



D6!3!2: LT-WEB PRESS KIT AND BROCHURE

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Revision	Date	Author	Organization	Description
1	2013-12-10	Arle Lommel	DFKI	First version of outreach video
2	2014-01-22	Arle Lommel	DFKI	Revised Version

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SUMMARY

This deliverable consists of two parts:

1. A **brochure** that summarizes the main outcome of the LT-Web project. The brochure is available as a PDF following this summary. The brochure will be available to be printed and distributed at conferences and other events where participants in the LT-Web project participate and wish to promote ITS 2.0.
2. As the core of the deliverable, **outreach videos** targeting two audiences.
 - a) The general public, i.e., people who are not aware of the issues around multilingual content creation that ITS 2.0 addresses. For this audience, an introduction to ITS 2.0 video has been created. It is publicly available at <http://youtu.be/5Goet3hX6Jo>
 - b) Technical staff from the realm of multilingual content production. For this audience we have created a number of “showcase”-style videos that demonstrate technical processes, ITS implementations, and usage scenarios. Four of these videos have been posted as of January 21, 2014, with others slated to be released by the end of January 2014:
 - CMS-TMS Integration in a B2B Environment Using ITS 2.0 – <http://youtu.be/xuTVx5Ni46M>
 - Creating Translation Context with Disambiguation in ITS2.0 – <http://youtu.be/ne6tqXEx3-E>
 - Using the Work in Context System (WICS) for In-Browser Preview of ITS 2.0 Metadata – <http://youtu.be/DIEY-uP21Ek>
 - ITS 2.0 Enriched Terminology Annotation Showcase – <http://youtu.be/xoV2k6Dxelk>

The videos described in point (2) above are all available via the Internationalization Tag Set 2.0 YouTube channel (<http://www.youtube.com/user/W3CITS20>). Although the LT-Web project itself will not produce additional videos, it is anticipated that other parties may produce ITS implementation videos that can be added to the channel by the ITS Interest Group, thus helping ensure sustainability for the project results and make certain that they are kept up to date.

In addition, the Project established a Facebook group for the ITS Interest Group (<https://www.facebook.com/w3cits>). This group will be maintained in the future by participants in the Interest Group and will be used to post notifications and other relevant information for a broader audience and to drive traffic to the Interest Group’s main site (<http://www.w3.org/International/its/ig/>). The MultilingualWeb page on Facebook (<https://www.facebook.com/multilingualweb>), which was administered by the LT-Web project in 2012 and 2013 will also serve as a vehicle for publishing occasional updated and announcements about ITS 2.0 that may be of interest to the broader MultilinguaWeb community.

Taken together, these resources will help ensure that on-going publicity for ITS 2.0 and the results of the LT-Web project with no additional expenditure of funds.

Why ITS 2.0?

Translation is big business

Market analyses show that commercial translation currently represents an annual market of \$21–26 billion, which enables hundreds of billions of dollars of cross-border business around the world.

Lack of standards costs money

The lack of standards for exchanging information about translations is estimated to cost the industry as much as 20% more in translation costs, amounting to billions of dollars. In addition, barriers to distributing content in more than one language mean lost business.



What is ITS 2.0?

ITS 2.0 addresses these challenges by providing metadata items (“data categories”) that convey core information in the multilingual content production cycle in a standardized manner. Example data categories are:

- **Translate:** Expresses whether specific content (e.g., pre-defined terms) should or should not be translated
- **Provenance:** Identifies tools and people involved in the translation process
- **Terminology:** Marks terms and associate them with additional information
- **Localization Quality Issue:** Describes the nature and severity of a translation error



Benefits of ITS 2.0

ITS 2.0 can improve speed and quality throughout the whole multilingual content production cycle. Benefits include:

- Reduction in time through increased efficiency
- Cost savings in translation management
- Faster and more fine-grained communication between all actors (e.g., webmasters, translators, localization project manager)
- Easy format-independent integration of technologies for automated processing of human language (e.g., machine translation)
- Contribution to quality assurance everywhere: content creation, translation, or post editing



ITS 2.0 savings in translation time and costs

(Source: Study by Linguaserve and Cocomore, with the Spanish Tax Authority and VDMA)