

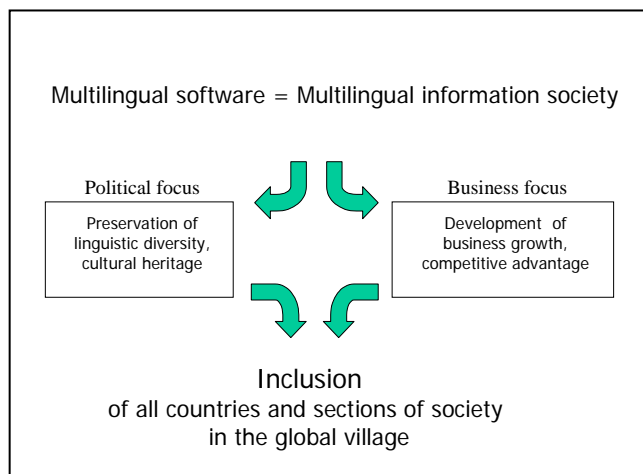
Countdown to Ignition

The Localisation Research Centre and its partners prepare to turn up the heat and... IGNITE.

IGNITE will pool together linguistic infrastructure resources and provide convenient access and a market place for them. This will provide a pre-requisite for the success of the European digital content industries.

The Project

On the 28th of April 2005, the European Union signed a contract charging the Localisation Research Centre and 4 industry partners - Archetypon, Pass Engineering, VeriTest, and Vivendi Universal Games - with the establishment of a linguistic infrastructure for localisation incorporating language data, tools and standards. This project will be called IGNITE and it aims to establish a central and accessible repository of European linguistic resources strongly connected to and supported by the localisation industry.



Since its emergence in the mid-1980s, the localisation industry has developed rapidly into one of the engines of the equal, multilingual and cross-cultural information society. Localisation, widely defined as the linguistic and cultural adaptation of digital content to the requirement of specific markets or *locales*, has changed beyond recognition.

The issues faced by a wide variety of formerly independent, unconnected traditional industries now joining the digital world include the need to handle, control and translate large amounts of text into a variety of languages within stringent time limits, within a tight budget and according to strict quality guidelines as well as the need to adapt — not just translate — their products to the culture and locale of the target market.

IT provides the framework for the convergence of these activities. The localisation industry provides the framework for the convergence of the multilingual aspects of these activities. Localisation is becoming the catalyst for electronic multilingual production and publishing.

On the background of these developments, the concept of localisation is being redefined as the provision of services and technologies for the management of multilinguality across the global information flow.

Yet, the localisation industry does not have access to a robust infrastructure comprising language data and tools which are a prerequisite for the timely and cost

effective creation and deployment of multilingual, cross-cultural and multimodal digital content. There is an urgent need for the development of the structural basis to make a sustained internationalisation and localisation effort possible, especially for less widely spoken languages.

IGNITE will establish a central and accessible repository of European linguistic resources strongly connected to and supported by the localisation industry.

Initially, localisation was a highly specialised and labour-intensive activity. Different types of professionals were involved. These included software engineers, testers, translators, desktop publishing experts, and project managers. Although these professionals used computerised tools for their work, many of the tasks had to be done 'by hand'. They were very labour-intensive, highly repetitive, prone to errors and took a long time to complete.

Today, the leaders in localisation have adopted what we call the 'Localisation Factory' paradigm - a term first used by Tony Jewtushenko from Oracle at the LRC '03 Conference in 2003. In a Localisation Factory, labour-intensive, repetitive, costly and tedious tasks are automated and the factories themselves rely heavily on tools, processes and file exchange standards – all covered under the term 'Language Resources' in the context of IGNITE.

IGNITE aims to spread the benefits of such a setting to the industry as a whole by providing general access to Language Resources.

IGNITE is organised in three main phases:

Phase I: Linguistic Resources – compiling and making available (1) language data; (2) localisation tools and technologies; (3) standards

Phase II: Localisation Process Environment – building of the 'localisation factory' as a showcase and test-bed for state-of-the-art technologies and process environment

Phase III: Performance analysis – verifying and enhancing standards and their implementation in tools and source material

In short, IGNITE will pool together linguistic infrastructure resources, including monolingual and multilingual terminology, translation memories, tools and technologies, as well as information and guidelines on relevant standards. It will provide convenient access to these resources for content developers, service providers, suppliers of language services and localisation solutions. In addition, IGNITE will develop methodologies and implement localisation scenarios in a laboratory environment to showcase state-of-the-art resources and to prove the advantages of standard compliance by digital content developers and technology solution providers in the localisation process.

How can you help?

All the major stakeholders in localisation – content developers, service providers, technology developers and certification experts – are represented in the IGNITE project consortium. However, to ensure the success of the project and to fully realise the potential of IGNITE, it will be necessary for other organisations to actively participate in the project. To facilitate this participation, IGNITE will establish the IGNITE Contact Group. This will initially consist of organisations that have already expressed their support for the project. However, invitations are being issued to the wider localisation community and other organisations are being invited to join the Contact Group.

IGNITE will also closely cooperate with the localisation industry's leading representative bodies, specifically the Globalisation and Localisation Association (GALA) and The Institute of Localisation Professionals (TILP).

For organisations cooperating under the umbrella of IGNITE, there are a number of distinct advantages, among them:

- Early access to localisation resources, infrastructure and test harnesses
- Exposure through project literature and publications
- Preferential invitation to Contact Group meetings and workshops

If you or your organisation would like to join the Contact Group or contribute to IGNITE in some other fashion contact the LRC at LRC@ul.ie.

IGNITE promises to be both challenging and exciting, and through Localisation Focus we aim to keep you up to speed, every step of the way.

IGNITE Aims & Objectives

IGNITE aims to:

- Provide a central repository and a focal point establishing a much needed European linguistic resources initiative for localisation;
- Demonstrate up-to-date automated workflow models to help European companies adapt to and survive in the constantly changing, highly competitive and globally operating localisation industry;
- Showcase the exciting side of and commercial opportunities presented by linguistic resources in localisation thus helping to develop a market place for linguistic resources.

IGNITE's objectives are to:

- Pool together linguistic infrastructure resources for the localisation industry, including digital content, monolingual and multilingual terminology, translation memories, tools and technologies, as well as relevant standards;
- Establish a linguistic resources support network within the European localisation industry, including the accession countries, covering digital content publishers, service providers, technology developers, standards bodies and standards verification initiatives – each represented in the consortium;
- Provide convenient access to relevant linguistic resources for content developers, service providers, as well as suppliers of localisation services and solutions;
- Develop methodologies for the verification of standards compliance;
- Implement localisation scenarios in a laboratory environment aimed at demonstrating state-of-the-art, best practice localisation technology and process solutions, and at verifying relevant localisation standards;
- Work towards the establishment of a market place and a viable linguistic resources provider network for the localisation industry.