of a special discounted registration fee of €100 for the full conference. For more information or to register for this event, please go to www.localisation.ie