

# TRANSLORIAL

JOURNAL OF THE NORTHERN CALIFORNIA TRANSLATORS ASSOCIATION

## Cannon Han at the GM: The case for court interpretation



30TH ANNIVERSARY

**The very first  
*Translorial*:  
a special insert.**

ETHICS REPORT

**Fighting words  
post-Conference**

BY ALISON DENT, P. 5

FEATURE ARTICLE

**"Glocalization,"  
concept exposed**

BY ANNA SCHLEGEL, P. 9

## CONTENTS

### FEBRUARY 2008

Contributors .....	2
From the Editor .....	2
Letter from the President .....	3
NCTA Board Reports.....	3
Continuing Education Points .....	3
New Members .....	4
Perspective.....	5
December General Meeting .....	6
Post-holiday Brunch .....	7
Globalization/Localization .....	8
The <i>Translorial</i> Tool Kit.....	10
The TransMUG Report.....	11
Annual Meeting Announcement.....	12
2008 Calendar.....	12

#### Facsimile of *Translorial* vol. 1 no. 1 inserted between pages 6 & 7.

General interest articles can also be read online at [www.translorial.com](http://www.translorial.com). The most current stories are protected by password. For this issue, the password is **anniversary**.

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**YOUR TURN!** *Translorial* is always looking for contributions and opinions. As much as possible, we publish our members' stories, ideas, thoughts, or announcements on translation and interpretation. Moreover, articles can maintain your ATA certification, adding two points to your total, and grant you a free "plug" in the Contributors section of this page and on the *Translorial* archive page of our website. Send your ideas and/or comments to [editor@ncta.org](mailto:editor@ncta.org). Articles for upcoming issues are accepted on an ongoing basis. ▶

## NEW AND OLD

BY STEVEN GOLDSTEIN, EDITOR

**A**s we begin 2008, we look forward with anticipation to a new year filled with the kinds of events and activities that have made our association such a vibrant part of our Bay Area language community—and our lives—for three decades.

Three decades! Yes, NCTA celebrates its 30<sup>th</sup> anniversary this year, and planning is well under way for commemorating this momentous milestone. *Translorial* will be getting into the act, too, starting with this issue's bright new look, and the inclusion of a reproduction of the very first issue of *Translorial*—Volume I, No. 1—put together back then by a very young editor in an era when "cut and paste" meant—though the young among us will hardly believe it—using an X-ACTO knife and glue! We've come a long way, baby. And thank goodness for that.

In this issue's 12 pages, we once again cover subjects that we trust are of interest and relevance to you, from a perspective (page 5) by board member Alison Dent on the recent flap over meaning and intentions in a San Francisco Chronicle article about the ATA Conference here last fall, to the just-held post-holiday brunch at Skates by the Bay, by Nina Bogdan, on page 8.

And now, ahead to the past! Happy Anniversary, NCTA! ▶

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**ALISON DENT** is a freelance translator of Spanish and French into English, currently living in San Francisco. UK born and raised, Alison translated part-time while employed in the IT industry, but since retiring from database design work in 2005 she has had more time to devote to her real passion: languages. Alison is currently serving as Ethics Director on the NCTA Board.

**ANNA SCHLEGEL** is Executive Producer for VeriSign, having built and managed the company's international web and localization teams since 2004. Before joining VeriSign, she was a Program Manager for Translation for Cisco and a Globalization Manager for Xerox. She is the author of the Spanish-English Telecommunications Dictionary, published by Cisco. Anna is a native of Catalunya and has a Masters Degree in German Linguistics from Humboldt University in Berlin. ▶

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#### warm thanks

Paula Dieli, Michael Metzger, Sonia Wichmann.



## letter from the president

# ONWARDS & UPWARDS

BY TUOMAS KOSTAINEN

**H**appy New Year to everyone. This is again the time for new NCTA activities and functions, and the many other new things that a new year always brings with it. However, in spite of the year being a new one, some things are still the same, such as the following reminders that I have probably included in every one of my February letters. Because these are such important issues (and I don't want to destroy a nice tradition), here they are again.

1) Please renew your NCTA membership on time. For most members, having joined before 2007, that time is now, at the beginning of the year. On-time renewals make our administrator's and Membership Director's jobs much easier.

2) If you are renewing your ATA membership, remember to mark NCTA as your chapter for the "chapter rebate." It doesn't cost you anything extra—it's just part of your ATA membership fee that ATA will give "back" to NCTA to support our local activities. Nice, isn't it?

3) I bet this doesn't come as a surprise to you either: remember to send in your NCTA election ballot. They need to be postmarked by the end of January if sent by mail. Alternatively, you can also bring your ballot to the February General Meeting (before the beginning of the meeting). Please vote to show your appreciation for all those fine candidates who have offered to run the association and devote their own time for our common good.

4) If you make resolutions or plans for the new year, try to find a little space for NCTA. If you haven't been to a General Meeting lately, plan to come to at least one this year. Come to hear an interesting presentation (such as the one about machine translation this month) or just to see old friends and colleagues, or make new ones. And since you are getting more active this year, why not come to one or two NCTA workshops as well? On March 15th, we will actually have two workshops—one workshop on legal interpretation and another one on legal translation. This is a topic that we have never covered before in our workshops, so don't miss it.

Okay, I'd better stop here with the reminders because I still have another important February tradition to keep alive, namely thanking our outgoing board members. Thank you Naomi Baer, Evan Geisinger, Mateo Rutherford, and Song White for all your hard work for NCTA during the past years. It has been a pleasure to have you on board. In addition, I would like to give a special recognition to Naomi for her long and extremely dedicated service as one of the longest-serving Board members.

And so traditions have been kept alive and members have been reminded, and my wordcount for this letter is full. I'll return to eating panettone, torrone, chocolate, and other goodies that were left over from our Italian holiday festivities. Yes, I do enjoy my voluntary exile here. ▶

## continuing education points: how to

Workshops offer an affordable and local way to accrue Continuing Education (CE) points. All ATA-certified translators now need to accrue 20 CE points during each three-year period in order to maintain their certification (see <http://www.atanet.org/certification/>

*guide\_education\_points.php*). Many options are available to fulfill the requirements. If you can't come to every General Meeting, take a workshop or two each year. Just two 4-hour workshops a year will give you more than enough points, at less than \$100 a year. *TK*

## BOARD REPORTS

### At the October Board Meeting

- Secured candidate statements and photographs from Nominating Committee for publication in *Translorial*.
- Planned NCTA promotional efforts at upcoming ATA conference.
- Reviewed Treasurer's report confirming NCTA's financial health at the end of Q3/2007.
- Approved proposal to organize an online survey of NCTA members on future workshops.
- Discussed plans to canvass corporate members and direct clients for potential workshop presentations.
- Approved preliminary 2008 budget.

### At the November Board Meeting

- Reviewed success of NCTA hospitality table and marketing efforts at ATA conference, and the 45 volunteers who staffed the table.
- Confirmed Cannon Han from SF Judicial Council as speaker for December GM, and finalized details of upcoming meeting.
- Approved plans to arrange a Happy Hour on Monday, December 10, 5:30 at Mijita, in San Francisco's Ferry Building.
- Approved final 2008 budget as amended; discussed Treasurer's year-end financial report for FY 2006-7.
- Encouraged volunteer proposal from member Brigitte Keen-Matthaei to arrange a presence at the upcoming KTEH pledge drive.
- Brainstormed on ideas to commemorate NCTA's 30th Anniversary in 2008.
- Approved proposed awards to recognize the outstanding volunteer efforts in 2008.

### At the December Board Meeting

- Reviewed plans for "Ink to Electrons" workshop to be held in January 2008.
- Finalized details for upcoming New Year's Post-Holiday Party on January 13th.
- Discussed plans to commemorate the 30th Anniversary of the NCTA through *Translorial*, possible commemorative item, and celebration between September and December 2008.
- Reexamined efforts to encourage volunteer participation by NCTA members.
- Approved detailed schedule for website redesign bid review and approval.
- Approved proposed Logo Use Policy as added NCTA Member benefit, to become available to members during Q1/2008. ▶

# WELCOME

The following members have joined NCTA between October 1 and December 31, 2007:

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# CONGRATULATIONS

The following NCTA members have successfully passed the ATA certification exam during the second half of 2007:

## Brendan P. Riley

*Spanish into English*

Petaluma, CA

## Niels B. Nielsen

*German into English*

Lafayette, CA

## HAVE YOU RENEWED?

Memberships started before 2007 expire on December 31. To renew your membership or update your details, check the links in the Members Only section of [www.ncta.org](http://www.ncta.org).

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**Eng**lish

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# attention

## TRANSLATORS AND INTERPRETERS OF ALL LANGUAGES AND SPECIALTIES!

Smart Umbrella Language Services (SULS) is a new T&I agency in Sacramento, CA that is recruiting Translators, Interpreters, Editors and Proofreaders of all languages and specialties.

Looking for qualified T&Is who are either ATA-certified, have a lengthy and successful relationship with agencies, or have graduated with honors from the Monterey Institute of International Studies. Please send your qualifications, CV and references to Reina Montes, President and CEO of SULS at:

**Reinam.suls@sprynet.com**  
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# FIGHTING WORDS

You'd think that handling the press would be easy for an industry that deals with words. But maybe not.

BY ALISON DENT

I think everyone who attended the 48<sup>th</sup> Annual ATA Conference here in San Francisco last October would agree that it was a great success. Hard work and many hours of volunteer time went into the conference, the pro bono project work, and the effort to get local publicity. On the first day of the conference, in fact, reporter Steve Rubenstein of the *San Francisco Chronicle* interviewed ATA President Marian Greenfield and ATA Public Relations Committee Co-chair Kevin Hendzel. The resulting article, "Translation business booming—terrorists' languages most lucrative," was published the next day.

## War means business

Although the article successfully captured some of the buzz of the conference, it was impossible to ignore the one point that stood out above all others, and which ultimately served as the basis for the blaring headline: the message that war is good for business. While this statement may be a truism, was this really what ATA had intended to convey? Or, had the words of Ms. Greenfield and Mr. Hendzel been twisted in undue emphasis?

It didn't take long for the NCTA members' Yahoo! group to light up with animated discussions among members over this article and its intended message. One member felt strongly that the misrepresentation began within the leadership of ATA, and wrote a lengthy letter to the NCTA Board expressing his concerns. NCTA then contacted the ATA Board to solicit its reaction to the *Chronicle* article and request clarification of the intended message.

In Mr. Hendzel's reply to NCTA, he confirmed that the reporter, Mr. Rubenstein, intended to focus on the business side of the T&I industry. However, nothing was published about this subject: neither about the international commercial market associated with globalization, for example, nor about the U.S. domestic market, an area that is growing rapidly as hospitals, courts, and other public venues are beginning to provide translation and interpreting ser-

vices in response to Presidential Executive Order 13166—topics which were talked about at length in the interview. Instead, Mr. Rubenstein—or his editors—stuck like a dog with a bone to the deliberately controversial notion of war being great for business, despite repeated efforts by Mr. Hendzel to steer him away from this.

## Selling out; selling more

"How much can you earn?" "What are the 'hottest' languages?" These are the questions that reporters are trained to ask, believing that this is what most people really want to hear about. In the world of journalism, the answers to these questions, after all, create the headlines that sell newspapers. And yes, it was an eye-catching headline; yes, it made us read the article; and yes, we did talk about it at length afterwards. But does that mean that the article accurately portrayed the event and circumstances it was meant to cover? No, far from it. While the article did remind the public that translation is not all done by software on the Internet, it offered very little useful or interesting information about our profession. As with the lack of mention of business issues cited above, there was also no mention of the human side of translating—of any positive contributions made by translators and interpreters in war zones, for example, such as providing assistance in reconstruction and rebuilding efforts. Or of the lowering of civilian and religious conflict by allowing the various parties to communicate.

Somehow the old adage of there being "no such thing as bad publicity" just didn't hold true in this case. Instead, with its emphasis on the sensational aspects of war-mongering, the article portrayed our profession in a negative, ambulance-chasing light. Because in the world of journalism, after all, sensationalism is what sells.

## A different fight

In 2008, with ATA boasting over 10,000 members, and NCTA over 600 in this, our 30<sup>th</sup> anniversary year, we can look back and

see that as a profession we have made great strides. But this episode has clearly demonstrated that we are not beyond having our words twisted. Jiri Stejskal, who took over as ATA President after the conference, agreed that the reporter's slant was disturbing, and reflected poorly on ATA and the profession. Although a letter from ATA to the *San Francisco Chronicle* was reportedly being drafted, there is no information on any progress on the issue since then.

There is much, however, that we can still do. Specifically, we need to continue our efforts to get positive publicity for our profession; we need to educate our clients; and we need to get smarter about dealing with the press.

It's time to use the tools of our trade—words—to fight for our cause. ✓

KATHERINE LOH  
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Alison Dent sold our last conference t-shirts while Juliet and Sonia welcomed attendees.

Patricia Kilroe and Cannon Han offered a very informative presentation on Court interpretation, including an exercise of shadowing, or simultaneous repetition of a recording.

## LEGALLY SPEAKING: THE DECEMBER GENERAL MEETING

We wrapped up the year by celebrating our most active volunteers, learning more about court interpretation, and cheerfully stuffing envelopes while schmoozing and planning for the holidays. **BY RAFFAELLA BUSCHIAZZO**

NCTA Vice President Yves Avérous opened the General meeting with a few announcements of upcoming events, a call for volunteers to replace the departing Alison Dent as manager of the online extension of *Translorial* ([www.translorial.com](http://www.translorial.com)), and a mention of the fact that in 2008 we will celebrate NCTA's 30<sup>th</sup> anniversary with a major event. Suggestions are welcome!

NCTA then presented free one-year memberships to four members who distinguished themselves in 2007 by their contributions to the Association's activities: Karen Tkaczyk and Patricia Ramos, for their roles in assisting NCTA during the ATA Conference in San Francisco; Tatyana Neronova, for her long-time work on the *Translorial* mail files; and last but not least, Paula Dieli, who was presented with the Volunteer of the Year Award for her involvement in the ATA Conference, including setting up and maintaining the NCTA wiki page.

### Interpreting in the Courts

The two speakers selected by the San Francisco Judicial Council of California for

our presentation complemented each other thanks to their different profiles. Cannon Han is a Court Services Analyst with the Court Interpreters Program who, in his prior profession as an attorney, addressed language interpretation and quality of care issues in the mental health system. Dr. Patricia Kilroe is a Linguistics Analyst for the Court Interpreters Program. Prior to this position she taught linguistics, French, English expository writing, and ESL.

Mr. Han opened the presentation by quoting from the California Constitution's mandate that "[a] person unable to understand English who is charged with a crime has a right to an interpreter throughout the proceedings." For this reason courts must provide specially trained language interpreters whenever a party involved in a proceeding understands little or no English. The Judicial Council is responsible for certifying and registering court interpreters. Currently, court interpreters can be certified in 12 languages: Arabic, Armenian (Eastern and Western), Cantonese, Japanese, Korean, Mandarin, Portuguese, Russian, Spanish, Tagalog, and Vietnamese. Only interpreters who pass

the Certification Examination and register with the Judicial Council are considered as "certified court interpreters."

### Exams

Part of the examination tests writing skills in English and in the target language for vocabulary, reading comprehension, and grammar. The oral component tests skills in simultaneous and consecutive interpreting and in sight translation. Interpreters of spoken languages for which there is no state certifying examination are called "registered interpreters of non-designated languages." They must pass an English proficiency examination which consists of oral and written tests. To maintain the certification, the interpreter must attend a Code of Ethics workshop in the first two-year compliance period, and submit proof of 30 hours of continuing education and 40 recent court interpreting assignments for every two-year period.

Dr. Kilroe explained the kind of knowledge, skills, and abilities needed in court interpreting. She distributed a very long list of linguistic, speaking, listening, reading comprehension, interpreting, and behav-



Fun for all ages: from the fast-paced “stuffing of the envelopes” to our healthy snacks!

## ING

ioral skills required for this profession. These include language fluency and interpreting skills, such as the ability to concentrate and focus, to process linguistic information and choose terminology quickly, to think analytically, to conserve intent, tone, style, and utterances of all messages, to reflect register, and to self-monitor and self-correct.

### Preparation

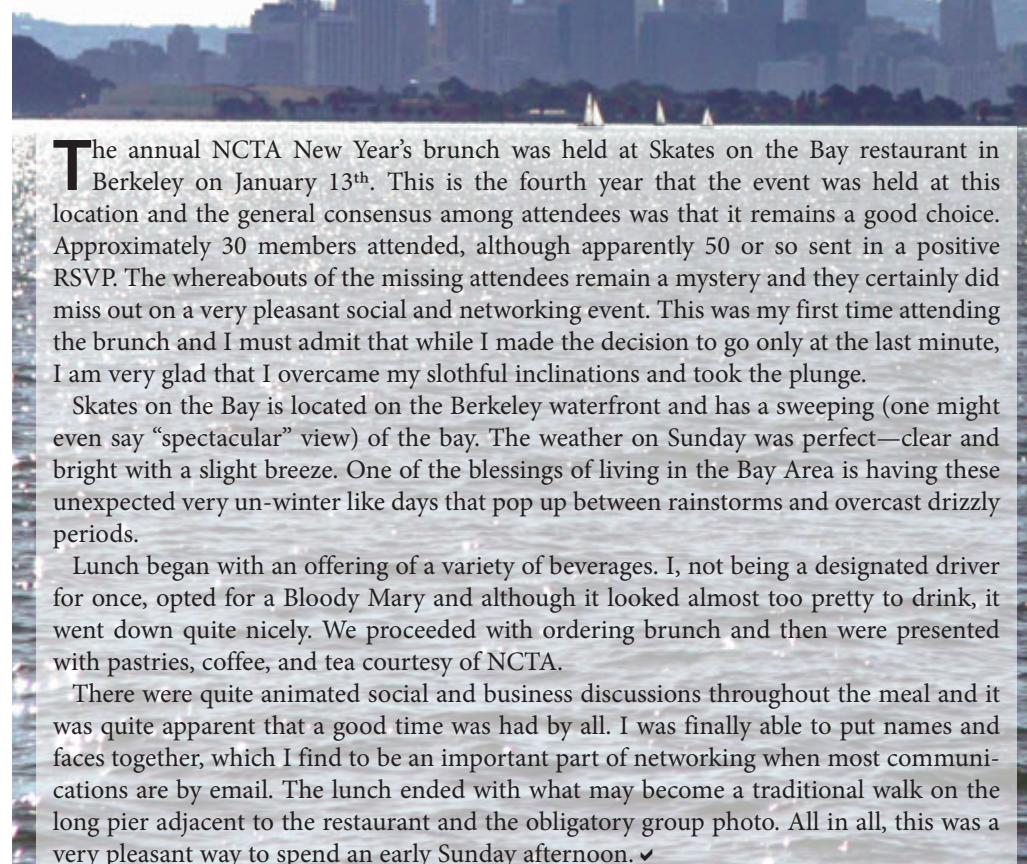
Several colleges provide training, but Dr. Kilroe offered some tips on how to prepare for the exam with self-study techniques, from expanding your vocabulary and developing your own glossaries to creating memorization techniques and practicing effective listening. She suggested the exercise of “shadowing” to improve one’s interpreting techniques. This technique—which we practiced during the talk—consists of having somebody record passages from magazines and newspapers on tape and repeating everything the speaker says.

NCTA expresses its appreciation to Mr. Han and Dr. Kilroe for their comprehensive presentations and their suggestions for those courageous enough to follow in their path! For more information on becoming a court interpreter or on official workshops, visit <http://snipurl.com/1yhpc>. ▶

Read the full version online at [translorial.com](http://translorial.com)

## SKATING BY THE BAY

BY NINA BOGDAN



# "GLOCALIZATION": THE POWER OF CENTRALIZED WEBSITE LOCALIZATION

**How do transnational companies maintain their brand integrity across the multiple localizations of their Internet presence? A case study from VeriSign.** BY ANNA SCHLEGEL

To put the globalization challenge for VeriSign's website in perspective, it is first necessary to understand that the firm protects, with digital certificates, the secure websites of a majority of companies that have a presence on the Internet. This means more than 750,000 web servers, including 93 percent of the Fortune 500. VeriSign operates the largest independently owned specialized network in the world, routing billions of connections from carrier to carrier—between protocols and across national boundaries. The company monitors 300 million retail transactions and delivers more than 200 million mobile-originated intercarrier messages and more than one million multimedia messages every day.

In 2003, VeriSign had just four international sites—in France, Germany, Japan, and the U.K.—in addition to its corporate website, supported by a single Global Project Manager. Today, the company has more than 18 international sites organized under a centralized global web operation, supported by five language service providers across the following countries: Australia, Brazil, Denmark, France, Germany, Hong Kong, India, Japan, Mexico, Norway, Singapore, Spain, Sweden, Switzerland, Taiwan and the U.K. The team has grown to include an international executive producer, developers, designers, a localization team and project managers in various geographical regions.

## Starting at the bottom

Prior to my joining the company in 2004, VeriSign was using an array of consultants and tools to launch websites with little in-country support or dedicated international developers, as the company was not yet fully staffed internationally. Issues such as international tax, customs, and legal matters were not being addressed consistently (if at all), so appropriate content definition was a complex issue.

Upon my arrival I was told, "Look at

what any of the global top five companies do and implement something similar. And, while you're at it, choose and implement a global content management system (GCMS)." In other words, I had to start from scratch, developing a global website strategy, and virtually every one of its component parts, from budget, affiliates, and team resources to workflow automation and vendor management to localization, website maintenance, and, of course, buy-in from both corporate leadership and international management.

*The best way to implement changes is to ensure that your globalization strategy meshes with the business plans of management.*

## Aligning goals

I determined that the best way to implement such sweeping changes was to ensure that my globalization strategy meshed with the business plans of both senior and line management. I attended many presentations at the director level and above, always making sure to ask the presenter how international needs and requirements figured into their plans; many times, of course, they didn't. I presented executives with visual evidence of current and future pages in order to educate them on what was currently wrong with the various websites, and how they could be changed to support the VeriSign brand.

It took two and a half years, some burnout (the workload and strategic planning during this period were handled by just two staffers, one vendor, and no transla-

tion tools) and a lot of hard work to clean up everything and to gain management support to build a real team with a real budget. An enormous resource was the International Product Commercialization (IPC) Group. By joining this organization, I was able to have a voice in creating VeriSign's global brand in terms of what the company could market and legally sell around the world.

Another important factor in our eventual success was creating a vision and mission statement for international operations, and continuously sharing it companywide at every opportunity. Our team set up glossaries and style guides, and I recruited as many allies as I could throughout the organization, focusing on the brand managers (who were key) and in-country personnel. Where positions weren't filled, we used contractors. We built our budget dollar by dollar, until we could finally support the team that required to carry out a globalization strategy appropriate for our company.

## Keys to success

As proof of VeriSign's success with our global website strategy, we saw the number of words processed doubled from 1.1 million to over 2 million between 2004 and 2006. In 2003, there were no stakeholders for this endeavor; by 2006, there were 14 major stakeholders actively engaged in the localization process. The number of countries supported jumped from seven in 2004 to 16 in 2006. Non-core language support now includes Arabic, Catalan, Chinese, Czech, Farsi, Finnish, Greek, Hebrew, Hindi, Hungarian, Japanese, Korean, Norwegian, Polish, Russian and Turkish. Infrastructure tools include glossaries and style guides in four areas: keywords, website buttons, products/services/descriptions, and a monolingual glossary to support translators. We recently launched an initiative to deploy a global content management system to replace the old, email-based system, with full approval from top executives.



As of the beginning of last year, our corporate site had 5.3 million unique visitors and 30 million page views.

The international sites, including 10 in the EMEA region (Europe/Middle East/Africa) and two in Latin America, had 557,000 unique visitors and 2.7 million page views. While the corporate site has experienced a modest 3 percent increase in visitors and a 1 percent increase in page views year-over-year, the increases for the international sites were 74 percent and 41 percent, respectively! France was up by 288 percent, Switzerland by 139 percent and Germany by 122 percent.

37 percent of all traffic on VeriSign's intranet is now generated from international offices, and 34 percent of the traffic on the company's sales portal is from outside of the U.S. In terms of lead generation, 308,000 web leads were collected worldwide in 2006.

Along the way, our team took on responsibility for translation as well. Engineering depends on our team to provide guidance, and they share the same language service providers. Our team mandates the translation processes, QA processes, and more. There are now three Web Globalization Managers based in EMEA and some funding for usability studies in that region, as well as in Latin America and Asia-Pacific.

What has been responsible for the success of our team's work? Perhaps the most

important factor has been the engagement of the in-country marketing teams. By creating Service Level Agreements, providing tools and access for each region to request localized content, offering local training, preparing a glossary repository, and conducting frequent meetings with colleagues in the regions, our team members have been able to effectively integrate their goals and operations with those of corporate.

### Lessons learned

In carrying out our plan, our team learned a number of important lessons. These included, among others, the notions that globalization must be supported by top-level management; a vision and a mission for international operations are crucial, and must be integrated with the company's corporate vision; metrics must be communicated through lead generation, chat forums, and the company's support site; and tools must be tested before buying, based on client requirements—not those of the vendors.

As we launched more websites, our team focused on overcoming still new challenges, which encompassed the need for consistency across all sites, a sensitivity to audience diversity, attention to revenue and strategy, success metrics, regional rep-

resentation, and doing to do more with less.

Throughout it all, though, we were able to effectively demonstrate how centralized website localization builds the VeriSign brand through the creation of consistent positioning, messaging, and voice and tone—all of which, in turn, helped build brand awareness and recognition. Such efforts also protected the company's brand assets through trademark protection, by means of proper content translation, and mitigated the company's worldwide exposure by protecting the company's key trademark assets.

A clear globalization strategy and execution supports international expansion as well, through the extension of product offerings on a global basis via acquisition and monthly IPC approvals. Simultaneous website launches and support of worldwide sales activity also contribute to this.

### Maturing with our markets

As the U.S. market matures, VeriSign's corporate management looks to international markets as the company's new frontier for expansion. Building on our team's success over the past several years, we are now concentrating on issues such as contained English (that is, engaging writers to reduce the amount of content they create), expanding in Asia, allowing more customization at the local level, and, as always, maintaining a high concentration on quality. ▶

# THE TRANSLORIAL TOOL KIT

**The Tool Kit is an online newsletter that comes to its subscribers' mailboxes twice a month. In *Translorial*, we offer a quarterly digest of Jost's most helpful tips from the past season.** BY JOST ZETZSCHE © 2008 INTERNATIONAL WRITERS' GROUP, COMPILED BY YVES AVÉROUS

## imagine 2008

I have already given some of my predictions in the 100<sup>th</sup> edition of my newsletter, but let me repeat one for its shock value and give another that I have only recently realized: 2007 was the last year in which MS Word still played any significant role in the TEnT (Translation Environment Tools) translation process. With Trados already having moved away from Word as its preferred translation platform, Multitrans and Wordfast on their way to doing the same thing, and Metatexis hoping to do likewise, there really aren't that many left hanging on to Word.

That was a giveaway, but this prediction may be more interesting: SaaS! SaaS, or Software as a Service, has finally arrived. SaaS is the concept of not having to install the software on your local computer, but instead using it through a web browser, with most if not all of your language data being hosted by a server. To be fair, there have been a number of applications working in that realm for a while, but they should now gain wider acceptance.

When I first heard about server-based computing it sounded too futuristic, and I resented the idea because it seemed to promise less control. However, I've come to the conclusion that freedom (from software updates, computer problems, and backup worries) is not a bad thing, and even traditional vendors will find ways to walk that plank (and I think that most of them will find out they are pretty good swimmers).

## intelligent web searches

At the end of 2006 I mentioned the site IntelliWebSearch ([www.IntelliWebSearch.com](http://www.IntelliWebSearch.com)) as the tool that should be given the “winner of the popularity-vote-by-translators award.” Last year it should be the tool that “is most often mentioned in this newsletter.” Be that as it may, I can’t help mentioning it again because I have just found out that it is also possible to search the EU’s IATE database with IntelliWebSearch,

a process that helped me enormously with a project this week (you can find instructions on this at [www.intelliwebsearch.com/readme.html](http://www.intelliwebsearch.com/readme.html)).

And for the one remaining reader who doesn’t know what it is: The free IntelliWebSearch copies highlighted text from any Windows application with a number of user-definable shortcut keys, opens your default browser, and sends the copied text to up to 10 customizable search engines or on-line dictionaries. You



may need to fiddle a little bit to configure your search engines and dictionaries for your language combinations, but from that point forward there will be only bliss.

## on demand training

Well, we’re finally there. Most of you know that I’ve been working together with the Italian Intrawelt on a new site called [www.translatorstraining.com](http://www.translatorstraining.com) that offers something unique: professionally produced comparative Flash-video-based presentations of the 13 leading TEnTs. These include well-known ones like SDL Trados, Star Transit, and Déjà Vu; open-source tools like OmegaT; and relative newcomers such as Across, Lingotek, and MemoQ. We asked the tool vendors themselves to capture the process of translating a very easy

and repetitive Word file according to a very strictly written script. After we received the video files back, we narrated them so you wouldn’t be bored with marketing talk but with objective information on how to process the file. This gives you the greatest possible comparability between the different tools. The areas that we focus on are pre- and post-processing of the file, creating a translation memory and a terminology database, and reusing content from the TM and the terminology database.

## two clever Office tricks

If you are in a terrible hurry and you don’t want to wait a long time for complex Word documents to open, you can either open them in Wordpad (accessible under Start>Programs> Accessories), or you can render them in MS Word with a draft font. To do this, select Tools> Options> View> Draft Font (in Word 2007: Office button> Word Options> Advanced> Show document content> Use draft font in Draft and Outline views). This will not change the document itself, just the way it appears and the speed with which it opens. If you need to look quickly through a lot of large docs, this can be a real timesaver.

Here’s something that most of you know but which bugs me no end, especially in PowerPoint and Excel, but also in Word: the automatic URL hyperlinking feature in Office, i.e., the feature that automatically changes an email address or a URL into an underlined link. To turn this off, select Tools> AutoCorrect Options> AutoFormat As You Type, and uncheck “Internet and network paths with hyperlinks” (Office 2007: Office button> . . . Options> Proofing> AutoCorrect Options).

## more

If you would like to subscribe to *The Tool Kit*, visit [www.internationalwriters.com/toolkit/](http://www.internationalwriters.com/toolkit/) and mention *Translorial* during the subscription process; Jost will put your name in a drawing for one free *Tool Box* book per edition. ▶

## THE TRANSMUG REPORT

### IT'S A MAC MACWORLD

After the big "Year of the iPhone," in 2007, it was past time for Apple to give the star treatment back to the Mac in this year's Macworld Conference and Expo held in San Francisco last month. More than ever, with all the recent product introductions, Mac users have an exciting choice of deft machines offering the best productivity a freelancer can get.

On the software side, the Apple suites iLife and iWork—having been refreshed last June—had to yield the center of the productivity stage to the big suite that finally could: Microsoft Office 2008! (The one that doesn't support macros ...) The good news there is the price, with a competitive \$150 Home & Student version. Ars Technica's first look (<http://snipurl.com/1wum2>) and Macworld's review (<http://snipurl.com/1y9q4>) will show you all there is to like and dislike in this release.

Facing the possibility of no longer using Word on the Mac, I have given more consideration to **Pages 2** (part of iWork '08) and got to really enjoy the elegant new version.

The Mac marketplace is now flush with

applications that are as helpful as affordable. In the recent weeks, members of the TransMUG list (<http://groups.yahoo.com/group/transmug>)

were made privy to a few amazing online deals. On my short list of tools that you may want to try and find via **Macupdate.com**, I highly recommend content managers such as **Yojimbo**, **Yep!**, and **Together**; password managers such as **Wallet** or **1Password**; and a fresh crop of "Getting-Things-Done"-inspired applications, from the basic **TaskPaper**, to the powerful **OmniFocus**, or the elegant **Things**.

With so much to discover on the Mac lately, do not miss our next TransMUG meeting, on **Saturday, February 9 at 11 AM**, just before the Annual Meeting, at The Center's café (see back cover). This time, it's tech support (and switcher) extraordinaire **Emmanuel Lemor** who will MC the meeting. Don't miss it YA

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Over the last several years, the subject of language automation has shifted into a higher gear. From a focus on the apparently ubiquitous notion of Machine Translation, an ambitious new plan has emerged: the development of an automated speech translation system. Or, as our February presenter, language- and technology expert Hany Farag, calls it: "The Interpreter Machine."

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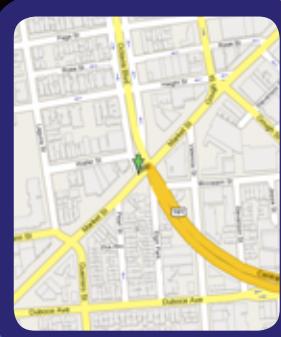
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