

## Case Study

### **Emmy Award Video Editing Software Publisher leverages iLanguage localization expertise.**

#### **The Challenge**

CS (code name), developer of Emmy Award winning Video Editing software, has had their application interface localized for several years. After trying several other localization companies, CS decided to procure the services of iLanguage for the localization of Dio 7 (code name) for release into Chinese Simplified and Korean. The goal was to get high quality translation with better market adaptation and faster time to market. Equally important was to lower the overall cost of localization throughout the entire lifecycle of the Dio product. CS found in iLanguage a multi-language localization company that was able to meet their strict requirements and deadlines by centralizing their localization projects with one single partner.

When it came time to release the new version Dio 8 in Asian and European languages in the summer of 2002, CS naturally turned to iLanguage, replacing their previous European localization provider for this challenge. Strings of the application interface including menu options and window messages, as well as software documentation composed of instruction manuals, pamphlets and booklets, needed to be localized in German, Dutch, Chinese Simplified and Traditional, French, Spanish, Portuguese, Korean, Japanese and Italian. The project represented more than 40,000 words of text, many graphics, several complex file formats, ten languages, and, on top of that, a very ambitious deadline.

#### **The Solution: in house multi language skills and technical expertise**

iLanguage's dedicated project managers pulled together their team of in-house translators and started working right away. Familiarity with the subject matter and the application enabled a quick project analysis. Leveraging iLanguage automated workflow system, project managers developed a strict timeline, simultaneously distributing files to bilingual language teams, and ensuring a smooth collaboration between teams of graphic designers, software engineers and translators. Team spirit, collaboration and flexibility ought to be the key to deliver this engagement within budget and deadline.

Aware of the project's complexity, iLanguage needed to dig deep into their translation resources: close to 30 translators, mostly in-house assisted by a few freelancers translated all the text material, utilizing Trados Translation Memory. At times however, they could not rely on the Trados TM for material that came in complex formats such as .H format. The use of glossaries in ten (10) languages, advanced translation memory technology and human zeal greatly helped to maintain quality and consistency of the translations, in every language. Specialized graphic editors and software engineers worked on graphic localization and software implementation in all the languages.

#### **The Result: local Emmy Award winning software**

iLanguage delivered! The iLanguage team kept forging ahead and went all the way not to derail CS's aggressive international product launch schedule. The project was completed on time, while, as is often the case in software localization, batches of content were added regularly. CS was very impressed and received rave reviews with the localized version of their Emmy Award Video Editing Software. As a result of excellent customer relation, responsive project management and quality localization services, iLanguage and CS are now working together on-going projects.

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