



Welcome to Lingoport's December 2011 WorldReady Newsletter

In this Issue

[Upcoming Events](#)
[Keyboards and i18n](#)
[Lingoport Expands](#)
[Webinar Recording](#)
[Re-Designed Blog](#)
[Stay in Touch](#)

Quick Links

[Lingoport Resource Center](#)
[Globalyzer Video Tutorial](#)
[About Lingoport](#)

Dear Friend of Lingoport,

Happy Holidays!

Hopefully you've received our holiday greeting, and if it's buried in your inbox, [give it a view here as it's got very clever photography from a Boulder Middle School Girl.](#)

We have industry information and a rundown of what's happening for you in this newsletter. First, I'd like to welcome Adam Blau as Lingoport's new VP of Sales. Adam brings years of experience and leadership in our industry and will be a valuable resource for your globalization objectives; plus he's an all-around great guy.

Spencer Thomas has joined Lingoport full-time and has been promoted to Manager, Sales & Marketing Content.

We have some exciting events to plan for in the first quarter of 2012:

- [Online roundtable on mobile apps and games globalization on Thursday, February 9th.](#)
- Internationalization Technical Training, Santa Clara, CA on March 14th.
- Internationalization Conference, Santa Clara, CA on March 15th.

We'll keep you posted on these events as we have more information.

Additionally, this newsletter features a [white paper on keyboard input internationalization](#), a subject we've been asked about repeatedly over the years.

Enjoy the holiday season and best wishes for a loving, rewarding and exciting 2012.

Cheers,
Adam

Upcoming Events

Thursday, Feb. 9th @ 9:30am PST: Expert Online Roundtable - Games and Mobile Apps Globalization

Join us for a lively technical online roundtable discussion with several experts from fields across the mobile apps and games globalization industry.

Learn more and register @ <https://www1.gotomeeting.com/register/760347392>

March 14-15: Internationalization Training and Conference in Santa Clara, CA

Lingoport is currently planning on organizing a technical one-day internationalization training on Wednesday, March 14th in Santa Clara, followed by a one-day internationalization-centric conference.

The technical internationalization training will be lead by Lingoport Globalization Engineer Olivier Libouban and space is limited.

The conference will feature several educational presentations, roundtables, panel discussion, and more.

We've just started to organize these events and additional information will be available soon on <http://www.lingoport.com>. Please contact Chris Raulf at craulf@lingoport.com for any questions or if you're interested in presenting at 2012 Internationalization Conference.

White Paper: Keyboards and Internationalization

This educational white paper clarifies keyboard use and interaction with international markets. It was authored by Lingoport Globalization Lead Olivier Libouban: <http://www.lingoport.com/software-internationalization-articles/internationalization-whitepapers/>

Lingoport Expands: Hires VP of Sales and Promotes Manager, Sales & Marketing Content

Exciting news: Lingoport now officially has a Little and Big Adam, but no mini version yet! We recently hired Adam Blau as VP of Sales to oversee our key

accounts and growing list of customers. Adam previously managed sales and marketing at Milengo, a German-based localization company, where he was responsible for leading Milengo's worldwide sales team in North and South America as well as Europe. We are very happy to welcoming him to our growing team of internationalization and localization experts:

<http://www.lingoport.com/press-releases/internationalization-tools-i18n-consulting-firm-lingoport-hires-vice-president-sales/>

I'm also excited to announce that we have promoted Spencer Thomas to Manager, Sales & Marketing content. Spencer has done a great job and greatly deserved this promotion.

Webinar Recording: Taking Your Mobile Apps Global: Games and Mobile Internationalization and Localization

Danica Brinton, Principal of LocLabs, was our special guest in this interactive online session. Danica, a senior mobile apps and game globalization expert, and I answered and discussed questions and topics about the process of developing an international mobile and games production department in this session.



The image is a screenshot of a webinar recording slide. At the top right, there is a small logo for 'globalyzer'. The main title of the slide is 'Taking Your Mobile Apps Global: Games and Mobile Internationalization and Localization', with the date 'Thursday, December 1st, 2011' below it. On the left side, there are two small portrait photos: the top one is of Danica Brinton and the bottom one is of Adam. To the right of the photos, there is contact information for both speakers. For Danica Brinton, it lists her title as Principal of LocLabs, her website (www.loclabs.com), email (danica@loclabs.com), and Facebook profile (https://www.facebook.com/LocLabs). For Adam, it lists his title as President/CEO at Lingoport, his website (www.lingoport.com), email (adam@lingoport.com), LinkedIn profile (http://www.linkedin.com/in/Lingoport), and Twitter handle (@adamasnes). Below the contact information, there is a section titled 'Questions:' with two bullet points: 'GoToWebinar Q&A or chat' and 'Twitter hash-tag: #MobileG11n'. At the bottom of the slide, there is a video player interface with a play button, a progress bar, and a volume icon.

Mobile Apps and Games Internationalization and Localization

You should also read Danica's guest article on our site: "[Social & Mobile Apps and Globalization - Confessions of a g11n Veteran.](#)"

The Newly Re-Designed www.i18nBlog.com Now Features an Internationalization and Localization Jobs and Resumes Section and More:

Besides educational and factual internationalization and localization news, and as a service to job-seekers in the i18n and L10n industries, [i18nBlog.com](http://www.i18nBlog.com) now posts new industry job listings on a near-daily basis. Please note that these are not jobs necessarily within Lingoport, but jobs that our industry connections have made available. Please email Spencer Thomas

@ sthomas@lingoport.com if you have a job that you would like listed here.

i18nBlog.com now also provides a place for job-seekers to post their resumes. Please note that this is just a place to connect employers to potential employees in the internationalization and localization and industry. Please also email Spencer Thomas [@sthomas@lingoport.com](mailto:sthomas@lingoport.com) along with a 50-word or less summary if you would like your resume to be posted here.

[Click here to view the jobs section on i18nBlog.com](#)

[Click here to view the resumes section on i18nBlog.com](#)

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