



## Welcome to Lingoport's February 2011 WorldReady Newsletter

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Dear Adam,

My favorite industry conference, [Worldware](#), is coming right up March 15-17.

The Worldware Conference brings together technology and i18n practice leaders in an environment that helps communicate what's working, how to move organizations forward and best practices that have made significant contribution to internationalization efforts.

I've been involved with Worldware since its inception, and I'm very excited to see it grow.

Lingoport is happy to provide you with a **10% off registration code**. To request the code, simply reply to this email or send an email to [marketing@lingoport.com](mailto:marketing@lingoport.com). I hope you can join us there!

See further below for more information about upcoming events, but here's a brief overview:

- Free Webinar on March 2nd: [Internationalizing and Localizing Complex Software Systems in an Agile Environment](#).  
Special guest speaker: Yuka Kurihara, Director of Localization at Pitney Bowes Business Insight.
- March 15-17 in Santa Clara: [Worldware i18n Conference](#)
- March 17th in Santa Clara: [IMUG](#) - Coinciding with Worldware, we'll be presenting at the Bay Area IMUG, along with acrolinx.
- June 20-22 in San Francisco: [Localization](#)

## [Certification Program](#)

Past event recordings:

- Palo Alto Localization Technology Roundtable: Earlier this month we teamed up with four other technology leading companies to co-present our look at internationalization, machine translation, multi-lingual content support, authoring and localization. Salvatore Giammarresi of Yahoo! provided the keynote presentation. [Browse and view all of the videos of the presentations right from your desktop.](#)
- Good, Quick, Cheap in Localization - Shrinking the Triangle discussion: After a couple of innocent postings about an article I wrote of the same title in Multilingual Computing caused a bit of a firestorm in a localization group on LinkedIn, we figured we struck a nerve. We brought together several industry leaders to discuss shrinking the distance between good, quick and cheap. [Listen to the recording of the discussion right here.](#)

Cheers,  
Adam

## Worldware

### **March 15-17: Worldware 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.

Don't miss Adam Asnes' and Olivier Libouban's preconference session titled "[Static Analysis of Code for Internationalization Planning.](#)"

Friends of Lingoport receive a 10% discount when registering for Worldware. To request the **10% off registration code**, simply reply to this email or send an email to [marketing@lingoport.com](mailto:marketing@lingoport.com). I hope you can join us there! The registration fee will automatically recalculate when the code is entered in the space for the "optional reference code" on page one of the registration page.

Note: The discount applies to either a full conference or single day conference registration. It does not apply to the preconference.

[See more presentations from Worldware 2011 here](#)

## Upcoming Events

### **Free webinar on Wednesday, March 2nd @ 9am ET & 2pm ET: Internationalizing and Localizing Complex Software Systems in an Agile Environment**

Yuka Kurihara, Director of Localization at Pitney Bowes, joins Adam Asnes, CEO at Lingoport, and Adam Blau, Milengo's Rebellion Leader, to discuss and showcase best practices in internationalizing and localizing complex software systems in an agile environment.

Don't miss this interactive and educational best practices webinar.

[Webinar Recording Available Here](#)

### **Thursday, March 17th from 6-9pm PT: Free 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.org](#)

### **June 20-22: Localization Certification Program**

Established in 2006, the Localization Certification Program was developed by industry experts, representing the leading professional associations, publishers, and academic institutions in response to the growing demand from localization professionals. More than 400 participants from 35 countries have now received certification through the program.

Adam Asnes, Lingoport CEO & President, will be teaching a class on Internationalization.

[Learn more about the Localization Certification Program](#)

Recordings of Recent Educational Internationalization and  
Localization Webinars and Events

### **Virtual Roundtable Discussion: Shrinking the triangle; Is it possible to achieve good, quick, and cheap in localization?**

On Thursday, January 20th a panel of opinionated and expert industry players from the translation-side, localization vendor-side, internationalization-side, content development-side, tools and technology-side, as well as from the customer-side discussed this hot topic and shared their view on how to potentially shrink the triangle. [\[View Webinar Recording\]](#)

### **Videos from the Feb. 3rd Palo Alto Localization Technology Roundtable**

The Palo Alto Localization Technology Roundtable on brought together 5 industry leaders to present an open technology framework that speeds up time to market and drastically reduces your localization and translation costs.

View all of the sessions, including the keynote address by Yahoo! Localization Director Salvatore Giammarresi, from the convenience of your desktop.

[\[View Roundtable Videos\]](#)

## Stay in Touch

Read our [internationalization blog](#) and connect with us on a variety of [social media sites](#).

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](mailto: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.