



# Flexibility and Robustness: *The Cloud, Standards, Web Services and the Hybrid Future of Translation Technology*

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Workshop sponsors



# The Content Cycle



# Interdependence

Drives the need for standardisation

To make information sharing less problematic

Need to improve internal and external lines of communication...



# The Demise of LISA

Indicative of the dated model used for standards development in the Localization Industry.

Modern markets demand new ideas

Opportunity for new models of Standard dissemination



# The New Kids on The Block

 TAUS

Leading with example..  
Engaging new  
stakeholders and  
making Standards  
fashionable...



Carrying the Standards  
torch post the end of  
LISA...

*We must see how they approach  
the dissemination of Standards  
solutions.*



<http://interoperability-now.org/tiki>

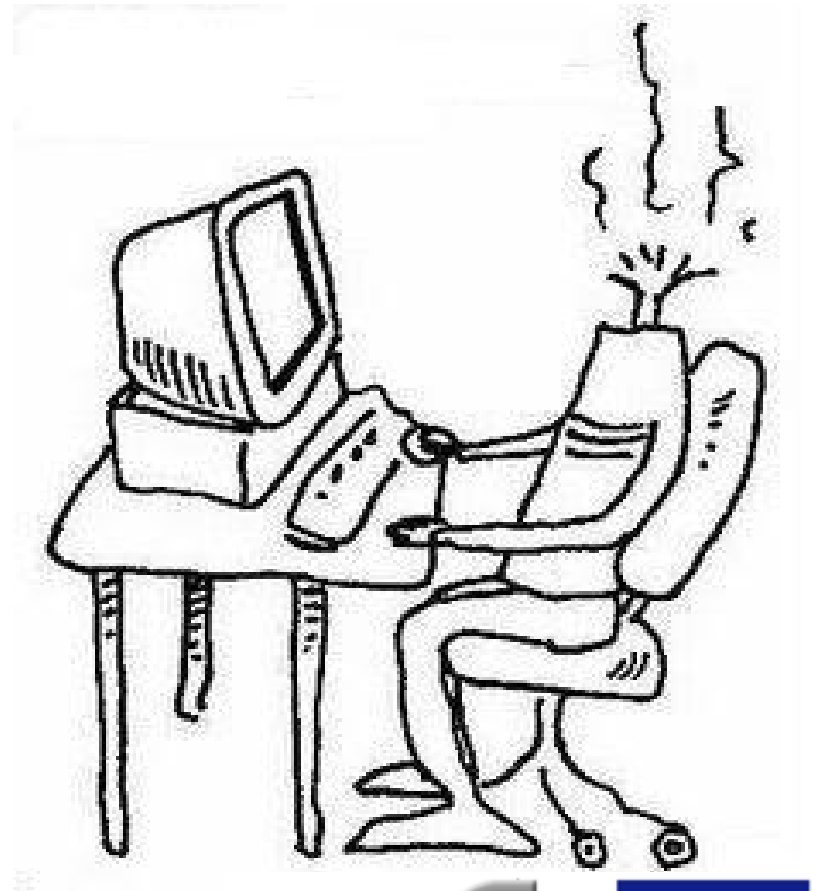
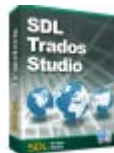


# Standards.

- W3C ITS Document Rules
- Unicode TR29
- LISA OSCAR SRX
- LISA OSCAR xml:tm
- LISA OSCAR TMX – Apparently dead...!
- LISA OSCAR GMX
- OASIS XLIFF
- W3C/OASIS DITA, XHTML, DocBook, or any component based XML Vocabulary

# The Current Situation...

across



# What is missing?

A Standard Solution....

Standards provide a guide for general use, but there is no SOLUTION (only component solutions) which can be easily described.

An example of a SOLUTION...





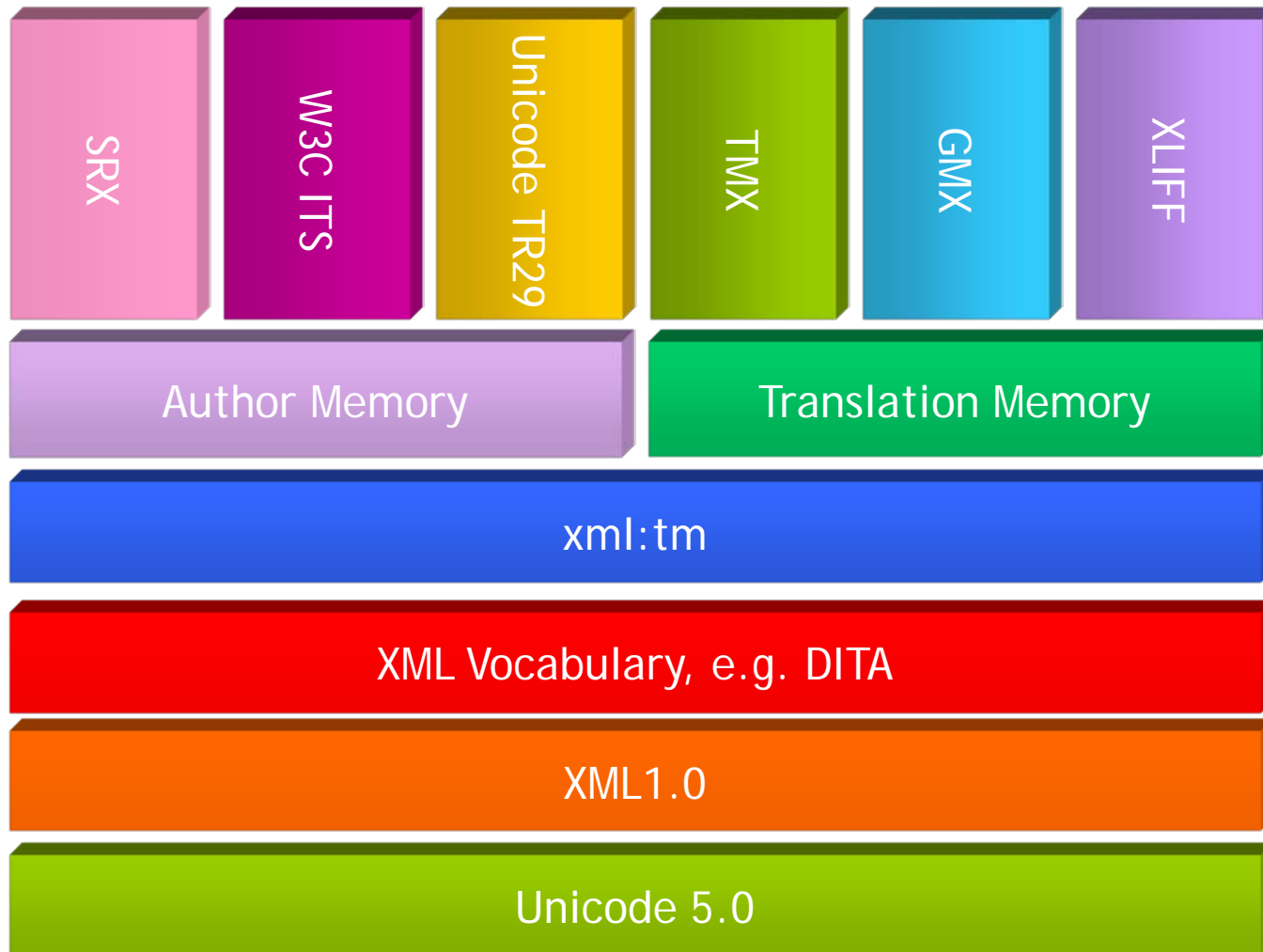
# Example Solution...NOT Standar



Clay Tablet is not a Standard, but it does provide a solution which STANDARDIZES inter systems communication.



# A Standards Based Solution: OAXAL



# Comparison...

Clay Tablet = Simplification – The Solution is described simply.

OAXAL = Complication – The Solution is there, but it is diffuse and requires deep technical knowledge to implement...

*However there are many benefits to OAXAL...*

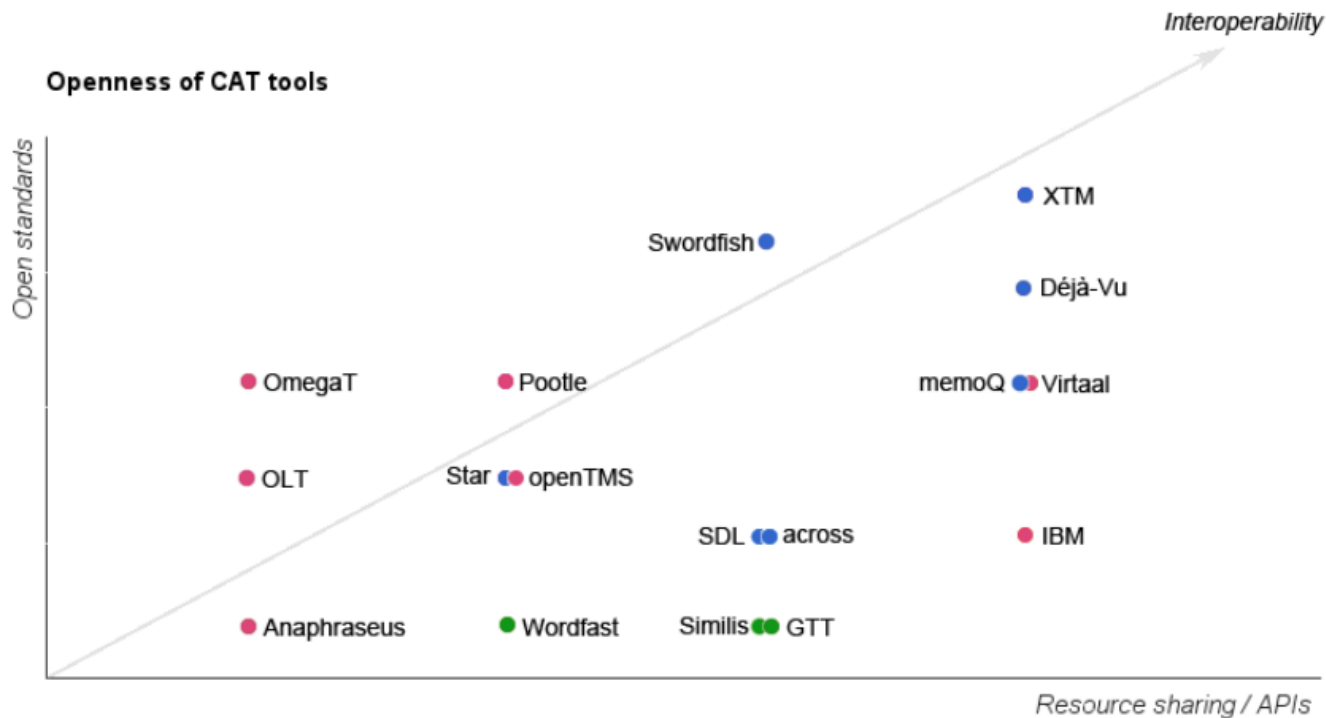
# OAXAL in Action

- Free for use! (Apart from human capital costs)
- Totally web based
- Use Industry Standards
- Real time sharing of Translation Memory and Terminology
- Allows for Collaborative translation
- Integration with MT
- Web services and Open APIs

# OAXAL as a product: A modern Standards based approach to translation technology



# Why is web based the future?



LEGEND: ● Free and open source tools ● Free proprietary tools ● Paid proprietary tools

Source: TAUS 2010



# In the future we think all translation tools will....

- Be totally intuitive hybrid systems.
- Actually use Standards.
- Integrate social media type tools for communication
- Use advanced TM architectures for total control of linguistic assets.
- Powerful Quality Controls, including automated and human review features.
- Enable Real-Time previews of all content types
- Advanced MT of all types.
- Have user configurable automation.
- Allow for Easy integration with content cycles.
- Work from any platform.

# Winners and Losers...

Every person involved in translation can benefit from the use of Standards.

The Winners will be forward thinking groups that get the message across to the key stakeholders.

- Senior Management
- Developers
- Users



# How to Spread The Message...

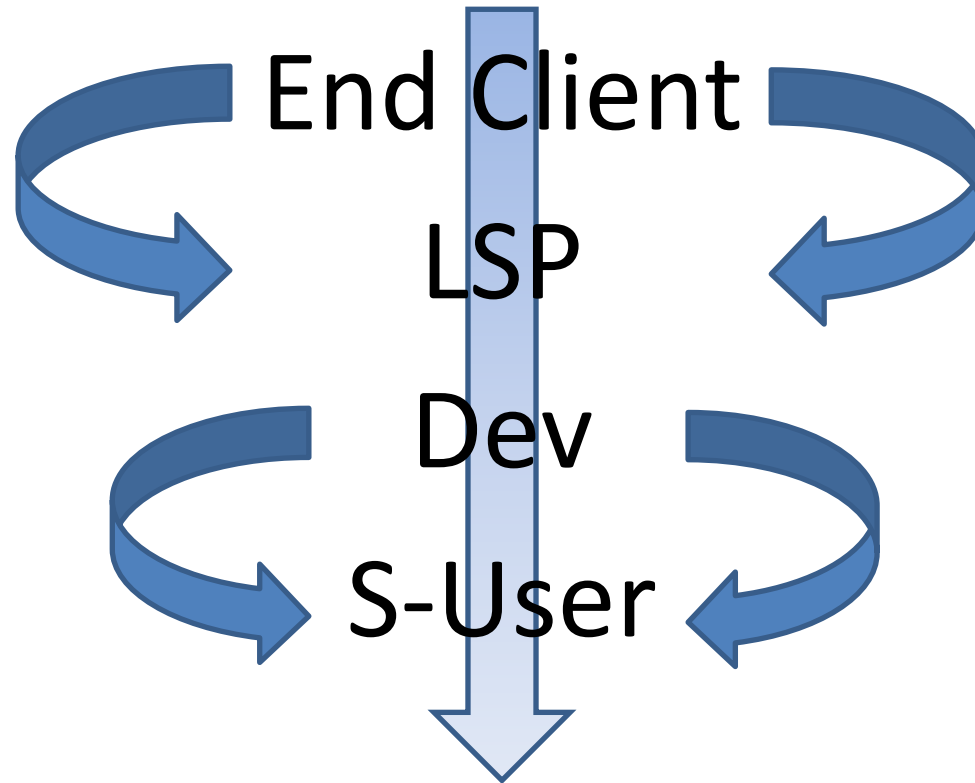
Make being non-Standard unattractive to developers.

Approach the tools developers (the actual coders) to implement accurate renditions of the standards.

Tell senior managers that they will SAVE money and time once they implement Standards.

***And please engage the tool developers...!***

# The need to communicate!



**Keep at it and present  
SOLUTIONS!**