Innovating Localization Business Models

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Major Sponsors

Lionbridge
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Welcome

Welcome to our twelfth Localization World conference! We are happy to be in Madison for the first time, home not only of the University of Wisconsin, but also The Localization Institute. Arranged as it is around its beautiful blue Lakes Monona and Mendota, we trust it will be a lovely fall setting.

New to Localization World this time is the Product Demo Theatre, located in the exhibit area, showcasing and demonstrating exhibitor products and services.

Localization World strives to bring you the best information available and to provide the opportunity to network with fellow professionals in a casual atmosphere. We cannot provide this without the support of our major sponsors.

We offer special thanks to Lionbridge, our Gold Sponsor, and to The Geo Group Corporation and Across Systems GmbH, our Silver Sponsors.

Our program committee works very hard to structure a program that is objective and informative. Their names are listed on page 3. Please thank them for their work.

We are pleased to thank once again the Globalization and Localization Association (GALA) for working with us on the program for the conference. If you are not familiar with the association, visit their exhibit at Booths 8 and 9 for more information.

Conference presentations will be available online after the conference to registered attendees. We will send an e-mail to all attendees describing the access information.

— Ulrich Henes, Donna Parrish, Jaap van der Meer
Networking

One of the reasons that people attend Localization World is for the networking opportunities, and they are not disappointed! Besides the exhibit hall with areas for impromptu meetings and ample time between sessions and at lunches, the conference offers two special occasions to encourage attendees to relax and get to know each other.

Opening Reception
Sponsored by Across Systems GmbH
Monday, October 13, 2008 — 7pm - 9pm
Madison Museum of Contemporary Art, 227 State Street

Please join us Monday night at the Madison Museum of Contemporary Art for the Localization World Opening Night Reception. This event is open to all conference participants. The reception is a fantastic networking opportunity in a fun and social atmosphere. We will be serving light hors d’oeuvres and refreshments. Feel free to join us as we walk to the Madison Museum of Contemporary Art, as it is a short distance from the Monona Terrace, our conference venue. See you there!

Dinner
Sponsored by Logrus International Corporation and Moravia Worldwide
Tuesday, October 14, 2008 — 6pm - 9:30pm
Monona Terrace

Come and join us for dinner and networking under the stars at the rooftop garden located atop the Monona Terrace. A consistent theme of a Frank Lloyd Wright design is his knack for incorporating the outside with the in, and the Monona Terrace is a stunning example of clean architectural lines complementing the natural beauty of Lake Monona. Enjoy the stunning view and tranquil setting right in the heart of this beautiful city.

October in Wisconsin can be tricky, so we have made alternate arrangements for a room inside the Monona Terrace in the event of inclement weather. Dress is casual, but some light layering may be necessary.

The fastest way to find resources and to connect with peers in the Localization World

LocWorld

www.locworld.net

Exhibiting Companies

New for Madison 2008

The Product Demo Theatre

The Product Demo Theatre is an arena for exhibitors attending the Localization World Madison conference to showcase and demonstrate their products and services. Twenty-five-minute demonstrations of the latest available technologies in the industry are open to conference attendees and will run simultaneously with conference sessions. A demonstration schedule can be found in your conference bags and will be posted outside the theatre as well.

ACP Traductera www.traductera.com

ACP Traductera is a translation agency based in the Czech Republic and Slovak Republic. Our local experience in Central Europe and strong focus on appropriate language use makes us a reliable partner for providing high-quality translations into Bulgarian, Czech, Estonian, Hungarian, Latvian, Lithuanian, Polish, Romanian, Russian, Slovak, Slovenian, Ukrainian, Belarusian, Croatian and Serbian. We offer document translation services; review; revision and legal certification of translated documents; website and software localization; engineering; desktop publishing; pre-press review; printing; and more. ACP Traductera has been awarded the ISO 9001:2000 certificate by TÜV NORD. Our translation process is in compliance with standard DIN EN 15038.

Across Systems GmbH www.across.net

Across Systems GmbH, located in Glendale, California, and Karlsbad, Germany, is the manufacturer of the No. 1 independent technology for the linguistic supply chain. The Across Language Server provides a central software platform for all corporate language resources and for controlling translation processes and workflows. The software includes a translation memory, a terminology system, and powerful project management and translation workflow control tools. Product managers, translators and proofreaders all work in one system, either in-house or via a seamless connection to translation service providers. Across Systems provides several partner programs — for example, for LSPs and consultants as well as a Software Development Kit (SDK) for system integrators and technology partners. Across clients access the server via LAN, WAN or Web. The Across Language Server is available as a Hosted Service, too.

Alchemy Software Development Ltd. www.alchemysoftware.ie

Alchemy Software Development Ltd. is the leading provider of visual localization tools. Alchemy CATALYST is the world’s most recognized visual localization technology with 80% of the world’s largest software companies using Alchemy CATALYST to accelerate entry to international markets, improve revenue growth opportunities, and reduce costs. Alchemy PUBLISHER is an advanced translation memory solution that enables organizations to accelerate the translation of global content by leveraging previously translated materials. This dramatically reduces the cost of translation, accelerates the delivery of localized content to overseas markets, and maintains quality and consistency across an organization’s content.

All Tasks Translation Services www.alltasks.com.br

All Tasks Translation Services is the largest translation agency in South America, offering translation services in more than 30 languages, with a production capacity of over 40,000 translation pages or eight million words per month, and a client base of some 10,000 satisfied clients. Since its inauguration in 1976, All Tasks has been part of the market with a perception focused on innovation in multilingual services, meeting the expectations of those clients who anticipated the challenges posed by globalization. In our company profile, large corporations saw the potential to assist them in their efforts to establish themselves in the light of the technological development and the expansion of the globalization process, which have been evident over the last few decades. At the end of the 1980s, All Tasks became the leader in the translation market throughout Latin America, a position we still hold and which has enabled our expansion in search of new markets in Europe and in the United States.

Avantix Global www.avantixglobal.com

Avantix Global, the agile localization and testing services provider, is a full-service provider of localization and testing solutions with operations in the United States and China. Avantix has extensive experience working with clients using agile and other iterative development methodologies as well as providing services in traditional waterfall models. Please visit us at Booth No.17 to learn more about our solutions.
Low-cost global resources without sacrificing quality. Jonckers Translation & Engineering (www.jonckers.com) is a full-service translation and localization agency. Now, with an annual turnover of more than four million euros, CEET Ltd. is one of the five biggest multilingual vendors in the Central and Eastern European region. The company focuses on localization and provides solutions based on technological solutions. CEET Ltd. is growing rapidly due to its customer-oriented strategy, which involves transferring the benefits of the latest IT products to its clients. Market leaders from Europe, North America, and Asia share the company’s expertise, which covers 40 language areas.

Cross Language (www.crosslang.com) is an independent consultancy and system integrator dedicated to translation automation technology. The company offers a complete portfolio of translation solutions including its comprehensive Language Audits program — helping companies to identify where automation can bring the most benefits, MT pilots and customization, as well as online access to leading-edge translation management tools. Cross Language has established a strong reputation for advising companies in understanding their requirements and in helping them in the early stages of implementation and training.

CSOFT International (www.csoftintl.com) is a supplier of multilingual localization solutions headquartered in China. Powered by our expert in-country linguist resources, CSOFT delivers quality translation/technology solutions into 70+ languages. Using industry best practice and processes, we are able to streamline localization for software GUI, online help and documentation, training manuals, marketing collateral and online languages. You can find more information about CSOFT’s multilingual localization at www.csoftintl.com or www.10noworks.com. CSOFT’s model is to effectively combine professional in-country translation with localization engineering, software testing, DTP and project management in China to deliver quality and affordable localization services. Compared to other vendors, CSOFT is also highly technical with software localization.

The Geo Group Corporation (www.thegeogroup.com) is a full-service translation and localization agency. We provide translation, in-house desktop publishing, in-house video editing, voice-over recording in two in-house studios, disk duplication, website and software localization, and technical writing. We serve our clients by delivering industry-specific information in every form of electronic media. We increase our productivity and efficiency by developing our own software tools. Our hard-working, passionate staff adapts to the changing requirements of our clients. Exceeding our clients’ expectations is the number one reason for our longevity in the language services industry. The Geo Group is ISO 9001:2000 certified.

Globalization and Localization Association (www.gala-global.org) is an international nonprofit association that promotes local communication as an indispensable component of a global strategy. Our member companies are experts in language services and technologies. They deploy sophisticated, proven tools and processes to help global enterprises understand in-country issues, languages, and needs. GALA member companies participating in the booth are the following:

- Commit: www.commit.gr
- iDISC Information Technologies, S.L.: www.idisc.es
- JBI Localization: www.jbilocalization.com

Jonckers Translation & Engineering, Localization Provider of the Year 2006, is focused on delivering software, e-learning and multimedia localization services to the world’s best companies. Jonckers achieves localization excellence through an ERP-controlled global network of wholly-owned offices spanning Asia, Europe, and the United States, thus allowing Jonckers to deliver low-cost global resources without sacrificing quality.

Lionbridge provides globalization and outsourcing services that enable clients to develop, localize, test, and maintain technology applications and enterprise content globally. Lionbridge adapts client products and content to meet the linguistic, technical, and cultural requirements of organizations worldwide. Lionbridge outsourcing services include the development, maintenance and testing of enterprise applications to ensure the quality, usability, and performance of clients’ products. Lionbridge has a dedicated team of over 4,000 employees worldwide located in 50 offices in 25 countries, with development centers in India, China, and Eastern Europe. Lionbridge clients take advantage of the company’s multi-shore operating platform to expand program reach and reduce costs.

The Localisation Research Centre (LRC) at the University of Limerick in Ireland is the information, educational and research center for the localization community. The Centre’s focus is to carry out research, to act as an information broker, and to be the educational center of excellence for the localization industry. The Centre’s key activities include research and development, the evaluation of localization tools, the establishment of a localization tools library, consultancy services, education and training, and the publication of a regular journal.

LTC Worx is a cutting-edge, web-based business system for all companies with multilingual requirements. Its flexibility means that it can adapt to your processes and manage them — all the way from the first request to invoicing. It can handle any project, from the smallest translation to the biggest localization. LTC Worx’ toolbox approach gives you peace of mind and maximum flexibility. You can choose your translation memory, terminology management tool, and machine translation and let LTC Worx turn these into a powerful, flexible system with added financial management. Alongside a user-definable workflow engine, LTC Worx saves significant time and money.

The Language Technology Centre Ltd. (www.langtech.co.uk) is a supplier of multilingual localization solutions headquartered in the UK. LTC Worx is a cutting-edge, web-based business system for all companies with multilingual requirements. Its flexibility means that it can adapt to your processes and manage them — all the way from the first request to invoicing. It can handle any project, from the smallest translation to the biggest localization. LTC Worx’ toolbox approach gives you peace of mind and maximum flexibility. You can choose your translation memory, terminology management tool, and machine translation and let LTC Worx turn these into a powerful, flexible system with added financial management. Alongside a user-definable workflow engine, LTC Worx saves significant time and money.
The Localization Institute

The Localization Institute organizes comprehensive, vendor-neutral conferences, seminars and round tables where participants gain insights that help their companies better succeed in international business. Events include Managing Global Websites and eCommerce, the reference event for multilingual web and e-business; and round tables on localization management, localization project management and internationalization. The Institute also offers seminars geared to participants at all experience levels; customized training, consulting and speaking engagements; and a localization certification program through California State University, Chico.

LocWorld

LocWorld is the fastest way to find resources and to connect with your peers at the Localization World conferences. By simply selecting your interest points, you connect instantly to a group of contacts that best matches your requirements or offerings. The LocWorld taxonomy allows you to fine-tune your search on specific issues, industries and locales. Whether you like to talk to someone who knows about using machine translation technology on automotive documentation in China or you want to find translators for a fiber-optic patent claim document into Romanian, LocWorld will not let you down.

Initiated as a service for the Localization World conferences, LocWorld now brings more than 2,000 experts, buyers and providers of services and technologies together. At each Localization World conference you will find a LocWorld Station where you can set up your own network according to your profile and schedule meetings. But you do not have to come to the conferences to join LocWorld. The network is open to every professional involved in translation and localization.

MadCap Software

MadCap Software is leading the documentation industry into the future. The MadCap family of tightly integrated applications allows end-to-end content development, localization, delivery and management. MadCap’s flagship product, MadCap Flare, is the content authoring solution of choice for thousands of companies, from start-ups to the Global 1000. All MadCap products are XML- and Unicode-centric to ease localization. Also available, MadCap Lingo is a complete translation memory system. Headquartered in La Jolla, California, MadCap is home to some of the most experienced software architects and product experts in the documentation industry. Learn more about MadCap Software at www.madcapsoftware.com

Moravia Worldwide

Moravia Worldwide is a leading globalization solution provider, enabling companies in the information technology, e-learning, life sciences and financial industries to enter global markets with high-quality multilingual products. Moravia’s solutions include localization and product testing services, internationalization, multilingual publishing, technical translation and content creation. With dedicated testing and engineering solutions, Moravia helps companies release their software and hardware products globally by providing services that include test development, localization and functional testing, test automation and software engineering. Moravia Worldwide maintains global headquarters in the Czech Republic and North American headquarters in California, with local offices and production centers in Ireland, China, Japan, Latin America and throughout Europe.

MultiCorpora

MultiCorpora empowers language professionals by delivering innovative software solutions that drive market segment leadership and enable its customers to differentiate themselves from traditional translation memory (TM) users. MultiCorpora’s multilingual asset management solutions promote the leveraging of core business competencies and increase end-to-end production efficiencies for faster turnaround and greater volumes. MultiCorpora’s flagship product, MultiTrans, is an innovative tool that combines MultiCorpora’s unique TextBase TM technology with its best-in-class Terminology Management System. MultiTrans customers use their full-text repositories of previously translated documents to produce more accurate translations by eliminating ambiguity of terms through a context based workflow that, unlike traditional sentence-based TM tools that recycle whole sentences, matches text strings of any length.

MultiLingual Computing, Inc.

MultiLingual Computing, Inc. is the information source for the localization, internationalization, translation and language industry. Offerings include MultiLingual, a print and digital magazine mailed nine times a year to readers in 60 countries; MultiLingual News, a free biweekly electronic newsletter containing the latest industry news; Blogs, a blog covering language and language industry issues (www.multilingualblog.com); and www.multilingual.com, a website featuring a searchable database of over 1,700 industry resources; a searchable database of over 6,000 news items since 1994; free downloadable Getting Started guides; free downloadable resource directories; and more.

OmniLingua Worldwide, LLC

OmniLingua Worldwide, LLC provides translation, localization and technology solutions to major clients in the automotive, heavy equipment, medical device and appliances, bio-life sciences, industrial controls and computer hardware and software industries. OmniLingua Worldwide localization services are supported by OTIS (the OmniLingua Translation and Information System), one of the first enterprise class technology systems deployed in the localization industry. As a key language management partner, the OmniLingua team delivers measurably better service, quality, and technology support to produce the results clients need.

PASS Engineering GmbH

PASS Engineering GmbH, a business unit of SDL, is the leading provider of localization technologies. SDL Passolo offers cutting-edge localization technology for all major development platforms to process Windows software, Microsoft.NET including Windows Presentation Foundation (WPF), Borland Delphi/C++ Builder, Java, XML, HTML, text files and databases. Tight integration with SDL Trados, MultiTerm, spell-checkers and WYSIWYG editors guarantees high-quality and short turnaround cycles. SDL Passolo offers fuzzy-matching, pseudo-translation, check functions, statistical reports, and experts for project setup, alignment and update. Automation and integration technologies provide users with the means to adapt quickly to special requirements, non-standard file formats and workflows. As a part of SDL’s Global Information Management solutions, SDL Passolo offers scalable support for localization projects.

Plunet GmbH

Plunet BusinessManager is the complete management solution for the translation and documentation industry. On a web-based platform, the system INCLUDES business management as well as process and document management; INTEGRATES translation software, financial accounting systems and existing software environments; FOR LSps, translation and documentation departments, organizations, institutions and government agencies. Plunet BusinessManager impresses with its significant time and money savings, unrivalled high adaptability to individual workflows, optimal quality control and effective project, time and customer relationship management. Functions include quotation costing, order/job/workflow management, schedule management, document management, invoicing, financial reports, contact management and customer acquisition.

ProZ.com

With more than 250,000 registered translators and interpreters working in over 300 languages, ProZ.com is the world’s leading community and workplace for language professionals. Today, more than 13,000 outsourcers, including leading organizations such as Bloomberg, IBM, Honda, eBay, SDL and The World Bank, use ProZ.com to quickly and easily connect with the language professionals they need. For language professionals, ProZ.com’s unique online workplace provides a host of valuable member resources — enabling members to more quickly and efficiently perform their demanding work. For more information, please visit www.proz.com

OmniLingua Worldwide, LLC www.ommnilingua.com

Plunet GmbH www.plunet.de

Pl fascinating to work with a company that has been around for over 1.
Sajan, Inc.

Sajan, Inc., is the on-demand language translation service and technology leader. The unique fusion of translation service and advanced technology provides clients with a single point of contact for all globalization needs and offers a more robust globalization solution. Sajan understands the complexities associated with going global and can extend your content workflow with its on-demand language translation management platform. Over a decade ago, Sajan pioneered its GCMS offering as a Service (SaaS). Today, Sajan is helping clients create a more transparent localization process that is defined, repeatable and measurable. For more information, visit www.sajan.com, or e-mail solutions@sajan.com

SDL

SDL is the leading provider of Global Information Management (GIM) solutions to the world’s leading brands. We help corporations reduce cost and drive global revenue by providing software and services to manage global content. SDL GIM solutions automate and manage the complex processes involved in authoring, translating and publishing information for a global audience. SDL provides solutions that help drive revenue and efficiency savings across the complete localization supply chain — from large corporations, to language service providers and freelance translators. Clients who use our services worldwide include Canon, Philips, Microsoft, FedEx, Sony, Xerox, CA, HP, Sun, Intel, SAP, Morgan Stanley and GlaxoSmithKline.

Skriivanek Ltd.

Skriivanek Ltd. is a world leader in language services, specifically translations spanning a multitude of languages and the effective localization of products on international markets. Established in 1994, it quickly managed to dominate the Central European translation market, creating a network of 51 branches covering 13 countries. Its well-stocked staff of professional translators, experienced project managers, and dedicated software engineers and DTP specialists has enabled Skriivanek to provide high-quality translation and localization services in any conceivable language and volume, thereby creating an enviable clientele representing major corporations in various industries. Skriivanek’s quality of service is backed by EN ISO 9001:2001 certification.

STAR Group

STAR is a leader in information management, localization, internationalization and globalization solutions as well as a premier developer of language technology tools such as Transit/TermStar, WebTerm and our information management system, GRIPS. For more than 24 years, STAR has specialized in information management and publishing, multilingual processing including translation services, terminology management, software localization/internatization, software development and multimedia systems engineering. With 42 offices in 30 countries and our global network of pre-qualified freelance translators, STAR provides a unique combination of information management tools and services required to manage all phases of the product information life cycle.

TAUS Data Association

TAUS Data Association is a member-owned organization for sharing language data, aimed at industry collaboration and increasing translation efficiency and quality. For more information, visit www.tausdata.org or contact Jaap van der Meer, director, at jaap@translationautomation.com

Tek Translation International

Tek Translation International is a pioneering provider of globalization services to the world’s leading enterprises. Delivering services and solutions through its unique OneWorld Globalization Platform, Tek enables enterprises to drive globalization strategies, processes and operations leveraging maximum benefit from their multilingual assets and localization technology investments. Tek is committed to achieving value for the marketplace by the best use of innovation, process and technology. For more information, please visit www.tektrans.com

TETRAS Translations, s.r.o.

TETRAS Translations, s.r.o., offers technical translation, localization, DTP and technical documentation services. The Quality Management System is certified to ISO 9001:2000. TETRAS translations are carried out in accordance with the standard DIN EN 15038. TETRAS always uses the services of translators working in their native language; translations are then checked and edited by editors also working in their mother tongue. This is then followed by a final proofreading process.

TOIN Corporation

TOIN Corporation is a full-service localization provider with services encompassing authoring, localization, content management and workflow/process consulting. TOIN offers global reach and exceptional strength in Asia, with headquarters in Tokyo and additional operations in the United States, Europe and China. The company has more than 40 years’ experience helping Global 1000 companies in industries such as automotive, information technology, life sciences, engineering, electronics, training, publishing, software development, manufacturing, semiconductors and consumer products.

Translation Automation User Society (TAUS)

The Translation Automation User Society (TAUS) is a community of users and providers of translation technologies and services. The goal of the TAUS community is to translate a manifold of content in an increasing number of languages through technology adoption, service innovation and cross-industry collaboration. TAUS focuses on the whole spectrum of authoring, translation and globalization processes and technologies. Simply by enabling organizations to share relevant information, identify good practices, find technologies and experts, benchmark processes and leverage their buying influence, TAUS helps companies to save management time, avoid the risk of mistaken decisions, and save money. And by exchanging experiences and insights, TAUS members cut back dramatically on the learning and implementation costs of new translation technologies.

Welocalize

Welocalize offers integrated globalization services for the fluid and rapid deployment of enterprise content and applications to international markets. We provide globalization consulting, translation, localization and testing solutions to clients including AOL, Autodesk, Canon, Cisco Systems, Computer Associates, IBM, Intel, Microsoft, Nokia, Sun, Symantec and Xerox. Our Hybrid Delivery Model offers a flexible mix of onshore expertise and offshore production to create scalable, cost-efficient solution that delivers predictable business outcomes in a shorter time frame. With over 400 employees worldwide, Welocalize maintains 10 offices in the United States, Germany, Ireland, Japan and China. For more information, please visit our website at www.welocalize.com

The No.1 independent technology for the linguistic supply chain.

across Language Server

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preconference workshops
Monday, October 13

WS1
9:00
TAUS: Converging Methods in Machine Translation

Synopsis: The TAUS workshop will feature different approaches to machine translation (MT) with guest speakers from some of the leading MT companies: SYSTRAN, Language Weaver, PROMT and Asia Online. Participants in this workshop will learn about the opportunities and barriers to using MT in localization for user manuals, service literature, knowledge bases and other applications. The workshop includes hands-on exercises with different MT engines and benchmarking of performance on productivity and quality scores.

WS2
9:00
Games Localization Round Table

Moderator: Miguel Á. Bernal-Merino (Roehampton University, London)
Sessions: What is Quality? — Andrea Ballista (Binari Sonori); Preparing Games for Multilingual Localization — Matthew Whiting and Yasmine Nelson (MS Game Studios); How to Educate Development Teams on Localization — Arnaud Lebesnerais (Relic Entertainment) and Andrew Johnson (Rainbow Studios); Games Localization Training and Academia — Miguel Á. Bernal-Merino.
Synopsis: This full-day round table will consist of five distinct sessions presented by experts in game localization. The round table series is only open to clients (game developers and game publishers) and to qualifying vendors (game localization specialists). We aim to provide the best possible venue to enable a fruitful and balanced debate, so we will do our best to maintain a leveled group of participants. The day will end with an open discussion based on information and questions from the day’s presentations.

WS3
9:00
Medical Localization Round Table: Partnership in Localization

Moderators: Morning: Richard Korn (St. Jude Medical); Afternoon: Clio Schils (The Localization Institute) — Open to clients only.
Synopsis: The Medical Localization Round Table with the overall theme “Partnership in Localization” will focus on business models and processes concerning localization and translation specifically for companies from the medical device, biotechnology and pharmaceutical sectors.

WS4
9:00
Introduction to Medical Localization

Leaders: Simon Andriesen (MediLingua Medical Translations), Andres Heuberger (ForeignExchange Translations)
Synopsis: This workshop is a half-day (morning only) workshop about the various aspects of medical localization. It is open both to people who are relatively new to medical localization and to experienced representatives of the medical localization sector. Topics include regulatory requirements, types of work, and quality requirements. During this session, several issues that distinguish medical localization from “normal” localization will be discussed. The workshop leaders will share their many years of medical localization expertise, and participants are welcome to discuss their experiences.

WS5
1:30
Cultural Customization Strategies for Successful International Websites

Leader: Nitish Singh (St. Louis University)
Synopsis: The worldwide e-commerce market is almost USD12 trillion. But can you effectively tap into global online markets by just translating your websites? Emerging research and data are showing that global online consumers demand websites that cater to their local tastes and preferences. So, the key for global online success is “Think global, but act local.”

WS6
9:00
SDL Trados MultiTerm

Leader: Angelika Zerfaß (zaac)
Synopsis: This workshop is an introduction to the concept-based terminology database SDL Trados MultiTerm. Topics covered include setup considerations when creating a new term database; creating, editing and deleting entries; converting terminology lists to the MultiTerm import format; using MultiTerm during translation (term recognition, term creation, term checking); and short overview over SDL Trados MultiTerm Extract (if time permits).
Participants are encouraged to bring their list of questions if they have worked with MultiTerm before and/or term lists for conversion to the MultiTerm format. For the conversion of individual lists, participants need to bring a laptop with MultiTerm installed.

WS7
1:30
Introduction to Localization

Leaders: Daniel Goldschmidt (LocFlowTech Inc.), Richard Sikes (The Localization Institute) and Angelika Zerfaß (zaac)
Synopsis: The workshop is meant for anyone who is new to the theory and task set of localization. During the three-hour event, we will traverse through the world inhabited by localization professionals: what software localization is, its importance and challenges, the basics for setting localization processes, and more. Although the workshop is set up as a general introduction, it is a practical one. We will follow the localization of a sample application, seeing how various tools are applied for pseudo-localization and localization-readiness testing, creation and application of translation memory, iterative builds of the source language code, and final multilingual product completion. This material will not be covered in the main conference Introduction to Localization sessions. Additionally, we will include a section on how to choose the appropriate translation tool for your individual situation — also not covered in the main conference.
Included in the agenda are: the problem — a comic view on (non) localized products; definitions — globalization, internationalization, localization, locale; localization readiness; tools, localization kits; the process — the basics; localization gotchas; and localization of a sample application.
Session Descriptions

Localization World Taxonomy

The organizers of Localization World have developed a localization taxonomy to help participants as well as first-time visitors find their way around the world of localization. This classification is used both in the Localization World Network — where it will help you identify fellow travelers and network with others who share your interests — as well as in the Localization World program where each session is “tracked” according to the taxonomy.

The tracks are color-coded to indicate which sessions pertain to which topics, thus enabling delegates to plan their personal schedules more easily. Localization functions include:

- Localization Process — authoring, content engineering and management, terminology management, quality management, project management, web globalization, customer support
- Translation Automation — machine translation (MT), translation memory (TM), workflow automation, terminology automation
- Web Localization — adapting a website for local cultures, localization requirements of new web technologies such as Web 2.0
- Industry — localization for specific applications: medical, the World Wide Web, agricultural machines and research
- Innovating Business Models — The focus of Localization World Madison 2008 is localization business models: how market forces are imposing and encouraging changes, and what changes best address the markets.
- Localization Economics — managing localization to maximize return on investment; effects of the current economy on localization industry members; and practices to improve efficiencies and reduce costs

Presentation Formats

Localization World sessions are presented in one of four format types which are described below. The session descriptions on the following pages indicate in which format each session will be presented.

Perspectives: Nontechnical sessions with a business focus
Localization World Perspectives are “conventional” conference presentations. Speakers provide perspectives on various aspects of localization, usually from the customer’s point of view and with a less technical focus than in other types of sessions. Perspectives are hosted by industry specialists and experts who introduce the topic as well as the speaker, thereby providing a context for the Perspective.

Point/Counterpoint: Stimulating debates on hot topics in localization
Localization World Point/Counterpoint sessions are designed to highlight and stimulate debate about hot topics in the localization industry. A moderator who is knowledgeable and experienced in the subject will manage a point-by-point debate between two or more panelists who focus in on what really matters to our delegates.

Praxis: Hands-on solutions for localization practitioners
Localization World Praxis panels feature hands-on solutions for localization practitioners. They are more like seminars than ordinary conference sessions. Facilitators are provided to help define issues and manage these interactive sessions where the delegates are as important as the presenters. PowerPoints are limited, and the concentration is on the interaction between the ideas and experience of panelists and delegates. Delegates should leave a Praxis better informed about specific solutions to localization problems, gaining the benefits of the collective wisdom of a Praxis session.

Keynote: General interest presentation
The Localization World Keynote session is a presentation to the entire conference covering general interest topics. This session is intended to provide fodder for discussions throughout the conference.

Session Locations

Keynote Address: Hall of Ideas EFHI Combined
Track A sessions: Hall of Ideas EFHI Combined
Track B sessions: Lecture Hall Combined
Track C sessions: Hall of Ideas GJ Combined
Track D sessions: Meeting Rooms OP Combined
Open Space: Hall of Ideas GJ Combined
Introduction to Localization 1

Speakers: Daniel Goldschmidt (LocFlowTech Inc.), Richard Sikes (The Localization Institute) and Angelika Zerfaš (zaac)

Synopsis: Three industry experts will illuminate the basics of localization during three one-hour blocks with an orientation to participants who are new to localization, offering a broad overview of the localization task set, issues and tools. Subjects are fundamental problems that localization addresses; components of localization projects; localization tools; and localization project management. There will be time for questions and answers. This session will present an overview of why localization is a complex endeavor that requires specialized knowledge, understanding and experience. Theory will be mixed with anecdotal, true-to-life material.

Web 2.0: Swept Away by the Current, or Is It for Real?

Moderator: Clio Schils (Lionbridge)

Speakers: Balázs Kis (Kilgray), Clove Lynch (Lionbridge), Jost Zetzsche (TM Marketplace)

Synopsis: The localization industry has been slow to awaken to the trends of today’s more web-based and community-based economy. However, once it finally started to stir, it really began to rattlle. At the last Localization World in Berlin (June 2008), crowdsourcing was the buzzword. Now, this panel combines three of the industry players who are part of the next wave of Web 2.0: sharing of tools and data. Clove Lynch will detail some of the reasons and strategies behind Lionbridge’s decision to release its online service platform, Freeway, to the entire localization ecosystem, and TM Marketplace’s Jost Zetzsche and Kilgray’s Balázs Kis will explain how their data-sharing platform will change concepts of open-data use.

Best Practices in Post-editing MT

Host: Jaap van der Meer

Speakers: Ana Guerberof (Logoscript), An Stuyven (Skivanek)

Synopsis: Two language service providers report on their experiences with post-editing machine translation (MT) output. One focuses on a pilot study where correlations were explored between fuzzy matches from translation memory databases and the results from MT in terms of quality and productivity with remarkable conclusions. The other zooms in on appropriate training for MT post-editors.

Linguistic Supply Chain — Buzzwords or Reality?

Moderator: Ulrich Henes

Speakers: Peter Argondizzo (Argo Translation), Daniel Nackowski (Across), Gerald Salisbury (SMA Technology)

Synopsis: Customer and technology and translation service providers join in this session to present a real-world case study and to share lessons learned from the implementation and use of a language server environment that interacts with customers and subsuppliers.

Introduction to Localization II

Speakers: Daniel Goldschmidt (LocFlowTech Inc.), Richard Sikes (The Localization Institute) and Angelika Zerfaš (zaac)

Synopsis: Continuing the topics introduced in D1, the leaders will discuss how project components become readyed for localization, the application of tools that localization specialists use, and what to consider when designing and executing tests of localized products.

Web 2.0 Architecture for Globalization Processes

Host: Donna Parrish

Speakers: Scott Ng, Julie Selby (Sun Microsystems)

Synopsis: Social networking technology is growing fast. Wikis, twikis and blogs are becoming the new collaborative tools for communication on the web. With this new tool come many challenges for translation. There are numerous wikis and potentially many authors all over the world. So how will the localization community keep up with the increasing use of wikis to communicate critical product information? Learn about the challenges and solutions that Sun Microsystems is addressing to improve and increase information exchange around the world.
Directions to the opening reception
Machine Translation: Is It Now?

Host: Heidi Depreterere (Cross Language)
Speakers: Sophie Hurst (SDL), Arturo Quintero (Moravia), Jean Senellart (SYSTRAN)
Synopsis: Machine translation (MT) has a visibility today like it hasn’t had for many years. New approaches and technology providers are emerging, and both clients and suppliers are giving a serious look into MT technology. At the same time, an imminent success and widespread adoption of MT may not be an accomplished fact as yet, and MT has a history of “ups and downs” in expectations. This panel will bring together leading professionals from the industry — translation and localization service providers and MT technology suppliers — to answer the questions of the day.

Industry Announcements

Host: Ulrich Henes
Synopsis: New at Localization World Madison, this session will give companies that are making news the opportunity to share it with conference attendees. The announcements will cover such items as important mergers and acquisitions, major innovations or industry-wide initiatives.

Introduction to Localization III

Speakers: Daniel Goldschmidt (LocFlowTech Inc.), Richard Sikes (The Localization Institute) and Angelika Zerfaß (zaac)
Synopsis: Continuing the topics introduced in D1 and D2, the presenters will introduce additional concepts and then place a synthesis of all topics discussed into the context of creating and running efficient localization projects.

Community Localization: Practical Solution or Pipe Dream?

Host: Nic McMahon
Speakers: Janice Campbell (Sun Microsystems), André Pellet (ProZ.com), Paula Shannon (Lionbridge)
Synopsis: “Revolutionary opportunities come from the meeting of many minds.” Community translation, crowdsourcing and social networking can be powerful strategic instruments in the localization industry. In this panel, we will hear three different perspectives from complementary players in the value chain: the global IT company, the global language service provider and the global translators’ community. New business models under construction — what are the pitfalls and the trade-offs?

Chinese and Japanese Medical Device Localization: Unique Collaboration and Perspectives

Host: Clio Schils
Speakers: Richard Korn (St. Jude Medical), Janis Shea (Lionbridge)
Synopsis: St. Jude Medical and Lionbridge recently collaborated to localize a new user interface and help system for cardiac technology into Simplified Chinese and Japanese. This presentation will focus on the innovative approaches used for project management, software testing and project review. The emphasis will be on global teamwork and collaboration between St. Jude Medical’s localization and software teams based in Los Angeles and Mumbai, India, and the Lionbridge teams based in Los Angeles, Beijing and Tokyo.

Open Space Session

Facilitator: Daniel Goldschmidt
Synopsis: This Open Space session will facilitate brainstorming on topics to be selected by the participants. Ideas for brainstorming may come from any session during the conference or from the keynote speaker. Participants in the Open Space session will select three or four topics for discussion and breakout into smaller groups. A Localization World wikispace will be available for the groups to record the notes on their discussions. This wikispace will remain open after the conference to allow participants and other parties to continue the discussion.

Introducing GlobalSight: An Open Exchange on Global Content Management

Synopsis: Since the launch of the GlobalSight Open Source Initiative, over 140 participants have signed up to join the community and learn more about how they may collaborate to innovate and contribute to the development of a flexible, open-source global content management platform. The first North American GlobalSight community meeting will address the questions and feedback received to date and discuss the critical success factors for the future of the initiative and product. This workshop will include a comprehensive demo of GlobalSight along with program and product updates. There will also be panel discussions on the current state of translation management systems in our industry and on an open-source community model that best leverages knowledge and innovation in the industry.

Attendance is free and open to all community members and interested parties.

Conference Day Two

Wednesday, October 15

Modern Cultural Adaptation of Websites

Host: Donna Parrish
Speakers: Gary Muddymann (Conversis), Nitish Singh (St. Louis University)
Synopsis: Following up from Gary Muddymann’s presentation at Localization World Berlin in June 2008, “Current Web Globalization Practices,” Gary and Nitish Singh will take a further look at best practice in web localization based on research undertaken by Nitish. This research looks at current thinking in the field of cultural adaptation. They will present the results of research exploring the tension between customers’ acceptance of a global identity and adherence to one’s national identity. They will look into the implications for localizers in assessing the depth to which websites should be localized versus standardized in an international environment.

Collaborate to Innovate

Speakers: Frank Bergmann ([project-open]), Smith Yewell (Welocalize)
Synopsis: This panel will share their best-practices and war stories in running global projects — where success depends on the collaboration of people in different organizations, in different countries, different time zones and speaking different languages.
Software Localization Tools and a Short Wish List

Host: Daniel Goldscheidt
Speakers: Frank Lin (Cardinal Health), Angelika Zerfaß (independent consultant)

Synopsis: The development of software tools has come a long way since the early days of the localization industry. Today, the market boasts a wide array of tools that assist practitioners in many facets of the localization process and business. However, much is still to be desired. This session looks at the history and the current state of the art of localization tools. It identifies a number of issues and problems in localization engineering and proposes (yet to be developed) tools as possible solutions. There will be an explanation of what the tools should do and how they may be implemented. It also discusses the need for custom tools to “fill the cracks” in localization automation.

Genes to Jeans: Globalization for Agricultural Technology

Host: John Freivalds
Panelists: Jesús Martínez (ABS Global), Jackie Smith (SH3 Translation)
Synopsis: How do communicators from leading agribusiness firms get their message to international audiences? Representatives from ABS Global (American Breeder Services, world-leading provider of bovine genetics) and SH3 Translations (provider of translations for agricultural machinery) will discuss the challenges and solutions particular to their industries.

Closing Session and Gala Prize Drawing

Participants

Tom Alwood
Tom Alwood has 14 years’ experience in the translation industry focusing on operations, procedures and quality control for financial, medical and legal documentation. At RR Donnelley, he specializes in optimizing translation workflow through technology tools to support a global operations platform. This has included development of proprietary project management systems focused on document translation needs and the implementation of translation memory tools. Tom holds graduate degrees in ancient history from Columbia University.

Simon Andriesen
Simon Andriesen is managing director of The Netherlands-based MediLingua. He also manages LeesbaarheidsTest.nl, which is a company specializing in readability testing of patient information, and coordinates and teaches a series of courses on medical and pharmaceutical translation. He has been part of the localization community since 1980 and was a founding member of INK, one of the first localization firms in Europe. Simon is a member of the advisory board of the Medical Round Table of Localization World conferences.

Peter Argondizzo
Peter Argondizzo is a founder and principal with Argo Translation, a translation services provider headquartered in Chicago. Formerly an Italian translator and project manager for an international medical equipment manufacturer and a major airline, Peter has led Argo in becoming a translation partner to companies in health care, medical devices, manufacturing, and marketing among other disciplines. Peter is a cum laude graduate of the University of Wisconsin-Milwaukee.

Jason Arnsparger
Jason Arnsparger is a localization project manager at Caridian-BCT, Inc., a medical device manufacturer in Lakewood, Colorado. He is responsible for managing the localization of technical documentation, training materials and web content in up to 22 languages. Jason has helped create and improve localization processes and project management methodologies at Caridian-BCT, including leading the implementation and administration of the company’s GIM system. Jason has a BA in modern languages with an emphasis on Spanish language and culture.

Andrea Ballista
As one of the founders and partners of Binari Sonori, Andrea Ballista has been immersed in entertainment localization for more than 15 years. A pioneer in the support of multilingual localization for simship, he has been responsible for the localization of a host of popular games such as Medal of Honor (Electronic Arts) and Ratchet & Clank (Sony Computer Entertainment).

Rachael Barnack-Link
Rachael Barnack-Link serves as senior technical communicator at GE Healthcare. She leads the team responsible for documentation for life support products, including documentation for global markets. Her team is accountable for maintaining best practices to meet QA and regulatory requirements and coordinating translation across 24 languages. Rachael has been involved in international technical communications since 1994. Prior to joining GE, she served as a technical writer, editor and supervisor of publications at Marquip, Inc.

Frank Bergmann
Frank Bergmann is the founder of projec|t-open|, an open-source based project management and translation workflow system. Previously, Frank worked as a localization consultant, software architect, IT project manager and CTO. He received his Dipl.-Ing. (M.Sc.) at RWTH-Aachen in Germany and his MBA degree at ESADE in Barcelona, Spain.
Miguel Á. Bernal-Merino is one of the few academics who has raised the issues of game localization and the necessity of doing research into the topic in order to improve overall quality and turnover. He is currently lecturing in media translation in London and has formally introduced game localization within translation studies programs at the universities he works for in London. Miguel is a member of the IGDA and cofounder of the Game Localization SIG, and he created the L4G mailing list with a view to bring people together to discuss game localization issues.

Melissa Biggs, senior globalization business manager at Sun Microsystems, Inc., has over 12 years of experience in localization management. Melissa has successfully delivered globalization and localization programs driving the growth of globalization at Sun. She led the team who produced and implemented a unique Sun globalization executive mandate defining localization content and globalization requirements for Sun products.

Kathleen Bostick is the vice president of global business at Lionbridge. With more than 13 years’ experience in multilingual services, Kathleen was vice president of North America for SDL for nine years prior to joining Lionbridge in 2005. Often instrumental in helping companies accelerate time-to-market and increase global market share, Kathleen has expertise in a range of vertical markets, including IT, life sciences, consumer, e-commerce, education and government.

Janice Campbell, Project Management Professional, has nearly 30 years of experience in the translation and localization industry. She has been with Sun Microsystems for the last 10 years. In her role as globalization program manager, Janice has earned her green belt in Six Sigma; led tools and metrics initiatives; and managed the localization of most of Sun’s software products. She currently works on localizing connected developer products, attends many developer events worldwide, and is active in the open-source developer communities.

Leonor Ciarlone is a director and cofounder of Cross Language Technologies company based in Belgium. Heidi has more than 15 years’ experience in the translation and localization business. She is familiar with the evolution of the industry from CAT tools to the newer globalization technologies, including workflow systems, machine translation and hybrid translation solutions. She has created and worked with international teams throughout Europe and the United States.

Ben Cockerill graduated in modern languages and linguistics at the turn of the millennium and has worked in various branches of international business ever since, most recently as project manager for the EULIS project for the British and Icelandic governments. He joined CCP games in September 2008 and is looking forward to bringing the linguistic and project management aspects of his experience to bear on localization for EVE Online and future massive multiplayer online projects within the company.

Heidi Depraetere is a director and cofounder of Cross Language n.v., a consulting, system integration, language and translation technologies company based in Belgium. Heidi has more than 15 years’ experience in the translation and localization business. She is familiar with the evolution of the industry from CAT tools to the newer globalization technologies, including workflow systems, machine translation and hybrid translation solutions. She has created and worked with international teams throughout Europe and the United States.

Andrea Edmundson, certified professional in learning and performance and e-learning specialist, is the CEO of eWorldLearning, Inc., a company dedicated to the design and implementation of culturally appropriate e-learning. While the company uses translation and localization experts, Andrea takes adaption to a deeper level, using the cultural dimensions, learning preferences and learning styles of the targeted learners. She published the book, Globalized E-learning Cultural Challenges, and created the Globalized eLearning Community, an association for international educators. She served three years as the president of the American Society for Training and Development (Greater Tucson Chapter) and currently teaches graduate courses in distance learning for several online universities.

John Freivals is the managing director of JFA, a marketing communications firm, with extensive experience in the globalization industry. He has 15 years’ experience as sales and marketing manager for a number of localization firms.

As a cofounder of MultiCorpora, Daniel Gervais has over 12 years of experience in the software industry. Daniel has been responsible for product development and technology strategies and initial commercialization stages of the company. Daniel has played a key role in helping MultiCorpora grow its client-base to several hundred commercial and government organizations across North America and Europe. As executive vice-president, he is second in command and currently leads the R&D and the professional services teams as well as the customer support group.

As a senior software engineer and a professional in the globalization of software and content field, Daniel Goldschmidt has extensive experience in the internationalization and localization of large-scale enterprise applications and projects. Independently as well as through his association with Localization Flow Technologies, Daniel provides his client base with internationalization and localization expertise. He has recently served as a senior software engineer in the Google Internationalization Team, working on the Google Localization Framework. He holds a BS in computer sciences and mathematics and an MS in computer sciences, both from the Hebrew University, Jerusalem.
Ana Guerberof  
Ana Guerberof is operations manager for Logoscript where she oversees the production team. She has over 16 years’ experience in the software localization industry in activities ranging from translation, editing and proofing of documents and software to coordination and management of projects, plus resource and operation management. Ana came to Logoscript from Berlitz Dublin after being a Spanish language manager and the resource manager as part of the first outsourcing initiative for Microsoft MILS. She has a university degree in translation and interpreting from the University of Granada, and she is currently doing her Ph.D. at Rovira i Virgili University in Tarragona.

Ghassan Haddad  
Ghassan Haddad, the director of internationalization at Facebook, is deeply immersed in defining and implementing the company’s crowdsourcing model and living the localization dream. Prior to Facebook, he was director of software engineering and localization at PayPal where he was responsible for enabling PayPal in almost 200 countries, 30-plus currencies, and 15-plus languages. He has over 20 years of experience in language research and technology, management and software development. He is one of the first computational linguists to develop an English > Arabic machine translation system. Ghassan holds a Ph.D. in linguistics from the University of Illinois at Urbana-Champaign.

Ulrich Henes  
Ulrich Henes is the president of The Localization Institute which he founded in the fall of 1996 because he saw a serious lack of quality training and learning opportunities in this important area. He has been involved with localization, first as an international sales and marketing manager (also serving as a localization manager) for a US software company and then as president of the American office of a British localization agency. He is a co-organizer of the Localization World conferences.

Andres Heuberger  
Andres Heuberger is president and founder of ForeignExchange Translations, which provides multilingual compliance solutions to the device and diagnostics industries. In the translation industry since 1991, Andres manages ForeignExchange’s major accounts, implements production systems and technology strategy, and oversees the company’s ISO 900x certification efforts. He writes for European Medical Device Manufacturer, IVD Technology, MX and Software Business.

Jeff Howe  
Jeff Howe is a contributing editor at Wired magazine, where he covers the media and entertainment industry, among other subjects. In June of 2006 he published “The Rise of Crowdsourcing” in Wired. He has continued to cover the phenomenon in his blog (www.crowdsourcing.com) and authored the book Crowdsourcing: Why the Power of the Crowd is Driving the Future of Business, published in August 2008. Before coming to Wired, Jeff was a senior editor at Inside.com and a writer at the Village Voice. In his 15 years as a journalist, he has traveled around the world working on stories ranging from the impending water crisis in Central Asia to the implications of gene patenting. He has written for U.S. News & World Report, The Washington Post, Mother Jones and numerous other publications.

Sophie Hurst  
Sophie Hurst is a member of the Chartered Institute of Linguists and a senior product marketing manager at SDL, where she is responsible for SDL’s global authoring, terminology and automated translation solutions. Speaking five languages and with experience having worked at various IT companies prior to SDL, Sophie has gained a good understanding of the requirements for global information management.

Andrew Johnson  
Andrew Johnson has worked with localized content since 1992. He helped establish and run the first Localization Test Group at SEGA of Europe in 1994 and also worked for several years in production at the United Kingdom at SEGA of Europe, GameTek and Eidos, bringing numerous multilingual titles to launch. During a gaming hiatus, he worked at Buena Vista Internet Group, setting up the architecture for their online test group covering all websites for Disney and Buena Vista’s European, South America and Australian territories. He also worked at the first localized online search agency, covering region specific searches for all of Europe. In 2005 he joined Rainbow Studios and was responsible for releasing 114 language versions of Cars, that year’s global best selling title. Most recently, he helped centralize and manage development side localization for all THQ development studios.

Mark Jonckers  
Mark Jonckers has been active in the localization industry since 1986. Prior to forming Jonckers in 1994, Marc set up, developed and managed business services companies in Belgium on behalf of European private equity and venture capital investors. In 1999, Marc founded LCJ EEIG together with three other European localization companies. He holds a degree in translation from the I.S.T.I. and an MBA from Solvay Business School.

Balázs Kis  
Balázs Kis holds an M.Sc. in IT engineering and is about to earn his Ph.D. in applied linguistics. He started his career as a certified Microsoft systems engineer and trainer. He also works as a technical author, and besides running Kilgray, he is active in publishing. In 1997, he joined MorphoLogic, a Hungarian language technology company, first as a system administrator and later became the head of research, contributing to many language technology projects on machine translation, content analysis and information extraction. He left MorphoLogic in early 2005 to work for Kilgray. He teaches translation technology at the ELTE University of Budapest.

Richard Korn  
Richard Korn, the senior manager of localization and packaging development at St. Jude Medical in Sylmar, California, oversees the two teams that offer software localization, testing and labeling services to the company’s Cardiac Rhythm Management Division. Richard also serves on the advisory board for the medical device localization round table at Localization World. He started his career in localization at Berlitz Translation Services in 1995 and managed the localization services for an interactive multimedia company before joining St. Jude Medical in 1999. Richard holds a BA in psychology and French from the University of California, Los Angeles (UCLA), and a master’s degree in international relations and cross-cultural communication from American University in Washington, D.C.

Mary Laplante  
Mary Laplante has 23 years of experience in standards, publishing, software marketing, and research and consulting. As vice president at Gilbane Group, she oversees Gilbane’s consulting practice, manages research projects, contributes editorial content, and participates in Gilbane conferences and other industry events. As senior analyst, she is active in Gilbane’s globalization, XML, and software-as-a-service coverage.

Terry Lawlor  
Terry Lawlor is vice president of solutions at SDL with account management and business development responsibility for some of the company’s strategic global customers. Prior to this role as vice president of authoring solutions, Terry helped develop the market for SDL’s authoring technologies and services. He joined SDL in 2004 as vice president of worldwide marketing. Terry was Europe, Middle East and Asia marketing and business development director at SupportSoft. Before SupportSoft, he held senior sales and marketing positions at the database software company Informix Software. He is a graduate of Durham University in the United Kingdom and has senior management experience in sales, marketing, customer services, and research and development.

Arnaud LEBESNERAIS  
Arnaud Lesbesnerais is a localization producer for THQ, based at Relic Entertainment, Inc. He has participated in the localization of popular titles such as Warhammer 40000: Dawn of War, Company of Heroes and The Outfit. He has performed most tasks in game localization and has a wide understanding of the whole process.
Frank Lin

Frank Lin is a software development manager in Cardinal Health’s Clinical and Medical Products division in San Diego, California, where products for the medical industry have been localized to more than 10 languages. He has led many software localization and internationalization projects and initiatives in the past seven years. He has also been a software developer for various industries, including telecommunication, document imaging and storage, medical instrumentation, and the internet. Frank has taught university computer science courses.

Joseph Lukasik

As director of solutions development at Tek Translation International, Inc., Joseph Lukasik is responsible for providing the sales team with new business models and process solutions for clients. Joseph joined Tek in 2008, with over 10 years of experience in localization engineering, internationalization, project management and localization solutions development. Prior to Tek, he held positions at Lionbridge and was the director of music technology at the University of Colorado-Boulder.

Clove Lynch

Clove Lynch, director of product management at Lionbridge, has been involved in localization technology management and implementation for 15 years, holding positions as translation tools manager at ILE, principal product manager at GlobalSight, chief product strategist at Translations.com, and principal product manager at Idiom Technologies. Prior to working in technology, Clove was an in-house translator, a freelance translator and a project manager. Clove holds an MA in translation studies from Kent State University and is an ATA-certified translator.

Jesús Martínez

Jesús Martínez is managing director for ABS Global, North America. Jesús has been a highly-valued member of the ABS team for over 15 years. His previous positions include managing director for Latin America, United Kingdom general manager, human resource manager and vice president of Caribbean operations. He has a BA in sociology and an MA in administration from the University of Wisconsin-Madison.

Nic McMahon

Nic McMahon is the vice president and general manager of Jonckers US and has worked in the localization industry for over 12 years. During his career, Nic has held management positions across many different business functions — purchasing, operations, stock, sales and marketing — that provide for a unique insight into the general running of Jonckers US. During his time in localization, he has also been lucky enough to have had direct involvement in many of the major acquisitions and technology developments that have helped to shape the overall industry.

Gary Muddyman

Gary Muddyman is managing director and CEO of Conversis. He founded Conversis with the idea of advancing the understanding and use of localization and translation as a strategic business tool. Prior to founding Conversis, Gary served as director of operations for K International Plc. He received his master’s degree in business administration from Warwick University.

Daniel Nackovski

As president of Across Systems, Inc., Daniel Nackovski is responsible for managing organizational development and implementing revenue growth strategies for the American division. He previously served as sales manager, Scandinavia, with Across, where he was in charge of the regional rollout of products. Previously, Daniel worked for the government agency, Invest in Sweden, as a consultant, facilitating successful business launches for international companies in Sweden. He holds a bachelor’s degree in international business from the University of Kristianstad, Sweden, and a master’s degree in strategic management from the University of Lund, Sweden.

Traci Nathans-Kelly

Dr. Traci Nathans-Kelly, Ph.D., teaches in the technical communication department, College of Engineering, University of Wisconsin-Madison (UW). She is also the manager for the International Technical Communication Special Interest Group for the Society for Technical Communication (STC). As a senior member of STC, she participates on the Committee on Global Strategies and judges publications contests for scholarly journals, scholarly articles and information materials. Through the UW, she regularly holds workshops for practicing engineers on how to improve their technical presentations.

Anna Navarro Schlegel

Anna Navarro Schlegel is director of operations at Acclaro, managing its west coast operations. Anna has 15 years of experience in the globalization industry, having been director of globalization at VMware and VeriSign and having been localization program manager at Xerox and Cisco. Anna holds a double BA in philology from the Universitat Central de Barcelona and a master’s in linguistics from the Humboldt Universität in Berlin.

Yasmine Nelson

Yasmine Nelson has worked as a localization manager for Microsoft Game Studios for the past 17 years. She has played a key role in the localization of all games, original intellectual properties and franchises published by her company. These titles include Gears of War, Halo, Flight Simulator, and Dungeon Siege.

Nelson Ng

Since 1983, Nelson Ng has worked in the area of internationalization for companies such as Xerox, Sun, Oracle, Microsoft, Ariba and eBay. While Nelson was at Sun, he was part of the team that developed the first version of internationalized Solaris OpenWindows, and he worked with X Consortium in defining Xlib Internationalization specification for X11R5. He also represented Sun in X/Open in defining Portable Layout Services: Context-dependent and Directional Text Specification for complex layout text languages. At Microsoft, he designed the globalization framework for the first internationalized version of Hotmail. At eBay, Nelson architected the migration of eBay Marketplace UI and DB to UTF-8.

Scott Ng

Scott Ng is a senior engineering manager at Sun Microsystemsbased in Menlo Park, California. He is responsible for Sun’s globalization in Java SE, JavaFX, Java Enterprise Systems, GlassFish, NetBeans, Identity Management, and a few other new Web 2.0 products. He has a master’s degree in computer science and has been in the software industry for more than 20 years working for different companies including IBM and HP before joining Sun. He also spent four years (2003-2007) in Beijing, China, running Sun’s Asian Globalization Center.

Iris Orriss

Iris Orriss is senior group manager of the Data & Storage Platform International Team at Microsoft. Her team’s charter includes international product planning, globalization and localization of products such as SQL Server and ADO.NET. Iris has 10-plus years of localization-related engineering and managerial experience at different companies from start-up to Fortune 500. She is passionate about designing a software development and content authoring process that integrates internationalization from the start and delivers quality and simultaneous time-to-market through process innovation.

Donna Parrish

Donna Parrish is co-organizer of Localization World and publisher of MultiLingual. Prior to her work at MultiLingual Computing, Inc., she was a computer programmer for 25 years. Donna holds a degree in mathematics from Peabody College of Vanderbilt University.

André Pellet

André Pellet has been in the translation and localization industry for over 20 years, having served as president of a mid-sized translation company, M² Enterprises/M² Limited, and then as vice president at Welocalize. He has an engineering degree with a specialization in computer science and has been active with the American Translators Association, NCATA, ALC, GALA, Localization World, and MultiLingual leading discussions on mergers and acquisition and technology within the language industry. He is currently the COO at ProZ.com.
Arturo Quintero  
B3

Arturo Quintero, co-owner and chief corporate strategist at Moravia Worldwide, is based in the company's corporate headquarters in the Czech Republic and spends extensive periods of time in other Moravia Worldwide locations in North America, Europe and Asia. Currently, Arturo is a member of the board of directors of The Institute of Localisation Professionals (TILP) and helps other nonprofit associations in an advisory role.

Greg Rosner  
A6

Greg Rosner started in the translation business in 1993 and moved into web globalization at a time when dotcoms were being born and dying on a daily basis. He earned a great deal of globalization experience from supporting truly successful organizations such as General Electric, Citigroup, Ford Motor Company and Cisco. Greg has provided high-quality translation services and technology to many Global 5000 companies. Previously a vice president of sales for the bigword US, Greg currently offers consulting services through his own company.

Gerald Salisbury  
C2

Formerly more active in the marketing of high-tech products, Gerald Salisbury then moved into the translation and localization business. At SMA Solar Technology AG, Gerald is head of the translation and the illustration department and directs a team of 40 internal and external translators. He set up a system of effective workflows that integrate several different translation memory tools. At SMA he implemented a high-level communication strategy that directs the right feedback to the involved people in order to ensure a smooth and continuous quality improvement for all translation projects.

Ben Sargent  
B8

Ben Sargent, a senior analyst specializing in content globalization for Common Sense Advisory, got his start in the localization industry in 1989 at International Communications. During his time there, he was integral in the process of building teams for electronic publishing in European and Asian languages. His responsibilities grew to include RTF, multimedia and web publishing as his group expanded to over 40 professional publishers. In 2001, Ben joined Lionbridge, where he served as director of marketing communications for more than four years.

Reinhard Schäler  
L4ALL, TILP

Reinhard Schäler has been involved in the localization industry since 1987. He is the founder and editor of *Localization Focus* — The *International Journal of Localisation*, a founding editor of *Journal of Specialised Translation*, a founder and CEO of The Institute of Localisation Professionals, and a member of OASIS Technical Committees. He joined the International Unicode Conference Committee in 2005 and 2006 coordinating a localization stream for the Unicode Conferences. In 2005, he launched together with Pat Hall the Global Initiative for Local Computing. He is a lecturer at the Department of Computer Science and Information Systems at the University of Limerick (UL), and the founder and director of the Localisation Research Centre at UL.

Clio Schils  
WS3, A2, B4

Clio Schils joined Lionbridge in 2007 as operations manager of the Wuppertal office in Germany. For the previous seven years, she worked for Medtronic, where she was responsible for the localization quality of medical, technical and marketing documentation for the market. Clio also works with Localization World as the coordinator and moderator of the Medical Localization Round Table sessions. Starting as a translator, Clio gained 20 years of experience in localization project and linguistic management. She worked as a Greek translator for the Integrated Mediterranean Programs of the European Union in Athens and spent four years in California, working as a freelance translation project manager. Clio holds a master’s degree in interpretation in Greek/German/Dutch.

Julie Selby  
A3

Julie Selby holds a BA in business management from Saint Mary’s College in Moraga, California, and has worked at Sun Microsystems, Inc., for 19 years, working with various teams to enable software product readiness for global markets. Engagement with marketing, services, QA, development and finance are some of the areas where collaboration needs to occur to deliver global-ready products. She has driven adoption of new localization processes while streamlining costs. Before joining Sun, Julie worked in intercontinental operations sales and customer services supporting the Middle East and Asia Pacific regions. Julie was one of the early adopters of the OpenWork program at Sun.

Jean Senellart  
B3

As director of Research & Development at SYSTRAN, Jean Senellart leads the development path of the company’s hybrid machine translation technology (MT). Jean has expertise in the development of translation products and solutions for the desktop, server and internet, as well as enterprise-scale projects and customized MT systems. Jean has a bachelor’s degree in engineering from Ecole Polytechnique, in Paris, France, as well as a master’s and Ph.D. in computational linguistics from Université Paris 7, France. Jean also teaches a course in MT at Ecole Polytechnique, remains involved in the localization standardization project, and is a member of the OLIF consortium.

Paula Shannon  
A4, C6

As chief sales officer, senior vice president and general manager, Paula (Barbary) Shannon manages the Lionbridge global sales force and strategic account management teams. Paula joined Lionbridge in 1999 as vice president of internet alliances and assumed additional worldwide sales responsibilities in 2001. Prior to joining Lionbridge, she was the chief sales and marketing officer for ALPNET, Inc., now SDL. Paula has 20 years of experience in the industry. Paula speaks English, French and Dutch and is functional in German, Spanish and Russian. Educated in the United States and Belgium, she holds a BA in Russian and German with a minor in linguistics.

Janis Shea  
B4

Janis Shea, the account director at Lionbridge for St. Jude Medical, is a localization industry veteran with over 12 years’ experience and has worked in all facets of globalization, including internationalization, localization and tools. She has been with Lionbridge for over seven years and currently focuses on Life Sciences accounts. Janis holds a BA in German literature from the University of California, Irvine.
Richard Sikes
Richard Sikes has worked in localization since 1989 and has held senior localization management positions at industry-leading software publishers. Through his company, Localization Flow Technologies, he works as a globalization management consultant and technology trainer. As well as his association with The Localization Institute, Across Systems and Plunet, Richard is a Certified PASSOLO Trainer. During 2007 and 2008, he also served as director of sales and marketing for KCSL. He holds a BA in fine arts from the University of California, Irvine, Diplom Betriebswirt FH 4H from the Fachhochschule Heidelberg, and an MBA from the University of Toronto. Richard has presented on a wide variety of topics at Localization World and Gilbane conferences, and his articles appear with regularity in MultiLingual magazine.

April Singer
April Singer has been with IBM for almost 25 years, the last 10 years in the software consulting business. As practice manager for globalization services, she works with clients worldwide to improve the language-neutral capabilities of their software and reduce their software globalization costs. From designing a globalization solution or globalization organization and process, to improving globalization and translation testing capabilities, to training, translation and localization, April calls on the globalization, industry and engineering expertise of IBM consultants throughout the world.

Nitish Singh
Nitish Singh is assistant professor of international business at the Boeing Institute of International Business at Saint Louis University. Previously, he headed the localization certification program at California State University, Chico. He is the co-author of The Culturally Customized Web Site: Customizing Web Sites for the Global Marketplace. Nitish holds a Ph.D. in marketing and international business from Saint Louis University, an MBA from Pune University-India and an MA in marketing from University of Glamorgan UK.

Jackie Smith
Jackie Smith is responsible for marketing and client support at SH3, Inc., a translation service company. She has 18 years of experience working with clients throughout the United States. She edits SH3’s newsletter, The TransLetter, and is a frequent presenter at industry meetings. She is a member of the Society for Technical Communication, the Association of Equipment Manufacturers, and the Farm Equipment Manufacturers Association. Jackie graduated from the University of Kansas with a major in graphic arts and an emphasis in language.

An Stuyven
An Stuyven is executive manager of Skrivanek Germany and on the executive committee of business development at Skrivanek. After having studied interpreting in Brussels, she gathered rich experience at the EU Parliament in project management and in optimizing the processing of translation projects, before she came to Skrivanek.

Kirsten Sutton
Kirsten Sutton has worked on both the vendor and the client sides of the localization industry for more than 12 years. Her last nine years have been spent at Business Objects managing the company’s localization effort. All translations at Business Objects are centralized through Kirsten’s team. Her degrees are in linguistics and French cooking, and she finds that her chef certification often comes in handy at translation department meetings.

Li Tang
Li Tang is a computer engineer who has naturally evolved into her localization manager position thanks to her professional knowledge and personal interest. She has been working with CCP since the beginning of the internationalization of EVE Online, and she is responsible for making EVE Online available in 10 languages.

Merle Tenney
Merle Tenney has been involved in the development of international software for over 25 years. He has developed translation tools, translation and editing frameworks, spelling checkers, first and second language grammar checkers, and monolingual and bilingual reference dictionaries at ALPNET, Lexperte, Microlytics and Microsoft, as well as managing software internationalization and localization at Claris, Apple, Palm and Yahoo!

Jaap van der Meer
Jaap van der Meer is a member of the Localization World management team. A co-founder and director of the Translation Automation User Society (TAUS), he is also co-founder and partner of Cross Language. Jaap started his first translation company in The Netherlands in 1980, and in 1987 he published the first desktop translation memory software. Jaap co-founded the SAE TopTec Multilingual Communications Conference for the automotive industry and was president and CEO of ALPNET.

Ed Watts
Ed Watts, a senior localization engineer with Oracle’s retail business unit, has been involved in software localization at several companies for nearly two decades. In addition to delivering and maintaining Oracle retail applications in 10 languages, Ed trains internal development and QA teams about internationalization. He has a BA in business and an MA in linguistics, and has lived in England and Argentina. He is fluent in Spanish, gets by in French, and has a prized collection of phrases in several other languages.

Matthew Whiting
Matthew Whiting has been in the software industry for 20 years. For the last seven years, he has been in the entertainment software industry managing a creative team of game writers, content editors, print and web designers and localization experts for Microsoft Game Studios. The company creates AAA video games for the Xbox 360 and the Windows gaming platforms. Matt’s creative team works on every single title that Microsoft Game Studio publishes, including the Halo, Gears of War, Flight Sim, Fable, Forza Motorsport, and Zoo Tycoon franchises.

Trond Wuellner
Trond Wuellner, localization manager at Google, joined the company in August 2007 to help it focus on implementing processes and systems to extend the company’s mission of making the world’s information accessible in as many languages as possible. In the past year, Google has doubled the number of localized products it offers and is on pace to continue that trend in 2008. Prior to joining Google, Trond served in roles across HR, IT, marketing and sales within the telecommunications industry. Trond holds an MBA from the Sloan School of Management at MIT and a BS in engineering and computer science from Northwestern University.

Smith Yewell

Angelika Zerfaß
Angelika Zerfaß holds a degree in translation (Chinese/Japanese) from the University of Bonn. She worked at the Japanese Embassy in Bonn, Germany, before joining TRADOS in 1997. She was responsible for the training and support for Microsoft projects using TRADOS tools — 1998 in Japan, 1999 in the United States. Since 2000, she has worked freelance as a trainer and consultant for translation tools and related processes.

Jost Zetzsche
Jost Zetzsche is a translator, a localization and translation consultant, and a widely published author of books and articles on the technical aspects of translation. A native of Hamburg, Germany, he earned a Ph.D. in the field of Chinese translation history and linguistics and began working in localization and technical translation in 1997. In 1999, Jost cofounded International Writers’ Group on the Oregon coast. In 2005 he helped launch TM Marketplace, a company that trades translation memories, and his latest endeavor is TranslatorsTraining.com, a site that offers in-depth comparisons of translation tools.
In an industry where pennies count, we’ve been counting a lot. 9 billion pennies* to be precise. Enough to fund an additional 450M words of translation!

Just 16 months after its launch, more than 250 companies have already moved onto Freeway, Lionbridge’s free, web-based translation management platform. They have each saved hundreds of thousands of dollars in license fees, integration costs, process rework time, and maintenance costs required to deploy and operate a traditional, closed GMS system. In addition, more than 10,000 individual translators have signed onto Logoport™ the free, web-based TM and term management environment within Freeway, saving them thousands of dollars in license fees. From buyer to supplier, Freeway has delivered $90M in value to the localization supply chain. That’s the power of the Web!

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