Introduction in Localization

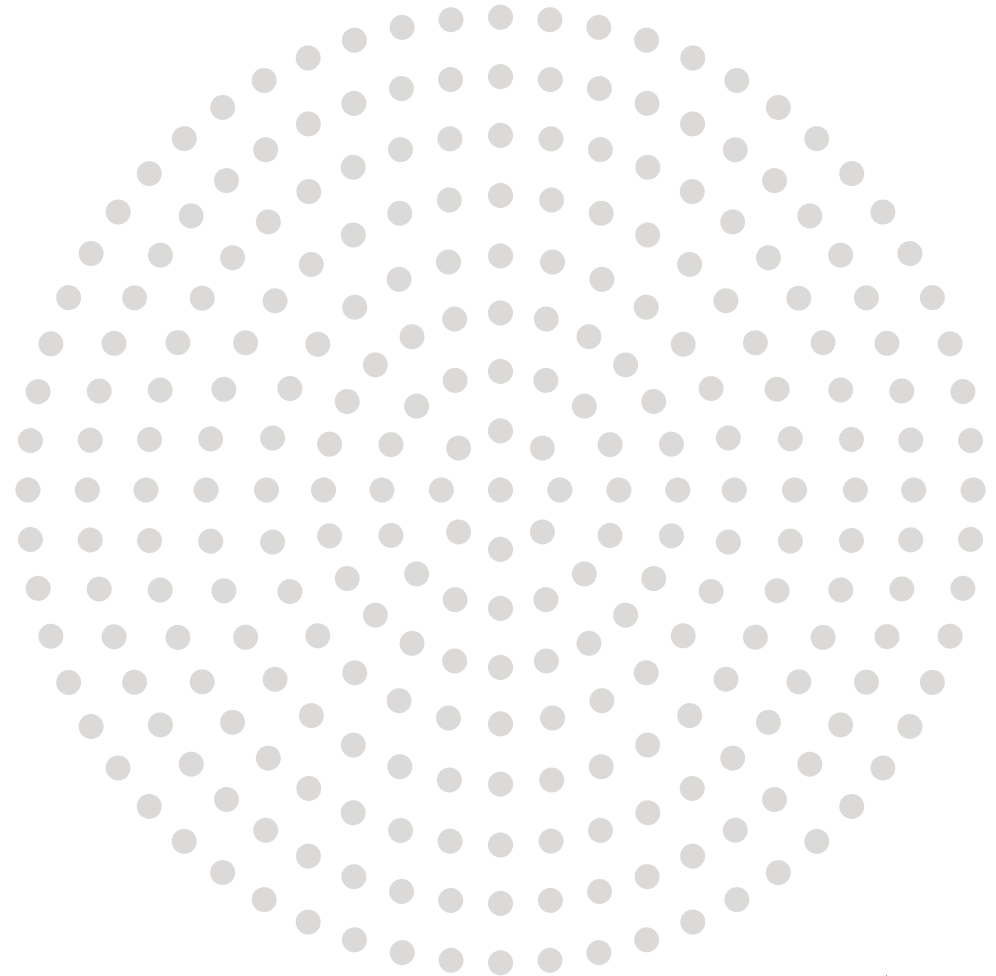Kateřina Gašová

MORAVIA

Topics

> Who I am, why I am here

> Concepts

> Translation vs. Localization

> Useful references

M

Concepts - People

Translator
Convey the message from one language to another

Localizer
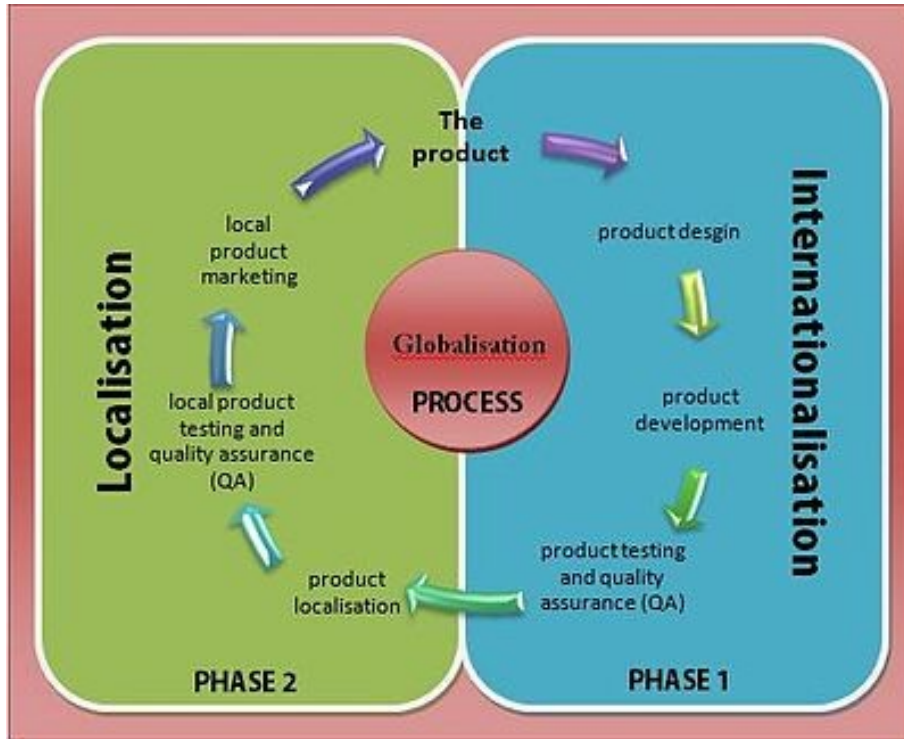Deliver translated content adapted for the specific locale

Enthusiast
Deliver user experience
(as a part of the localized product)

M

Concepts - Taxonomy

To **globalize** is to plan the design and development methods for a product in advance, keeping in mind a multicultural audience, in order to avoid increased costs and quality problems, save time, and smooth the localizing effort for each region or country

Internationalization, encompasses the planning and preparation stages for a product that is built by design to support global markets. This process removes all cultural assumptions, and any country- or language-specific content is stored so that it can be easily adapted. The internationalization process is sometimes called translation or localization *enablement*.

Localization, refers to the actual adaptation of the product for a specific market. The localization phase involves four key elements: *linguistic*, *physical*, *business and cultural*, and *technical* issues.
A successfully localized service or product is one that appears to have been developed within the local culture

95,293,300 13.3M 97M 1183

DESIGNS CREATED   **USERS**   **IMAGES**   **DAYS LAUNCHED**

13.3M USERS   vs.   {0} USERS

13,3 mil. UŽIVATELŮ   vs.   {0} UŽIVATELŮ

- 65 638 uživatelů, 42 uživatelů
- 4 uživatelé, 3 uživatelé, 2 uživatelé
- 1 uživatel
- {0, plural, other {# uživatelů} one {1 uživatel} few {# uživatelé} many {# uživatelů}}

MORE THAN 100 TEAM MEMBERS FROM 12 COUNTRIES IN 3 OFFICES

Why Internationalization

› Money, money, money!

› Easy to achieve = fast + cheap.

› Easy to achieve = difficult to screw up.

› 1 error left in the source = {0} errors to be fixed in {0} localized versions.

   {0} can be anything above zero!

   Almost anything…

M

What do we localize today?

View {0, number, integer} of {1, number, integer} comments.

Start your {0} day free trial.

Need more? Get in touch!

We noticed you had unfinished photos in your editor. Why not send a them out into the wild today?

MeredithGould @MeredithGould
I <3 you soooo much. You helped me do some wonderful work today.

Joe Vukson @joevukson
Holy moly! LOVE it ! It's so simple that it's addicting. Total game changer for me.

When you discover a box of photos in *grandma's attic*, after you are able to overcome how gorgeous everyone looks and *succumb to your nostalgia for a time when gentlemen wore hats*, you can't help but appreciate the prints themselves: old photographs have so much character, and now yours can too.

The stockings are hung up, but are they filled?

Fill Up Your Stockings!

For font's sake

404 error

Simplify and communicate complex information using data-linked diagrams.

Access on the go

New graphics and formatting capabilities replace the "walls of data" seen in previous versions.

Connect to expertise and content with innovative People Cards that help you make the most of who you're working with and what they're working on.

Interjection	Source phrase
Oh snap	Oh snap – it looks like your browser's popup blocker has prevented some tabs from opening!
Oops!	Oops! Deleting failed. Retry?
Whoops	Whoops! We couldn't fetch your uploads.
Yikes!	Yikes! We had some problems fetching the list of design types. Try again?
Fiddlesticks!	Fiddlesticks! We ran into a problem while fetching comments.

M

Localizer

> Personality profile of a localizer

> Skill-sets

> It's not only about language knowledge

> Technical capabilities

M

Profile

› Native speaker of the target language

› Excellent command of source and target languages

› Thinks globally, acts locally

› Team player

› Capable of balancing individualism and team work
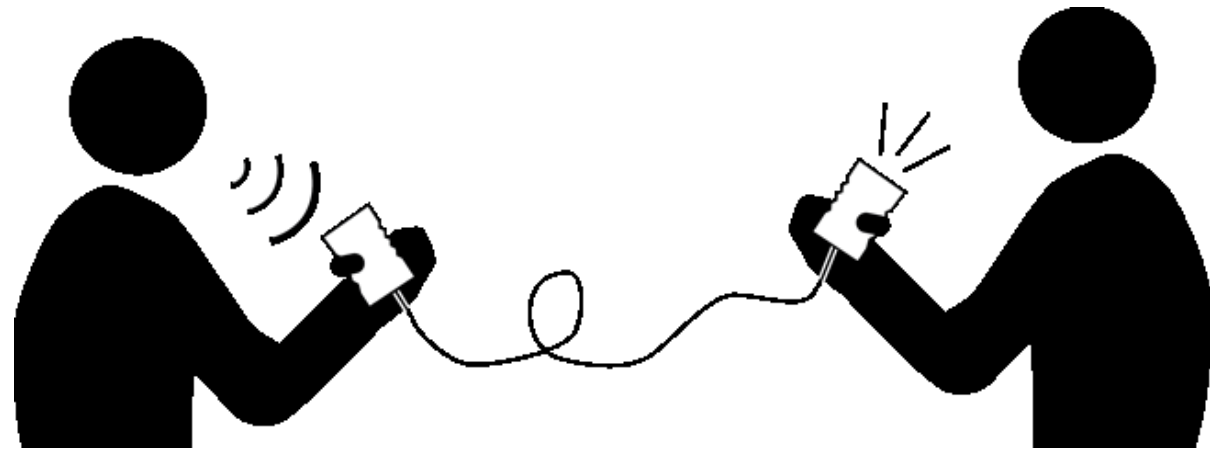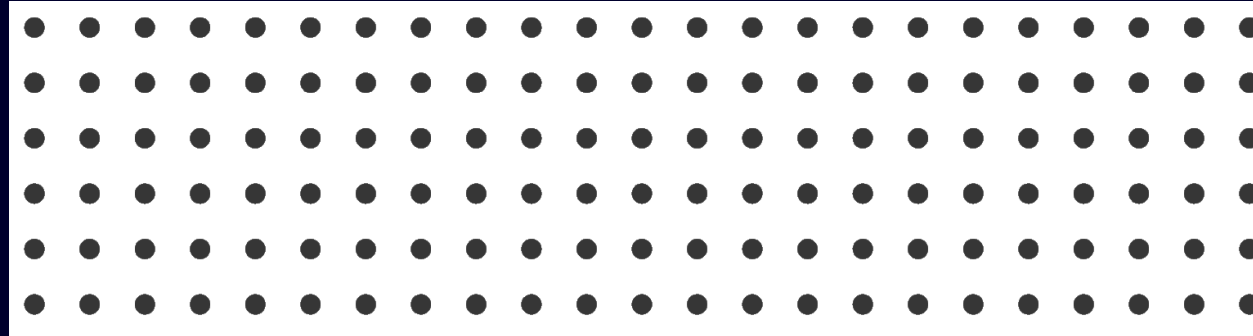
› Technically equipped

› Enthusiast

M

Useful references

- http://www.openoffice.org/specs/collaterals/guides/l18n_in_software.html#mozTocId174347

- Translation environments:
  - https://translate.google.com/toolkit/list?hl=cs#translations/active
  - https://www.facebook.com/translations/
  - https://translate.twitter.com/

- Examples of professional CAT tools:
  - SDL Trados Studio, SDL Passolo, SDL Idiom, MemoQ, Memsource

M

Thank you