



MultilingualWeb Project

Advancing the Multilingual Web, Thematic Network



[1st Year Review]

07 June 2011



facebook

Fachhochschule Potsdam
University of Applied Sciences



LTC
THE LANGUAGE
TECHNOLOGY CENTRE

LioNBRIDGE

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OPERA
software



TAUS
Data Association



UNIVERSITY of LIMERICK
DUBLIN LIMERICK



welocalize



<http://www.multilingualweb.eu/>



Multilingual Web Project

I . Overview



Overall objectives for the first period

1

- Run two workshops where participants can share their experiences with standards, guidelines, best practices and initiatives related to authoring content for the Web, and discuss areas needing attention. Produce a set of proceedings and a workshop report for each.

2

- Produce an initial version of an internationalization checker and training curriculum, and get input on these from project partners. Put in place a mechanism for harvesting test results.

3

- Put in place a project website that provides information about the workshops, future and past, and build around it a network of social media and other channels for dissemination of information.

4

- Set up and run the administrative framework for the management of the project.



●●● Contents

- I. Project Overview
- II. Madrid workshop
- III. Pisa workshop
- IV. Practical items
- V. Communication & mobilisation



Multilingual Web Project

II. Madrid workshop



MULTILINGUALWEB

Standards and best practices for the Multilingual Web

1st Workshop: Madrid

"The Multilingual Web – Where are We?"

Universidad Politécnica de Madrid

26-26 October, 2010



POLITÉCNICA

Date on Gantt chart fell in August, due to date of project start. Moved to October to ensure better attendance and support EC plans.





Madrid Workshop: Key outcomes

- 101 attendees (25% higher than target of 80). All partners represented.
- 34 presentation authors (12 from consortium) in 29 speaking slots.
- Good mix of speakers from industry, research, standards and industry bodies, browser and application developers, etc.
- Sessions covering a wide range of topic areas: Developers, Creators, Localizers, Machines, Users.
- Evening reception for additional networking.
- Video recordings of the speakers, and live minuting via IRC (enabled, amongst other things, participation by a deaf person in the workshop).
- Overall rating on evaluation form: 58% of respondents gave 5/5. Remaining 42% scored 4/5.



Madrid Workshop: Speaker mix

- **Welcome:** UPM, University of Limerick/LRC
- **Developers:** W3C, Mozilla, Opera, Microsoft, Unicode Consortium
- **Creators:** BBC World Service, Loquendo, Universidad Politécnica de Madrid, Linguaserve, World Wide Web Foundation
- **Localisers:** SAP, CNGL, Lucy Software, Institute Jozef Stefan
- **Machines:** DFKI, CNR-ILC, DEADELUS, bioloom group, VU University of Amsterdam, SAP
- **Users:** Facebook, Google, Sidar Foundation, Dept of Information Technology – Govt. of India

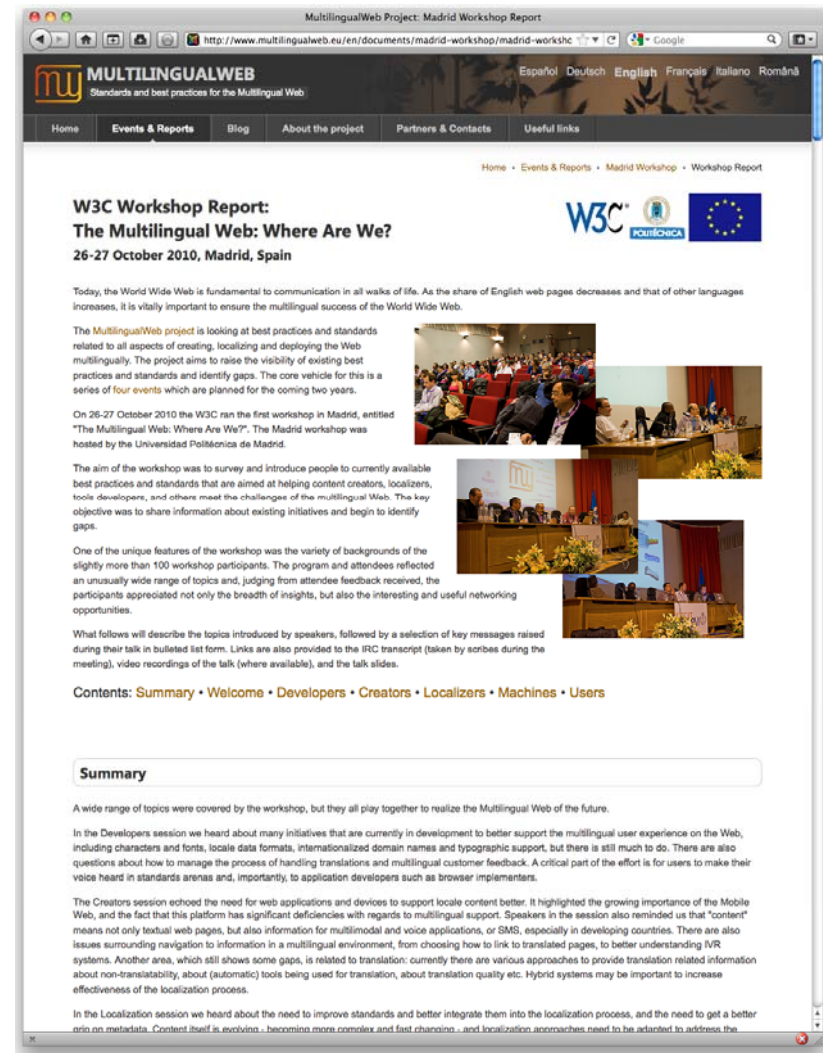


Madrid Workshop: Delegate comments

- "Well organised. Good variety of presentations/topics & participants."
- "Excellent mix pitched at accessible level"
- "Very good networking opportunities "
- "Excellent organization. High level and wide variety of the presentations. Very interesting."
- "Great & stimulating, of lot of work to be done"
- "Good balance overall between technical & process & data. ¡good work! Very helpful and interesting. Thank you"

Madrid Workshop: Outputs

- Key output is the Workshop Report. Summarises all talks, with bulleted key points, plus an overall summary of the workshop. Links to all videos, slides and IRC transcripts.
- Program with links to videos, slides and IRC transcripts, released in the week after the workshop.
- Pointers to social media commentaries:
 - 6 blog posts
 - Large number of tweets using #mlw hashtag.
 - Photos on Flickr.
- All publicly available on the web at <http://www.multilingualweb.eu/documents/madrid-workshop>



Madrid Workshop: Sample messages

Users need to be talking to browser developers to get i18n standards implemented.

Standards development should be speeded up, and use a more 'agile' approach

The Mobile Web is and will become increasingly important, but the platform has significant deficiencies with regard to the multilingual Web.

"Content" means not only textual web pages, but also information for multimodal and voice applications, or SMS, especially in developing countries

There is a need for standardization of metadata related to the localization process and recognition of the importance of the Semantic Web technologies to support that

A new way of working is needed, founded on cooperation and sharing of standardized resources, rather than hiding data away.

Currently there are various approaches to providing translation related information about non-translatability, about (automatic) tools being used for translation, about translation quality etc

Hybrid systems may be important to increase effectiveness of the localization process

A language neutral representation may provide a way of dealing more effectively with multilingual searches

There are issues surrounding navigation to information in a multilingual environment, from choosing how to link to translated pages, to better understanding IVR systems

There is an appetite for multilingual content around the world, but there are significant organizational and technical challenges in the way of reaching people in continents such as Africa and Asia

Speech technologies enable multilinguality to be addressed in a wide variety of sectors and applications

Fonts for mobile devices need OpenType rendering support for complex scripts, not just font glyphs.



Madrid Workshop: Relevant success indicators

Objective	Expected	Actual
Workshop attendees	80	101
No. of hits on announcements of workshop on W3C home page	2000 (full year)	As of 2 June 2011: <ul style="list-style-type: none">• "W3C Workshop, Call for Participation: The Multilingual Web - Where Are We?" 22 jul 2010, 75,801 views• "MultilingualWeb Workshop, Madrid. Speaker proposals due 17th September" 13 sep 2010, 65,036 views• "MultilingualWeb Workshop, Madrid. Initial program published." 1 oct 2010, 45,415 views• "MultilingualWeb Madrid slides, video recordings, and IRC notes now available" 23 nov 2010, 46,902 views• "MultilingualWeb Madrid report now available" 15 dec 2010, 43,970 views
Views of workshop report on project website	200 (full year)	As of 21 April 2011: 96,740



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II. Madrid workshop

Q&A



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III. Pisa workshop

2nd Workshop: Pisa

"Content on the Multilingual Web"

Consiglio Nazionale delle Ricerche

4-5 April, 2011





Pisa Workshop: Project changes

Original plans in DoW

- Hold workshop in February (due to offset from project start).
- Make it a small workshop (around 40 people).
- Focus on discussion.
- Use the discussions to generate a set of prioritised recommendations.
- Focus on content development only.

Revised plans

- Date moved to April to allow for better attendance and fit preparations around Xmas break.
- Aim for around 80 people to attend.
- Reuse the successful format used in Madrid, ie. more speaker time than discussion time.
- Produce a set of proceedings as for Madrid with a summary workshop report.
- Use the same wide ranging sessions as in Madrid, to continue networking across disciplines.

Pisa Workshop: Key outcomes

- 95 attendees (237% higher than target of 40). All partners represented.
- 37 presentation authors (10 from consortium) in 34 speaking slots.
- Another good mix of speakers from industry, research, standards and industry bodies, browser and application developers, etc. Speakers from several localization vendors (eg. SDL, Lionbridge, GTS).
- Sessions covering same wide range of topic areas as Madrid, plus a new Policy session.
- Evening reception for additional networking highly rated.
- In addition to video recordings of the speakers, and live minuting via IRC, there was live video-cast and external participation via IRC.
- Very positive feedback from attendees (verbally and in social media).
- Implemented sponsorship program: 2 sponsors. FLaReNet endorsed.



Pisa Workshop: Speaker mix

- **Welcome:** Institute for Informatics and Telematics (IIT), Italian National Research Council (CNR), W3C Italy Office, European Commission - Joint Research Centre (JRC)
- **Developers:** CWI/W3C, Opera Software, W3C, VZ Netzwerke, Thompson Reuters
- **Creators:** Microsoft European Devt. Centre, University of Economics Prague, INAF, European Commission/Opera Software, SDL
- **Localisers:** SAP, DFKI, Enlaso, LRC, CNGL, University of Limerick, Andrä AG, XTM International, Opera Software, PangeaMT, GTS Translation
- **Machines:** CNGL, Trinity College Dublin, Software AG, Tilde, Josef Stefan Institute, CRS4 Sardinia, University of Sassari
- **Users:** Lionbridge, University of Amsterdam, Trusted Translations Inc, Facebook, SDL
- **Policy:** TAUS, FAO of UN, ILSP – “Athena” RC



Pisa Workshop: Delegate comments

- "Excellent #mlwpisa conference. Broad range of topics and mix of academic and commercial participants/presentations."
- "Nice end to a good workshop - thanks to all at #mlwpisa. We really enjoyed the conference"
- "Again thank you very much for the invitation to participate at the workshop, it was very stimulating and very useful to make contacts to further improve multilinguality on the web"
- "congratulations to a great meeting! It was obvious how much work had gone in the preparations; it will be a hard act to follow."
- "I want to thank you for all your efforts and, of course, for the result -- a very successful Workshop"

Pisa Workshop: Outputs

- Same outputs as for Madrid:
- Workshop Report. Summarizes all talks, with bulleted key points, plus an overall summary of the workshop. Links to all videos, slides and IRC transcripts.
- Program with links to videos, slides and IRC transcripts, released in the week after the workshop.
- Pointers to social media commentaries:
 - 8 blog posts
 - Approx. 100 tweets using #mlwpisa hashtag.
 - Photos on Flickr.
- All publicly available on the web at <http://www.multilingualweb.eu/documents/pisa-workshop>



Pisa Workshop: Sample messages

The community needs to **participate** now in **development** of **standards** such as HTML5, CSS, XForms, IDN, etc.

Standards development should be **speeded up**, and use a more 'agile' approach

The **Social Web** created an **explosion of content** that is nowadays directly relevant to corporate and organizational strategies. This is leading to a change, where **immediacy** **trumps** **quality** in many situations

Inconsistencies need to be addressed in user interfaces for users wanting to **switch between localized variants of sites**. This needs investigation and standardisation. In some cases this is down to differences in **browser support**

We need better **training** of authoring tool implementers and authors in **internationalisation**, to make it easier for content authors to produce well internationalised content

Changes in the way content is generated and technology developments are also expected to shift emphasis further onto the **long tail of translation**

ITS customizations need to work in **authoring tools**

Tools need to deal with comparable texts (ie. texts that are not completely parallel, since one page has slightly different content than another)

The industry is at the beginning of radical change, such as it hasn't seen for **25 years** (van der Meer), and **interoperability and standards** will be key to moving forward into the new era

More work is needed on the elaboration and use of **metadata** to support **localization** processes, building on the foundation provided by **ITS**, but also using Semantic Web technologies such as **RDF**

There is a shift to greater **adaptation** of content and **personalisation of content** for local users. The ability to **componentise** is a key enabler for this, as is some means of helping the user find relevant content, such as geolocation or content negotiation

In order to cope with the increased emphasis on **automated approaches** to handling data and producing multilingual solutions, there is a need for increased **interoperability** between initiatives **via standard** approaches

Pisa Workshop: Relevant success indicators

Objective	Expected	Actual
Workshop attendees	40	95
No. of hits on announcements of workshop on W3C home page	2000 (full year)	<p>As of 2 June, 2011:</p> <ul style="list-style-type: none"> • "MultilingualWeb workshop, Pisa, Call for Participation" 13 feb 2011, 38,588 views • "MultilingualWeb Pisa, Program published !" 11 mar 2011, 23,715 views • "Don't forget to register for the W3C MultilingualWeb Workshop in Pisa" 23 mar 2011, 20,736 views • "MultilingualWeb Pisa slides, video recordings, and IRC notes now available" 4 may 2011, 7,699 views • "MultilingualWeb Pisa report now available" 26 may 2011, 2,362 views • (Bit.ly click throughs for tweet announcing Pisa CFP, 13 Jan, 12,608 clicks)
Views of workshop report on project website	200 (full year)	7,041 For 26 May to 6 June, 2011



Multilingual Web Project

III. Pisa workshop

Q&A



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IV. Practical items



Practical items

- Internationalization Checker
- Standards curriculum
- Test results

NOTE: Not funded as part of the project! However, opportunities for review and comment by partners are included in the plan.

Practical items: I18n Checker

- Provides information about i18n features of a page, and provides guidance to authors via error, warning and info messages, with links to further reading.
- First version produced prior to project kick-off meeting in Bucharest.
- Reviewed during kick-off meeting.
- Moved to <http://validator.w3.org> and various fixes and improvements made.
- Major overhaul under way to integrate to other W3C validation tools, improve robustness, and extend capabilities.

W3C I18n Checker

http://validator.w3.org/i18n-checker/index?docAddr=

W3C Internationalization Checker (Prototype only!)
Is your Web site internationalized?

Address: <http://rishida.net/tools/i18nchecker/test.php> Run another check

Results: 3 errors, 7 warnings, 2 info

Information: XHTML 1.0 :: text/html

Character encoding		Code
HTTP Content-Type	No charset found.	Content-Type: text/html
Byte order mark (BOM)	UTF-8	
xml declaration	None found.	
content-type meta	iso-8859-1	<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
HTML5 meta charset	None found.	
Language		Code
<html lang=	kk	<html lang="kk" xml:lang="to" dir="ltr" xmlns="http://www.w3.org/1999/xhtml">
<html xml:lang=	to	<html lang="kk" xml:lang="to" dir="ltr" xmlns="http://www.w3.org/1999/xhtml">
HTTP Content-Language	ka, ta	Content-Language: ka, ta
meta content-language element	en,fr,sp	<meta http-equiv="Content-Language" content="en,fr,sp" />
Detected language		
Text direction		Code
Default direction	ltr	<html lang="kk" xml:lang="to" dir="ltr" xmlns="http://www.w3.org/1999/xhtml">
Class & id names		Code
Non-ascii class or id names	8	Show list
Non-NFC class or id names	4	Show list
Request headers		
Accept-Language	en-gb,en;q=0.5	
Accept-Charset	UTF-8,*	
Severity	Description	
Error	Conflicting character encoding declarations.	

Practical items: I18n Checker

Improvements currently in progress:

- Allow file upload.
- Increase range of formats supported to include HTML5 and XHTML 1.1.
- Localize the checker – target, 40 languages.
- Say something about linguistic quality, eg. spell-checking ‘global English’
- Provide results in XML format for incorporation into other applications.
- Integrate with W3C Unicorn validation tool – reports include HTML, CSS, MobileOK, etc.
- Auto-detection of actual language of page, to compare with declarations.
- Improvements to robustness and user interface.

Explanation

In the following tag or tags the language values of the lang and xml:lang attributes are not well-formed according to BCP47. Attributes values must contain a maximum of one language tag, and a language tag is composed of one or more subtags taken from the IANA Language Subtag Registry, separated by hyphens (eg. zh-Hans-SG).

```
a. <!--<link title="___VERSION DESCN IN FOREIGN LANG." type="text/html" rel="alternate"
hreflang="___LANG" href="___AND THE HREF" lang="___LANG" xml:lang="___LANG" />
b. <a href="___HREF" lang="___LANG" xml:lang="___LANG">
c. <p title="Armenian : Armenian" lang="hy, my" xml:lang="hy" class="phrase">
d. <p title="Canadian Syllabics : Inuktitut" lang="iu" xml:lang="iu_CA" class="phrase">
```

What to do

Change the attribute values to conform to BCP47 syntax rules.

Further reading

[Language declarations explained](#)
[Choosing language values](#)

↑ TOP

▶ !	A tag uses a lang attribute without an associated xml:lang attribute.
▶ !	A tag uses an xml:lang attribute without an associated lang attribute.
▶ !	Class or id names found that are not in Unicode Normalization Form C.
▶ i	Non-UTF8 character encoding declared.
▼ i	 tags found with no class attribute.

Explanation

One or more tags that don't use a class attribute were found in the source code for this page. These tags may cause problems for localization if the content for which they are used has more than one semantic value.

Total number of tags: 1.
Number of tags without a class attribute: 1.

What to do

You should not use tags if there is a more descriptive and relevant tag available. If you do use them, it is usually better to add class attributes that describe the intended meaning of the markup, so that you can distinguish one use from another.

Further reading

[Using and <i> tags](#)

↑ TOP

▶ Source code

I Home | About... | Feedback

[Internationalization \(I18n\) Activity](#)
Making the World Wide Web world wide!

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Practical items: Curriculum & testing

Educational curriculum design

- Discussed during kick-off meeting.
- Partners decided to create a sub-group to look at the curriculum.
- Not much movement since the initial wiki setup. To be discussed in this meeting.

Test results harvesting

- Early discussion at kick-off meeting, but plan was to implement a method for submitting test results by this meeting and start work after.
- Plans delayed, due to major shift in test suite formats planned by W3C later this year. To be discussed later in this meeting.

W3C WORLD WIDE WEB consortium

Home » Review Results » Details

CSS3 Color Test Suite Development Version Result Details

Test Case	Format	Result	User Agent	Date	Source
t32-opacity-basic-0.0-a	XHTML 1.1	pass	Firefox 3.6b5 (Gecko 20100727) on Windows NT 5.1	2011-05-21 00:48:16	72.92.223.24
t32-opacity-basic-0.0-a	HTML 4	pass	Firefox 4.0.1 (Gecko 20100101) on Mac OS X Intel 10.6	2011-05-20 20:28:37	68.107.116.23
t32-opacity-basic-0.0-a	HTML 4	pass	Firefox 5.0 (Gecko 20100101) on Windows NT 6.1	2011-05-22 01:57:58	108.78.224.179
t32-opacity-basic-0.0-a	HTML 4	fail	Firefox 4.0.1 (Gecko 20100101) on Windows NT 6.0	2011-05-21 19:28:18	124.170.59.195
t32-opacity-basic-0.0-a	HTML 4	pass	Opera 11.10 (Presto 2.8.131) on Windows NT 6.1	2011-05-22 01:12:10	108.78.224.179
t32-opacity-basic-0.0-a	HTML 4	pass	Internet Explorer 10.0 (Trident 6.0) on Windows NT 6.1	2011-05-22 01:47:42	108.78.224.179
t32-opacity-basic-0.0-a	HTML 4	fail	Internet Explorer 9.0 (Trident 5.0) on Windows NT 6.0	2011-05-21 17:53:06	71.251.142.151
t32-opacity-basic-0.0-a	HTML 4	pass	Konqueror 4.6 (WebKit 4.6.3) on Linux 2.6.38-9-generic-pae	2011-05-21 15:57:57	173.179.219.225
t32-opacity-basic-0.0-a	HTML 4	pass	Safari 5.0.5 (WebKit 533.21.1) on Mac OS X Intel 10.6.7	2011-05-21 13:27:35	68.107.116.23
t32-opacity-basic-0.0-a	HTML 4	pass	Safari 5.0.5 (WebKit 533.21.1) on Mac OS X Intel 10.6.7	2011-05-21 16:10:02	98.207.104.104
t32-opacity-basic-0.0-a	HTML 4	pass	Safari 5.1 (WebKit 534.36) on Mac OS X Intel 10.6.8	2011-05-21 17:17:15	173.228.90.67

Legend

Row color codes

test passed
test failed
result uncertain
reported as invalid

Please send comments, questions, and error reports to public-css-testsuite@w3.org



Practical items: Relevant success indicators

Objective	Expected	Actual
I18n checker in use	1 st version produced for kick-off FTF, and available for use by public.	Done. http://www.w3.org/validator.w3.org/i18n-checker/



Multilingual Web Project

IV. Practical items

Q&A



Multilingual Web Project

V. Communication & mobilisation

C&M: Project web site and logo

- Web site address: <http://multilingualweb.eu/>
- Available since the beginning of the project. Based on Joomla, to test i18n limitations.
- Translated into 5 languages besides English.
- Project logo represents conjoined M and W of MultilingualWeb, but in forms inspired by Syriac letter SHEI.
- Logo has been used for an Opera browser extension icon.



The screenshot shows the MultilingualWeb website interface. At the top, there's a header with the project logo and name, and a language selector (Español, Deutsch, English, Français, Italiano, Română). Below the header is a navigation menu with links: Home, Events & Reports, Blog, About the project, Partners & Contacts, and Useful links.

The main content area features a large article titled "A Local Focus for the Multilingual Web" dated 21-22 September 2011 from Limerick, Ireland. It includes a "New! Call for Participation" and a "Sponsor program" section. Below this is a "Pisa workshop" section with slides, videos, and IRC notes.

The sidebar on the right contains several sections: "EVENTS" (repeating the main article), "NEWS" (a list of recent updates with timestamps), "FOLLOW" (social media links for Twitter, Facebook, RSS, and LinkedIn), and "PROJECT FUNDING" (mentioning European Commission funding).

At the bottom right, there is a European Union flag logo.

C&M: Internal communications

- Email: multilingualweb-partners@w3.org
multilingualweb-pc@w3.org
mlw-partners-archive@w3.org
- Wiki
- Teleconferences
 - W3C conferencing bridge
 - IRC with zakim and rrsagent bots for managing meetings and producing minutes

1 MultilingualWeb - Where are we?

1.1 Ride share/hotel information for partners

2 Program Committee

2.1 Next program committee meeting

3 Approach

4 Dissemination

5 Contact pipeline

5.1 Can't come

5.2 Possible contacts

5.3 Awaiting response

5.4 May come

5.5 Expecting to come, but not yet registered

5.6 Registered

6 Speaker proposals

7 Session planning

7.1 Program

7.2 Speaker info

7.3 Facilities

7.4 Not fitted in

8 Registrants

8.1 Officially nominated partner representatives

8.2 Partner speakers

8.3 Other speakers

8.4 Others

8.5 Unable to make it

9 Logistics tracker

10 Template for inviting people to the workshop

10.1 People who attended the previous workshop

10.2 People who haven't yet attended

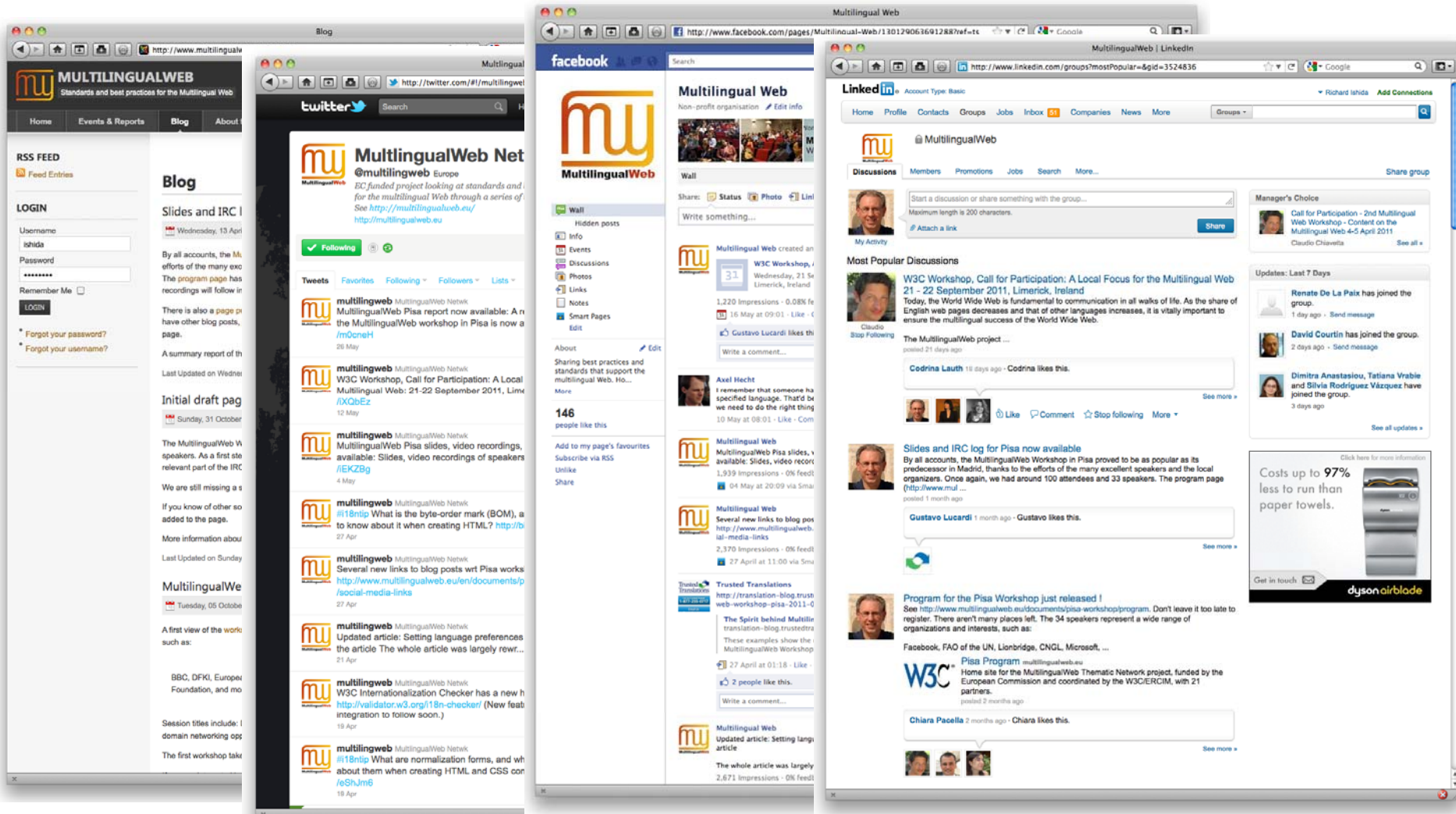
10.3 Another alternative

11 Brainstorming ideas

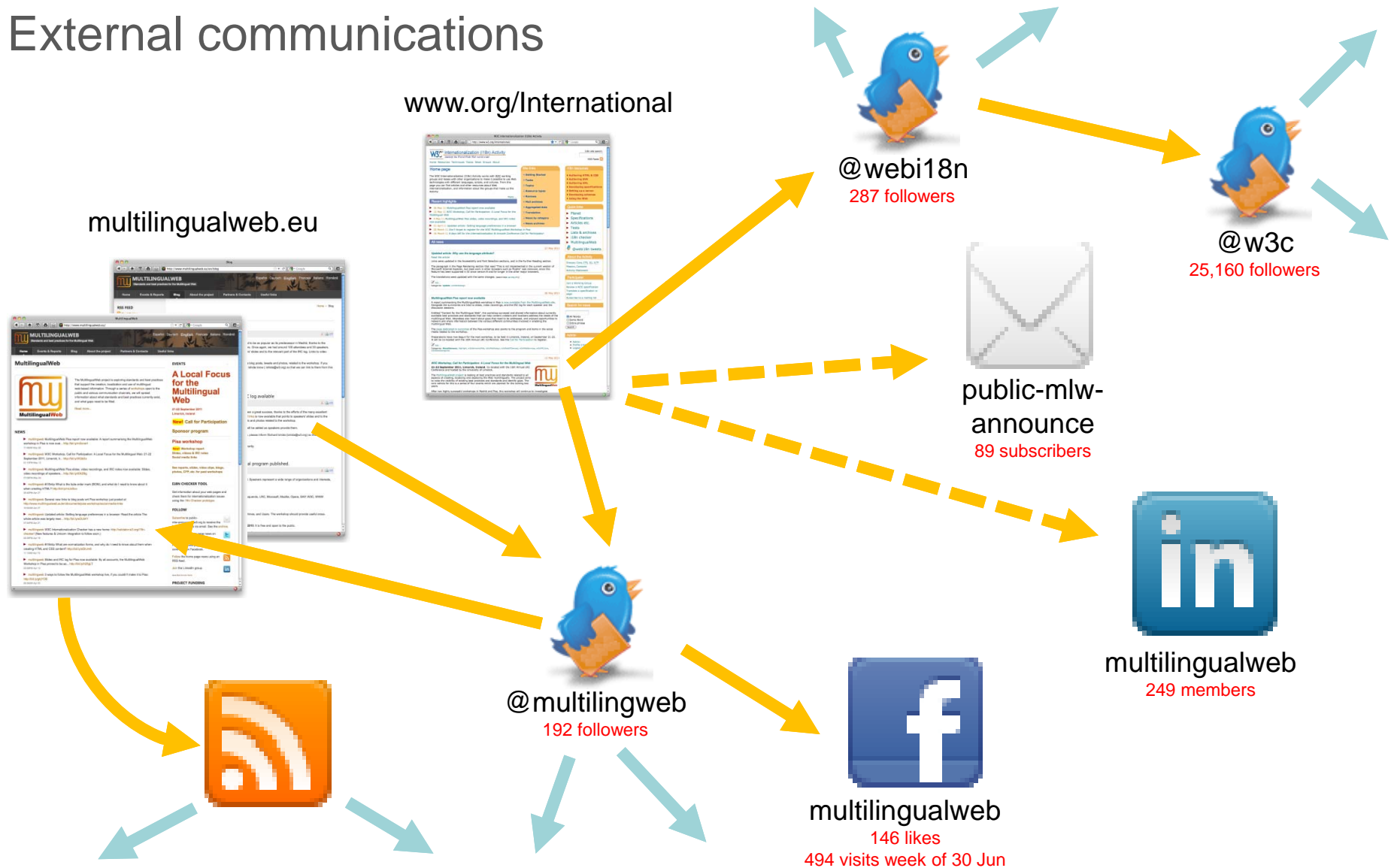
11.1 Workshop title

11.2 From Christian

C&M: External communications



C&M: External communications





C&M: Relevant success indicators

Objective	Expected	Actual
Hit counts for project website	15,000	As of 21 april 2011: 1,323,584
Subscribers to the public mailing list set up for discussion of standards & best practices	50	public-multilingualweb@w3.org 53 subscribers public-mlw-announce@w3.org 89 subscribers
Number of tweets sent out on W3C twitter channel	24	Not possible to ascertain due to difficulty of viewing past tweets on @w3c channel. 62 tweets were sent on the @multilingweb twitter channel.



C&M: Consortium partner participation

- Madrid facilities donated by UPM, and several local organizers recruited to handle workshop logistics.
- Free recording and hosting of Madrid video by UPM.
- Pisa facilities donated by CNR, and several local organizers recruited to handle workshop logistics.
- Free video recording from CNR. Free hosting of video by VideoLectures (associated with JSI).
- Program committee of around 10 active participants per workshop, but additional contributions from other partners.
- Partners assisted energetically in contacting potential speakers, disseminating information about workshops, and contributing talks themselves.
- Facebook implemented FB page and donated 200 euros for advertising the 1st workshop. Lionbridge set up LinkedIn page.



C&M: Consortium partner participation

- Facebook managed translations of multilingualweb.eu, and they and other partners contributed the actual translations themselves.
- ICIA hosted the kick-off meeting in Bucharest and took care of local logistics for the meeting.
- CNR-IIT sponsored the Pisa workshop through the sponsorship program, and CNR partners arranged for FLaReNet to endorse the Pisa workshop.
- UAS Potsdam established a Collaboration Agreement between the MLW project and META-NET.
- At least one representative and often more participated in each Workshop.
- All but one partner was represented at the kick-off meeting.
- Partners forward announcements about the workshops to fora and lists, eg. upcoming.yahoo.com, geekagenda, BITKOM Knowledge Management WG, xliiff mailing list, META-NET mailing list, TEI-L, DocBook TC, EUATC, EST websit, etc. Announcements are also added to the Multilingual Computing magazine calendar, and broadcast by the LISA and LRC partners to their mailing lists.



C&M: Relevant success indicators

Objective	Expected	Actual
External citations/mentions of MLW project in papers, conference, talks, etc.	10 (full year)	<p>As of 2 June, 2011: 16</p> <ul style="list-style-type: none">• Presentation at 1st International XLIFF Symposium, Ireland• Keynote at Business Information Systems 2010, Germany• Presentation at Webtech Conference, Germany• Presentation at "Markupforum 2010", Germany• Talk at Berlin Libraries Colloquium, Germany• Keynote at KIM-DINI Kickoff Workshop, Germany• Article in Handbook for Technical Communication• Presentation at Grand Opening of W3C Office, Germany• Talk at tcWorld Conference 2010, Germany• Talk at W3C Day of W3C German-Austrian Office, Germany• Article in technische kommunikation, Germany• Presentation at Localization World, Germany• Talk at Technology, Standards & Communication Conference, India• Seminar, Aspekte eines multilingualen Web, Germany• Workshops, Widgets and more: Cross-platform application development using web standards, Mexico, Khazakhstan, Russia• Poster at META-NET meeting, Belgium



Multilingual Web Project

Q&A

VI. Communication & mobilisation



