# CLIENTSIDE
## NEWS

Intelligence for Global Business

**FOCUS:**

International Domain Names

**L10N HOT TOPIC:**

Explore Virtual Computing

**TECH REVIEW:**

Madcap Lingo 4.0

*" You can really do that ?"*

*November / December 2010 FEATURE*

*Discover the suprisingly powerful*

*capabilities of geolocation technology*

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# intelligence for global business

# ClientSideNews

## in this issue

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# *december*

### december 01 - 07
**AGIS '10**
LRC, CNGL, NDP, SFI
**Delhi, India**
email - info@agis10.org
http://www.agis10.org

### december 03 - 05
**Travelling Languages**
International Association of Languages and Intercultural Communication
**Leeds, UK**
email - IALIC2010@leeds.ac.uk
http://www.leeds.ac.uk/german/ialic_conference_2010.htm

### december 04
**Translators Training and Networking Day 2010**
Proz.com
**Paris, France**
http://www.proz.com/conference/139

### december 07
**LI webinar series - Industry Trends**
The Localization Institute
**webinar**
http://www.localizationinstitute.com/index.cfm?SEMINAR_CAT_ID=5

### december 07
**Product Documentation**
Acrolinx
**webinar**
http://www.acrolinx.com/newsreader_en/items/webinar-on-product-documentation.html

# *december*

### december 08 - 09
**LISA Forum India**
LISA
**New Delhi, India**
email - elina@lisa.org
http://www.lisa.org/New-Delhi.1464.0.html

### december 10
**IMUG 10th Annual International Potluck & Holiday Bash**
**The International Multilingual Computing User Group (IMUG)**
**San Jose, California**
email - roger.sherman@sri.com
http://events.imug.org/calendar/12928014/?from=list&offse

# *january*

### january 05 - 09
**Website Translation and Localization Course**
Monterey Institute of International Studies
**Online & Monterey, California**
email - rchristo@miis.edu
http://www.miis.edu/academics/programs/translationinterpretationshort

### january 05 - March 25
**Translation Technology: Localisation e-Learning Course**
Imperial College London, Humanities Department
**Online**
email - cpd@imperial.ac.uk
http://www.imperial.ac.uk/cpd/localisation

# "You can really do that?"

## Digital Element's Geolocation technology has already searched and mapped the entire internet world

## Now it's finally making its way back around the globe with it's recently enhanced and very powerful localization solution

CSN –

Frank, I know we've published articles in the past from Digital Element on IP Intelligence but would you mind briefly describing this technology and your company's role?

**FRANK –**

In 1999, Digital Element actually became the founding pioneer of this technology. The idea for the company came about when our founders were going to their shipping provider's website and the first thing that would pop up was the option to input the country you were in. They thought there should be a way to determine that without having to ask for it. As a result, they created what is today known as IP Intelligence.

Prior to that, the only thing even similar that existed was something called the WHOIS registration database. At that time, the data base was used as an administrative tool for the world's biggest internet registry to keep track of generally where these IP addresses had been allocated down to an ISP level. The problem with that of course was that internet users whose IP addresses were registered with some of the largest ISP's were registered to that ISP's corporate address instead of their actual, physical location. So based on the WHOIS database search, customers who were physically located in Atlanta could appear to be located in Pasadena, CA some 2500 miles away. So it was really not a commercially usable solution in terms of geographic reliability.

The infrastructure of the internet was created as an open platform without boundaries and with open architecture but once it started to become useful as a content, commerce and advertising medium those same factors that played into intelligent business strategies in the offline world had a parallel in the online world. As such,

geography is really one of the most important factors when it comes to product promotion placement and really getting in touch with your end user. Our founders discovered a way early on to leverage the internet's router infrastructure to analyze the plumbing of the internet. You can think of it in the same way as you would think of the Google's search engine spider, or any search engine spider, constantly crawling the internet going all the way out to the web content and pulling that back and creating sort of a miniaturized version on their own servers.

We're doing something similar to that but instead of crawling the end content we're actually crawling the infrastructure so we're actually creating a map of how the traffic is routed all around the world down to the ISP's end point equipment. For example if you are a DSL subscriber you've got what's called a DSLAM box routing internet traffic throughout your neighborhood somewhere probably within a 5 to 25 mile radius of your home location. That's the end of the publicly routable internet, the end point where we are able to trace how traffic flows through the internet down to those end points.

We're constantly crawling that infrastructure down to the neighborhood level at those ISP end points and then pulling that data back and creating a proprietary map of the world's four billion IP addresses down to a city level worldwide. Our technology solely looks at internet infrastructure to gather the location information based on internet routing. We're not ever crawling anyone's machine or monitoring web behavior so it's a non-invasive technology not derived from user interaction but instead we're making judgments of where pieces of ISP endpoint network infrastructure are and

using that as a proxy for user locations. In this way, the technology is then used to allow ads and product offerings to be targeted much like they are in the real world.

**C<sub>SN</sub> –**
I see, so the user's location is actually considered to be within 5 to 25 miles of the ISP providers routing hardware, like the DSLAM boxes you mentioned. Are there other factors that could limit your ability to determine a users' location, or conversely, is there a way to more accurately determine a user's location even within the 5 to 25 mile radius?

**F<sub>RANK</sub> –**
Prior to maybe two years ago that endpoint equipment and the radius served by it determined the limit to how granular of a response our technology could provide so the standard that we were able to position generally averaged that 5 to 25 mile radius. Depending on an ISP's network equipment, some might have more granular endpoint data while others might have endpoints servicing entire cities.

Since then we've actually rolled out a new technology and we stand alone here as the only provider in the space that does anything like this. It's a technology we call NetAcuity Edge which actually takes the opposite viewpoint of what I just described for the routing based analysis of internet infrastructure.

It's sort of an inside out analysis starting from the traffic. Through partnerships with commercial providers we are able to derive actual IP addresses tied to post code location in an anonymized way. We are basically collecting IP's tied to zip codes from some of the largest web properties who have interactions with end users. This way we're able to actually combine those two technologies to achieve a higher level of granularity than was otherwise available under just pure internet routing based technology. It actually allows you to provide a zip code level response with a high degree of accuracy.

**C<sub>SN</sub> –**
What are some specific application examples?

**F<sub>RANK</sub> –**
Our business model scales very nicely so we have tons of start-ups as well as some of the largest internet media players in the world using our technology. It's easier to take a step back for a second and talk about the four or five broad applications.

Number one, the main application, is content localization. An example there would be someone who types the word "cars" into a search engine utilizing IP Intelligence and only receiving results on cars in their local area. Another application here is when a web portal like Yahoo dynamically renders content in my own language, potentially showing my local news, traffic, weather and other

data that's specifically pertinent to me thereby making the internet more relevant and creating a more engaged, personal experience.

The second application is targeted advertising. The ability to sell and place ads based on city level geography has, in a powerful way, brought more advertisers to the online medium. If I owned a local restaurant here in Atlanta I wouldn't really benefit from all the generalized internet traffic coming from say Denver or San Francisco, I would want to buy just city level impressions online, but prior to IP Intelligence there wasn't any way to do it.

So this allowed the advertising networks and the big web publishers to provide that local level buying capability and bring more advertisers online because they can actually buy locally generated impressions. The web publishers and search engines could then make sure they were only delivering local based impressions to those advertisers.

The third, and emerging, area is e-commerce. Large retail organizations like big box stores with regional, national, or international presence are able to automatically display their store's content and even locations in a shoppers area and still provide that consistently branded web presence. So where our technology is employed, a shopper in Miami searching for their favorite sporting goods store online in January isn't automatically greeted with a selection of winter parkas and snow blowers. In-

stead, the items they see are more relevant to their specific area, season and climate like golf equipment and local sports team uniforms. If the online company has also localized their website into language specific versions, the shoppers experience is even more enhanced when their own language version is automatically displayed for them.

Recently we've seen growth in the online video world where our customers are using us for geographic rights management to really control the distribution of their web assets online.

And finally, online fraud prevention is a huge application of our technology where online companies are using us to ensure that the person behind the transaction is actually who they say they are. Using geography tied to an IP address is one means of being able to do that.

*CSN –*

Could you take us through the progression of IP Intelligence adoption internationally?

*FRANK –*

The progression has largely followed the US's pattern. Starting with many of the world's largest key internet markets of advertising networks, search engines and web portals based in the US. Then when these large, global firms began applying the technology around the world some of the local players in other countries started becoming more aware of what was actually possible and followed their lead.

The earliest adopters were in the online advertising space when those companies figured out that a geo-targeted ad impression converted some six to seven times more than an untargeted one. So the ROI to them was very clear from the outset. Search engines were next. They began using it for that same reason and even took it a level further by integrating IP Intelligence technology into their algorithms to derive search results on the basis of IP. After search engines, online analytics adopted it so they could show clients where their online traffic was coming from. Finally, the most recent adopter and somewhat of a phenomenon migration into the ecommerce space in the last few years has been rights management.

These are the phases the US has gone through since 1999 and now we're seeing more and more similar pattern adoption internationally.

As we go through the pipeline, we've seen the UK follow close behind the US, Japan is also right up there with the UK as an early adapter, then Australia, the western Europe region including Scandinavia, Benelux, Germany and France are all not far behind and interestingly in just the past year or two we've started to see growth in Eastern Europe like Russia, with Yandex, and Poland. Yandex is the leading Russian search engine and is now

leveraging IP Intelligence to maintain a dominant market share. India is now adopting it with their countries' dominant search engine and we're even seeing interest out of China.

Many of those markets are now where the US was eight to ten years ago with the earliest adopters in the online advertising and search engine spaces. We expect those markets to play out in a similar pattern such that we'll continue to see deeper penetration in the online ad space, more use in the actual content localization, followed by e-commerce, then geographic rights management with proprietary content.

We still feel like we're at the tip of the iceberg with penetration here in the US but also in terms of Global rollout. Once you start talking about Eastern Europe, China, and India, we're definitely just at the very tip of the iceberg there.

*CSN –*

Which factors do you consider to be key for stimulating deeper international market adoption?

*FRANK –*

I think it has a lot to do with how deeply penetrated the web is in those countries and how sophisticated those internet users are. If you look at Western Europe as an example you will see some countries are much more advanced than others. For example, Scandinavia, Benelux and Germany have quite sophisticated internet economies while Spain and Italy are more on the slower end of internet and web adoption. It's a function of how advanced the internet economies are and by extension the ability to recognize how to use technologies like ours to further engage their audience and monetize traffic.

*CSN –*

In terms of global infrastructure, the technology is already out there and in place, right? It sounds like it's just a matter of tapping into it?

*FRANK –*

Yes, absolutely. From the very beginning when we pioneered the active trace routing technology that we use today for our NetAcuity product, we've been crawling the world's four billion IP addresses. By definition our product was global from day one.

We virtually crawled and mapped something like 99.9999999...% of the entire internet space so all of that data is available globally. Now it's really more of an effort to educate the market. Despite the fact that we've been around for eleven years, many companies don't realize that this technology is actually available to simplify and enhance the web experience.

It's amazing the number of times that we go to a show and when we explain our business folks are still saying;

"wow, you can do that?" We don't hear responses like that as much in the US anymore. I think more people are now generally aware but we were recently in Germany and surprised to hear the familiar; "wow, you can do this?" response quite a lot. And Germany is one of the most sophisticated markets in Western Europe.

Many of our US-based customers are globally engaged so as their businesses grow around the world more and more companies become aware of our technology.

**C**sn **–**

With international internet use growing very rapidly are you beginning to see equally accelerating increases in global penetration?

**F**rank **–**

Absolutely, if you look at the way our target markets have evolved, internationally driven online advertising surpassed the US in 2007. The e-commerce growth rate and comparison is similar. We've seen a corresponding growth in our international business as these markets have developed. In the early days we were primarily US focused; today it's much more of an international picture if you were to look at our client base.

**C**sn **–**

Is anything on the horizon for potentially dramatic technological improvements in IP Intelligence?

**F**rank **–**

The development and deployment of IPv6 is a big, looming technological factor. This will make IP Intelligence technology even more critical to the way companies keep track of, use, and monetize data.

As a quick overview, IPpv4 is the current internet IP protocol that covers the four billion IP address universe. With the rapidly accelerating growth of IP address adoption the issue of potentially running out of IP addresses within the IPv4 domain is actually getting pretty close to a reality. The latest data I've seen is that we're actually starting to get down to that point around 2012.

So, in the background this new IPV6 protocol has been created and is currently being tested and developed in non-commercial settings. When fully developed, IPv6 protocol will exponentially increase the number of IP addresses to such an incredible amount, that every household in the world would be able to have four billion IP addresses. I've heard comments made about it like "there will be an IP address for every grain of sand on the earth." Universally it's almost hard to even get your head around the concept.

The potential magnitude of this thing is limitless. Every device in the 2012 timeframe and beyond under IPv6 could and probably will have its own IP address associated with it. That would now include your refrigerator as well as its various compartments, your alarm system, coffee maker, and everything else ultimately connected somehow to your network giving you complete control over the internet.

IP addresses are already important now but they're going to be really important under IPv6 and we're at the **leading edge of figuring out how to map that space.**

*By Benjamin B. Sargent,
Senior Analyst,
Common Sense Advisory*

# Yes ICANN!

## International Domain Names Foster a Multilingual Web

Imagine if, just to write your email address or access a web page, you had to write the URL in Arabic, Russian, Chinese, or some other script you don't normally use and cannot even type on your keyboard. For most of the world's population, this has been the unfortunate reality since the advent of the internet. Using e-mail, web, and other online applications was like wandering around in a city where they cannot read the street signs. No longer.

The Internet Corporation for Assigned Names and Numbers (ICANN) has introduced a process to globalize web navigation by allowing users to create international domain names (IDNs) using non-Latin characters. What does ICANN means for global companies and their translation providers?

### A Geeky Stew of Acronyms and Terms

Because the discussion involves numerous acronyms in addition to the two expanded above (ICANN and IDN), here is a quick look at the other relevant terms:

A **domain name system (DNS)** is a hierarchical naming system for computers, services, or any resource connected to the internet or a private network. It translates domain names meaningful to humans into the numeric (binary) identifiers associated with networking equipment for the purpose of locating and addressing these devices worldwide.

The **Internet Assigned Numbers Authority (IANA)** is overseen by ICANN. This entity oversees global Internet Protocol (IP) address allocation, root zone management for the DNS, media types, and other IP-related assignments.

**Internationalized domain names (IDNs)** are domain names represented by local language characters. Such domain names contain letters or characters from non-ASCII scripts, including Arabic, Chinese, Russian or the Latin-based languages with diacritics, such as French.

**Top-level domains (TLDs)** are the domains at the highest level in the hierarchical domain name system of the internet. The top-level domain names are installed in the root zone of the hierarchical name space. For example, .com is a "generic" TLD (or gTLD) and .fr is a "country code" TLD (or ccTLD). Starting in November 2009, gov-ernment bodies from participating countries can now apply to ICANN for IDN ccTLDs. Egypt was the first country to apply for a non-Latin (Arabic) ccTLD.

**Second-level domains (SLDs)** are the domains that individuals and organizations may register through an approved registrar; for example, in microsoft.com, the "microsoft" is the SLD "label." The characters available for inclusion in SLD labels will be different, potentially, for each ccTLD. In other words, if the government body in China requesting IDN support for .cn only allows the Unicode series needed for Chinese Simplified characters, then a request for a string of Arabic characters could not be registered as a valid domain in the .cn namespace. Each TLD namespace will reference an "IDN Table" that specifies allowed characters according to Unicode character encoding.

**Internationalized Domain Names in Application (IDNA)** is a protocol defined in RFC 3490 by the Internet Engineering Task Force that makes it possible for applications to handle domain names with non-ASCII characters. IDNA converts domain name strings with non-ASCII characters to ASCII domain name labels that applications that use the DNS can accurately understand. Not all characters used in the world's languages will be available for use in domain names. Hence, IDNA is not able to convert all such characters into ASCII labels.

### Managing ccTLD Requests Will Require Many Acts of Diplomacy

Not every country will be successful in obtaining the ccTLD it desires, because ICANN will take into account the potential for confusion with other ccTLDs. For example, the Russian (Cyrillic) .py (Latin equivalent would be .ru) was not allowed because of the visual similarity with the Latin .py, which is already established as the ccTLD for Paraguay. Given the nearly 100,000 characters in the Unicode base used for IDN, the good people at ICANN have established a review process that attempts to quash the visual ambiguity and keep human confusion to a minimum. While a machine does not confuse two characters that look identical, humans are definitely error-prone.

No matter how well ICANN moderates this process, one area of potential confusion is that individual countries

regulate their own TLD namespaces, so different rules apply in different countries. For example, Russia could decide that only Cyrillic characters can be used in SLDs – no Latin characters need apply. Or, it could decide to maintain the existing .ru ccTLD as a Latin-only namespace - no Cyrillic. It's up to the Russians. And, each country may decide something different. For instance, the "vanity" ccTLDs (like Tuvalu's felicitous .tv and the Cocos Islands .cc) have already opened up to allow accented Latin characters in a bid to keep their franchises fresh. Smart governments will seek to create new attention-grabbing and traffic-generating ccTLDs.

China has offered IDNs under .cn for several years, so many companies and individuals already own SLDs with Chinese characters. There is talk of "grandfathering" those domains, so existing owners can get first right of refusal on the same SLD in the new IDN ccTLD, which could be something like .□□. Again, that decision is up to China. Owners of Chinese domains, even those domains written entirely in Latin characters, need to be alert to the imminent stampede when the new namespace opens. Those organizations that already have Chinese domains will want to make sure they push to the front of the line.

### IDNs Bring New Opportunities for Language Services and the World at Large

Several years ago, Microsoft started asking the question, "Where are the next billion seats for Office and Windows?" A corollary question is: "Where are the next billion internet users?" The answer to both questions is the same – in the developing world. The future of the internet is in other languages. The creation of domains in non-Latin scripts will propel the reach of the internet into populations that so far have been excluded. The impact of IDNs will be far-reaching in scope. We predict that the following ripple effects will take place across the globe as a result of increased IDN adoption:

- **Information poverty will diminish**. Wikipedia now has articles available in more than 270 languages. People with minimal access to "higher" education, but functional literacy in their native languages (or the dominant language in their region) will suddenly gain access to information and services. Google and Wikipedia represent virtual-classroom learning opportunities for individuals living in developing countries. While a lack of computers and internet access continues to be a hurdle, a web-enabled culture will be embraced rapidly and enthusiastically in these information-hungry lands.
- **Businesses will reach brand-new markets**. Increasing "access at the margins" begets new information consumers. With more people coming online to learn about products and services and carry out web-based transactions, economic opportunity will grow as the network expands – in both directions. Companies seeking new customers will trigger more direct foreign investment.
- **Mobile device access will be a must**. Most of the access, services, and transactions for these new inbound populations will be on mobile phones, not on computers. While Macs and PCs will also be part of the mix, the companies that will grow the fastest in these markets will be able to reach populations using not only their native scripts, but by making content accessible via the devices they use most frequently to connect to the web.

In summary, IDNs grease the skids for increased global integration at social, political, and economic levels. However, businesses will need to think about more than just the script itself to increase access and availability.

### Increased Global Communication Equals More Opportunities for LSPs

How does this affect the language services industry? Here are a few ways:

- **Can read, will buy**. Our research shows that customers are more likely to buy if organizations present information to them in a language they can understand (see "Can't Read, Won't Buy," Sep06). Now that potential consumers will actually be able to type a URL in their native, non-Latin scripts, businesses will be more motivated to sell their products and services to them than ever. For language service providers, this means more business.
- **Information technology will lead the charge**. Those LSPs already doing work for tech-savvy companies like Google, Microsoft, Nokia, Sony, and others will benefit as these firms continue to build more products in more languages. Where these firms lead, other industries will follow: energy, financial, manufacturing, automotive, and others that already buy large volumes of translation services (see "Translation and the Vertical Markets That Matter Most," Nov09).
- **More languages, greater complexity.** By the year 2015, a standard localization project will likely involve 50 or more languages. And, as companies venture into the territory of languages of limited demand (LLDs), the need for talented language professionals in less common language pairs will prove to be a challenge (see "Recruiting for Languages of Limited Demand," Apr09).

As a result of these changes, the need for translation management technology and language services will grow strongly. For the language services industry and software vendors, the development path climbs steeply from here. However, it leads to a world with fewer barriers to information than ever before.

### BIO

Ben Sargent is a senior analyst and market research for Common Sense Advisory. His primary research focus areas include website globalization, translation management systems, and content management technologies. He also consults for Global 1000 brands and global technology vendors. He can be reached at ben@commonsenseadvisory.com.

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# —l10n hot topic —

## Globalize, Centralize... and be Mobile

### CSN explores virtual computing solutions for globalization in this interview with
#### Nikolaos Makris, 2X Software CEO and co-founder

2X Software, founded in 1995, develops virtualization technology software that centralizes application and desktop management and allows users to work remotely using practically any mobile device. With offices in the USA, Germany, UK, Australia, Japan and Malta, 2X's customers include BMW (United Kingdom), DEGUSSA (Germany), ABN AMRO (Australia), Abbey National (United Kingdom), University of Camerino (Italy) and Bournmouth University (UK).

**2X –**

As long as you have an internet connection you can use virtualization technology. Once you've loaded your applications onto the server you can see the icons for your different applications right there on the screen and could then use those applications from anywhere just as if they were on your own local desktop.

We're really betting on virtual computing to start taking off in the near to medium term because it provides so many benefits. Through the technology companies are saving a lot of time and money by hosting. For example, some of our customers have logistical ERP software packages that can cost as much as $10,000 per copy. Imagine now that you are able to host a single copy on your server, allowing employees to use it remotely, and no longer having to purchase separate copies. You can even have concurrent connections to your server; you would just need additional licenses for each user which are very cheap compared to buying each program individually. The overall concept is that you can streamline your processes and centralize everything.

**Nikolaos –**

Virtualization is a growing buzzword in the media that basically means that you are separating the user's desktop experience from the physical machine. There are a number of ways you can do that and a number of technologies involved but that's the essential concept. The key advantages that flow from that are cost savings by using centralized software licenses and simplifying administration.

Another element to this is the green IT movement which concentrates on using IT developments to save energy. Virtualization plays into that well because it allows you to use Thin Client Devices which are basically smaller versions of desktops that use far less energy.

One of the really big advantages is that you are location independent. If we talk about virtualization and globalization I think those two are closely connected. Nowadays companies really have to work worldwide which means for a small company they have to connect many offices all over the world. One of the biggest problems you come across is obviously communications and how to get those companies together simultaneously. The cloud and internet are the only ways to do that.

More and more companies in the small to medium size are concentrating on getting products delivered from the cloud or from a central point and delivered to any kind of device including the iPad, iPhone, and Android devices. At the moment we are focusing on the next generation of connectivity which means mobile and different types of devices that can be used to access central information from anywhere in the world at any time.

Our role, more or less, is to be the connector between the central applications found on desktops and those devices. On the one side the connectivity to, and on the other side the management of, those devices. We have released our own very flexible Cloud OS that will allow you to connect to the Google Cloud or Microsoft Cloud or to other virtual desktops and virtual applications.

We also use our technology for our own purposes. We have offices in Russia and Greece and all over the world where individual people work closely with the whole team fully integrated into our central office environment.

The key is the centralization and management process. This is where we fit in. If you want to run a business worldwide you will always have different types of connectivity and connected devices. You could have Google Mail for the whole company but you may have a CRM running locally on your own servers. You may have a desktop loaded with software suites that everyone will need to use. Our call center for example has two people in Malta, another two in London and two more in the US. Situations like this have to be managed and this is exactly what we are addressing. We can connect and distribute information within the business environment no matter how far apart that environment is stretched.

One thing we see more and more are environments with different technologies such as a company using Microsoft and then a year later they start using VMware and we can connect all those technologies together through our CCOS (Cloud Client OS) while concurrently supporting mobile devices. We mix all the technologies and deliver the desktop applications that you need on any type of mobile device.

We can convert a PC to a Thin Client with our OS while at the same time another person in the same company will have the same information on his iPad. So we're developing clients on the one side to support mobile devices and on the other side we are developing our own OS which can convert any PC or hardware into a cloud client as well delivering hardware independence.

Obviously some desktop programs are dependent on proper screen size and other limitations for usability so even though you are able to access everything that's available you wouldn't be able to effectively use every centralized application on every type of connected device. Screen size, keyboard and lack of a mouse will obviously have an effect.

Another advantage to accessing your applications through virtualization is that the processing power required to run the application is in the data processing center and not on your device. It doesn't matter if you have a powerful or a small processor.

You can see how this could be a great tool for global businesses. It's exciting to see where this technology is going to go.

**CSN –**
In how many countries is your product currently deployed & localized?

*Nikolaos –*
We are localized in all the major European languages. The central European market space surrounding Germany, Austria & Switzerland is very important because it has close to 200 million users. We also have a French version. Right now the US and European markets are the biggest for us. The next markets that follow are the Asian Pacific countries including Australia. Japan is a very specific market which needs its own translation and support so we have a small office there as well.

**CSN –**
What about China and Latin America?

*Nikolaos –*
We are not very active in China because it's a difficult market for licensing software. The Chinese market at the moment is easier for companies who sell appliances and hardware. We do have a Chinese website to gain traffic and generate interest for the near future.

We do have a Spanish version and we might add a Portuguese version but I think the SaaS approach is better for those markets than selling licenses.

**CSN –**
I'd like to get an idea of where your company is most successful geographically and where you might be headed in the near future.

*Nikolaos –*
I would say that we do about 80% of our business in Europe and North America. Between 40% to 50% of our business is in the North American markets, roughly 30% -35% is in Europe, mostly central, and the rest is in Asia Pacific and the Middle East. We also do a small amount in Japan which is slowly increasing because Japan is a slowly moving market.

**CSN –**
Technologically, what's next on the horizon for virtual computing?

**Nikolaos –**

For us, our next big project is to offer the technology we have now as a service so you don't have to install it locally and this will allow you to manage as many different clients as you like centrally through the web browser and from any location.

The technology has changed quickly in the last two years. We started from server based Terminal Services computing and moved quickly into desktop virtualization because the market moved in that direction. We had to move quickly with the development of that market. What you see now, for example, in the last one to two years is that mobile devices and technology are growing very fast so now we're moving into that area with the market.

**C$_{SN}$ –**

Have you noticed any significant increase in demand in any particular regions recently?

**Nikolaos –**

Absolutely, as I mentioned earlier, the European region has always been a driver for new technology and innovation and we're growing in those areas where the economies are getting better. We're growing faster now in the US because it seems the US is out of the biggest trouble and is moving forward. The UK is stagnating a little bit but Germany, Austria, Switzerland and the central European region is growing very fast again.

**C$_{SN}$ –**

Revenue measurements aside, some technologies actually experienced significant increases in interest as a positive result from the economic crisis. Have you experienced any similar gains in your pipeline?

**Nikolaos –**

Yes, we see a tremendous increase in companies evaluating and considering the benefits of virtualization be it flexibility, hardware independence, etc. and you can see that now they have started investing in the technology.

It's really a matter of time. More companies will start to move to the Cloud and to SaaS because it's cheaper and efficient.

Globalization is a big driver for this technology. Small to medium sized companies that are spread out all over the world can now centralize their development, sales, and all other processes in one place. Virtualization allows for great flexibility in the globalization process. For example you can open an office in Sidney and quickly connect that office to your corporate headquarters through the Cloud and be up and running almost instantly.

**C$_{SN}$ –**

What's the key to localizing a technology like yours?

**Nikolaos –**

From the software point of view you have to prepare from the very beginning the languages you will be using. If you do it this way you can quickly react to emerging market opportunities. Another key is working with partners who have a specialization in the markets you are planning to enter.

**BIO:**

**Nikolaos Makris**

Niko joined 2X at its inception, bringing with him over 20 years of software industry experience, having held executive-level positions in development and sales. Niko studied computer science at the Technical University of Wedel in Germany. He worked as a network specialist and consultant for a systems integrator in Hamburg before becoming Director of the Central Europe MIS Department for Aldus (later Adobe) in Germany. Most recently he spent 10 years as Managing Director for GFI Software GmbH and GFI Cyprus. At 2X he is responsible for the overall direction of the company.

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# *MadCap Lingo 4.0:*

## *Jumping the Gap Between Authoring and Translation*

*By Scott Bass, President of Advanced Language Translation, Inc.*

In the growing landscape of translation memory tools, MadCap Lingo inhabits a special niche; no other tool fits so snugly in the content authoring and translation supply chain. The newest version, MadCap Lingo 4.0, brings new features that will appeal to both translators and technical publication departments who can use MadCap Lingo to manage their translation assets.

Since the first version, MadCap Lingo was meant to work hand-in-hand with Flare, MadCap Software's flagship single-source authoring tool. Technical writers who need access to translation memories and term bases will appreciate MadCap Lingo's interface design, which shares common elements with Flare. Translators and translation service providers will appreciate MadCap Lingo's comprehensive support of content translation and terminology management.

### THE TRANSLATOR'S EXPERIENCE

Translators who have worked with Flare will find immediate familiarity with the main panel in the MadCap Lingo interface, since it appears in the same position as where an author would typically work when using Flare. The chief difference is that this space provides the translator with a view of both the English content and the corresponding translation. Additionally, MadCap Lingo offers translators two content views: "Preview" mode and "Translation" mode (see figures 1 and 2, respectively).

Preview mode looks quite similar to Flare's authoring interface, but with MadCap Lingo, the translator can see both the source content and translated text. This mode is for context only, and it is not used for entering translation. Having this on-the-fly preview capability is important, since understanding the context of where a particular block of text appears aids the translator in understanding its meaning.

Preview mode is only available for content that has either been authored in MadCap Flare or imported into Flare prior to translation. While the Translation mode in MadCap Lingo is available for other file types such as Microsoft Word or PowerPoint, previewing of the source must be done directly in the original Word or PowerPoint files.

Currently, MadCap Lingo 4.0 supports the following file types: Topic Files (*.htm, *.html, *.xml); a long list of MadCap file formats such as table of contents (*.fltoc), glossaries (*.flglo), and snippets (.flnsp) to name a few; Mimic files, Capture Images; MS Word documents (*.rtf, *.doc, *.docx), PowerPoint (*.ppt and *.pptx); DITA files; .Net Resource files (*.resx) and simple text files.

Given the inclusion of RESX files and ubiquitous file types such as Word and PowerPoint, MadCap Lingo is an obvious choice for software developers or other companies already committed to producing the majority of their technical documentation in Flare, who also want
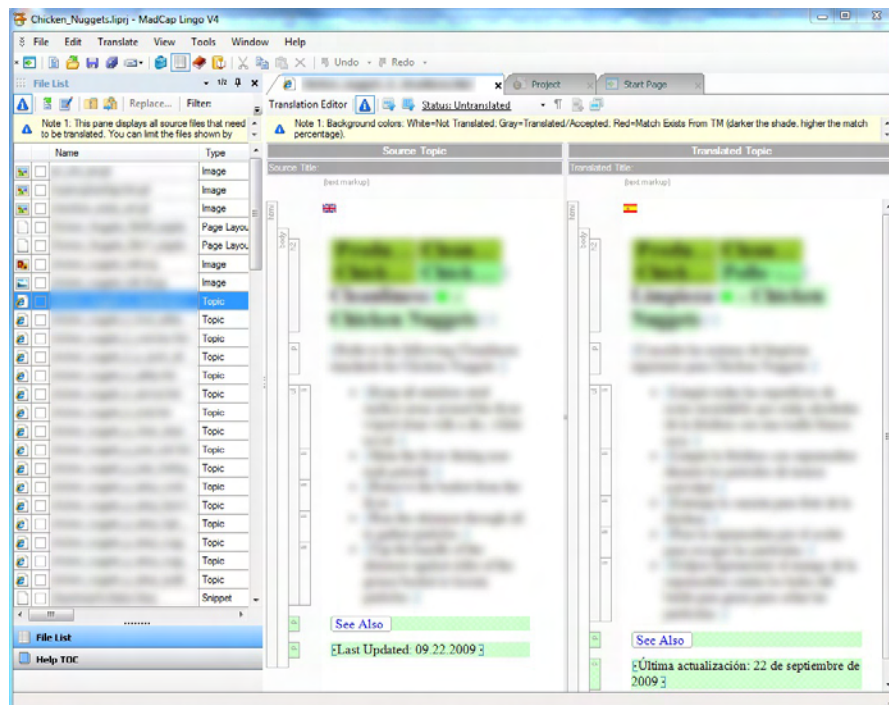
the flexibility to include simpler files such as memos, presentations and press releases in their single-source environment.

### TRANSLATION MEMORY AND TERM BASE MANAGEMENT

In regard to translation memory (TM) support, MadCap Lingo is TMX-compatible, so importing from and exporting to this format is very easy. The TM backend is SQL Express, which makes the tool simple to install, reliable and networkable. Translation memory options are basic but effective, allowing the user to set a minimum match level for retrieving suggestions from the TM database and to automatically fill-in fuzzy matches at a percentage set by the user. The user also can choose whether or not to automatically apply translations in the TM to the rest of the file.
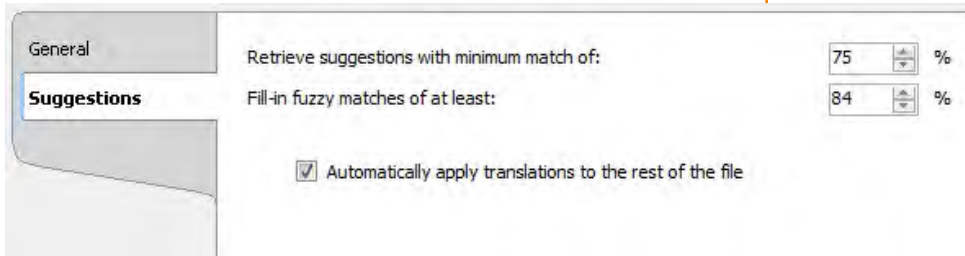


Version 4.0 features an improved Translation Memory Editor. It no longer spawns a separate window when adding a new segment manually; instead you can now simply add source and corresponding translation in fields at the bottom of each column.

MadCap Lingo also has included terminology management functionality since Version 3.0. The Termbase in MadCap Lingo is basic and functions similarly to tools that many translators may have already seen.
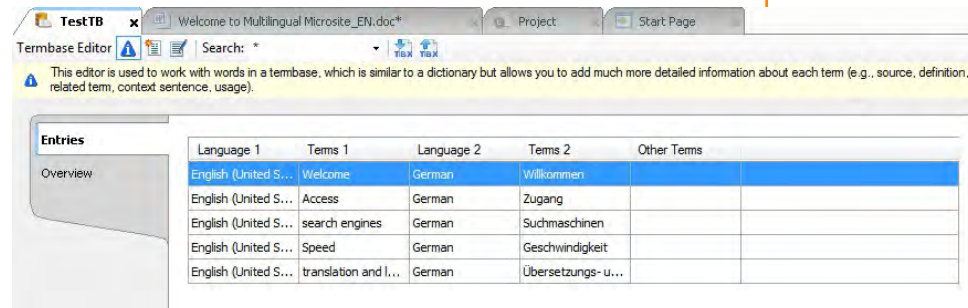


What makes MadCap Lingo's term base management so useful is the ease in which terms can be added to the Termbase. While the translator is working, all that he or she has to do is select a term via the context menu, and click "Add new term." A quick entry dialog box then appears, which allows for selection of the corresponding term in the target language. *[see Figure 4 - Quick add of a Termbase Entry from Translation Mode]*

Later, additional information can be added to each term entry. The Termbase is concept-oriented and allows for tracking subject, source, definition, external reference, image, and related term or concept information. At the term level under the "Language Set" dialog, the translator can set the language identifier and record a localized definition, customer, project, term source, and geographical usage. It's also possible to track gender, part of speech, location, type and usage.

### TRANSLATION ALIGNMENT

Another great feature in MadCap Lingo 4.0 is the Align tool. The alignment functionality has been upgraded as a separate application, and it supports more file types than the Align Project function in Version 3.0. Having been a user of both Trados WinAlign and SDL's alignment tool I must admit to having low expectations at first. However, much to my surprise, MadCap's Align application performs quite well, and it has functionality not present in the aforementioned tools.

One great feature of Align is the ability to upload aligned segments automatically into a MadCap Lingo translation memory. Most other alignment tools require the translator to export a TMX or similar file for import into a translation memory. MadCap Align allows translators to upload segments as they work, so even if they have to skip some segments or can't complete a whole file, they can upload any segments that are aligned. *[see Figure 5 - MadCap Lingo's Align Tool]*

MadCap Align also excels at managing troublesome segments by offering five segment swapping options: swap two selected cells, swap a selected cell with the one below or the one above, join two adjacent segments, or split a segment. In most other alignment tools the translator must manually move text between segments.

### SUPPORT FOR AUTHORS

For authors, it is easy to start working with MadCap Lingo thanks to the common interface design it shares with Flare. There is the familiar navigation pane, which enables the user to access all topics or files contained within a MadCap Lingo project. However, the features that allow for the management of translated content and ability to interface with translation providers are what authors will appreciate the most.

MadCap Lingo 4.0 has all the functions one would expect in a current translation memory suite, but where it surpasses many other tools is in support of translation project administration—especially for Flare projects of all sizes.
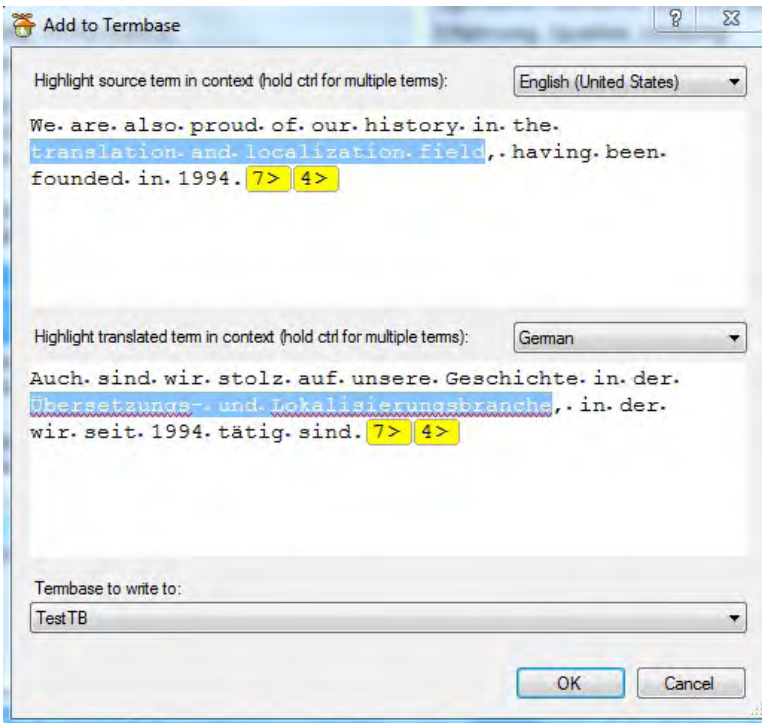
Figure 4 -
*Quick add of a Termbase Entry from Translation Mode*

***TRANSLATION PROJECT PACKAGER***

Since MadCap Lingo 3.0, there has been a Project Packager that makes it quite easy to hand off translation projects to translators who are not using MadCap Lingo. The Project Packager is simple to use; from the File List, the author simply selects which files to put into the translation package. If the author doesn't choose any files, the default is that all files are included.

MadCap Lingo then processes all the Flare content files, as well as any other necessary files such as the table of contents (TOC), index and snippets. The benefit here is that MadCap Lingo automatically converts the XML files (TOC, index and snippets are all stored as XML) to the XLIFF format. This saves time and effort for the translator, and it ensures that the XML files will be filtered correctly in most third-party translation memory tools, since the majority of them now support XLIFF.

***UPDATE PROJECT FUNCTION***

The most powerful feature of MadCap Lingo 4.0 for content creators and translators is the Update Project function. This feature was formerly known as a Difference Project. In Version 3.0, if an author or translator received an updated project, it was necessary to create a new project that compared the previous and current versions. This was known as a Difference Project. Now all
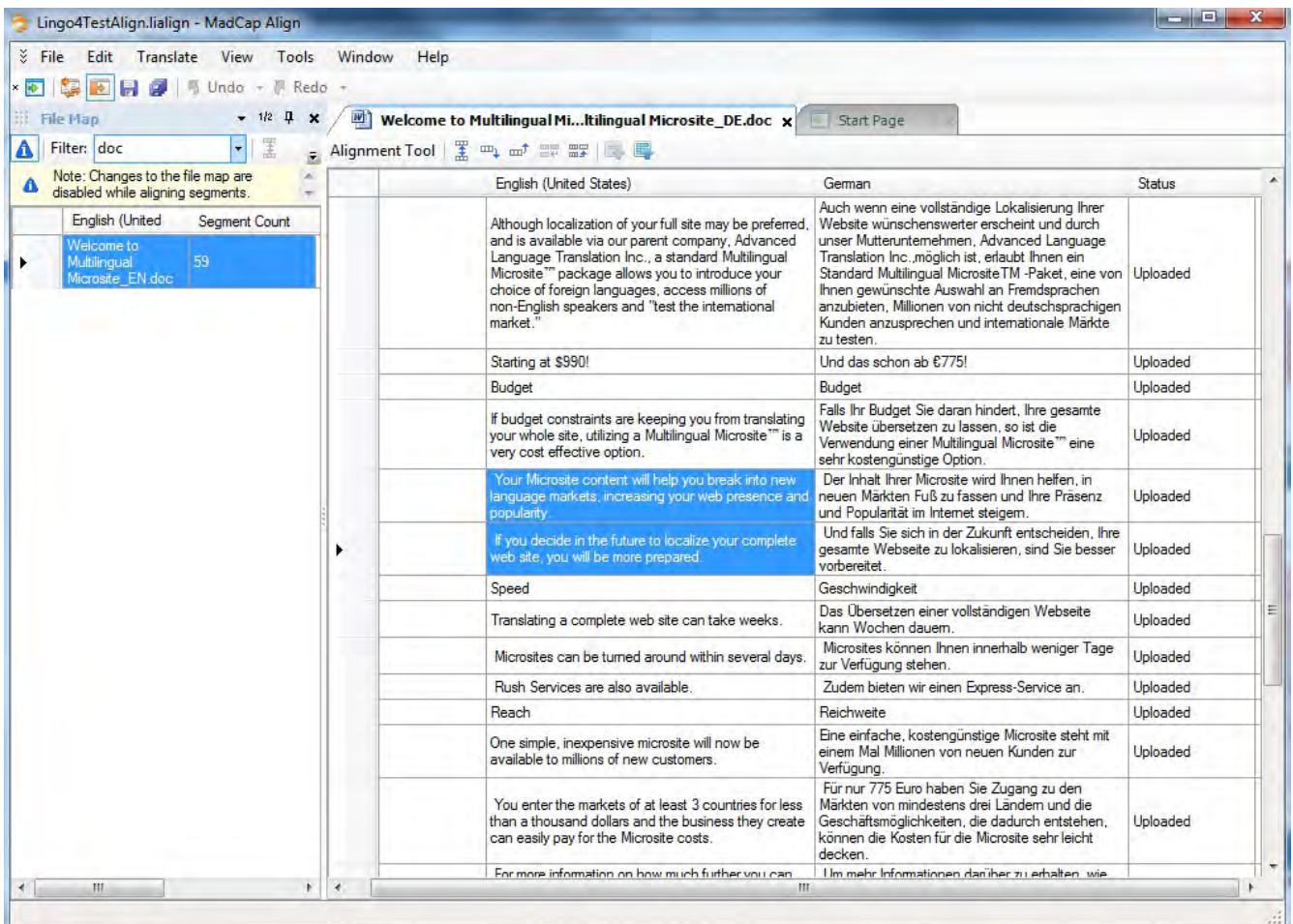
the user needs to do is use the Update Project command within the current project. MadCap Lingo simply generates a list of files that have been changed or added in the project.
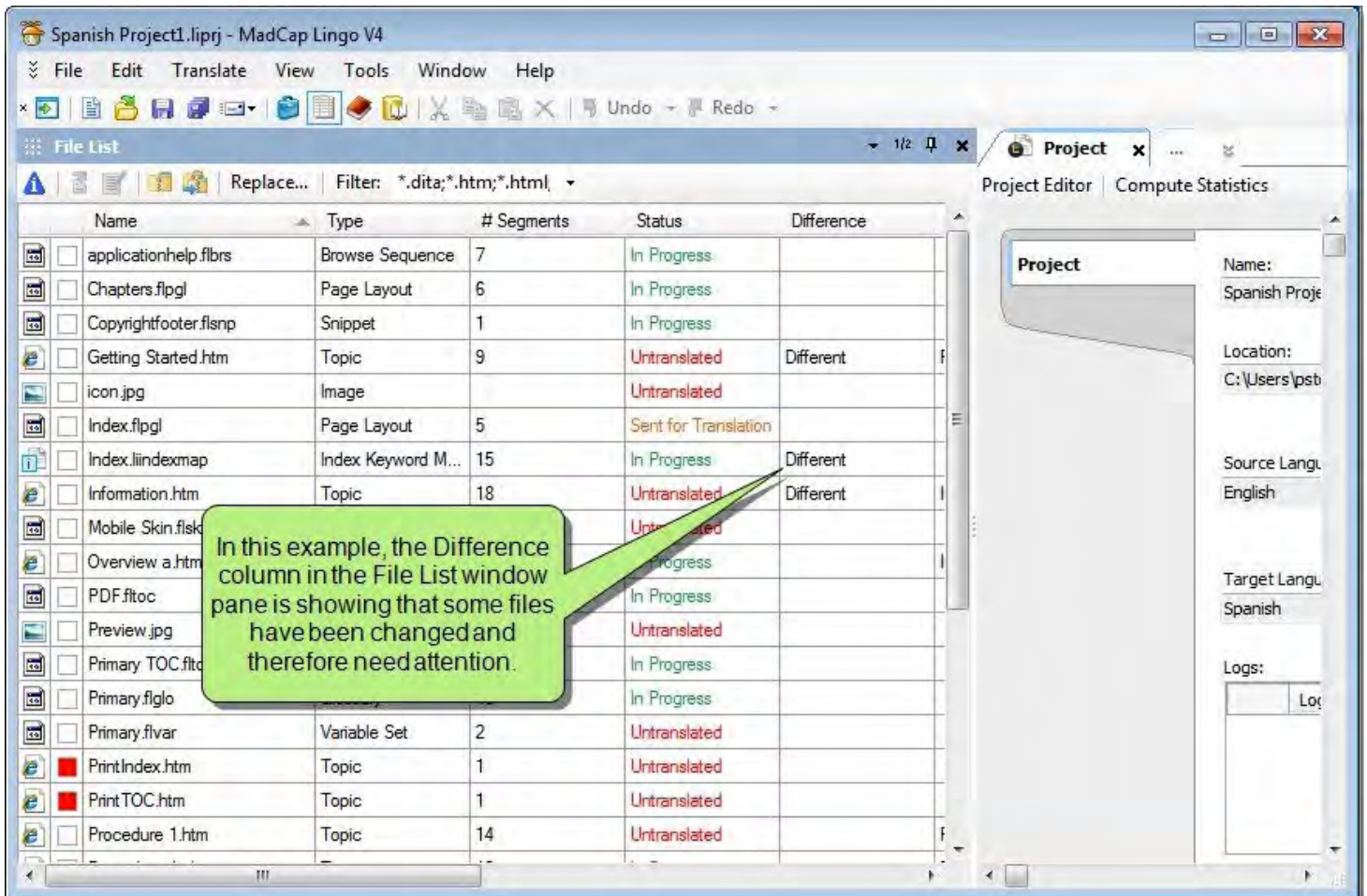
The Update Project function is invaluable. From the translation provider's perspective, we find that this is the step most authors prefer not to deal with. MadCap Lingo gives us the ability to quickly assess what has changed in a project. From there we have the option of retranslating files or topics, leveraging from the translation memory, or simply carrying out spot updates.

The other benefit of the Update Project feature is that it checks for changes in all files. A big challenge on many projects is knowing if images as well as text have changed; if an image has been changed, "Different" will appear next to its name. Of course, this is based on last-modified information for image files, but this is enough to alert the translation team to check the flagged images and see, for example, if a new screen shot is needed or a callout on an image may have changed.

MadCap Lingo 4.0 is a solid improvement over the previous version, and it is apparent from the list of feature upgrades that MadCap has been listening to both translators and authors. MadCap Lingo may not have every bell and whistle of products from the myriad competitors in the translation tool jungle. However, it does have everything needed to capture a company's critical content and terminology assets in an effective, efficient manner. The biggest benefits are its shallow learning curve and closing of the gap between authoring and translation.

### BIO:

Scott Bass is the president of Advanced Language Translation, Inc. (ALT), a Rochester, NY-based provider of technical translation and localization services since 1994. More information is available at www.advancedlanguage.com.



In this example, the Difference column in the File List window pane is showing that some files have been changed and therefore need attention.

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## TRANSLATION MEMORY TOOLS

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## Business Development

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