

Press Release

July 2010

Irish translation company, CIPHERION Translations offers “Best Thesis” prize to translation students in DCU’s School of Applied Language and Intercultural Studies (SALIS).

CIPHERION Translations, an Irish company specialising in translating software, websites and marketing materials into as many as 40 languages, is offering a prize of €750 to the best final year B.A. or M.A. thesis on a topic related to the translation industry. Every year, several students of translation studies undertake research on topics related to the business of translation or translation technology. Theses will be judged by CIPHERION’s COO (María Jesús de Arriba Díaz), who has a background in translation studies from the University of Salamanca in Spain, and who has over 10 years’ experience within the business of translation.

Criteria such as innovativeness, creativity and relevance to the SME sector will be considered as part of the evaluation. The aim is to encourage students to apply the theoretical and practical knowledge they gain in their studies in research that is relevant to the business of translation.

Referring to the importance of DCU’s School of Applied Language and Intercultural Studies and its graduates, María Jesús de Arriba Díaz, COO of CIPHERION Translations adds “We have hired graduates directly from SALIS into our project management team and always found that they are of the highest calibre. They have always had a good knowledge of the theoretical aspects of translation as well as an ability to apply their theory in the real world of translation and localization.”

“This award emphasizes to students that the courses they take in translation and technology are important and the research skills and knowledge they acquire are valued by companies,” says Dr. Sharon O’Brien, a lecturer in translation and technology at SALIS, DCU. “We find that students of our courses are benefiting from the close collaborative ties that we have with DCU’s Centre for Next Generation Localisation (CNGL). Our students are in a unique position where they can benefit from up to date research and development being carried out at the CNGL.”

“Whether we like it or not, globalization is now relevant for many Irish companies and the sooner we all grasp that concept – and start “going global” - the quicker we will rebound from our current situation” says Mark Rodgers, CEO of CIPHERION Translations. “As Irish organizations start to export more into mainland Europe and Asia, our SME sector is being forced to embrace translation and localization in a way that was never needed before.”

Dr. Páraic Sheridan, Operations Director at CNGL adds “We’re keenly aware at CNGL of the importance of supporting the Irish SME sector in reaching out to global markets and we’re

delighted to welcome Cipherion Translations' support for our industry-focused research and education programme. We're committed to collaborating closely with the localisation industry to ensure that Ireland will retain its global leadership position in the technologies and services that underpin the 'Next Generation' of localisation."

SALIS (<http://www.dcu.ie/salis/index.shtml>) offers an undergraduate B.A. in Applied Language and Intercultural Studies, and M.A. in Translation Studies and an M.Sc.in Translation Technology, among other programmes.

The Centre for Next Generation Localisation (<http://www.cngl.ie>), funded by Science Foundation Ireland, is a dynamic Academia-Industry partnership with over 100 researchers investigating and developing new technologies and approaches to address the key challenges of organisations looking to overcome language barriers associated with doing business in a globalized world.

Cipherion Translations (<http://www.cipherion.com/>) is an award-winning translation and localization service provider with an unrivalled customer service record built on a process-based approach to delivering quality translation services. Cipherion Translations was established in 2006 and is based in Dublin, Ireland. Cipherion Translations is embracing the natural synergy that exists between university and industry and actively seeks to support the links between SALIS, CNGL and Irish SME's that are looking to go global.