

Case Study

iLanguage chosen by Multilingual Web Conference Company for localization of Web Meeting Application and Web site in several languages

About The Client

A leader in real-time communications infrastructure for Web meetings, the client's services enable end-users to simultaneously share content and applications in a seamless, integrated vocal and audiovisual environment.

The Challenge

The Customer wanted to develop a localized Web Meeting service for its international target markets. The Web conferencing service would allow each participant at a meeting to select a particular language preference. The company started its localization endeavor for the Japanese market in 1999 and initially tried using a number of freelance translators for the project. However, after completing an analysis of the internal cost, the complexity of managing numerous virtual translators, and possible compromises in quality, they turned to iLanguage, with its in-house translation teams, experience in Web/software localization and resources to handle additional languages - Korean, French, German and Swedish. It involved numerous graphical menus, application file formats including C++, HTML, Java, source codes and DTP work. The content was extracted from the applications by the customer's engineers and turned over to iLanguage localization experts under Resource Files, mostly Excel spreadsheets with content strings from the application. The text often seemed awkward or out of context which made it particularly challenging for the translators. iLanguage worked with the company's development team to resolve initial technical issues and had weekly progress meetings.

The Solution

The first step of the project was to train the translators to use the software. Understanding the program would make it easier to translate its content, technical terms had to be accurate and congruent with the context. To ensure consistency, they created glossaries and used advanced Translation Memory technology. A 3-step quality assurance process took place for Japanese. iLanguage did the first QA test. The client tested context accuracy within the program, and verified translations of links, buttons and script files. Using translation memory technology, iLanguage implemented the changes. The customer's strategic partners and clients in each language market conducted the final QA and customer compliance test, as the actual users/resellers of the program in their markets. The web conference company turned back to iLanguage with the localization of an earlier version of their software in Korean and a later version in all languages.

iLanguage was chosen for the complete translation of the Web page content, online help, localization of graphics and resource files, DTP localization of collateral documents and forms, and voiceover development of Training Modules.

Online help and DTP

The online help file is a very important piece being where most users post their questions and search for quick solutions for any difficulties the program causes. In-house translators were able to re-use the Translation Memory and the glossaries to quickly localize the help files. The DTP files were localized and translated into German, Korean, Japanese and Swedish utilizing Adobe Frame Maker.

Voice Over Localization

Voiceover modules had to be developed from English into French, Japanese and German. These tutorial files teach users how the software works. Six modules were translated in each of the three languages. The first step was to translate and record the audio and video. They were mixed and prepared to use exclusively with special software from the client. The recording and mixing processes of the voiceovers was done at iLanguage state of the art recording studio, utilizing complex computer aided audiovisual



equipment. iLanguage successfully resolved any technical challenges and a thorough testing was done before releasing the final version.

The Result

With the release of the first version of the their software, the client became the first Web conferencing service to support multiple languages in a single meeting center. The project was delivered on time thanks to the hard work of the translation and production teams at iLanguage, working closely with the customer. The translation quality was remarkable and enabled the client to reduce cost while expediting time-to-market.

"By allowing users to work in multiple languages, we can greatly leverage our service and significantly widen our base of potential customers," said the company's chairman and CEO. "iLanguage has done an outstanding job. Our communications network services are just as elegant and easy to use for our Japanese or Korean customers as they are for our English, German, Swedish or French customers."

The company's clients and strategic partners were equally impressed and satisfied with the multilingual features the program offered. iLanguage provides localization maintenance for all newly updated versions while preparing for the translation.

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