October 17-18, 2007
Seattle, Washington USA
Preconference Workshops: October 16

Localization World
CONFERENCE

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Conference Organizers

Localization World is a collaborative effort of

The Localization Institute
www.localizationinstitute.com

MultiLingual Computing, Inc.
www.multilingual.com

Produced in cooperation with

The Globalization and Localization Association
www.gala-global.org

Welcome

Welcome to our tenth Localization World conference! We are pleased to "come home" to the site of our first conference in 2003. Thank you for choosing to join us here on the shores of the Puget Sound.

Localization World strives to bring you the best industry 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 platinum sponsor; SDL International, our gold sponsor; across Systems GmbH, Jonckers Translation and Engineering, and Welocalize, our silver sponsors; and bronze sponsors Acclaro, Inc., Idiom Technologies, Inc., and Translations.com.

Our program committee works very hard to structure a program that is objective and informative. Their names are listed below on this page. 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, please visit their exhibit booth or attend their introductory session during lunch on Thursday.

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

Evening Activities

Tuesday, 7:00-9:30: Opening Reception at Dimitriou's Jazz Alley
Sponsored by Jonckers Translation and Engineering

On Tuesday night, we meet at the US west coast premier jazz club, Dimitriou's Jazz Alley. Localization World has reserved the entire club for the evening. Amid light snacks and beverages, we will meet fellow attendees, renew acquaintances and make new ones. This is a great opportunity to arrange for networking during the upcoming conference days.

As a special addition for the evening, The Unique Humans will perform during part of the reception! The Unique Humans is a music project created by Marc Jonckers and is aimed at song and soundtrack compositions and public performances.

Wednesday, 6:00-10:00: Dinner aboard the Royal Argosy
Sponsored by OmniLingua Inc.

Ship begins boarding at 6:00 PM at Pier 66 (Bell Harbor) and returns at 10:00 PM.

Many attendees of previous Localization World conferences have expressed their enjoyment of our conference dinner. It is a chance to enjoy the locale while networking with your peers in a relaxed atmosphere.

We are very happy to offer a dinner cruise aboard the Royal Argosy. We will board the ship at the Bell Harbor pier and cruise around Puget Sound. The 180-foot ship offers plenty of room for us to stroll about, sit down for conversations and enjoy a fine catered dinner. This is an opportunity for a lovely evening filled with good times, good food and good networking!

Program Committee

The program committee has worked hard to create a program that is interesting, challenging and informative. We are very grateful to:

Kevin Bolen
Lionbridge Technologies

Chris Boorman
SDL International

Matthias Caesar
GALA, Locatech

Karen Combe
PTC

Andreas Dürr
across Systems

Thomas Hecht
Siemens

Sylvia Idström
Sony Ericsson

Ulrike Irmler
Microsoft Corporation

Kristen Sutton
Business Objects

Elisa Tormes
Tek Translation

Exhibiting Companies

Acclaro, Inc.   www.acclaro.com

Acclaro, Inc., provides multilingual localization services to global businesses. Experienced teams committed to operational excellence have made Acclaro one of today's most dynamic and fastest growing localization companies. Our experienced professionals, best practices and proven technologies are combined into customized, cost-effective client solutions. Acclaro's clients range from mid-sized companies to large multinationals that share a common goal of serving their worldwide markets and constituents with quality products and services. Acclaro's services include software and website localization, document translation, editing, proofreading and desktop publishing, multilingual QA testing, multilingual search marketing, transcreation for multilingual branded communications, and globalization program consulting.

ACP Traductera   www.traductera.com

ACP Traductera is a translation agency based in the Czech Republic. Our local experience in Central Europe and strong focus on appropriate language use make 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 provide document translation services, translation, proofreading, review, independent specialist review, legal certification of translated documents, website and software localization, engineering, testing, documentation localization, desktop publishing, graphic design, DTP operations, pre-press review and printing. Our team of more than 1,000 professional translators, proofreaders, terminology specialists, graphic designers, IT engineers and experienced project managers is our most significant asset.

acrolinx   www.acrolinx.com

acrolinx is the leading producer of quality assurance tools for technical information, helping customers worldwide maintain their corporate image, address compliance issues, and control document production and localization costs. Our flagship product, acrocheck™, is used by more than 1,500 clients worldwide in a variety of industries, including software, automotive and life sciences.

across Systems GmbH   www.across.net

across Systems, a spin-off of Nero AG with its world's leading CD/DVD application, includes translation and terminology systems as well as powerful tools to support the project and workflow management of translations. Product managers, translators and proofreaders all work together within one system, either in-house or smoothly integrated with translation service providers. across provides several partner concepts and the Software Development Kit (SDK) for system integrators and technology partners to allow the translation desktop to be integrated directly in order to include both preliminary and subsequent process steps. This results in more flexible and transparent processes that benefit all sides.

AILIA   www.ailia.ca

The Association de l'industrie de la langue/Language Industry Association (AILIA) is a nonprofit association whose mission is to promote and increase the competitiveness of the Canadian language industry nationally and internationally through advocacy, accreditation and information sharing. AILIA includes stakeholders from three sectors: translation, language training and language technologies. For more information about AILIA, please visit www.ailia.ca

Alchemy Software Development Ltd.   www.alchemysoftware.ie

Alchemy Software Development Ltd. is the maker of Alchemy CATALYST 7.0 and Alchemy Language Exchange. Alchemy CATALYST 7.0 is the world's most popular visual localization solution and allows project managers, translators and engineers to translate and localize software, online help and websites. Alchemy Language Exchange is used by enterprises to centralize, manage and derive value from their language assets via web services and integration with existing processes. Alchemy's award-winning solutions allow users to reduce localization costs, increase translation quality and achieve simship in all languages. Alchemy is based in Ireland, the United States, and Aidlingen, Germany. For more information, please see www.alchemysoftware.ie

Argos Company Ltd. Sp. z o.o.　　www.argostranslations.com

Argos is a privately held American-British owned, Eastern European-based company with a decade of translation, localization and desktop publishing experience, supporting all European languages and specializing in Eastern European translation. Argos has come to be associated with service excellence, high quality and outstanding value. Argos is ISO 9001:2000 certified and has an international staff of 60 in-house employees, 400 freelance translators and a client list that includes numerous Global 1000 companies. All of these aspects combined have helped distinguish Argos as a value-added language service provider located in Eastern Europe with a professional, western-business approach.

Beijing E-C Translation Ltd.　　www.e-cchina.com

Beijing E-C Translation Ltd. is one of the largest translation and localization service providers in Asia. Since its establishment in 1997, it focuses its services on software and website localization, technical translation and DTP. With more than 150 full-time employees in Asia, we can handle many language pairs including English, German, French and Spanish into and from Simplified Chinese, Traditional Chinese, Korean, Japanese, Thai and other Asian languages. All projects will be handled not only by target language native speakers, but also by topic specialists. We guarantee high quality and on-time delivery with a cost-effective approach.

California State University, Chico　　http://rce.csuchico.edu

California State University, Chico Center for Regional and Continuing Education offers the Localization Certification Program and the advanced Project Management in Localization Certification in partnership with The Localization Institute and the Globalization and Localization Association. Designed for professionals involved in all aspects of localization, the Localization Certification Program includes online content and a culminating hands-on workshop featuring localization experts and a certification exam. The Localization Certification Program sets an industry standard for quality and offers an exciting professional development opportunity.

CEET Ltd.　　www.ceet.cz

CEET Ltd. (Central and Eastern European Translations) is a full-service language solutions provider located in Prague, Czech Republic, and Pullman, Washington USA. Led by CEO David Matuska with 11 years of experience in the localization industry, the company provides translation, localization, desktop publishing, interpreting, voice-over and cultural consulting services in all major languages to a diverse spectrum of clients worldwide. Our certified translators — experts in a broad range of disciplines and native speakers of particular target languages — have intimate knowledge of local cultural norms. Given its strategic location in central Europe, CEET specializes in Central and Eastern European languages.

Clay Tablet Technologies　　www.clay-tablet.com

Clay Tablet Technologies is a unique provider of translation integration software that easily and seamlessly connects any number of content management systems to any translation system. Clients immediately benefit with improved translation process efficiency, thus making it significantly faster and easier to set up, manage, send and retrieve translation projects. Based in Toronto, Canada, Clay Tablet works with a global partner network of technology vendors, translation service providers and system integrators. For more information, visit www.clay-tablet.com

Commit　　www.commit.gr

Founded in 1997, Commit is a leading language service provider with offices in Athens, Greece. Commit offers a complete portfolio of services (localization, translation, interpreting, consulting) with a special focus on the Balkan languages. Key strengths include project managers, translators and proofreaders with vast experience, responsiveness and flexibility, competitive local market prices and commitment to high quality, all resulting in long-term partnerships with our customers. For more information, please visit our website at www.commit.gr

Common Sense Advisory, Inc.　　www.commonsenseadvisory.com

Common Sense Advisory, Inc., is a research and consulting firm committed to the objective analysis of business practices, services and technology driving translation, localization and business globalization. Its analysts deliver in-depth reports on topics including website and translation content management; translation services and best practices; product and website localization; software supporting international business; on- and off-line ethnic marketing and messaging; and more. The firm provides hands-on consulting and training to global business teams. For more information, visit www.commonsenseadvisory.com or call 978-275-0500.

Communicaid　　www.communicaidinc.com

For technology companies with medium-sized budgets and out-of-the-ordinary projects that require precision communication and collaboration from R&D through product release, Communicaid partners with you to deliver complaint-free, error-free localization services using savvy, agile and highly responsive teams. Unlike industry behemoths for whom your project is too small for them to change or adapt, Communicaid creates a process that fits your budget using experts precisely matched to your specific science and technology, led by project managers who tailor solutions to your needs and go beyond ordinary standards by validating the results with SafetyNet™, our numeric proofing tool.

CPSL　　www.cpsl.com

On the translation map for almost 45 years, CPSL is one of the industry's longest serving companies. After its restructure into three strategic business units — language solutions, consultancy, and events management — in 2006, CPSL now offers a wider range of language-related solutions: translation and software localization, DTP and technical engineering, interpretation service, promotion and training on translation technologies as well as events management. CPSL guarantees expertise, quality, commitment and a personalized approach — values that turned more than 1,000 companies into satisfied customers. CPSL is an ISO 9001:2000 and DIN EN 15038 certified company.

CTS LanguageLink　　www.ctslanguagelink.com

CTS LanguageLink is a leading, full-service web globalization, translation and interpretation company with over 16 years' industry experience. As a single-source provider of multilingual services to both public and private sector clients, our areas of specialty include web globalization, translation, interpretation, audio/multimedia and multilingual desktop publishing services. At CTS LanguageLink, our vision is to be your most trusted provider of multilingual communication services. As you further develop your own global business strategy, we encourage you to think of CTS LanguageLink as your partner. After all, we speak your customers' languages. Visit us online at www.ctslanguagelink.com or call 800-208-2620.

Globalization and Localization Association　　www.gala-global.org

The Globalization and Localization Association (GALA) 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 and 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:

Braahmam Net Solutions Pvt. Ltd.
www.braahmam.net

Human Science Co. Ltd.
www.science.co.jp

iDISC Information Technologies, S.L.
www.idisc.es

JBI Localization
www.jbilocalization.com

Jonathan Golan Business Translations
www.translations.co.il

RusLoc Ltd.
www.rusloc.com

hiSoft Technology International Ltd.　　www.hisoft.com

hiSoft Technology International Ltd. is a global IT service provider with offices in China, Japan, and the US. With over 2,400 IT professionals, a comprehensive solutions platform and a mature delivery model, hiSoft has rapidly grown to become one of China's leading IT services companies. hiSoft provides full application life cycle services, including enterprise solutions consulting and implementation, application development and management, application testing, software testing, and software globalization and localization.

Idiom Technologies, Inc.　　www.idiominc.com

Idiom Technologies is the leading independent supplier of SaaS and on-premise software solutions that enable our customers and partners to accelerate the translation and localization process so content rapidly reaches markets worldwide. Unlike other companies serving this market, Idiom offers freedom of choice by embracing relevant industry standards, supporting popular content life cycle solutions and partnering with the industry's leading language service providers. As a result, WorldServer™ GMS solutions are fast becoming an industry standard, thus allowing customers to expand their international market reach while reducing costs and improving quality.

iSP　　www.isp.nl

For 20 years iSP, a distinct provider of localization services, has served its clients with principles of openness, honesty and customer-centric services. We are dedicated to delivering the highest quality localized products. Our flat, in-house organizational structure means decision-making is quick and simple and shows in our responsiveness to our clients. iSP's turnkey solutions cover all aspects of localization, including translation, DTP, engineering and QA testing. With offices in Amsterdam, Brno and Beijing, we are in the heart of Europe and Asia. We are iSP — we are The Localization Experts.

Jonckers Translation and Engineering, US, Inc.   www.jonckers.com

Jonckers, 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 US, thus allowing Jonckers to deliver low-cost global resources without sacrificing quality.

KCSL Inc.   www.kcsl.ca

Founded in 1981, KCSL Inc. has developed many successful commercial products, including international spell and grammar checkers, electronic references, and multilingual search engines for unstructured data. Large-scale licensing of KCSL's technology to hundreds of entities such as Microsoft, Hewlett-Packard, and the Government of Canada has created a worldwide user base of over 200 million people. KCSL's NoBabel™ Translator, a major breakthrough in computer-aided translation, increases productivity while maintaining a familiar translation work environment. Neither strictly rules-based nor statistical, but a combination of computational linguistics, multilingual search, and statistical methods, NoBabel establishes a class all by itself. For more information, visit www.kcsl.ca

The Language Technology Centre Ltd.   www.langtech.co.uk

The Language Technology Centre (LTC) is a pioneer in creating innovative workflow and collaboration solutions for the language industry. Our products increase your productivity and efficiency by optimizing your company-wide and project-specific workflows while allowing you to choose and work with the right linguistic tools for each situation. Founded in 1992 and based in London, UK, and Washington, D.C., USA, LTC has extensive experience in evaluating, developing and implementing advanced language technology solutions. LTC has an excellent international reputation as a software house, language service provider and consultancy.

Language Weaver, Inc.   www.languageweaver.com

Language Weaver's statistical automated translation software is designed for companies interested in leveraging existing translation resources to increase translation efficiency and productivity. Language Weaver has proven success delivering productivity improvements and time savings to large corporations, LSPs and translation solution providers by quickly creating customized translation systems using each company's existing translated data. These systems produce high-quality translations of domain-specific data. Language Weaver software can be easily integrated into customer support tools, knowledge bases and translation workflow applications for added efficiency. Find out how Language Weaver can meet your translation needs. Contact us to set up a pilot project.

LinguaLinx   www.lingualinx.com

Founded in 2002, LinguaLinx Language Solutions, Inc., is a full-service translation agency, offering a comprehensive suite of multilingual communication solutions in over 150 languages. From translation, interpretation and desktop publishing to voice-over, international branding, cross-cultural research and website localization, LinguaLinx stands apart in today's global environment. Committed to delivering superior client service, LinguaLinx combines years of translation industry experience with a proactive approach to providing qualitative language solutions, utilizing the latest technology, stringent project management procedures, rigorous quality controls and one of the most aggressive rate structures available.

Lionbridge   www.lionbridge.com

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 Localization Institute   www.localizationinstitute.com

The Localization Institute, Inc., provides quality resources, training, seminars and conferences on localization, internationalization and international business development. The Institute is not affiliated with any localization service or tool provider and serves numerous industries ranging from hardware/software through medical technology, pharmaceutical, automotive and food service. Its mission is to enable companies to succeed in international markets by providing focused training for professionals and by promoting nonpartisan sharing of experience and information among them. The Institute also provides independent, third-party process analysis and consulting for a variety of clients.

The Localization Institute is best known as the originator of several yearly round table events and as co-producer of the Localization World conferences.

Localize Technologies   www.localize.com

Localize Technologies is a global leader in localization, internationalization and multilingual content management. Our services help organizations enter the global marketplace and dramatically increase sales in non-English speaking markets. We have served over 200 clients in diverse industries with personalized, dedicated service.

Moravia Worldwide   www.moraviaworldwide.com

Moravia Worldwide is a leading globalization solution provider, enabling companies in the IT, life sciences, manufacturing, telecommunications and financial industries to enter global markets with high-quality multilingual products. Solutions include localization and product testing services, internationalization, multilingual publishing and technical translation. Global headquarters are 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.

QASight, the dedicated testing and engineering business unit of Moravia IT, helps companies release their software and hardware products globally, with services that include globalization and functional testing, automation testing, test development engineering, software engineering and a range of other specific types of software quality assurance. QASight has headquarters in the Czech Republic and California and production centers in the Czech Republic and China.

MultiCorpora   www.multicorpora.com

MultiCorpora is an independent language technology software company based in Canada with a European sales and support office located in Brussels, Belgium. MultiCorpora has developed MultiTrans™, a unique software solution integrating MultiCorpora's TextBase Translation Memory technology with its best-in-class terminology management system. Together, these tools enable corporations and government organizations in more than 30 countries to cost-effectively translate global information, while streamlining their multilingual communications. MultiTrans supplies cutting-edge language tools to the linguistic services of organizations such as UNESCO and companies such as Ford of Canada, Sobeys, Kraft, HSBC and Pfizer. For more information, contact info@multicorpora.com

MultiLingual Computing, Inc.   www.multilingual.com

MultiLingual is the industry magazine for website globalization, translation, international software development and language technology. Published eight times a year plus an annual resource directory and index, the magazine is read by people in more than 60 countries who have technology-based multilingual needs. *MultiLingual* is also available in digital format. Information and current news are also provided by www.multilingual.com and in a biweekly electronic newsletter, *MultiLingual News*. MultiLingual Computing, Inc., is co-producer of the Localization World conferences.

MULTILINGUAL QA Ltd.   www.multilingualqa.com

MULTILINGUAL QA Ltd., an exclusive quality assurance center, specializes in testing localized software in over 30 languages by native speakers. Our linguistic, functional and cosmetic testing is executed in a controlled environment, utilizing shared resources and state-of-the-art labs all under one roof. Our ability to provide customers with the required testing environments, professional native in-house linguists and technical support personnel offers the ultimate solution to international software publishers and localization companies. For more information, please visit www.multilingualqa.com

OmniLingua Inc.   www.omnilingua.com

As your localization management partner, OmniLingua will assist you in enhancing your global presence by reducing your time-to-market and minimizing your risk in new markets. OmniLingua provides the measurable difference you need for being successful in your globalization strategies. Our highly skilled industry-specific experts, global technology systems professionals and the power of the OTIS™ Management System will ensure that your localization management needs are fulfilled accurately and at the lowest cost over the long term.

Plunet GmbH   www.plunet.de

The Plunet BusinessManager, a software package for order processing and project management, enables translation offices to organize their entire workflow on a single platform. The software is designed to help offices work more efficiently by automating their work steps and making them more transparent. The Plunet BusinessManager organizes the following activities: e-mails, business partner contacts, quotation and order processing, job management, invoicing and accounting, financial summaries, acquisition of new customers, CRM and document management. System processes can be flexibly adapted to existing workflows and to different sizes of business. The Plunet BusinessManager can be used on a single workstation, in a local network or as a distributed internet-based solution.

Satellite Station, Inc.   www.ststation.com

Satellite Station, Inc., based in Tokyo and New York City, was founded in 1985 by Yuko Miyata. The company is a localization service provider mainly dealing with Asian languages. Most of our employees come from Japan, and more than a hundred resources stand by in other Asian countries. Satellite Station is well experienced in many IT fields, including anti-virus, networking, groupware, ERPs, hardware and so on. The company is now entering the business process outsourcing and software outsourcing markets in Japan. For more information, visit www.ststation.com or e-mail yuko@s-station.co.jp

SDL International   www.sdl.com

SDL TRADOS Technologies, a division of SDL International, is the world's largest provider of technology solutions for Global Information Management (GIM). It offers technology solutions to benefit corporations and institutions, language service providers, and freelance translators worldwide. SDL Trados is the most popular translation software supporting over 150,000 translation professionals worldwide.

Sinometrics   www.sinometrics.com

Staffed by good people providing customized translation services, Sinometrics provides multilingual software localization and document translation services to assist clients in globalizing products and reaching worldwide audiences. Headquartered in Seattle, the Sinometrics staff consists of expert, native-speaking translators, talented graphic designers and dedicated project managers with extensive backgrounds in business and technology. Our entire team provides personal attention you won't find anywhere else. With our translation capabilities in over 40 languages and our extensive software experience, Sinometrics can take on the most complex localization projects and meet demanding release schedules. Sinometrics enables the delivery of international products with complete confidence and accuracy.

Skrivanek s.r.o.   www.skrivanek.com

Skrivanek 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 have enabled Skrivanek 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. Skrivanek's quality of service is backed by EN ISO 9001:2001 certification.

TAUS   www.translationautomation.com

TAUS (Translation Automation User Society) is a networking community for users of translation and localization technologies and services. Through the TAUS portal, translation and localization buyers can benchmark their processes, share information, join discussion and user groups. TAUS focuses on the whole spectrum of authoring, translation and globalization processes and technologies. Simply by enabling members to share information, identify best practices, find technologies and experts, benchmark processes and leverage their buying influence, TAUS helps companies to save management time, avoid the risk of mistaken investment decisions, and save money.

Tek Translation International   www.tektrans.com

Tek is a pioneering provider of globalization services to the world's leading enterprises. Delivering services and solutions through its unique On-Demand Globalization Platform, Tek enables enterprises to drive globalization strategies, processes, and operations and to leverage 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.

TM Marketplace   www.tmmarketplace.com

Central to most translation processes today is the database that contains previously translated data: the translation memory (TM). The consistently growing size of the TM represents an ever-increasing value to you as its owner. By the same token, it becomes increasingly attractive to TM buyers from the same industry to either jump-start a TM or complement their own TMs with proven, industry-specific translations. Through TM Marketplace, this asset can now provide an immediate return on investment through licensing to other parties. As TM brokers, TM Marketplace connects corporate owners of translation assets with parties who want to license and benefit from those linguistic resources.

TOIN Corporation   www.to-in.com

TOIN Corporation is a leading full-service localization provider with more than 40 years of experience working with Global 1000 clients in industries such as automotive, information technology, life sciences, manufacturing and semiconductors. As the oldest and best-known localization company in Asia, TOIN offers customers a strong regional presence and global coverage while minimizing overhead costs. TOIN has special expertise in balancing the sometimes competing needs of a client's headquarters and its Asian subsidiary offices.

Translated in Argentina   www.translated-in-argentina.com

Translated in Argentina is a group of individual Spanish translation bureaus from Argentina offering translation and localization services to translation agencies, localization companies, direct clients and software developers around the globe. With an unparalleled technical infrastructure, a long-standing tradition in translation, seamless project management and favorable exchange rates, Argentina stands out as a one-stop shop for quality translation and localization services at competitive rates. Consider the members of Translated in Argentina — Delsurtranslations, Guasmara Translations, IM Translation and Training, Patagonia Translations SRL, Rosario Traducciones y Servicios, spanishbackoffice SA and Spanish Express, Inc. — when looking for offshore translation and localization services.

Translations.com   www.translations.com

Translations.com is a leading provider of software, website and enterprise-wide localization services, as well as localization-related technology products, to clients in virtually every major industry. Part of the TransPerfect family of companies — currently the third largest language services company in the world — Translations.com is focused on the strategic needs of organizations seeking to communicate and conduct business in international markets. Translations.com has an established global presence on four continents and continues to pioneer new techniques and technologies for the rapid development of multilingual business solutions. For more information, please visit the Translations.com website (www.translations.com) or e-mail the company at info@translations.com

Welocalize   www.welocalize.com

Welocalize offers integrated globalization services for the rapid deployment of enterprise content and applications to international markets. In response to unique customer needs, we provide globalization consulting, translation, localization and testing solutions that manage risk, improve repeatability and ensure transfer of knowledge from project to project. Our Hybrid Delivery Model℠ offers a flexible mix of onshore expertise and offshore production to create a scalable, cost-efficient solution that delivers predictable business outcomes in a shorter time frame. With 250 employees and offices in the United States, Germany, Ireland, Japan and China, the Welocalize global platform engages the expert resources needed to meet complex, global demands faced by multinational customers.

Wipro Technologies   www.wipro.com

Wipro (NYSE:WIT) is a $4 billion global provider of IT services, outsourced R&D, infrastructure outsourcing, business process services, and business consulting. Wipro Testing Services is one of the world's largest third-party offshore testing services provider. With 6300+ testers, we offer ready-to-use testing frameworks and point solutions under Testing as Managed Services(TMS)™ across all key industry verticals. It is the first IT services company to get appraised at SEI CMMI Level 5. Wipro's localization practice focuses on the following phases of localization as a managed service so as to make a product global: internationalization, translation and localization testing. To learn more about us, please visit www.wipro.com/testing

PRECONFERENCE WORKSHOPS

Tuesday, October 16

WS¹ 9:00/1:30
TAUS: Hands-on Translation Automation

Moderator: Jaap van der Meer, TAUS

A hands-on experience with both a rule-based and a statistical MT system.

WS² 9:00/1:30
Medical Round Table (AM: clients only; PM: clients and vendors)

Leader: Clio Schils, The Localization Institute

The round table will focus on issues concerning localization and translation for the medical device, pharmaceutical and diagnostics sectors by offering a number of in-depth presentations followed by an open discussion.

WS³ 9:00/1:30
Games Localization Round Table (AM: clients only; PM: clients and vendors)

Leader: Miguel Bernal, Roehampton University

Topics will include best practices, single-language vs. multi-language outsourcing models, the ideal localization kit, and optimizing project communication flow.
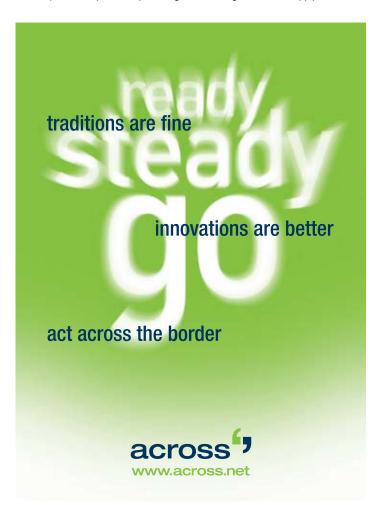
WS⁴ 9:00/1:30
Source Once, Many Returns: Getting to a Holistic Multilingual Content Strategy

Leaders: Ben Martin, Eric Severson, Flatirons Solutions

Explore all aspects of optimizing the multilingual content supply chain.

WS⁵ 9:00
Introduction to Medical Localization

Leaders: Simon Andriesen, MediLingua Medical Translations; Andres Heuberger, ForeignExchange Translations

The who, what and why of medical localization will be discussed.

WS⁶ 9:00
TILP Ask the Experts: Localization Training and Education

Presenter: Reinhard Schäler, The Institute of Localisation Professionals (TILP), Localization Research Centre (LRC)

Participants will discuss current offerings, the future of localization training and education, and will prepare a declaration for localization training and education.

WS⁷ 9:00
Managing Distributed Teams in an Outsourced Environment

Presenter: Willem Stoeller, Welocalize

Willem Stoeller will discuss solutions to challenges and best practices learned by Welocalize.

9:00
GALA Member Meeting (members only)

Information about the GALA 2010 plan will be presented and new board members will be announced. Members will have the opportunity to give input on key issues for future GALA activities.

WS⁸ 1:30
Internationalization and Localization: Partners in Better Globalization

Moderator: Renato Beninatto, Common Sense Advisory
Presenters: Adam Asnes, Lingoport; Marc Johnson, Translations.com; Sean Shoffstall, Sycle; John Watkins, ENLASO; Simon Zhao, Cisco Systems

Panel will discuss how localization and internationalization can work together faster to support better global business outcomes.

WS⁹ 1:30
TILP Ask the Experts: How to Be in Charge of Your Career

Presenter: Inger Larsen, Larsen Globalisation Recruitment, TILP

Find out about training, selection methods, CV writing, competencies-based job specs and interview techniques, typical career paths and more.

WS¹⁰ 1:30
Best Practices Agile Translation Methodology — Work Session

Facilitator: Ben Martin, Flatirons Solutions

Sharing experiences and pooling knowledge to develop a recommended best practice of the Agile methodology.

1:30
GALA M&A Uncovered — How to Succeed at Integration

Moderator: André Pellet, Welocalize
Panelists: Scott Ludwigsen, Lingo Systems; Gary Prioste, Welocalize; Michael Sank, TransPerfect/Translations.com

As a follow-up to the session at Localization World Berlin, this session brings together a panel of experts to discuss the diversity of issues and approaches in integrating companies after a merger.

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 attendees to plan their personal schedules more easily. Color tabs next to each session description on the following pages help attendees to identify the topics of each track.

Localization functions include:

Localization Process	**Localization Process** — terminology management, quality management, project management, web globalization, customer support
Translation Automation	**Translation Automation** — machine translation (MT), translation memory (TM), workflow automation, terminology automation
Localization Business	**Localization Business** — benchmarking, business models, marketing and trends, vendor relations, case studies
Authoring & Content Management	**Authoring & Content Management** — creating best original content, handling content versions change and translations

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.

Session Locations

Keynote addresses: Harbor Dining Room
Track A sessions: Harbor Dining Room
Track B sessions: Bay Auditorium
Track C sessions: Sound
Vendor sessions: Cove, Marina and Sound (see hand-out program for specifics)
Wrap-up: Bay Auditorium

KEYNOTE[1]   8:30
Crowdsourcing in the Translation Industry

Moderator: Jaap van der Meer
Speaker: Jeff Howe, *Wired*

Crowdsourcing — the process of taking jobs once performed by employees or designated agents and outsourcing them to large, undefined networks — is affecting a broad array of industries, but is beginning to exercise particular influence on translation. Companies such as Wikipedia, Google and Amazon, as well as thousands of individual users, are discovering that translation is less a discrete act of labor than an organic function of the increasingly international communities that gather on the internet.

A[1]   POINT/COUNTERPOINT   10:00
Veni, Vidi, Wiki: Community Engagement in Localization

BUSINESS

Moderator: Jaap van der Meer
Speakers: Janice Campbell, Sun Microsystems; Britta Simon, Microsoft

Whether we call it "crowdsourcing" or volunteer translations, companies are finding refuge in engaging communities of volunteers and users to translate. They consider it a necessity *vis-à-vis* global citizenship responsibilities and an economic necessity. This presentation and discussion will address how to engage community contributors to localize a company's products and how to incorporate them into the localization process.

Community contributors are volunteers. The social, technical and business drivers must be understood in order to determine the motivators, rewards and recognition to maintain and grow a community. Technical, quality and project management issues are bound to arise when a client company is compelled to integrate community contributors who are not linguists into the process. Strategies will need to be devised to allow both suppliers and volunteers to share information to produce a quality product. Additionally, the client company will assess the needs of the communities and support them with technical expertise, tools and best practices.

The intention of this session is to help client companies understand the importance of engaging a global community in product development and adoption, while using localization as one strategy for implementing this plan.

B[1]   PRAXIS   10:00
Real Enterprise Terminology Management

PROCESS

Moderator: René Savelsbergh
Speakers: Andrew Bredenkamp, acrolinx; Sue Kocher, SAS Institute; John R. Kohl, SAS Institute

In recent years, SAS Institute has had the benefit of what many localization and documentation managers at other companies dream of — a high-level executive sponsor and a company-wide steering committee with the will, skill and ability to push forward dramatic improvements in how language is used in the company's software products and documentation. The speakers will share best practices that have been or are being implemented at SAS in order to nip language-related localization problems in the bud.

C[1]   PRAXIS   10:00
Introduction to Localization 1: The Problem Definition

PROCESS

Host: Daniel Goldschmidt
Speaker: Richard Sikes, The Localization Institute

Highly experienced industry experts will illuminate the basics of localization for session participants over the course of three one-hour sessions — C1, C2 and C3. This instruction is particularly oriented to participants who are new to localization. Participants will gain a broad overview of the localization task set, issues and tools. Subjects covered will be fundamental problems that localization addresses; components of localization projects; localization tools; and localization project management. There will also be time for questions and answers plus the opportunity to take individual questions offline with the presenters. 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.

A²

Are We Practicing What We Are Preaching?

Host: Donna Parrish
Speakers: Gary Muddyman, Conversis; Nitish Singh, California State University, Chico

Over the past several years the localization industry has grown dramatically, but is the industry as a whole practicing what it preaches? This presentation is based on a research study of almost 400 websites, conducted by Nitish Singh at the Localization Department at California State University, Chico, in conjunction with Conversis, a provider of localization and translation services. This presentation will highlight:
1. Recent statistics and data on the level of localization efforts by multinational and vendor websites
2. Best practices in website localization
3. How companies are localizing their
    • global gateway on the website
    • country code domain names of ccTLD
    • translation depth
    • local customer support
    • e-commerce information and policies
    • navigational outlay
    • website page structure/layout
    • locale-specific graphics, colors and values

B²

Windows Vista Localization —
Project Management Lessons Learned

Host: Karen Combe
Speakers: Mark Lammers, Natalia Tsvetkov, Microsoft

Windows Vista is one of the largest software localization projects ever completed at Microsoft in terms of project scope and vendor engagement. We shipped 35 languages and partnered with seven localization vendors and two quality assurance (QA) vendors to localize a total of 2.3 million words.

Throughout the course of this project, we learned to scale our project management efforts. We are now applying lessons learned from Vista to the localization of the Windows Language Interface Packs (reduced scope in an additional 60 languages) and Windows Server 2008.

We will be sharing project management lessons learned in communication planning, risk management, scheduling, QA and scope management.

C²

Introduction to Localization 2: Translatable Text, Tools and Testing

Host: Daniel Goldschmidt
Speakers: Richard Sikes, The Localization Institute; Angelika Zerfaß, zaac

Continuing the topics introduced in C1, the leaders will discuss how project components become readied for localization, the application of tools that localization specialists use, and what to consider when designing and executing tests of localized products.

PASSPORT
to Localization

Hosted by
GALA
members

Prize Drawings!
October 18

In the Bay Auditorium
following the final sessions

Visit GALA member exhibits to enter prize drawings.
Complete your passport to qualify for the grand prize.

A³

Tools, Processes and Hacks for Documentation Localization

Host: Clio Schils
Speaker: Minette Norman, Autodesk

Focusing on both translation automation and business process, this session will describe how Autodesk implemented a globalization management system for the company's technical documentation. The session will cover not only the original implementation, but also how Autodesk has continued to enhance the system and methods of working to keep up with increasing pressures and scope of work.

Key concepts to be discussed:
• How technology solves many but not all problems. The session will cover our implementation of the Idiom WorldServer system and explain how both the authoring and localization teams had to change processes and methods of working.
• The adjustments required when being early adopters of technology. Autodesk was Idiom's first customer for the publishing side of WorldServer.
• The challenges and successes of reaching consensus and enforcing compliance with standards in a de-centralized company.
• Timeframes continue to shrink while scopes continue to expand, so scalability is crucial.
• How success with technology and process means that new challenges are thrown your way.
The key takeaways from this session:
• Real-world lessons about the successful planning, implementing, enhancing and continuous improvement of an enterprise globalization management system.
• Understanding the need for collaboration and leadership in such an implementation.

B³

Make or Buy? Make and Buy!
New Approaches for an Integrated Outsourcing of Translation

Host: Ulrich Henes
Speaker: Uwe Muegge

One of the constant questions in the localization industry is the question over "outsourcing versus insourcing." There has been a clear tendency towards outsourcing over the last 20 years. Today, this outsourcing approach is being questioned as global organizations start to recognize that documentation and communication with their clients are actually a core competence as important as product and process know-how.

So, should the answer be a u-turn towards insourcing? Or is there a silver bullet that allows for a blended concept of insourcing and outsourcing?

In this presentation you will learn how OBO Bettermann has regained complete control over its localization processes without letting go of the outsourcing concept.

C3

Introduction to Localization 3: Localization Project Management

Host: Daniel Goldschmidt
Speakers: Richard Sikes, The Localization Institute; Angelika Zerfaß, zaac

Continuing the topics introduced in C1 and C2, 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.

A4

Rolling, Polling Translation:
The Only Project Schedule You'll Ever Need

Host: Karen Combe
Speaker: Kirsten Sutton, Business Objects

Business Objects has adopted a continuous translation process that allows us to remain within three weeks of being fully translation complete for all products at any given time. It has reduced project schedule updating, communication and changes to zero effort — a project manager's dream. In this session, Kirsten Sutton will describe what led Business Objects to institute this process, how it works from end to end and the challenges the company faced making this radical change to its workflow as well as celebrate the successes that they have already been reaping from the new process.

B4

The Global Customer Experience: From Acquisition to Retention

Host: Jaap van der Meer
Speaker: Renato Beninatto, Common Sense Advisory

Renato Beninatto will discuss the Global Customer Experience Model as it applies to cross-border website interactions, drawing on Common Sense Advisory surveys of consumers and assessments of websites worldwide. Attendees will walk away with an understanding of what they need to do to attract, acquire and retain customers. This plenary presentation draws on new research that will have just been completed before the conference.

C4

Localizing Bidirectional Languages: Is This Right (or Is It Left)?

A practitioner's view of the special challenges associated with the localization and translation of bidirectional languages
Host: Donna Parrish
Speaker: Jonathan Golan, Jonathan Golan Business Translations

Dealing with bidirectional text can be both baffling and frustrating. Bidirectional (bidi) languages are unique, since they make use not only of totally different scripts, but also require a total adaptation of both the user interface and the overall design of the documentation. This session will cover specific issues associated with the creation, translation and localization of bidi content (Arabic, Farsi and Hebrew). We will discuss user interface and document design, along with the degree of bidi support offered by various applications and the pros and cons of various popular tools in dealing with such projects. We will raise specific problems and provide tips in dealing with bidi projects, while addressing common technical issues in dealing with bidi content and its localization.

A5

Is My Company Ready for Statistical Machine Translation?

Host: Stephen Ryan
Speaker: Kirti Vashee, Language Weaver

Is our company a good candidate for statistical machine translation (SMT) software? This is a common question — and one that does not have a straightforward answer. Because of the technology that drives SMT, some companies are better suited for this type of translation software than others. There are barriers to success and several requirements to ensure a successful deployment. However, for the companies that are ready for SMT, the productivity improvements can be astounding. During this presentation, users will learn to assess whether their organizations are ready to add SMT to existing processes. More specifically, users will learn:
- The types of deployment ideal for incorporating machine translation
- How to improve translation quality through SMT customization
- The data requirements for getting started with SMT
- The variables that influence the quality of translation output
- How to measure success: quality vs. productivity

B5

The Temptation to 'Just Say No':
Global Operations, Lessons Learned

Host: Karen Combe
Speakers: Nic McMahon, Jonckers Translation and Engineering; Jessica Roland, EMC Corporation; Francis Tsang, Adobe Systems

Enterprise customers have in general embraced simship+outsourcing+offshoring as their standard model for global products releases, often pushing their globalization service providers to radically change business models and practices. What's working well and what's not? Both clients and providers in this session will share some hard and valuable lessons learned.

C5

Building a Business Case for Centralization

Host: Kathleen Bostick
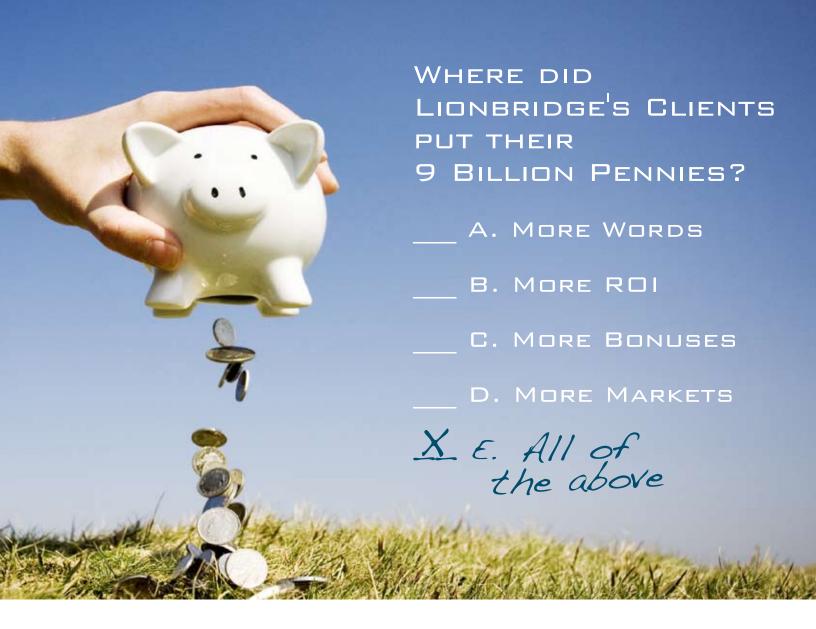**Speaker:** Peter Coleman, Hewlett-Packard

The HP Translation and Localization Team (HP T&L Team) has centralized upwards of 25% of all HP translation activities — well over 100 million words annually. In a significant effort to expand centralization, the HP T&L Team collaborated with its procurement partners to develop a business model and case for expanding centralization to as much as 80% of all HP T&L activity.

The case has been well received at the highest levels of HP management, and the methods of execution/implementation are now being reviewed.

This perspective session will share with peer groups the challenges of:
1) developing the business case
2) specific methods of measuring return on investment (ROI) for T&L activities; limitations and considerations of modeling T&L ROI
3) partnering with procurement for success
4) challenges to face when talking about T&L
5) challenges to centralizing

WHERE DID LIONBRIDGE'S CLIENTS PUT THEIR 9 BILLION PENNIES?

___ A. MORE WORDS

___ B. MORE ROI

___ C. MORE BONUSES

___ D. MORE MARKETS

X E. All of the above

THE IMPACT OF FREEWAY™ IS CLEAR.

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!

Where will you put YOUR savings?

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LIONBRIDGE

FREEWAY

*These savings add up in any currency. For example, using current exchange rates, 9 Billion pennies equal approximately 6.2 Billion Euro cents, 4.5 Billion Pence Sterling, and 680 Million yuan. Please contact Lionbridge to begin saving today.

Conference Day Two

Keynote² 9:00

Using Translation Automation to Efficiently Improve Access and Content Quality

Host: Ulrich Henes
Speaker: Richard Kaplan, Microsoft

Over the past several years, Microsoft has made a significant commitment to reaching customers in their own languages and to improving their technology experiences. By applying Global English standards and enforcing standard phrase usage with the TermCompare Tool, Microsoft has been able to improve the quality of machine translated content. These are important in a time when "language experience" is critical to success in the global marketplace and when market relevancy becomes an important competitive differentiator.

A⁶ PRAXIS 10:30

Knowledge Management in the Localization Industry

Moderator: Angelika Zerfaß
Speaker: Wolfgang Sturz, Sturz Gruppe GmbH

Knowledge management (KM) has been an issue for well over 10 years. However, only large corporations have KM strategies in place that focus on all the different questions involved in KM. However, the fact remains that most of these organizations try to solve their KM issues by implementing large scale software tools, forgetting about the humans involved and the interaction among humans within teams, departments, companies and even beyond the corporate boundaries. Wolfgang Sturz will talk about his experience as knowledge manager, focusing on the people involved and providing his audience with strategies for a blended concept of human interaction and IT-driven workflow concepts.

B⁶ PRAXIS 10:30

Here, Now: The Challenges of Shifts in Internet Content Types

Host: Melissa Biggs
Speakers: Tila Enser, Yahoo!; Bruce Gutman, Amazon.com; Mimi Hills, Sun Microsystems; André Pellet, Welocalize; Dave Rosenlund, Idiom Technologies

This panel will tackle the challenges posed by new content modalities in use to communicate information using the internet. Over the past several years, blogs, wikis, YouTube, podcasts, screencasts, content aggregators, feeds and other media formats and techniques have begun to supplement and, in some cases, replace traditional content forms such as formal documentation, live-customer support channels and so on. The panel will discuss ways that both suppliers and vendors can address the challenges raised by these new content types: the content types themselves and their special features such as personas and community participation; time-to-market; customer expectations; utility; and community. A second critical focus for the panel will address how these new modalities affect and are critical to global, cross-language communication.

C⁶ PERSPECTIVE 10:30

Beyond the Localization Process — Language Competencies and Cultural Expertise in the Product Life Cycle

Moderator: René Savelsbergh
Speaker: Licia Corbolante, Microsoft

The significance of the localization industry ensures that localization processes and models are well documented, thus increasing the number of universities offering programs focused specifically on localization. A widespread agreement exists on the core set of linguistic and technical skills expected from language service providers (LSPs). Less attention appears to have been given to other aspects of a product life cycle where extended linguistic competencies are also required.

Globalization and localizability reviews are one area outside the traditional localization process where linguistic input takes on a broader meaning. Microsoft uses these services to determine whether concepts developed locally are suitable for a global audience as well as for nonnative speakers of English, with no loss of meaning and without raising any cultural or linguistic issues. Specifically, globalization reviews aim at investigating whether product names, nonverbal messages or visual representations will work in local markets without the need for translation or adaptation, whereas localizability reviews verify that terms, feature names, catchphrases or user-interface solutions can be localized

Drawing on Microsoft examples, the session will explore various aspects of language services that are not usually associated with traditional localization processes and yet are part of the broader product life cycle and can play an important role in ensuring that the needs of the global community are adequately supported. Opportunities and challenges for LSPs will be identified by discussing industry and end-user expectations, current availability of "cultural" services, training needs and offerings, and the requirements of English as a second language.

A⁷ PRAXIS 12:00

Windows Help and How-to: Achieving Local Relevance for a Global Website

Host: Ulrich Henes
Speakers: Tami Fosmark, Ulrike Irmler, Microsoft

This session presents a case study of taking a website live to 40+ markets — from project inception through globalization and redesign until launch — in under six months. Tami Fosmark and Ulrike Irmler will walk attendees through the goals, the specifics of the site, and some of the implementation challenges. Attendees will leave with practical approaches that can be applied to any web project that aims to be locally relevant for multiple markets.

The Windows Help and How-to (WHH) site was launched with Windows Vista as a primary portal for end-user support on the web, a way to inform and engage customers by extending "Help" from the desktop. Currently available in 35 languages and 57 markets, the WHH site extends the richness of the operating system to market-specific experiences and fosters end-user community. We know from web searches that users were already looking for answers on the web about Windows usage, and the WHH site is in place to meet the needs of Windows users — around the globe.

Initial plans for the international sites were conceived in May 2006. Our team took ownership for not only localizing the content and posting it, but also defining the user experiences per market to ensure that they are relevant to the local markets. The content, design and features were balanced with the need for scalability. Pilots with in-country site managers were launched in May 2007 in Germany and Japan. Additionally, we'll discuss discoverability and feedback issues that come into play with "marketized" sites, how we're measuring success, and some of partnerships we're pursuing for the future.

B⁷ POINT/COUNTERPOINT 12:00

Moving Into Higher Gears on the Localization Highway

Moderator: Beatriz Bonnet
Panel: Mike Iacobucci, Idiom Technologies; Aki Ito, TOIN; Arturo Quintero, Moravia Worldwide; George Wu, hiSoft; Smith Yewell, Welocalize

The most innovative, dynamic times in industry are characterized by periods of vigorous competition among companies that embrace change and drive new ideas. To raise the level of competition in the localization industry, maturing localization companies need to move into high gear. This panel will discuss how modern localization providers can energize industry competition to deliver higher quality service to customers and improve business for all players. They will explore the role technology can play to accelerate the move to a higher level of competition. Ideas will be presented on how competition is developing within the industry and how aggressive but respectful competition can be good for all players.

C7

PROCESS

Software Translation Improvement
Through Process, Partnership and Technology

Host: Angelika Zerfaß
Speaker: Frank Lin, Cardinal Health

The complexity of ensuring translation quality of a software product increases quickly as translation needs for the product grow. In a large local-ization project, management of translation quality is paramount, especially in a compliance industry such as the medical field. This session will cover how translation quality can be improved in large software localization projects. Three elements are critical to successful and measurable translation qual-ity improvements: a universal translation management process within the organization; a trusted partnership with translation partners; and the use of technology. In addition, the session will include the advantages and disad-vantages of having a localization service provider own the whole localization and translation process. Translation improvement through process, partner-ship and technology will help companies managing large localization projects achieve better overall product quality, customer confidence, and shorter product release cycle.

A8

PROCESS

Improving Localization Process
at Tektronix Using XML and XLIFF: A Case Study

A single source file results in multiple translated target files. XLIFF and XML enable an automated, streamlined process, connecting writers, translators and publishers.
Host: Angelika Zerfaß
Speakers: Anette Hauswirth, Moravia; Bryan Schnabel, Tektronix

This praxis session is about the practical application of a technical authoring, localization and publishing workflow that was jointly developed between Tektronix, Inc., a leading supplier of test, measurement and monitor-ing products, and Moravia Worldwide. It is based on open standards such as XML and XLIFF (XML Localization Interchange File Format) and provides a single source/multiple target file solution connecting technical writers, transla-tors and publishers in a streamlined process. This process uses customized deployment of industry standard tools such as Arbortext Epic Editor. It involves the development of specific extensions that use the benefits of the XLIFF-en-hanced XML files throughout. The whole operation is future-proof, scalable and deployable across geographic locations, thanks to its framework based on open standards.

B8

PROCESS

Website Localization — Where to Begin,
What Can Go Right, What Can Go Wrong

Host: Donna Parrish
Speaker: Gregg Okunami, Hewlett-Packard

This session will outline our experience localizing an HP digital imaging consumer website and working with a team new to localization. I'll explain what we did in preparation, what unexpected events happened, and what we learned and continue to learn. The takeaways will be best practices and/or things to avoid or beware of when localizing websites.

A9

BUSINESS

Out of the Ordinary

Host: Donna Parrish
Speaker: Reinhard Schäler, TILP, LRC

Localization activities seem to be dominated by the interests of large multinational digital publishers aiming to increase their revenues. They want to sell products and services they already developed into as many additional markets as possible by localizing them to the requirements of these markets — as cheaply as possible. Everything else is out of the ordinary.

But what about the XP Lite version Microsoft offers for certain countries and its Language Interface Packs? What about the US$100 laptop? What about Google in your language? What about the PAN Localisation project in Asia? What about the work of thousands of localizers worldwide working on open-source content that the United Nations' Development Program reports on? What about the countless localization projects for Asian and African languages

that most of the people in the developed world have not even heard about — some of them commercial, some of them voluntary, some of them public, some of them confidential? What about the village that is not yet connected to the electricity network but to the internet, where people do not talk about telephones but Skype, where a baby's first word is *Google*? What about the high-tech digital mobile invention made in Africa and now used all over the world? What about the Native Americans localizing their marketing message to attract Chinese gamers to their casinos in California?

Concepts such as reverse localization, development localization and blowback localization capture the discussions about localization as an activ-ity that transcends the narrow focus on the economic rationale for current mainstream localization efforts. This session will look at out-of-the-ordinary localization projects; it will demonstrate that the current one-dimensional approach to localization is not only problematic for society but ultimately also bad for business; it will open up localization's political, cultural and ideological dimensions with real and successful projects you might not have heard about before.

B9

AUTOMATION

Real-time Human Translation of Highly Dynamic Content

A new translation revenue stream opened by a win-win approach to workflow automation.
Host: Jaap van der Meer
Speakers: Filippo Fasolo, Nozio; Marco Trombetti, Translated

Localization service providers (LSPs) are missing revenue opportunities and customers are missing globalization opportunities because our industry cannot support an emerging market requirement: the real-time translation of low-word count orders from continuously updated CMS content.

The excessive administrative overhead in today's translation workflow paradigm makes low-word count orders prohibitively expensive. On the one hand, customers face high internal administrative costs when managing high volumes of these orders. On the other hand, LSPs are forced to charge mini-mum word count fees and stretch turnaround time to ensure profitability. The result is an unfavorable ratio between cost and value gained per translation, and this lack of return on investment (ROI) forces customers to find alterna-tive solutions. Budgets that should have been spent on translation are spent elsewhere.

This presentation will show that a highly-automated translation process can solve this problem and create tangible business benefits from an expen-diture that previously held no ROI. Additionally, Filippo will describe what the tourism sector requires from the localization industry while Marco will sum-marize the requirements for such an automated process.

Wrap-up and Prize Drawing

Join us at the end of the day for a wrap-up and the drawing for prizes from GALA member companies. Enter to win at each exhibitor's booth. You must be present at the drawing to win.

Vendor-sponsored Sessions

V1
SDL International

1) Improve Your Translation Workflow Through Server Platform
Presenter: Massimo Ghislandi, SDL International

An introduction to the benefits of working with SDL Package technology centralized translation assets on a server platform, in particular, how server-based translation memory can improve localization workflow and how latest technology can track projects in an outsourced environment. A pivotal component of any server-based environment is terminology. Through centralized terminology, it is possible to significantly improve translation consistency and reduce costs while maintaining short delivery times.

2) Software Localization Using SDL Passolo 2007
Presenter: Achim Herrmann, SDL International

SDL Passolo 2007 offers many new features, including visual localization of .NET 3.0 / WPF software, an improved integration with SDL Trados products, and a solution to easily localize software from embedded systems with graphical user interface. This session highlights the new features.

V2
Lionbridge
Wednesday 1:15

Localization 2.0
Presenter: Aaron Dun, Lionbridge

The next evolution of the localization industry is Localization 2.0. With leaders such as IBM, Microsoft and Google positioning their products around the emerging Software-as-a-Service (SaaS) model, the localization industry must also evolve in support of this trend. Aaron will share his view of how this shift in the software industry will create a ripple effect for the localization industry — impacting both the tools we use and the business models we practice. He will follow with an in-depth look at how Lionbridge is addressing these industry changes by deploying Freeway 2.0 — the world's first fully web-based language collaboration platform.

V3
Jonckers Translation and Engineering/Idiom Technologies
Thursday 1:00

Strategic Globalization Management — The Business Impact of GMS
Presenters: Steve Billings, Idiom Technologies, Inc.; Nic McMahon, Jonckers Translation and Engineering

This session covers creating an ROI, identifying the right support and infrastructure, and highlighting the strategic benefits and goals to report on for both clients and vendors alike. Jonckers and Idiom discuss the strategic business preparation, implications, benefits and challenges of successful GMS deployment.

V4
Language Technology Center
Thursday 1:45

LTC Worx — No More Compromises
Presenter: Elham Attapour, The Language Technology Center, Inc.

The Language Technology Center is proud to invite you to the worldwide release of LTC Worx, its new generation web-based business system for the language industry. Be among the first to find out how this exciting new tool can invigorate your business. LTC Worx was created with corporate language departments and large language service providers in mind. It is highly adaptable to also benefit small and medium-sized operations with big plans. It manages all your language-related business processes from request or quote to invoice. LTC Worx centralizes all your multilingual business processes such as translation, localization, interpreting, desktop publishing and printing. It fits right into your existing infrastructure, thanks to its flexible set-up and open, documented API.

Globalization and Localization Association
Thursday 1:45

Introduction to GALA

Companies interested in Globalization and Localization Association (GALA) membership are invited to attend this short session. GALA representatives will present details on the benefits of membership, including networking, marketing and discount opportunities. GALA membership is open to any company providing translation, localization, internationalization, or globalization products or services, including tools developers, training suppliers, and consultancies.

Participants

Simon Andriesen — WS5

Simon Andriesen is managing director of The Netherlands-based MediLingua, specializing in the localization of medical technology, biomedical, pharmaceutical, clinical trial and health-related information. He also manages Leesbaarheidstest.nl, which is a company specializing in readability testing of patient information, 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.

Adam Asnes — WS8

Adam Asnes founded Lingoport in 2001. As Lingoport's president and CEO, he focuses on sales and marketing alliances while maintaining oversight of the company's internationalization services engineering and Globalyzer product development. Adam is a frequent speaker on globalization technology as it affects businesses expanding their worldwide reach.

Elham Attarpour — V4

Elham Attarpour is the operations manager of the Language Technology Center, Inc., in Washington, D.C. As a business development specialist, she has expertise in technologies, processes and workflows in the language industry and consults on process automation and optimization. She is a certified ISO Auditor and has a master's degree in translation from the University of Saarbrücken, Germany, majoring in European and international law, localization, machine translation and terminology management. Elham has worked as a freelance translator, court translator, interpreter, language instructor and project manager.

Renato Beninatto — B4, WS8

Renato Beninatto has nearly a quarter-century of executive-level experience in the localization industry and since 2002 has been conducting research and leading the consulting practice of Common Sense Advisory. His activities include teaching localization-related courses in US and European universities and training professionals in workshops and seminars worldwide. Renato has served on the executive teams for some of the industry's most prominent companies such as Alpnet, Inc., and Berlitz GlobalNET. He is a Brazilian native who speaks five languages and has lived in seven countries.

Miguel Bernal — WS3

Miguel Bernal is one of the few academics who has started raising 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 working on his Ph.D. in the translation of video games. He has several publications on translation and is now in talks with the two universities he works for in London to formally introduce game localization within their translation studies programs. Miguel also created the L4G mailing list with a view to bring people together to discuss game localization issues.

Melissa Biggs — B6

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 that produced and implemented a unique Sun globalization executive mandate defining localization content and globalization requirements for Sun products.

Steve Billings — V3

Steve Billings is a senior solutions engineer at Idiom Technologies with a dozen years' experience in localization-related roles in product development, marketing and sales. He has been responsible for the internationalization and localization of products sold in over 40 countries around the world. In his role at Idiom, Steve works closely with Idiom's LSP partners to help them use its technology to increase operational efficiency and competitiveness and to offer higher-value solutions to clients.

Beatriz Bonnet — B7

Beatriz Bonnet is president and CEO of Syntes Language Group, Inc., a Colorado top 250 Private Company. Syntes was awarded the Denver Metro Chamber of Commerce 2006 Minority Owned Business of the Year award, and Beatriz received the 2007 Enterprising Women of the Year award. She served on the board of directors of the American Translators Association (ATA) from 1999 to 2005 and is the ATA's representative to the ASTM international committee on translation standards as well as to the ISO technical committee now working on international translation and interpreting standards.

Kathleen Bostick — C5

Kathleen Bostick is senior vice president of sales and marketing at Eid Passport, an industry leader in identity and access management. Prior to joining Eid Passport, she spent 12 years in the localization industry beginning with ILE and then joined SDL International as vice president of North America in 1996. In her role at SDL, her responsibilities included organizing, developing and managing the sales organization to address major account selling, managing pre- and post-sales, driving top-line revenues and coordinating all sales efforts. Kathleen joined Lionbridge Technologies in 2005 as vice president of enterprise sales, responsible for leading the newly formed vertical team within the organization.

Andrew Bredenkamp — B1

Andrew Bredenkamp, co-founder and CEO of acrolinx, has nearly 20 years' experience in multilingual information development. Before starting acrolinx, Andrew was head of the Technology Transfer Centre at the German Research Centre for Artificial Intelligence Language Technology Lab. Andrew holds degrees in technical translation and linguistics and a Ph.D. in computational linguistics.

Janice Campbell — A1

Janice Campbell, a globalization program manager at Sun Microsystems, Inc., works closely with open-source communities that contribute translations to localized versions of Sun products and documentation such as NetBeans.

Peter Coleman — C5

Peter Coleman has worked for the Hewlett-Packard (HP) translation and localization team for more than five years. His focus has been on optimizing the benefits and use of centralized translation management for HP and its more than 80 programs using the system. The HP translation and localization team has grown to process close to 150 million words annually using its centralized infrastructure.

Karen Combe — A4, B2, B5

As vice president of localization at PTC, Karen Combe is responsible for product localization as well as localization support for global services, technical support and marketing. During the past seven years, she has implemented a complete localization solution for PTC, including an internationalization program, development of localization tools for emerging technologies, effective outsourcing partnerships and the creation of a globally distributed localization testing team. She manages a localization group of 60 people located in the United States, India, China and Japan.

Licia Corbolante — C6

Licia Corbolante has worked in different roles in the localization field since the early 1990s and is currently senior Italian terminologist with Microsoft International Language Solutions, a team of terminologists and language specialists who provide support to Microsoft product core teams and localization service providers. Licia holds a degree in translation from the University of Trieste, Italy, and a diploma of advanced studies in applied linguistics from the University of Salford, United Kingdom.

Aaron Dun — V2

Aaron Dun serves as the director of global marketing communications for Lionbridge. In this role he coordinates advertising, public relations, industry analyst relations and global web presence. He has over ten years of marketing and communications experience, running full-scale programs both at agencies and in corporate roles. Prior to Lionbridge, Aaron managed global communications for Softscape, a human resources technology provider. He also ran communications programs for large technology and services companies while at Lois Paul & Partners, a technology public relations agency. He earned his BA from Hamilton College in New York and his MBA from Boston University.

Tila Enser — B6

Tila Enser is with Yahoo!.

Filippo Fasolo — B9

Filippo Fasolo began working in advertising with one of Venice's leading agencies in 1993. In 1995, he joined New York-based NW Ayer & Partners, specializing in the then-nascent internet. Returning to Italy, Filippo put his experience into practice and co-created the first tourism websites for the Italian market. In 2000 Nozio, an innovation for European tourism on the internet, was founded. Today, Nozio boasts eight tourist portals and over 1,000 clients under its "0%" brand, thus cutting intermediaries out of the tourist market. Filippo is vice president of Nozio and oversees research and development.

Tami Fosmark — A7

As a member of the Windows International Product Strategy team at Microsoft Corporation, Tami Fosmark is the primary driver of international content strategy for Windows. She is a contributor to the international versions of both the Windows Help & How-To site (windowshelp.microsoft.com) and the Windows Server TechCenter site. Tami builds on her 17-year technical publications background to help documentation and publishing teams think globally and deliver locally.

Massimo Ghislandi — V1

Massimo Ghislandi was named marketing initiatives manager for SDL Trados Technologies. A native of Italy, Massimo is a business administration graduate of Bocconi University, Milano, and a member of the Chartered Institute of Marketing. With over nine years of business-to-business marketing experience, Massimo has held positions within product marketing management and marketing communications departments at various large international corporations, including Avery Dennison and ITT Industries. With an area of expertise in terminology management software tools, he is now managing the world-wide marketing activities for SDL Trados Technologies.

Jonathan Golan — C4

Jonathan Golan owns and manages Jonathan Golan Business Translations Ltd. (JGBT), a company based in Israel specializing in bidirectional translation and localization services and tools. With nearly 20 years of experience, JGBT handles Hebrew and bidirectional localization projects for companies such as Nokia, Lexmark, Dell, Toyota, Sony Ericsson and Skype. Jonathan is a lecturer at leading universities in Israel, specializing in technical translations and localization.

Daniel Goldschmidt — C1, C2, C3

Daniel Goldschmidt is a software engineer on the Google Internationalization Team. For more than 15 years, Daniel has been engaged in software development. As a professional in the globalization of software and content field, he has extensive experience in the internationalization and localization of large-scale enterprise applications and projects. Prior to joining Google, Daniel worked as a freelance internationalization and localization consultant. He holds a BS in computer sciences and mathematics and an MS in computer sciences, both from the Hebrew University, Jerusalem.

Bruce Gutman — B6

Bruce Gutman is with Amazon.com.

Anette Hauswirth — A8

Anette Hauswirth is a senior project manager for Moravia Worldwide, working at its office in Kirkland, Washington. Anette has managed the localization of over 60 XLIFF-based projects for Tektronix and contributed to process improvements along the way. Her career in the international field started in 1991 when she worked for various large software publishing companies as international producer and international product manager. She holds a master's degree in chemistry from the Technical University of Munich.

Ulrich Henes — A7, B3

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.

Achim Herrmann — V1

Achim Herrmann is managing director and co-founder of PASS Engineering GmbH, a software development company that was recently acquired by SDL International. He has a degree in electronic engineering and has over 22 years of experience with software development and engineering. After working in the areas of telecommunication for several years, he co-founded PASS in 1990 which began offering the software localization tool PASSOLO in 1998. Achim has presented information about the company at conferences and exhibitions, and frequently he consults with clients to help optimize their software localization.

Andres Heuberger — WS5

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 regularly writes for *European Medical Device Manufacturer*, *IVD Technology*, *MX*, and *Software Business*.

Mimi Hills — B6

Mimi Hills, director of globalization at Sun Microsystems, has responsibility for software internationalization and localization for many types of content. Her team is spread across the United States, Europe, Japan, China and India. Mimi has over 20 years of experience in the software industry and additional experience in textbook and multimedia publishing.

Jeff Howe — KEYNOTE1

Jeff Howe, a contributing editor at *Wired* magazine, 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 (crowdsourcing.com) and is currently writing a book on the subject for Crown Books. Before coming to *Wired*, he was a senior editor at Inside.com and a writer at the *Village Voice*. In his fifteen 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.

Mike Iacobucci — B7

With 30 years of technology leadership experience, Mike Iacobucci is president and CEO of Idiom Technologies. Before joining Idiom, he was an executive in residence with Sigma Partners, where he held a number of executive positions. Prior to Sigma, he was a founder of Books24x7.com where he played a lead role in the development of innovative electronic publishing strategies. He was a key member of the team that drove the execution of the company's successful sales, customer relationship and partner programs. Mike has also held senior management positions with Phoenix Technologies Ltd. and Cullinet Software.

Ulrike Irmler — A7

Ulrike Irmler has been at Microsoft in the localization field since 1997, working in the Windows Localization group for the majority of this time. She is currently managing the group responsible for publishing the international Windows Vista Online Help & How-to sites and the international Windows Server TechCenters.

Aki Ito — B7

Aki Ito, vice president at TOIN Corporation, has been involved in the localization industry since 1996 in many different aspects of localization activities such as sales management, operations management, project management, Japanese language management, and consulting and translation memory tool management at different companies, including Prisma International, Lionbridge and DDS Global Media. He has served as the chairman of the board for the Globalization and Localization Association. Aki has an MBA in international marketing and a BA in international relations.

Marc Johnson — WS8

Marc Johnson is the west coast production manager of Translations.com. Marc joined TerraPacific in 1990 as a project manager. In 1995, he became a full-time employee of Hewlett-Packard Company as a localization engineer. In 1997, he rejoined the company as CIO of Oregon operations. Currently, Marc is responsible for production, profitability and general operations. He has lived in Asia and Europe and speaks Japanese and French. Marc holds a degree in Mathematics from the University of California, Santa Cruz.

Richard Kaplan — KEYNOTE2

In May 2006, Richard Kaplan joined the global Customer Service and Support organization at Microsoft as the vice president of Supportability and Customer and Partner Experience. Most recently, he served as corporate vice president of the Security Business & Technology Unit and was responsible for all aspects of security marketing including product management, public relations, emergency communications and business development. Previously, Richard served as corporate vice president of the Content Development and Delivery Group. He earned a BS in computer science at Oregon State University.

Sue Kocher — B1

Sue Kocher is a technical editor and terminologist at SAS Institute, Inc., where she has worked since 1997. Prior to that, she worked in Japan, Australia and Turkey for 12 years as a university instructor of writing and research skills. Her current professional interests include writing and editing for localization and all issues related to terminology management.

John R. Kohl — B1

John R. Kohl is a senior technical editor at SAS Institute, where he has developed a detailed set of "Global English" guidelines to supplement the corporate style guide. In recent years, John has devoted most of his time to terminology issues and to overseeing the implementation of controlled authoring and other language technologies at SAS. He is the author of *Global English: Writing Clear, Translatable Documentation for a Global Market* (forthcoming from SAS Press).

Mark Lammers — B2

Mark Lammers has managed localization projects for over five years as an international project manager for the Windows Localization group at Microsoft. He has worked on Windows Server 2003, Windows Server 2003 Service Pack 1, Windows 64-bit Edition, Windows Vista and BizTalk Server 2006 R2. Mark holds a BA in anthropology; an MS in library and information science; and a certificate in software localization project management.

Inger Larsen — WS9

Inger Larsen is the founder of Larsen Globalisation Recruitment, which has provided recruitment services to the localization industry worldwide since 2000, with offices in London, Dublin, Paris, Stockholm and Boston. Before this, Inger worked internationally in localization for 15 years on both the production and sales side for IBM, Microsoft and Xerox. She is also pursuing a degree in human resource management with special emphasis on selection methods and international human resource management.

Frank Lin — C7

Frank Lin leads international software development for medical dispensing systems at Cardinal Health's Clinical Technologies and Services division, where products for the medical industry have been localized into more than ten languages. He has led many localization and international projects in the past six years. Frank has also been a software developer for various industries, including telecommunication, document imaging and storage, medical instrumentation, and internet. He has taught university computer science courses (programming language theory, data structure).

Scott Ludwigsen — WS GALA

Scott Ludwigsen is president of Lingo Systems. A CPA with 27 years of experience in international business, Scott has held senior management positions with several multinational companies and has participated in acquisitions around the world, including the purchase of Lingo Systems by Coto Global Solutions (CGS) in June 2006. Prior to joining Lingo Systems in 2002, Scott was vice president and CFO of Woodward & Dickerson Wood Products. He played a key role in starting this business for ConAgra, Inc., in 1991; led an MBO in 1994; and sold the company to Finnforest (a Finnish forest products giant) in 1998. Scott served as the PWC representative on the staff of the congressionally-sponsored National Commission of Fraudulent Financial Reporting (the Treadway Commission) in 1986.

Ben Martin | WS4, WS10

Ben Martin, an authority in re-use of information across multiple languages, is a senior business analyst with Flatirons Solutions, a consulting and systems integration firm specializing in XML-based publishing and content management solutions. A former vice president of global content management for J.D. Edwards, Ben has over 20 years of industry experience. He has also worked with consultancies on strategic projects for Microsoft and Qwest. A frequent speaker on content management topics, Ben holds an MA in instructional technology and is co-author of the management book *Masters of Change*.

Nic McMahon | B5, V3

Nic McMahon, vice president and general manager for Jonckers US, has worked in the localization industry for over 11 years. During this time, he has had the fortune to be involved in many of the major acquisitions and technology developments that have helped to shape the industry overall.

Gary Muddyman | A2

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 strategic business tools. 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.

Uwe Muegge | B3

Uwe Muegge, an expert in automating authoring and translation processes, has been involved in the translation and localization industry for more than 10 years. Uwe's website (www.muegge.cc) is a model solution that demonstrates how controlled language authoring can be used in combination with MT to generate high-quality virtual websites in multiple languages. Uwe is the author of *Translation Contract: A Standards-Based Model Solution*, and, in addition to serving on various industry special interest groups, he teaches terminology management and computer-assisted translation at the Monterey Institute of International Studies in California.

Minette Norman | A3

Minette Norman is the senior manager of publishing technologies at Autodesk, Inc., in San Rafael, California. Her staff is responsible for overseeing the localization of the company's technical documentation as well as for the development, maintenance and support of the CMS/GMS used by the authoring and localization teams. Prior to working in localization, Minette spent 16 years in the technical communications field as a technical writer at Adobe, Xaos Tools and Symantec and as a technical publications manager at Electronics for Imaging and Autodesk.

Gregg Okunami | B8

Gregg Okunami is a translation project manager at Hewlett-Packard. Based in Roseville, California, he works primarily with hp.com web teams, consulting on internationalization guidelines, while establishing translation, localization and testing processes. Gregg graduated from the University of California at Davis as an electrical engineer and has worked for several tech firms in the Silicon Valley in areas such as manufacturing, field support, change management, organizational development and web customer experience.

Donna Parrish | A2, A9, B8, C4

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

André Pellet | B6, WS GALA

André Pellet joined Welocalize in 2006 through the merger with M² Enterprises where he was president of the 28-year-old firm. As a University of Maryland engineering graduate with a specialty in computer science and as an industry veteran, André brings over 20 years of business experience and leadership to the Welocalize executive management team. He currently works with key strategic accounts and teams on the development of new services and offerings.

Gary Prioste | WS GALA

Gary Prioste, vice president of Welocalize, brings over 20 years of experience in the delivery and support of complex IT solutions, with significant senior-level experience in business management, strategic development and operations. Gary recently served as CEO and president of Localize Technologies, which merged with Welocalize in August 2007. Prior to his position at Localize Technologies, he was founder and CEO of IT consulting group Servinet Consulting. Gary is a graduate of CSUH and the Executive Program at Stanford University, Graduate School of Business.

Arturo Quintero | B7

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.

Jessica Roland | B5

Jessica Roland manages international product operations (strategy, product management, production and quality) for EMC's Content Management and Archiving division. Her contributions over 9+ years with the company include establishing international product management for better global decision-making; fostering go-to-market globalization technology partnerships; instituting simshipping as a corporate standard for accelerating international revenue; increasing localization production over 1000%; and driving re-architecture of localized products to reduce costs and speed time-to-market.

Dave Rosenlund | B6

Dave Rosenlund is vice president of marketing and new business development at Idiom Technologies. He joined Idiom in 2003 from Aspelle LTD, developers of an enterprise-class application security and provisioning solution. At Aspelle, Dave led marketing and business development. Prior to Aspelle, he rebuilt the marketing and business development teams at Bowstreet, Inc., a web services startup. Before Bowstreet, Dave held various executive marketing positions with Rational Software (acquired by IBM), FTP Software, Process Software and Sun Microsystems.

Stephen Ryan | A5

Stephen Ryan has worked in the translation and localization industry since 1995 and has held positions in project management, sales and marketing working for International Translation and Publishing (ITP) Ltd., ALPNET Inc. and SDL International. He has an engineering degree from Virginia Tech and an MBA from University College Dublin (Ireland). Stephen joined Moravia in January 2003 as business development manager and is currently Moravia's marketing director.

Michael Sank | WS GALA

Michael Sank, vice president of corporate strategy of TransPerfect/Translations.com, joined the company as a salesperson in 1997 when he opened TransPerfect's Los Angeles office. He subsequently led the company's international expansion as vice president of international operations, during which time he lived in London, Paris, Frankfurt, Brussels and Hong Kong. In this role, in addition to managing sales and project management staff, he oversaw fulfillment of legal, accounting and banking requirements for the incorporation and maintenance of the company's respective subsidiary companies. Now back in the US, he manages mergers and acquisitions, partnerships and other strategic ventures.

René Savelsbergh — B1, C6

René Savelsbergh recently joined Welocalize as business development director. Previously, he was European sales director at TOIN Corporation. He was instrumental in establishing the international localization division at TOIN and growing the company from a single language vendor to a regional multi-Asian language vendor. He has experience in managing large international marketing and software productions and understands the potential complexities of Asian localization processes and projects. René holds a BA degree in hospitality management from the HHS Maastricht, The Netherlands.

Reinhard Schäler — A9, WS6

Reinhard Schäler has been involved in the localization industry since 1987. He is the founder and editor of *Localisation Focus — The International Journal of Localisation*, a founding editor of the *Journal of Specialised Translation*, a former member of the editorial board of *MultiLingual*, a founder and CEO of The Institute of Localisation Professionals, a member of the OASIS Technical Committee on the XLIFF and the OASIS Technical Committee on Translation Web Services. He joined the International Unicode Conference Committee in 2005. He is a lecturer at the Department of Computer Science and Information Systems at the University of Limerick, and founder and director of the Localisation Research Centre.

Clio Schils — A3, WS2

Clio Schils joined Lionbridge in July 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 after her studies in Brussels, Clio gained 20 years of experience in localization project and linguistic management. Clio holds a master's degree in interpretation in Greek/German/Dutch.

Bryan Schnabel — A8

Bryan Schnabel, the XML information architect for Tektronix, Inc., is a seasoned XML practitioner. Bryan embraces XML as a portable, scalable platform and a vendor-independent means to best use and protect a company's valuable data. Upon completing his master's degree at Central Michigan University, Bryan began information architecting for the automotive industry. He solved problems with standards-based technology from early on, first with SGML and then with XML. He served on the J2008 Automotive Standard Committee; as Detroit Director of the Midwest SGML Forum; established and directed the OregonXML Forum; and served on the OASIS XLIFF Technical Committee.

Eric Severson — WS4

A recognized XML pioneer and content management industry expert, Eric Severson is a member of the IDEAlliance Board of Directors, a past president of OASIS, a principal designer of the IBM XML Certification Program and a frequent speaker on DITA-related topics. With over 20 years of industry experience, Eric has held senior management positions in both engineering and marketing roles, has worked in Big 5 and IBM consulting practices, and is the founder and CTO of Flatirons Solutions where he leads an experienced consulting and systems integration practice specializing in XML-based publishing and content management solutions.

Sean Shoffstall — WS8

Sean Shoffstall is chief technology officer at Sycle.

Richard Sikes — C1, C2, C3

Richard Sikes has been immersed in localization since 1989, having held senior localization management positions at several industry-leading software publishers. He now works as a freelance localization management trainer and consultant. As well as his ongoing association with The Localization Institute, Richard is a Certified PASSOLO Trainer and is currently acting director of sales and marketing for KCSL, Inc., a localization and web search technology provider. He holds a BA in fine arts from UCI, Diplom Betriebswirt FH from the Folkshochschule Heidelberg, and an MBA from the University of Toronto.

Britta Simon — A1

Britta Simon, a program manager on the International Language Solutions team at Microsoft Corporation, works on developing the Microsoft Language Portal and the company's language-related community engagement strategy. Her background is in terminology, linguistics, natural language processing and program development. Britta holds a Ph.D. in Germanics.

Nitish Singh — A2

Nitish Singh heads the Localization Certification Program at California State University, Chico, and has organized localization training programs in Europe and North America. He teaches Asia Business and International Business Strategy at the Boeing Institute of International Business, Saint Louis University. He received his Ph.D. in marketing and international business from Saint Louis University. Nitish is the author of the book, *The Culturally Customized Web Site*. He has published and presented more than 60 studies in the areas of global e-commerce, e-marketing and cross-cultural consumer behavior. Nitish teaches and consults in the area of global e-commerce and international business.

Willem Stoeller — WS7

Willem Stoeller has been involved full-time in software localization since 1992 and in project management his entire career. Willem's project management "boot camp" consisted of 10 years of information technology projects through Andersen Consulting followed by senior software development management positions with several US software publishers. He is a certified project management professional and a member of the Project Management Institute, Portland Chapter. He has taught localization principles at the Monterey Institute of International Studies and at Chico State University, both located in California.

Wolfgang Sturz — A6

Wolfgang Sturz became involved in knowledge management (KM) issues well over 10 years ago while running his translation and localization business. At that time, KM was seen as a topic for large international organizations. Wolfgang recognized the need for KM in small and medium-sized businesses and has in the meantime gained vast experience in consulting and implementing such systems. Today, he is a consultant and keynote speaker on a number of topics concerning KM in a global business environment.

Kirsten Sutton — A4

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, thus making her responsible for managing corporate-wide terminology along with all departmental translation needs. Her degrees are in linguistics and French cooking, and she finds that her chef certification often comes in handy at translation department meetings.

Marco Trombetti — B9

Marco Trombetti founded Translated in 1999 and serves as its CEO. He started his career developing IT solutions for the digital mapping industry and then worked as a consultant in the field of artificial intelligence, specializing in information retrieval and natural language processing. Marco serves on the board of ITC, a European digital mapping company, and is an active member of the Association of Computational Linguistics. He studied physics at the University of Rome.

Francis Tsang — B5

Francis Tsang is the director of globalization at Adobe Systems Incorporated, responsible for the strategy and delivery of all localized product releases and the development of tools and libraries in the internationalization area. Francis spent the last 20 years building software for various international markets. He holds degrees in computing and business management.

Natalia Tsvetkov   B2

Natalia Tsvetkov is an international project manager for the Windows Localization group at Microsoft. She has more than 20 years of experience in the IT and localization industry. Natalia started her career as a translator and interpreter and then transitioned to project management. She successfully delivered more than 100 complex products in 35 languages for HP. She holds a BA in linguistics; an MA in Italian, French and English; and a diploma in business administration. She is a member of ATA and STC.

Jaap van der Meer   KEYNOTE1, A1, B4, B9, WS1

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.

Kirti Vashee   A5

Kirti Vashee, vice president of sales and marketing for Language Weaver, directs its worldwide marketing and sales strategy. He has more than 25 years' experience in successful enterprise software marketing and product development, including work with small entrepreneurial as well as larger technology companies such as EMC, Dow Jones and Legato. Kirti received his MBA from Case Western Reserve University.

John Watkins   WS8

John Watkins has an extensive background in product engineering and localization, having worked in international business for nearly 20 years. John has worked in medicinal chemistry and pharmaceutical development, software product development, human resource policies and procedures, and business process engineering. He spent 10 years in Europe, leading an international team on product development and analysis for the European Commission. As the president of EN-LASO, John guides the production teams to ensure consistent, high-quality localization services. John received an MSc from the University of Cincinnati.

George Wu   B7

Prior to joining hiSoft, George Wu was a member of the board of directors and chief marketing officer of Envisage Solutions, a provider of IT services where he had responsibility for strategic positioning of the company, marketing and corporate development. George co-founded Next Level Management where he sat on the boards of innovative technology companies and led over 20 transactions. He founded a mobile CRM company focused on interactive customer service that launched into the Japan market. George graduated from UCLA and has an MBA from the Kellogg School of Management at Northwestern University.

Smith Yewell   B7

Smith Yewell founded Welocalize in 1997. He won the Ernst & Young Entrepreneur of the Year award in 2004 and guided Welocalize to win Deloitte & Touche's "Technology Fast 50" Program in Maryland 2000, 2001, 2002, 2003 and 2004. Smith holds a BA in English from Tulane University and received the US Army Bronze Star in Operation Desert Storm.

Angelika Zerfaß   A6, A8, C2, C3, C7

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.

Simon Zhao   WS8
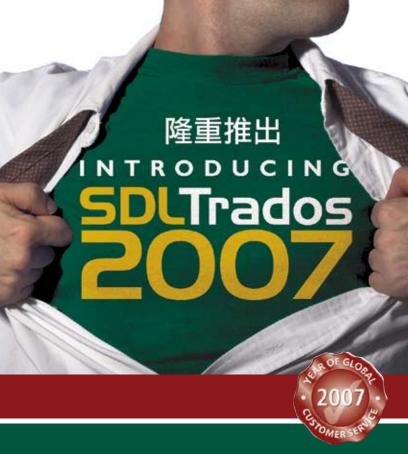
Simon Zhao is technical lead at Cisco Systems.

Localization World
CONFERENCE

9 - 11 June 2008
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