

# Next Generation Localisation

Exciting careers for tomorrow's global economy



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# About this Brochure

This brochure has been produced by the Centre for Next Generation Localisation (CNGL) in association with localisation industry professionals. CNGL is a major academia-industry partnership that links Irish companies and Irish-based multinationals with some of the best academic minds, to produce advances in how computers adapt and personalise software and digital content to different languages, cultures and individual users' needs.

We are passionate about digital content and localisation. We think you might well like it too, if you knew a little about it.

Although localisation is big business and was practically invented here in Ireland, it has remained, until now, something of a secret. Our aim, therefore, is to inform and educate the public about localisation, its benefits and its wide use across many industries.

We hope you find this brochure useful and that it helps you understand localisation and the many exciting career paths that it offers. Towards the back of the brochure you will find information on courses relating to localisation. If you are interested in exploring whether localisation might be the career for you, you will also find details of some competitions and programmes designed to help you explore further.

If you have any questions or comments, please feel free to drop us a line at **[info@cngl.ie](mailto:info@cngl.ie)**

**Professor Josef van Genabith**

*Director, Centre for Next Generation  
Localisation (CNGL)*



- Are you looking for a career that allows you to explore your interests in languages, computing or business?
- Have you a fascination for different cultures and a curiosity for what makes them different?
- Are you seeking to work in a multicultural environment in one of the world's fastest growing industries?

If you have answered yes to one or more of the above questions, we think we might have just the career for you.

# Next Generation **Localisation**

## *Exciting careers for tomorrow's global economy*

### What is **Localisation**?

Localisation is the process of adapting digital products and services to the needs of global users. Language translation is only a small part of localisation – it also involves modifying content, products and services to consider cultural and political sensitivities, date, time and currency formats, colours and sounds, social factors and legal requirements of the country for which they are being adapted. For example, localising software for a mobile phone might require adding a predictive text tool that recognises words in the local language. Ring tones, colour schemes, games and many other elements might need to be altered to appeal to the tastes and preferences of customers in the target country. The goal is to enable people to use content, products and services in their own language, according to their own culture and according to their own personal needs.

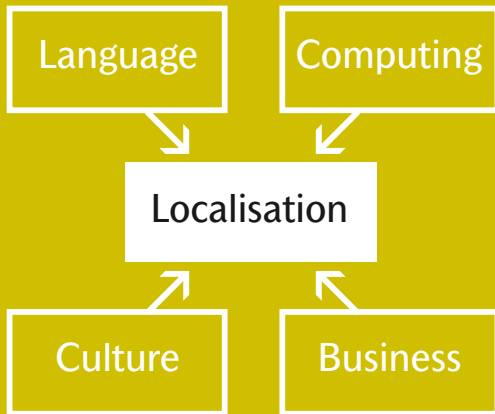
### **Localisation** – The Benefits to Industry and Society

Ever hear the expression “think global, act local?” Well, by doing just that, localisation enables companies to launch their products in markets for which their original product would not be

suitable. For this reason, it is big business. Current estimates put the value of the localisation sector in Ireland alone at over €680 million annually. However, the true potential of localisation goes beyond opening up business opportunities across the globe. Many communities on the planet find themselves on the wrong side of the “digital divide” with vital (hygiene, health, food, education, etc.) information not available in their local languages. Localisation technologies and processes have the potential to make a considerable contribution to bridging this divide by overcoming the language and cultural barriers to life-saving and life-enhancing information.

### **Localisation** – A Wise Career Choice

Although still a relatively young industry, localisation is expanding at a rapid pace and offers exciting career opportunities. If you are interested in language, culture, technology or business, then localisation could be the career for you. Want to develop the latest video games, deliver information that can transform lives, or enable access to the world's newest social networks? Localisation facilitates all this and much more.



**Whether you have a passion for languages, computing, culture or business, you will find the perfect role for yourself in localisation**

## Why Adapting for Different Markets is Important

Localisation brings added value as it enables companies to introduce their products to foreign markets. This means that the company can benefit from having access to a whole new pool of potential customers.

Proper localisation means adapting the product seamlessly, as if it was created locally in its destination market. This is important because although English is the international business language, research has shown that even fluent English speakers are much more likely to buy a product when it is in their native tongue. The more valuable an item, the more likely it is that someone will want to read about the product and buy it in their own language.

Global shoppers will also pay more for products with information and after-sales support in their native tongue. In fact, more than half of consumers say that the ability to obtain information in their own language is more important than price.

When it comes to foreign markets, it's clear that a 'one size fits all' approach won't work. Instead, products must be carefully adapted and personalised to the needs of distinct users.

**44% of European Internet users feel they are missing interesting information because web pages are not in a language that they understand.**

**More than 72% of consumers say they would be more likely to buy a product with information in their own language.**

## Lost in Translation: Some Examples of Bad Localisation

Getting localisation wrong can damage your company's profits and reputation. Here are just a few examples of companies that got it wrong:



Pepsi's 'Come alive! You're in the Pepsi Generation' campaign was translated for the Chinese market as 'Pepsi brings your ancestors back from the grave!'



Miscommunication regarding measurement units caused the loss of NASA's \$125m Mars Climate Orbiter in 1999. Space engineers at Lockheed Martin worked using the English system of miles, while NASA's team used the metric system of kilometres. The inconsistency in their calculations made the spacecraft 70km too low, causing it to crash into the planet.



The Tide detergent company sought to overcome the language barrier by using picture-only adverts in a number of countries. These adverts showed a woman with a dirty shirt, then putting the shirt into the washing machine with Tide detergent. Finally, she holds up the now-clean shirt. The only problem with the advert was that in Arabic-speaking countries images and text are read from right to left, so the Tide advert suggested that the detergent will dirty your nice, clean clothes!



The Chevrolet Nova car sold poorly in Spanish-speaking countries because its name, spaced "no va", literally translates to "it doesn't go." Very soon the company realised its mistake and renamed the model Caribe in Spanish-speaking countries.



Coors Light had to backtrack when its ad campaign "Turn it loose!" was understood in Spanish to mean "Suffer from Diarrhoea!"

*Examples such as these might seem funny but the financial loss and damage to the company's reputation can be serious if they get localisation wrong.*

# Ireland – World Leader in Localisation

Despite the country's small size, Ireland is a giant in localisation. The localisation industry was practically invented in Ireland in the 1990s and the country continues to play a global leadership role.

Most of the world's large software and web companies have a presence in Ireland, with the bulk of their localisation and multilingual customer support being managed from here. These include Amazon, Apple, Facebook, IBM, LinkedIn, Microsoft, Oracle, PayPal and Symantec. The financial services and medical device industries rely heavily on localisation to bring their products to foreign markets. Among the international financial services and medical device companies with a major presence in Ireland are Abbott, Allianz, Bausch & Lomb, Baxter Healthcare, Boston Scientific, Citi Group, MBNA and Zurich.

The localisation sector is estimated to be worth about \$1billion (about €680 million) annually to Ireland and it is a major employer in Ireland. Growing from approximately 4,000-5,000 jobs in the mid-1990s, current estimates suggest that there are now 14,000-16,000 jobs in the localisation and translation sector in Ireland.

Ireland is also playing a key role in shaping the future of localisation. The Irish Government, through Science Foundation Ireland (SFI), funds the Centre for Next Generation Localisation

**The localisation sector employs about 14,000-16,000 people and is worth an estimated €680 million annually to Ireland**

***“Software localisation, indeed, is arguably the only industry in which the rest of the world looks to Ireland for leadership and new concepts.”***

**John Sterne**, *Adventures in Code, The Story of the Irish Software Industry*

(CNGL). This is a major research centre that links Irish companies and Irish-based multinationals with some of the best academic minds, to produce advances in how computers adapt and personalise software and digital content to different languages, cultures and individual users' needs. CNGL has more than 150 researchers based at Dublin City University, Trinity College Dublin, University College Dublin and University of Limerick. These researchers work with the Centre's industry partners to produce ground-breaking localisation tools and technologies that can benefit Irish industry and society. For further details of the Centre, see [www.cngl.ie](http://www.cngl.ie)



# Localisation in Action

Below are just a few examples of the wide variety of industries that rely on localisation to bring their products, services and information to global markets.

## Localisation in Action: Games Localisation

Games localisation refers to the preparation of video games for foreign markets. This adaptation to the standards of other countries covers far more than simple translation of language components such as the user manual, in-game menus and dialogue between characters. There are many non-language considerations also, including cultural and legal differences, graphics (including the physical appearance of characters) and music. Many elements have to be adjusted to fit the country's tolerance and taste relating to such matters as violence, historical events, or use of foul language. These factors will also have an impact on the age rating that is given to the game in a particular country.

With the new generation of motion-based games, there are fresh localisation challenges to be considered. When localising Kinect for Xbox 360, Microsoft faced many new challenges relating to gestures. Hand and body gestures are particularly problematic for localisation, because certain gestures, such as a peace sign, can mean different things to people of different cultures. Dance Central is the type of game that is particularly problematic as it challenges players to string

together a series of dance moves. Showing someone the bottom of your foot can be quite offensive in some cultures, including China. The game therefore was given a gesture review, to ensure that no offensive moves would be required. Any moves that might cause offence in the target market were replaced with suitable alternatives.

The packaging in which a game is sold must be adapted for local markets also. For example, when localising FIFA 11, EA Sports featured English player Wayne Rooney as the main star on the packaging of the version released in the UK market, while Australian star Tim Cahill was most prominent on the packaging of the version sold in Australia.



*UK version of FIFA 11 packaging, featuring English footballer Wayne Rooney as the star player*



*Australian version of FIFA 11 packaging, with Australian star Tim Cahill pictured out front*

## Did you know?

- The video games industry is estimated to be worth in the region of \$100 billion (about €67 billion) worldwide, meaning it now surpasses the value of the film industry. The Irish and UK market alone is estimated to be worth almost €2 billion and employs more than 2,000 people.
- Top quality localisation helped Kinect for Xbox 360 to become the fastest-selling consumer-electronics device ever. When Kinect for Xbox 360 was first launched, workers at Microsoft in Dublin localised games into 9 of 12 language versions that were released.
- Online and mobile gaming has become big business. Big Fish Games, the world's leading online destination for interactive entertainment, distributes more than 1.5 million games per day to customers worldwide. Staff at its European headquarters in Cork focus on multilingual game testing, customer support, and product localisation.
- EA Games, through its Bioware Division, opened a Global Customer Support and Operations Centre in Galway in 2011. The 200 staff at this brand new facility will provide support to the highly anticipated Star Wars™: The Old Republic™ game.





## Localisation in Action: Multilingual Customer Care

Companies that sell their products in many different markets must supply customer support in case the customer has a question or problem relating to the product. It is not enough to simply provide a translated user manual or instruction booklet; customers will also expect access to on-going customer support, such as a call centre, in their own language. Localisation technologies are helping companies to deliver high quality customer service.

Ever phoned a call centre but not been able to understand the accent of the person taking your call? Ever thought that they might find your accent a little odd? Well, new technology is now enabling call centre workers to use computers to understand you better, so that they can deal with your query quicker.

Recent changes in the way that customers seek out customer support are having major implications for global companies. Research by the Consortium for Service Innovation shows that people are actually ten times more likely to search a company's website for an answer to their query than to call the company's customer helpline. They are also thirty times more likely to search online discussion boards for advice. As a result, companies must provide online support, such as product web pages and online discussion boards, in many languages.

The rise of social media networks such as Twitter and Facebook also presents new opportunities and challenges. Advances in machine translation, which automatically translates text from one language to another, are now enabling Twitter users to translate tweets into multiple languages. This is significant as it means they can now understand helpful information that was originally tweeted in a language other than their own. The same technology works for translating postings on online user help forums.

So, localisation is helping customers to find answers to their product or service queries, faster and at lower cost.

## Did you know?

- Ireland is a global hub for multilingual customer support. Ireland's highly educated multilingual workforce, its great location between the USA and mainland Europe, and its low corporate tax rate have attracted some of the world's largest companies to locate their customer support operations here.
- PayPal, the leading online payments provider, announced 200 new jobs at its European operations and customer service headquarters in Blanchardstown, Dublin in August 2011. This brings to 550 the number of jobs created by PayPal in Ireland since 2009.

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**D**ublin is rapidly becoming the multilingual internet capital of Europe and Google is proud to be leading the charge on this and further increasing our presence here.

**David Martin, Director of Geo Operations for Google in Europe, announcing 200 high-tech jobs at a new Operations Centre in Dublin in 2010 established by search engine giant Google.**

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**I**reland is increasingly one of the world's centres of talented people with international language skills and experience in working for fast-growing internet companies. This makes it the ideal place from which to support our continuing growth in Europe and further abroad.

**Connie Gibney, international human resources director at professional network LinkedIn, speaking at the announcement of 100 new jobs for its international headquarters in Dublin in March 2011.**

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The PayPal logo, featuring the word "PayPal" in a blue, italicized, sans-serif font.

The LinkedIn logo, consisting of the word "Linked" in black and "in" in white inside a blue square.

The Google logo, with the word "Google" in its characteristic multi-colored font.



Translate

Page  
Down

## Localisation in Action: Language Service Providers

As more and more companies enter foreign markets and appreciate the importance of communicating with customers in their own language, the amount of content to be translated grows. So, too, does the need for language services.

Language service providers are specialist companies that deliver a variety of language-related services. These services include translation, interpretation, subtitling and dubbing. Translation is the process of converting written words or text from one language into another. Interpretation means giving a spoken translation of an oral comment or conversation. Subtitling involves creating a printed translation of the dialogue of a foreign-language video, shown at the bottom of the screen. Dubbing is the process of substituting the voices of the actors shown in a video by those of different performers, who may be speaking a different language or in another accent.

Some language service providers offer full localisation solutions, ensuring that the content or product is not just translated accurately, but that it meets the non-language requirements of the market also. Other language service providers specialise in just one or a small number of language services. Many of their clients are large multinational companies, who outsource (or contract out) their translation requirements rather than having a full language services team in-house.

Ireland has many excellent language service providers. They increasingly rely on innovations to help reduce the time, cost and difficulty associated with providing translation services. By developing and using high quality machine translation, for example, the language service providers can generate a draft version of the translation. A human translator then checks the translated version for accuracy – a much quicker process than having a well-paid human translator complete the whole task.

Some language service providers are highly skilled in Irish language services. Many official and government documents, including all Dáil speeches, must be translated into Irish. The European Parliament has similar rules regarding the availability of official documents and services in its many languages.

## Did you know?

- The European Commission has one of the largest translation services in the world. Its 2,500 permanent staff translate texts into and out of the EU's 23 official languages.
- The language services industry is the fourth fastest-growing industry in the USA and is ranked number one for company start-up opportunities. In 2010, the average growth in demand for interpreting services in northern Europe was over 150%.



*“Date formats must be considered when localising a product. For example, 22nd December 2011 would be written as 22/12/2011 in the UK, but as 12/22/2011 in the USA and as 22.12.2011 in Germany. In Japan, it would be different again, written as 2011-22-12”*



## Localisation in Action: Software Products Localisation

Software is a set of computer programmes that deliver the instructions telling a computer what to do and how to do it. Examples of software include mobile phone apps, websites, anti-virus products, media players (e.g. iTunes, Real Player), and web browsers (e.g. Internet Explorer, Mozilla Firefox).

Software localisation is the process of adapting a software product to the technical, linguistic and cultural requirements of an international market. This process often requires significant work by the development teams.

A software product that has been localised properly has the look and feel of a product originally developed in the target market. Some examples of the factors that have to be considered, alongside language, in order to effectively localise a software product are: writing systems, writing direction, time and date formats, number formats, address formats, paper sizes, fonts, and keyboard layouts for the language in question.

Traditionally, software companies would develop software in one language and then, over time, adapt the software for foreign markets. Nowadays, many companies build localisation into their products from the very start and launch all language versions of their product at the same time. As well as being cheaper and quicker, this new approach means that customers in foreign markets don't have to wait for great products to become available in their language. It also means that the company can make the most of the buzz surrounding the launch of an eagerly-awaited product across the world.

While localisation can be expensive for software companies, its benefits go beyond increased sales. Users are more likely to understand localised software and use it properly. This means that they are less likely to require customer support, which is a costly service for companies to provide.

## Did you know?

- Ireland is one of the world's largest exporters of computer software, with 7 of the world's top 10 IT companies located here. This is largely due to the localisation activities that are carried out here.
- 180 specialist staff at Microsoft's European Development Centre in Dublin were responsible for localising the Office 2010 product for 300 million users worldwide in 90 languages, including Irish, Maori, Welsh, Basque and five African languages. Global online support for 60% of the 500 million Office users worldwide is handled by Microsoft's Dublin offices.

*“English is the main language in only 3 of the world's top 10 economies”*





## Localisation in Action: Medical Devices Localisation

The term ‘medical device’ covers all products, except medicines, used in healthcare for the prevention, diagnosis, monitoring or treatment of illness or disability. The range of products is enormous and includes thousands of items used daily by patients and healthcare providers. Examples include x-ray machines, surgical instruments, pacemakers, syringes, pregnancy tests, wheelchairs and crutches, stethoscopes and defibrillators.

For medical device companies the investment required to research, develop, manufacture and market a new product can be very high. The company must therefore maximise the return on its investment by selling the new product in many countries.

The legal environment and safety requirements for medical devices vary depending on the market. In the European Union, for example, there are lots of directives (or rules) that oblige companies to provide product information in the language of each country in which the product is

sold. This makes sense, as it is vitally important that patients and healthcare providers can understand the product and how it should be used.

Among the many items that medical device companies typically must localise are product labels, packaging, instructions for use, and clinical trial documentation that proves the product is safe for use and proven to work.

Accuracy in translation and localisation of medical devices information can literally be a matter of life or death. Measurement units should be carefully checked as, for example, the measurement “2.110m” in Ireland means two metres and eleven centimetres, while in Germany it means two thousand, one hundred and ten metres.

The complexity of language used should be tailored depending on who it is aimed at. For example, if a company prepares an explanatory sheet for doctors and surgeons, the language should be quite detailed and technical as they are experts. On the other hand, if the company is preparing usage instructions for patients, they should be in simple language accompanied by clear diagrams so that they can be understood by people who don’t have knowledge of medical terms.

## Did you know?

- There are currently over 160 medical technology companies in Ireland, exporting €6.8 billion worth of product annually and employing 24,000 people – the highest number of people working in the industry in any country in Europe, per head of population.
- Irish localisation firm Tethras successfully localised Heart Pro, a highly technical product that allows iPad users to explore the delicate inner workings of the human heart. Using specialist translators with extensive experience in the field of medicine, Tethras transformed Heart Pro into a multilingual app, which is now available in English, Chinese, French, German, Japanese, Korean and Spanish. The Heart Pro app is currently featured in Apple's latest iPad TV ad campaign.



# Benefits of a Career in **Localisation**



## **Jobs Growth**

With the increasing globalisation of the world's markets and growth of the Internet, the need for localisation services, and professionals, looks set to rise. In his article *A Letter to the Class of 2011, Ireland's luckiest generation*, economist Ronan Lyons highlights localisation as a significant growth area. Lyons says, "If you're interested in words and ideas...the huge growth in Ireland is in linguistics and localisation. Google, for example, employ hundreds of people in Dublin who make sure their services are seamlessly multilingual." While employment in other sectors of the economy is down, IT industry hiring is actually up 6%.



## **Decent Pay**

Graduate entrants typically start on salaries around €25,000 per year. This amount can rise quickly with a proven level of experience and expertise. Localisation project managers, for example, can earn in the region of €50,000+ per year.



## **Opportunity to Travel**

Given the global nature of localisation, you might well find yourself travelling to international clients or the overseas offices of your company. Depending on your role and the company you work for, international travel might be a frequent requirement or an occasional treat. If you are working in a translation role, living or travelling abroad will help to sharpen your foreign language skills.

***"The Ernst and Young Globalisation 2010 Index Rankings identifies Ireland as the second most globalised economy in the world"***



### **Learn about Other Cultures**

Of course, localisation is as much about culture as it is about language. If you are fascinated by what makes us different to people from other countries, there are few sectors that offer the multicultural insights that localisation offers. Besides learning through your work, you will gain cultural insights from your co-workers who themselves are likely to come from all corners of the globe.



### **Be Your Own Boss**

Experienced workers in this field often choose to set up their own companies. While large multinational companies employ their own localisation team permanently, many other organisations employ the services of specialist software localisation or translation companies, where their services can be used on contract when they are needed. Therefore, localisation is an excellent choice if you think you would enjoy the freedom and flexibility of working for yourself.

***“If you’re interested in words and ideas...the huge growth in Ireland is in linguistics and localisation.”***

Ronan Lyons, Economist

# Exciting, Varied and **Flexible** Job Roles

The entire process of localisation involves the expertise of a multidisciplinary team. The team members bring different skills, abilities and experience in a range of specialist areas, so there is a role for everyone in localisation. The localisation process is very much a team effort, requiring people with different types of qualifications, experience and expertise.

Careers in localisation are those at the intersection (or meeting point) of business, culture, languages and technology. Whatever your particular job role, you will need to be patient and enjoy solving problems.

Graduates typically pursue jobs in a wide variety of industries including software manufacturing, games development, magazine and book publishing, healthcare, financial services, and not-for-profit organisations. Potential employers include major multinationals such as Adobe, Google, IBM, Microsoft, Oracle, and Irish-owned small and medium sized localisation businesses.

Possible careers for graduates include localisation engineering, localisation project management, localisation quality assurance, and localisation linguist.







### **Localisation Project Manager**

The Localisation Project Manager manages all aspects of the localisation process from start to finish. This includes providing cost estimations, ensuring specifications are met, and ensuring that the project is delivered on budget, on time and to the quality standards expected. The project manager coordinates a team of localisation engineers, testers and translators and liaises closely with the product's core development team (designers, software developers, content authors, testers, etc). He/she plans, manages and monitors all work and communicates progress and status to everyone involved in the project. The project manager also liaises with any external partners that are being used on the project and ensures that they deliver on their project commitments. Strong organisational, problem-solving, people management and communication skills are the key requirements for this role.

### **Localisation Linguist/Translator:**

The Localisation Linguist/Translator translates all types of software, online content, technical manuals, marketing materials, and documents for customer support. Translators have native fluency in two or more foreign languages and the patience required to think through the best translation for complex terminology or tricky expressions.

The role of translator is constantly changing. Thanks to advancements in translation technologies, translators can now use computers to help translate their text. The computer can even highlight any areas of text that might need to be reviewed by the translator. The translator can then “post-edit” the translated text, meaning that they check it for accuracy and consistency with the original meaning, identify any problems with the translation, and make final changes themselves. Most translators work freelance from home, working for translation agencies or directly for clients, but some organisations employ their own in-house translators.

***“It would take 83 languages to reach 80 per cent of all the people in the world, and over 7,000 languages to reach everyone”***



## **Software Testing and Quality Assurance (QA) Professional**

The Software Testing and Quality Assurance (QA) Professional ensures that the localised product is every bit as good as the original version. Quality assurance professionals check that localisation projects meet acceptable standards and business requirements. They ensure that the product features work as intended, both while the product is being localised and once it is manufactured. To do so, they create 'test cases', which are a series of steps that a typical user might follow when using the product.

If a problem or 'bug' shows up during the testing, it is logged by the quality assurance team and sent to the localisation engineer for fixing. The quality assurance professional designs or selects the tools to be used, and may train other members of the localisation team in quality assurance concepts and tools. Quality assurance professionals are familiar with different programming languages. Attention to detail is a must for roles in this area. One missed bug could cause havoc if it's picked up by customers!



## **Software Localisation Engineer**

The Software Localisation Engineer takes apart all the elements of the product to be localised, ensures they are localisable and then once localised, puts the elements together again. It is the localisation engineer's responsibility to locate and identify all the necessary files and to prepare them for translation. When the engineer has identified all translatable files and prepared them for translation, he/she compiles a "translation toolkit", which contains all the files, all the tools required, plus the instructions for the translators on how to deal with the various files and file types.

Once the files have been translated, the localisation engineer can start building the localised products. When the localised product is built, it is then ready for testing. Localisation engineers fix all issues found during testing. The main requirements of the role are excellent problem-solving skills, a technical background, and the ability to communicate with both software developers and translators.

# My Career in Localisation



***“Being able to contribute to the building of a truly multilingual Web is a fascinating challenge”***

*“I work as a Principal Research Engineer in the Research group of Symantec’s Shared Engineering department (EMEA). My role focuses on delivering language technology research services and innovative solutions to a range of internal partners, including Localisation, Information Development and Development teams. These services and solutions, which mostly focus on Machine Translation and Natural Language Processing, are delivered by working very closely with a range of stakeholders (including program managers, developers and system administrators).*

*Before joining Symantec in 2003, I worked as a linguistic Quality Assurance tester for Vivendi Universal Interactive Publishing and as a freelance translator for companies and NGOs such as sportstranslations.com and Front Line. I have a background in the humanities (having completed an MA in Translation Studies in 2003). I then obtained my PhD*

*from Dublin City University in 2007 in the field of controlled language and machine translation.*

*I decided to start working in the Localisation industry because of my passion for languages and my interest in digital media (video games at the time). While my passion for languages was initially centred around natural languages, it now also includes programming languages (especially the Python programming language). With the massive explosion of online content, being able to contribute to the building of a truly multilingual Web is a fascinating challenge. For this reason, as well as for the opportunity of being exposed to numerous cultures, I would strongly recommend localisation as a career.”*

**Dr Johann Roturier**  
*Principal Research Engineer,  
Shared Engineering Services  
EMEA, Symantec Corporation*



***“Every day brings new technical challenges that require innovative and unique solutions”***

*“I was offered a job at Lotus Development Corp in my final year of college as a software developer within their Localisation team. Although I studied Computer Science at Trinity College Dublin, I had no idea what localisation was, but found out very quickly. It was the best decision I’ve ever made! I was able to combine a love for travelling with a great job in one of the largest software development companies in the world. It just couldn’t get better than that!”*

*I went on to hold senior roles at Symantec and Corel Corporation, creating products that were the first of their kind in the industry and changed the localisation process. I then started my own company, Alchemy Software Development, which produced localisation tools that are used by 80% of the largest software development companies in the world to speed up their entry into international markets. Having*

*sold Alchemy last year, I am now starting a new company that aims to produce cutting-edge localisation technology.*

*The things that I like best about my role are diversity, challenges and the people. Every day brings new technical challenges that require innovative and unique solutions. I just love being an engineer (i.e. fixing things). Additionally, I work with great people and excellent clients that bring great diversity in the challenges and solutions that need to be developed.*

*Localisation is a fantastic career area for engineers who wish to work for some of the largest software companies in the world and continuously develop their careers in international markets. It’s a real gateway opportunity to travel and experience many cultures and countries.”*

**Tony O’Dowd**  
*Owner and CEO, Xcelerator*



***“I’d recommend a career in localisation because it brings language, culture, technology and business together”***

*“I am a lecturer in translation studies at Dublin City University. I teach students how to translate, about the technology translators use, and how to do research on translation. I studied Applied Languages with French and German at DCU, which focused on exactly the things I now teach. I was very interested in how translators could make use of technology to make their work easier and so found myself doing a Master’s degree in translation and technology. I then went to work for two translation companies as a translation technology expert. But, I was always very interested in teaching and doing research, so I returned to university to do a PhD on machine translation at DCU and I’m now involved in both teaching and research.*”

*I love this role because I can pass on knowledge and expertise to students, who then apply their skills in their own careers. At the same time, I’m constantly learning new things through my research and I get to keep in touch with the business of translation at the same time. I’d recommend a career in localisation because it brings language, culture, technology and business together. But a career at university is also really interesting, especially if you’re keen to teach and do research at the same time!”*

**Dr Sharon O’Brien**  
*Lecturer in Translation Studies,  
Dublin City University (DCU)*



***“I am passionate about delivering the right user experience to the customers of the world”***

*“Having originally studied Mathematics and Computer Engineering at Trinity College Dublin, I now have over 20 years’ experience working in the fields of internationalisation and localisation. I was the first software developer at Claris Ireland (a division of Apple) in 1990, set up the engineering tools team at Iona Software in 1995, built the localisation department at Ariba in 1999, and was the first hire into the internationalisation engineering team at Google in 2005.*

*As a senior technologist with Google in Silicon Valley, I was responsible for developing the systems used by Google to deliver their products and services to a worldwide audience. Google produces more than 50 software products in up to 100 languages and I was responsible for getting these products into the hands of hundreds of millions of non-English speaking consumers.*

*I left Google in January 2010 to start Tethras and provide the same level of internationalisation and localisation services to the ever growing population of mobile application developers that exists today. Tethras is an international community of mobile addicts, ready to launch our customers’ apps to the furthest reaches of the globe. Our services have helped our customers double their market reach and increase their sales, without the need for lengthy modifications to their products.*

*I am passionate about delivering the right user experience to the consumers of the world and this cannot be done with English-only software products.”*

**Brendan Clavin**  
*Chief Technology Officer, Tethras*



***“Anyone with a love of languages, technology and business would be ideally suited to this dynamic and global space”***

*“As Chief Sales Officer for VistaTEC no two days are the same and you are rarely on one continent for more than a month at a time. The Chief Sales Officer defines the target client base for our company and the business strategy for realising sales goals. My responsibility spans people management for sales teams and solutions architects across Europe and the Americas as well as responsibility for corporate marketing. Much time is spent diagnosing client needs and motivating a team of expert sales representatives to come up with the best solutions to meet those needs.*

*My DCU degree in Applied Languages laid a solid foundation for understanding the language and quality requirements of product and marketing release as well as end user experience across locales. Back when I was an undergraduate student we were told that teaching languages was the key career choice. Little*

*about localisation was discussed at career days. Almost 15 years later Ireland was the birthplace of this major industry and still leads the charge with academic-industry partnerships with bodies like the Centre for Next Generation Localisation (CNGL) laying the foundation for the future.*

*The diversity, travel and cultural mix that localisation presents you with, as well as the commercial and language elements, makes it an exciting place to be. Anyone with a love of languages, technology and business would be ideally suited to this dynamic and global space.”*

**Gráinne Maycock**  
*Chief Sales Officer, VistaTEC Ltd.*



**“You are “wired to world”, so to speak, since I deal with people from many different countries and time zones every day”**

*“I have been working in translation and localisation since 2000, when I first got a part-time student job as a technical translator (English to German) for a software company in Clonakilty. Currently, I am working as global web localisation manager for*

*salesforce.com, a leading cloud computing company. I take care of running the day-to-day project work of getting the website and other material, such as videos, localised. We currently have 12 languages and 5 English variants on the website. The other main aspect of my work is more technical: I am also in charge of the infrastructure and systems that we use to get the job done. This comprises the globalisation management system that runs the workflows and processes, which is connected to the content management system that holds the web pages.*

*My education is quite diverse and a bit of a patchwork really. I have studied both applied physics, which gives me the technical understanding, and literature and linguistics, which provides me with a thorough understanding of languages. I find that a solid understanding of both these areas is critical for*

*working in localisation successfully. I finished my formal university education with a graduate diploma from University of Limerick in software localisation that I completed 5 years ago.*

*These two aspects of the world of localisation are what I find most enjoyable: You are dealing with many different languages on a daily basis and at the same time there is a strong technical side to it. You are “wired to world”, so to speak, since I deal with people from many different countries and time zones every day. Localisation is also a rather small world. So, despite the fact that it is a globally distributed industry, after a while you keep bumping into old acquaintances in different (virtual) contexts. This is great, because it does a lot to lessen the effects of alienation when working in a globalised economy.”*

**Martin Wunderlich**  
*Global Web Localisation  
Manager, Salesforce.com*



***“I enjoy the fact that I get to work with a wide range of high-profile government bodies around the world”***

*“I work in Lionbridge as the Language Coordinator for the company’s Government Business Unit. As part of my role, I provide linguistic and quality support for national, European and International Government clients’ translation projects from Lionbridge’s European Headquarters in Dublin.*

*It is a customer-facing role where I work with translators, reviewers, project managers, sales and technical engineers in ensuring our translations meet our clients’ strict quality requirements.*

*I always enjoyed languages in school and so I went on to study Applied Languages (French & German) in Dublin City University, where I specialised in Translation Studies. As part of my degree, I spent one semester at Siemens AG in Munich as an English translation intern and one semester studying translation and teaching English at the University of Graz, in Austria. I initially worked for a local translation agency for a few months before becoming a freelance translator. I originally specialised in technical and historical texts from German to English. My history specialisation led to further political translation work.*

*In addition, The Official Languages Act had passed in Ireland in 2003 and so I saw an opportunity to enter the Irish translation market, as Irish public bodies were now obliged to make certain documentation available in Irish. I entered the Dioplóma sa Ghaeilge part-time programme in NUI Maynooth to refresh and improve my Irish, which I hadn’t used since the Leaving Cert. Upon completion of this course, I wanted to move into translation/quality management and so I decided to go back to in-house work.*

*I enjoy my job as I still get to use my languages and subject matter expertise, but I have gained extra skills and experience in process and quality management and translation technology and I enjoy the fact that I get to work with a wide range of high-profile government bodies around the world.”*

**Orla Ryan**

*Language Lead, Lionbridge Government Business Unit*

# Explore More

*If you wish to explore whether a career in localisation is for you, the Centre for Next Generation Localisation (CNGL) runs a number of education and outreach projects that allow you to sample localisation for yourself.*



## All Ireland Linguistics Olympiad (AILO)

The All Ireland Linguistics Olympiad challenges students to develop their own strategies for solving problems

in fascinating real languages from around the globe. Students must use their ingenuity to solve puzzles such as deciphering ancient Egyptian hieroglyphics; interpreting Tenji, the Japanese equivalent of Braille; and writing the names of football teams in Chinese. No prior knowledge of linguistics or languages is required: even the hardest problems require only logical ability, patient work, and a willingness to think around corners. The AILO competition aims to introduce students to linguistics (i.e. the study of human language) and to the application of logic to problems of language understanding and translation. Finalists are tutored by experts from the Centre for Next Generation Localisation (CNGL). The four top performing students at the national finals of AILO are selected to represent Ireland at the International Linguistics Olympiad (IOL). In recent years IOL has been hosted in Poland, Sweden and the USA. For more, including sample puzzles, see [www.cngl.ie/ailo](http://www.cngl.ie/ailo)



## Language Trap

The Language Trap game is a role-playing adventure game dealing with German language learning. The game is designed

to aid students in preparing for the Leaving Certificate German Oral Examinations. This is achieved through an interactive dialogue system that allows students to progress through the game by interacting with the game characters. The game adapts to the user's ability level, thereby tailoring the learning experience. Language Trap won the prestigious European Language Label in 2010. It is available free to schools and has been used in approx. 100 schools across the country to date. An Irish language version of the game is currently in development. The prototype of the Language Trap game is freely available to play within the Republic of Ireland. To play Language Trap, visit <http://seriousgames.cs.tcd.ie/index.html>

If you are interested in taking part of either of these projects, please contact:

**Cara Greene** (Education and Outreach Manager)

Tel: +353 (0)1 **+353 1 700 6704**

Email: [cgreene@computing.dcu.ie](mailto:cgreene@computing.dcu.ie)

# Localisation-related Study



Localisation jobs are at the intersection of language, linguistics, computing, business and culture, so there are many possible routes to a career in localisation. Below we have compiled a summary guide to Bachelor Honours Degree (Level 8) courses offered at the four partner universities of the Centre for Next Generation Localisation – Dublin City University, Trinity College Dublin, University College Dublin and University of Limerick – that could provide a launch pad to a dynamic career in localisation.

You might choose to study a course in just one of the disciplines of localisation. Better still, you might consider combining two or more localisation disciplines in your degree, such as business and languages, computing and linguistics, or language and culture.

Of course, many students now opt to pursue postgraduate study after they complete their degree. There are a small number of specialist Masters courses in Ireland that are dedicated specifically to localisation. Another popular option

is for students to complement their degree with Masters study in a different discipline, so that they have skills and knowledge in more than one area of localisation. For example, you might consider studying languages or international business for your degree and then top it up with a Masters in computing or translation studies. There are so many great options available; you can select the path that appeals to you most.

The information supplied here is designed to give you a feel for the wide range of localisation-related courses on offer to you. There are many more options available within these colleges and also in the other colleges, institutes of technology and universities across Ireland. For a full and up-to-date list of courses, please consult Qualifax, the national courses directory, at [www.qualifax.ie](http://www.qualifax.ie). If you have any questions, feel free to contact us at [info@cngl.ie](mailto:info@cngl.ie)



## Dublin City University

DCU is located on an extensive 85-acre campus just three miles north of Dublin City centre. It is one of Ireland's youngest universities, opening its doors in 1980 with an aspiration to modernise higher education with more innovative ideas. Its introduction of work placements (INTRA) as part of degree programmes is one example of how it has achieved this. Its courses were also the first to be interdisciplinary, with, for example, business students taking languages and language students taking computing. DCU now offers over 80 industry-focused programmes in the areas of Business, Humanities and Social Sciences, Engineering and Computing, and Science and Health.

If you are tech savvy and have a curiosity for how technology works, DCU's degrees in Computer Applications and Enterprise Computing will help you to explore and understand the digital world around you. Computer Applications focuses on creating software and is suited to technical-minded inventors. Enterprise Computing emphasises how best to apply technology

in a business environment and typically appeals to business-oriented problem solvers. Details of both courses can be found at [www.dcu.ie/computing](http://www.dcu.ie/computing)

DCU Business School offers an exciting range of business courses, but those with the strongest international flavour are European Business and Business Studies International. These courses allow you to study abroad for up to two years, thereby enabling you to hone your language skills and knowledge of foreign cultures. If you'd like to combine your business acumen with your interest in all things high-tech, DCU's degree in Marketing, Innovation and Technology might be just what you're looking for. For details visit [www.dcu.ie/dcubs](http://www.dcu.ie/dcubs)

If you have a passion for languages and like to explore other cultures, you might consider a degree in Applied Language and Intercultural Studies, Languages for International Communication, International Relations, or Contemporary Culture and Society. Most of these degrees will see you spend year 3 at a DCU partner university within Europe, Asia or South America. For more, see [www.dcu.ie/salis](http://www.dcu.ie/salis)



## Trinity College Dublin

Trinity College builds on its four-hundred-year-old tradition of scholarship to confirm its position as one of the great universities of the world. Offering a unique educational experience across a range of disciplines in the Arts, Humanities, Engineering, Science, Human, Social and Health Sciences, TCD's curriculum is aimed not just at acquiring knowledge but at developing critical thinking and facilitating research at every stage of your degree. At TCD's city centre campus, you will learn to think for yourself, to learn from your mistakes, and refine your mind to be able to manage whatever the changing world may throw at you.

You will be spoilt for choice if you are a budding techie wishing to study at Trinity. Among the many technical courses on offer are Computer Science, Computer Engineering, Information Systems, and Computing and Statistics. Explore your options at [www.scss.tcd.ie](http://www.scss.tcd.ie)

For the 'Apprentice' in you, there's Business, Economic and Social Studies (BESS) or Business Studies and a Language, during which you will spend third year in a French, German, Spanish,

Polish or Russian speaking university. Add technical know-how to your business acumen by opting for a joint degree in Business and Computing. Find out more at [www.tcd.ie/business](http://www.tcd.ie/business)

If you're good with words, Trinity's School of Languages, Literatures and Cultural Studies will teach you one or more of almost a dozen languages. You can choose to study language only (Single Honours) or combine study of a language with Law, Business Studies, or Computer Science and Linguistics (Joint Honours). You can also take a degree that spans many disciplines, such as European Studies. See more at [www.tcd.ie/langs-lits-cultures](http://www.tcd.ie/langs-lits-cultures)

TCD's degree in Computer Science, Linguistics and a Language is ideal for localisation careers. You will learn about computing, understand linguistics (the study of human language) and obtain fluency in a second language (Irish, French or German). The course is offered jointly by the School of Linguistic, Speech and Communication Studies ([www.tcd.ie/slscs](http://www.tcd.ie/slscs)), School of Languages, Literatures and Cultural Studies ([www.tcd.ie/langs-lits-cultures](http://www.tcd.ie/langs-lits-cultures)) and School of Computer Science and Statistics ([www.scss.tcd.ie](http://www.scss.tcd.ie)).



## University College Dublin

UCD is a sprawling and leafy campus located two miles south of Dublin city centre. It was founded over 150 years ago and today upwards of 22,000 students attend the college in Belfield. UCD's 70 degree courses are constantly updated by the latest research and discoveries. The unique UCD Horizons curriculum aims to provide students with educational depth, breadth and a global perspective. It demands that students acquire world-class expertise in their chosen discipline, while complementing this expertise with elective subjects from other disciplines.

The ever-popular Bachelor of Arts programme at UCD allows you to tailor-make your degree, choosing from a range of subject combinations. Among those relevant to localisation is an assortment of foreign languages along with linguistics, information studies and international relations. Check out details at [www.ucd.ie/artsceltic](http://www.ucd.ie/artsceltic)

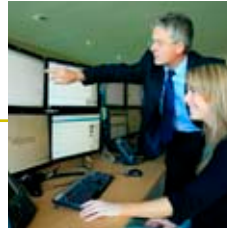
If business is your thing, UCD's Commerce – International degree complements business topics with language and intercultural studies. Pack your cases because you'll experience another culture first-hand when you spend third year at a leading university abroad. For more on this and other business degrees at UCD, see [www.ucd.ie/quinn](http://www.ucd.ie/quinn)

If you wish to focus your efforts on language learning, UCD's School of Arts and Literatures delivers a variety of degrees including International Languages. This course enables you to develop proficiency in two foreign languages, combined with a year abroad. Get the low-down at [www.ucd.ie/slif](http://www.ucd.ie/slif)

If you're a logical thinker who likes problem solving, the Computer Science degree will help you discover how to develop the next generation of cutting-edge computing technologies. Details are available at [www.csi.ucd.ie](http://www.csi.ucd.ie)



UNIVERSITY  
of  
LIMERICK  
OLLSCOIL LUIMNIGH



## University of Limerick

UL was established in 1972 and is situated just three miles from Limerick city. Its 10,000 students take degree programmes in areas including Business, Education, Engineering, Humanities, Informatics and Electronics, and Science. Many courses include cooperative education and each year 2,000 students engage in paid, semi-professional work placements with over 1,600 employer organisations. One third of placements are international, primarily in North America, Europe and South East Asia.

For the promising linguist in you, the School of Languages, Literature, Culture and Communication at UL houses the subjects English, French, German, Irish, Japanese, Journalism, Spanish, Technical Communication, English Language Teaching and Linguistics. Among the localisation-related courses on offer are European Studies; Arts (Education) in Languages; Languages, Literature and Film; and Applied Languages (which offers the unusual opportunity to take three languages to degree

level). The Bachelor of Arts (Joint Honours) allows you to combine studies in two subjects. The broad list of options includes Japanese, French, Gaeilge, German, Spanish, and New Media with Cultural Studies. Find out more at [www.ul.ie/llcc](http://www.ul.ie/llcc)

UL's Kemmy Business School delivers many courses on different aspects of the business world. Its Business Studies degree can be taken with a modern language (one of French, German or Japanese). If you want a strong international flavour to your studies, the International Insurance and European Studies degree lets you spend a period of study overseas. Check out these courses and more at [www.ul.ie/business](http://www.ul.ie/business)

If you are more technical-minded, UL has a variety of dynamic computing courses. These include Health Informatics, Computer Systems, Multimedia and Computer Games Development, Digital Media Design, and Music, Media and Performance Technology. Discover these courses yourself at [www.csis.ul.ie](http://www.csis.ul.ie)

## THE CENTRE FOR NEXT GENERATION LOCALISATION (CNGL) IS A CENTRE FOR SCIENCE ENGINEERING AND TECHNOLOGY (CSET) FUNDED BY SCIENCE FOUNDATION IRELAND (SFI) AND INDUSTRY PARTNERS.

Centres for Science, Engineering and Technology (CSETs) help link scientists and engineers in partnerships across academia and industry to address crucial research questions, foster the development of new and existing Irish-based technology companies, attract industry that could make an important contribution to Ireland and its economy, and expand educational and career opportunities in Ireland in science and engineering. CSETs are expected to exhibit outstanding research quality, intellectual breadth, active collaboration, flexibility in responding to new research opportunities, and integration of research and education in the fields that SFI supports. Science Foundation Ireland (SFI) is a key organisation in the implementation of Ireland's National Development Plan (NDP 2007-2013) and the Strategy for Science, Technology and Innovation 2006-2013. A sum of €8.2 billion has been allocated for scientific research under the NDP and SSTI of which SFI has responsibility to invest €1.4 billion. SFI will continue to invest in academic researchers and

research teams who are most likely to generate new knowledge, leading edge technologies and competitive enterprises in the fields of science and engineering.

### SFI Vision

Ireland will be a global knowledge leader that places scientific and engineering research at the core of its society to power economic development and social progress.

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