



Welcome to Lingoport's July 2011 WorldReady Newsletter

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Dear Adam,

Happy summer!

No vacation or break for internationalization around here. In fact, every year we seem to ramp up with new customers, service projects and activities over summer and fall. Here's what's new:

- [Globalyzer 3.6 is now released](#). New feature highlights include added programming languages, additional string externalization capabilities facilitating teamwork and an internationalization scorecard.
- We've got another totally awesome [panel discussion](#) put together for you on August 3, with guests from Zynga, HP, IBM, Content Rules, and GlobalPragmatica. We'll be talking about successful ways to bridge the gap between developers, localization, and management in bringing globalized products to market efficiently.
- We've got a new look to [Lingoport.com](#). There's a ton of information on the site and we spruced things up a bit to get our message across better and help you find what you need, such as all the articles and recordings in our resources section.

Finally, back in June I spoke at the [Localization Certification Program in San Francisco](#). What a great audience! Really enjoyed meeting everyone there too.

Thanks for reading and we hope you are getting some summer play time.

Best regards,

Adam

P.S. If you have a question you'd like us to include in our panel discussion, pertaining to building awareness and cooperation at your company regarding internationalization and localization, please send it in.

Globalyzer 3.6

The latest Globalyzer release features many new enhancements, including new supported programming languages: Qt and ActionScript plus enhanced XML and MXML support.

Globalyzer 3.6 also adds shared string externalization support to help development teams working together on [internationalization efforts](#) as well as an internationalization scorecard, enabling managers to track key internationalization metrics over time.

[Click here to read the Globalyzer 3.6 press release](#)

[Click here to read the Globalyzer 3.6 release notes](#)

Upcoming Event

Zynga, IBM, ContentRules, and Lingoport to Discuss How to Bridge the Gap Between Software Development and Localization in Online Panel on Wednesday, August 3rd @ 9:30am PDT / 12:30pm EDT.

The panel discussion features a selected group of experts and thought leaders in the software development, content development, internationalization, and localization industries who will discuss and debate on how to bridge the gap between software development and localization.

[Learn more and register now](#)

See what our robots have to say about software development and localization:

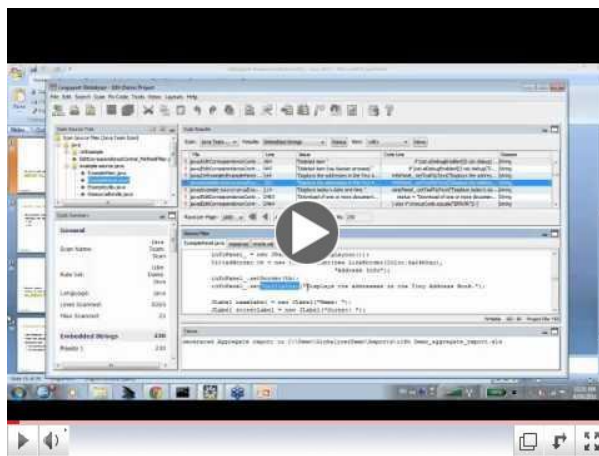


Robot Software, Inc: Internationalization vs. Localization vs. Management

Recordings of Recent Educational Internationalization and Localization Webinars and Events

Webinar Recording: Is it Internationalized? A New Way to Keep Score

In this one hour Webinar recording, you will learn how the new Globalyzer Internationalization Scorecard provides mechanism to report on the status of your internationalization efforts and how to tailor an i18n Scorecard template to your specific project requirements. The webinar featured guest-speakers Mike McKenna, Sr. Manager, International Engineering, from Zynga, and Leandro Reis, Senior Globalization Program Manager, from Adobe Systems.

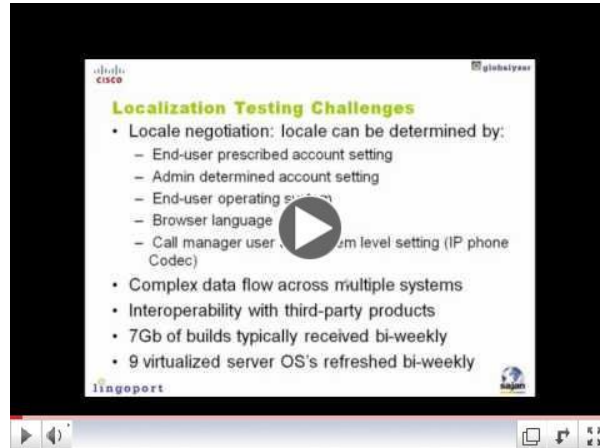


Is it Internationalized? A New Way to Keep Score

Webinar Recording: Internationalizing and Localizing Cisco's TelePresence

In this webinar, Richard Faubert, QA Manager at Cisco, joined Adam Asnes of Lingoport and Gary Condon of Sajan to review and discuss some of the challenges

faced in internationalizing and localizing TelePresence, including several technologies used in its various components. The presenters also discussed how i18n development, localization and testing was tightly integrated into Cisco's development and QA process, producing better engineering and linguistic results.



Internationalizing and Localizing Cisco's TelePresence - a Case Study

The New Lingoport Website is Here

We've been hard at work over the past few months building a brand new website. Among many other improvements, the new Lingoport.com now features an easy to use navigation bar, easily accessible videos, and of course a plethora of educational information on software internationalization and localization.

The front page features a short video introduction by Lingoport CEO & President Adam Asnes, but the real entertainment lies in the blooper video. [View the blooper video if you're ready for a good laugh.](#)

Visit the new www.lingoport.com now.

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

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.