



Welcome to Lingoport's January 2011 WorldReady Newsletter

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Dear Adam,

We're off to a VERY good start with a newsletter packed with information and exciting line up of industry learning events for you.

First, may I announce that we have a very exciting [new Globalyzer 3.4 release](#) available? Yes, we did mention it before the Holidays, but it bears repeating. We did a ton of rework on the server side to facilitate internationalization teamwork, and we're quickly building on that for the next release as well...but that's another story for the near future.

Just published in MultiLingual Computing, and reproduced here, is [my article on Agile Challenges for Localization](#). The article grew out of a panel session at Localization World that made it clear to me that some positive strategies are needed for the localization conversation, as it relates to agile development. I got a bit charged about this one, and I hope you find it helpful.

We've got some events coming up that absolutely merit inclusion on your calendar. More details are below, but here's the bullet list:

- January 20th at 9am PT :: [Online Innovation Panel Discussion: Good, Cheap, and Quick in Localization](#). Join industry leaders in this live panel streamed to your desktop.
- February 3rd :: [Localization Technology Roundtable in Palo Alto](#). We're going on the road with 4 other leading technology and service providers to provide a thought leading forum for the industry.

- March 15-17 in Santa Clara :: [Worldware](#) - Join us at the 3rd annual Worldware conference, focusing on internationalization as it affects your development organizations.
- March 17th in Santa Clara :: [IMUG](#) - Coinciding with Worldware, we'll be presenting at the Bay Area IMUG, along with acrolinx.

And I'm sure we'll have a webinar or two coming as well. Hope you can join us!

Happy New Year,
Adam

I18n and L10n Article: Agile Challenges

Agile development is such a hot topic these days because it represents a change in how software is developed. More specifically, it has proven successful in producing highly productive results. It has a lot of developers very excited, and at this point, it's hardly going away. [\[More\]](#)



Upcoming Events

Thursday, January 20th @ 9am PT :: Virtual Roundtable: Is it possible to achieve good, quick, and cheap in localization?

Good, quick, cheap - pick any two. Localization project managers will tell you this project triangle is the way it has to be. We recently posted this question on several LinkedIn groups in order to hear the opinions and insights of a wide variety of fellow industry professionals (customer and vendor-side) and it seems like everyone has a strong opinion on this topic.

We've assembled an expert panel to discuss this hot topic and to answer questions from the live-audience.

[**Webinar Recording is Available Here**](#)

Thursday, February 3rd starting @ 8:30am PT :: Palo Alto Localization Technology Roundtable

The Palo Alto Localization Technology Round Table on Thursday, Feb. 3rd, 2011 brings together 5 industry leaders to present an open technology framework that speeds up time to market and drastically reduces your localization and translation costs.

Together, Lingoport, acrolinx, Clay Tablet, Milengo and Asia Online will show how

advanced, modular localization technology addresses the challenges faced when launching products or services to international markets in multiple languages.

The Localization Technology Round Table event is free of charge, open to customer-side industry professionals, and will be held at the Crowne Plaza Cabana Hotel in Palo Alto, CA.

[Recordings of the presentations are available here](#)

March 15-17 :: Worldwide Conference

Worldware provides the most comprehensive environment to learn about internationalization. The conference explores methodologies to get international product releases out on time and on budget.

WorldwareConference.com

Thursday, March 17th from 6-9pm PT :: IMUG Networking and Discussion Event @ Worldware

Join us for a free IMUG networking event co-hosted by the Worldware Conference at the TechMart in Santa Clara.

Sponsored by Lingoport and Acrolinx. This event features food and drinks from 6 to 7pm, user story discussions from 7 to 7:30pm, and then back to more hanging out and networking!

Registration for Worldware is not required to join us at this event.

[IMUG](#)

Educational Internationalization and Localization Webinar Recordings

Internationalizing and Localizing a Medical Software Application

Internationalization and localization for medical products tends to have special case business drivers and can take on life-and-death importance. First, there's adapting products for better worldwide sales, but often issues like reducing liabilities and saving lives drive the process just a bit differently.

[\[View Webinar Recording\]](#)

Internationalization Basics for Non-Engineers

Internationalization is often just barely understood, or not at all. Yet a poorly internationalized product will give localization efforts sub-par results and reflect poorly on the localization - not the development. This webinar recording features practical real world advice based on extensive software globalization experience

over a wide breadth of technologies and applications.

[\[View Webinar Recording\]](#)

Supporting Internationalization Across Your Enterprise With Globalyzer 3.4

In this Webinar focuses on how Globalyzer 3.4 (our new release) finds, categorizes, tracks and helps fix internationalization bugs in source code using static analysis.

The Webinar features special guest Michael Kuperstein, Localization Engineer, Global Language Solutions, at Intel.

[\[View Webinar Recording\]](#)

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Find us online @ <http://www.lingoport.com/>

Try Globalyzer free @ <http://globalyzer.com>

Call us at (303) 444-8020 or email us @ info@lingoport.com

Introductory Offer

Qualified companies may receive up to two free hours of software internationalization consulting.

Time and again assuming internationalizing your code isn't a significant undertaking can prove expensive and awkward when it's time to localize - or worse, when you're already actively selling in a new market. This introductory consultation is an opportunity to discuss the technical aspects of your global product objectives and gain valuable information and direction you can put to use right away. Call us at +1.303.444.8020 or [contact Lingoport by email](#) to schedule a consultative session.