

# When Products Talk:

A Translation and Localization Case Study

language**intelligence**  
Professional Language Services

**Presented by:**

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## A little about this case study...

- Language Intelligence's history with our client started with German language and culture training for management staff
- Translation and Localization defined
- Reaching Global Markets – Don't do it alone
  - Your Language Services Provider (LSP) - Vendor or Partner?
- Getting started with a new, international endeavor...

## Global Concept

- Design one product for all markets
- Minimize development, manufacturing, and warehouse costs and demands
- Develop one set of technical documentation suitable for all markets; only variable is translation
- Customize generic system with voice module and translated documentation
- Unique selling opportunity: satisfy needs of customers living outside of their homelands





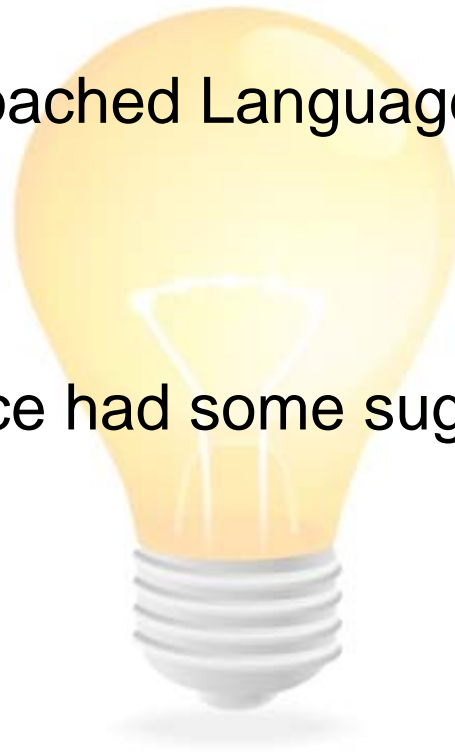
# The Product: A security system designed for the global residential market

## A user-friendly system:

- Uses an icon-based UI
- Requires only simple interaction with token
- Has very few buttons
- Wireless capabilities
- **It talks to you in your language!**

## Internationalizing the product

- Partnership – Approached Language Intelligence with the product and the plan
- Language Intelligence had some suggestions and some important questions



## Will there be a Client-side Linguistic Review?

- The value of your company's stakeholders
- Involving your SMEs from beginning to end
- Why is it a valuable step?
- What are the characteristics of a good reviewer?
  - Company employee
  - Native speaker of target language
  - Product SME
  - Invested in the quality process



## Our client's advantage

- Handling linguistic review
  - Advantage of having a formal process
  - Dedicated involvement from sales teams in all markets around the globe
  - Components of a large scale linguistic review process
    - Establishing guidelines
    - File format
    - File transfer
    - Version control
    - Capturing and implementing reviewer feedback
    - Updating documentation and translation memory

## Next question: How will we effectively reach 30+ locales worldwide?

- Analog Technology and Human voices
  - Challenges:
    - Finding 31 narrators and 31 monitors – native speakers
    - Selecting appropriate voices – subjective nature of using human voices rather than computer generated voices
    - Inevitable re-records – a result of changes to the script and future updates



# Localizing the Voice Modules

## Terminology without Context

- Audio script creation and structure
- Creation of terminology glossary
- Client review of translated glossary and script
- Use of established terminology in translation of product literature
- Requests to change voice module after recording

# Example of Localization Challenges

- Joining the translated messages together – Not so easy

Separating parts of the announcements for re-use

[Press] [1]

[Zone] [1] [is now activated]



# Word order and other issues

English	Italian
one	uno
two	due
three	tre
point	zona
not tested	non è stata verificata
wireless device	dispositivo wireless
is not ready	non è pronta

Wrong - English: One | wireless device | not tested

Italian: Un○ | dispositiv○ wireless | non è stata verificata

Correct - English: One | wireless device | not tested

Italian: Un | dispositiv○ wireless | non è stato verificato

Wrong - English: Two | wireless devices | not tested

Italian: Due | dispositivi wireless | non è stata verificata

Correct - English: Two | wireless devices | not tested

Italian: Due | dispositiv*i* wireless | non sono stati verificati

## Some other linguistic challenges...

- Numbers – varying number/counting sets
- Declension - the inflection of nouns, pronouns, and adjectives for categories such as case and number
- Voice inflections and tone



### Audio Script Summary:

- Programming needed to be “tricked” in order to include alternate messages.
- English announcement map could not be exactly duplicated in most languages.
- Language Expansion

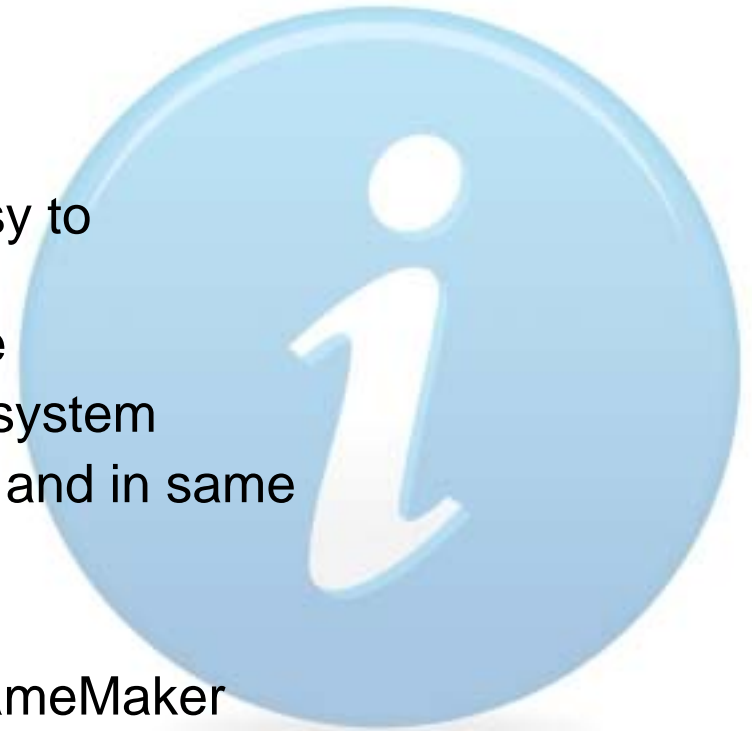
# Developing the Technical Documentation

- **Guidelines:**

- Adhere to global concept
- Keep content simple, concise, easy to understand
- Use graphics as much as possible
- Use graphics & icons used on/by system
- Use terminology from audio script and in same context

- **Applications:**

- Adobe InDesign, RoboHelp, & FrameMaker
- Macromedia Freehand
- Microsoft Word



# Developing the Technical Documentation

<b>Release 1 (20 languages)</b>	<b>Release 2 (32 languages)</b>	<b>Release 3 (Structured FM/XML)</b>
I&O Guide	Release 1 Docs	System Ref Guide
User Guide	Wireless Ref Guide	Quick Start Guide
Quick Start Poster	Product Help Files	Troubleshooting Guide
Wiring Label		Addendum
Graphical Manuals		I&O Guide
		Software Help Files
		Product Help Files

# Linguistic Review Technology

- We need a new solution
- What is on the market?
- What are our options based on the new documentation format?

**Bottom line:** How do we make the review phase efficient and valuable?

## Enter **intellireview**™

Document Viewer - Mozilla Firefox

languageintelligence

intellireview™

Abbildung 2: Eine PCI-Grafikkarte

PCI-Grafikkarte	
1.	Schraubenbohrungen
2.	Bildschirmanschlüsse
3.	PCI-Anschluss

**Installationsschritte**

1. Fahren Sie den Computer herunter, und trennen Sie ihn von der Stromversorgung.
2. Öffnen Sie das Computergehäuse, und suchen Sie nach einem freien PCI-Steckplatz auf der Hauptplatine.
3. Setzen Sie die PCI-Grafikkarte in den freien Steckplatz ein.
4. Befestigen Sie die Grafikkarte mithilfe der Schrauben am Computergehäuse.
5. Schließen Sie das Bildschirmkabel an den Bildschirmanschluss auf der Grafikkarte an.
6. Schließen Sie den Computer wieder an die Stromversorgung an, und schalten Sie ihn ein.
7. Installieren Sie die Treibersoftware für die Grafikkarte.

Installation Steps

Installationsschritte

Comments

Bookmarks

Versions

Original Translation  
Installationsschritte

# Lessons Learned and Best Practices

- Really need to understand what your customers want and need
- Make sure that the technology you choose is flexible and customizable
- When shifting to new technologies, anticipate the learning curve
- Work with your LSP to determine best practices for localization and conducting a valuable linguistic review

Work with partners who are innovative and will work with you to come up with new solutions

Please visit our booth for an **intellireview™** demonstration

## ***About Language Intelligence:***

Language Intelligence Ltd. provides professional language services to companies that are doing business globally. We work with a highly qualified network of translators around the world who are professional, subject matter experts. Our staff's extensive expertise in localization will help turn your company's innovative ideas into a global success. Our experienced project management and technical staff will create a customized process to meet your project requirements. LI's goal is to give your company the tools to succeed in international markets. Localizing your product or service for any locale can be a success when LI works directly with your development and marketing teams from the start. For more information, visit <http://www.languageintelligence.com>