

# The IGNITE Consortium

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## The IGNITE Contact Group

The IGNITE Contact Group was established to allow organisations and individuals from the localisation technology, publishing and services sectors to contribute to the project right



**Focus groups and industry associations provided invaluable feedback.**

from the start. As Members of the IGNITE Contact Group, they were invited to a series of meetings where the IGNITE consortium discussed

work in progress. The impact and the value of these meetings cannot be overestimated; they lead, for example, to the decision to initiate the IGNITE *fast track project* in collaboration with OASIS; the decision to follow a transparent approach in the design, development and implementation of the IGNITE Factory; and the highly effective collaboration with The Institute of Localisation Professionals (TILP) that provided continuous expert review of progress in addition to focus groups of high level executive and technologists. IGNITE also informed opinion leaders and standard bodies such as the Unicode Consortium, The Localisation Institute, Localization World, Multilingual Computing and LISA

about progress, and it offered demonstration sessions at events in Europe, Asia and the USA. Companies in the IGNITE Contact Group included Alchemy Software Development, Aquino Developments S.L., ASSERTIO Language Services, Eurotext Translations, Google, Heartsome, Lexmark, LionBridge, Matrix Localisation Solutions Ltd., Merrill Brink Ltd, Microsoft Ireland, Novell, Oracle, Product Innovator Ltd., Sage Technologies, SDL Global Solutions (Ireland), Set-Systems, STAR, and Symantec Corporation. Also highly valuable was the cooperation with projects active in the open source space supporting localisation efforts in less developed Asian and African regions, such as Wordforge.

An eContent project co-funded by the European Union and the University of Limerick, Archetypon, Pass Engineering, VeriTest/Lionbridge and Vivendi Games

## Localisation 2.0

### IGNITE and Localisation 2.0

- *A radical overhaul of conventional localisation wisdom*
- *Interoperability of tools and resources through open standards*
- *Networked localisation nodes with direct access to localisation memories*
- *Measurable efficiency gains proven in prototype implementation*

What is the next big thing in localisation? How can an ever-increasing amount of digital content be made available to customers all over the world simultaneously in an ever-increasing number of languages? Experts agree that traditional mainstream localisation processes, tools and technologies have already reached their limits.

A radical overhaul of how localisation is approached today is needed to respond adequately to the localisation challenges of tomorrow.

Tools that interact only with their custom linguistic resources; technologies that only address specific aspects of the localisation process; lack of interoperability between language resources,

tools and technologies; process automation that locks clients into their vendors' framework; standards that focus more on the needs of developers than on those of the users, that are not undergoing stringent peer reviews, that are rarely implemented, "closed" and do not have a proper policy on ownership (IPR); desktop-based, stand-alone translation and QA tools; cascading supply chains—all of this will soon become a distant memory for those who want to survive and grow their localisation business into the future.

Co-funded by the European Union, five EU-based organisations got together between 2005 and 2007 to investigate how open standards could help to automate localisation



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tasks and processes in an extensible and configurable environment, and to build a demonstrator of what localisation 2.0 could look like.

This report summarises the results of this work.

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## Disruption

When was the last time you tried to break your existing localisation process? What was the last wow! experience you had as a localiser?

Different professionals would answer these questions in slightly different ways, but most would agree that it has been a long time since mainstream localisation "wisdom"

was seriously challenged.

IGNITE wants to be this challenge. It proposes a radical new approach to localisation that aims to disrupt the way localisation is done today.

Its approach is based on open standards, tried, tested and further developed using

linguistic resources developed within the project. Its implementation is a prototype—not ready to be used (yet) in a live production environment, but capable of demonstrating a real version of localisation 2.0 that will shake up the industry as we know it.

