

Languages & Locales

The latest in the world of language & technology

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Language Facts



The Silbo language of La Gomera, Spain is a tonal language fully made up of distinct whistles.



Case Study

Glossary Development and Localization Project for the International Cricket Council

A strategic focus of the International Cricket Council (ICC) is to promote awareness, participation and interest in the sport of cricket globally. As part of ongoing global initiatives to achieve this goal, the ICC identified several markets in which to actively promote the sport, educate potential fans, and train young athletes. In order to effectively communicate and engage with its target audience, the ICC selected a series of resources for multilingual glossary development and localization in order to appeal to each of these markets, its members, and current and potential fans.

The development of multilingual resources was prioritized as a key enabler to support participation growth, particularly within local indigenous communities that may not have a traditional connection to cricket. “We believe that providing resources in several languages to current and future cricket followers around the world will enhance cricket’s global growth,” said Tim Anderson, ICC’s Global Development Manager. An analysis was conducted to help prioritize which resources should be translated and into which languages.

Following this analysis and due to its valuable contribution to encouraging understanding and participation among indigenous populations, the “What is Cricket Glossary of Terms” was selected. The “Glossary of Terms” has been developed and translated into Arabic, French, German, Indonesian, Japanese, Portuguese, Mandarin and Spanish. “This is an important step in cricket’s strategic vision of becoming a bigger, better global game,” said Mr. Anderson.

Languages:

- › Arabic
- › French
- › German
- › Indonesian
- › Japanese
- › Portuguese
- › Mandarin
- › Spanish

Platform:

- › Sitecore

Tools:

- › Adobe InDesign
- › Trados
- › MS Word

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Results

Globalization Partners International provided glossary development and terminology management services to the ICC. Glossary development for a client is a critical first step in ensuring client and industry-specific terminology are collected, researched and accurately and consistently translated throughout the localization process. Terminology management is an important, ongoing effort to ensure new key terms are added and maintained in the client's glossary from project to project. Glossary development is a collaborative process and is best completed with client review and approval.

The glossaries were provided in InDesign and PDF formats to the ICC, however, other formats are available based on client-specified requirements including, Word, Excel, Trados, Multiterm, etc.

The localized glossary was presented to the ICC to review and approve the translation of all key terms.

Approved glossaries were imported into the ICC's terminology memory (translation memory) database to ensure accuracy and consistency on all future projects.

About The International Cricket Council (ICC)



**International
Cricket Council**

The International Cricket Council (ICC) is the global governing body for international cricket, encompassing men's, women's and youth participation and competition. The ICC currently has 106-member countries, including 10 Full Members, 37 Associate Members and 59 Affiliate Members. As a leading global sport, it is intended that cricket will captivate and inspire people of every age, gender, background and ability, while building bridges between continents, countries and communities.

[Download case study](#)

Meet the Team

LETICIA BARRERA Localization Project Manager

Leticia is a native Spanish speaker from Totoras, Argentina. She holds a degree in Certified Technical, Scientific, and Literary English-Spanish translations from the Instituto de Educación Superior Olga Cossettini in Rosario. She has worked in the localization industry for more than 6 years with localization company RWS Moravia. She also has provided Spanish language translation services to several agencies, NGOs, and Ted Talks as a freelance Spanish translator. She has extensive experience using a variety of CAT tools including SDL Trados, Memsources, MemoQ, and Smartling, to name a few. Over the years she has continued her professional development with courses including medical translation, dubbing and subtitling, Spanish to English translation, and Python basics.



“I’m on a mission to unite the world through precise localization as a Project Manager.”

[Read her blogs](#)

GPI Translation Services Connector for Concrete CMS

GPI's Translation Services Connector for Concrete CMS enables users of Concrete CMS-based websites to launch and manage multi-language websites. The Translation Services Connector streamlines content exports and imports allowing for the initiation of web content translation workflows with a single click. Users will gain access to an array of reports to track and manage global translation web projects through GPI's Translation Portal.

The screenshot displays the GPI Translation Services Connector interface. The main content area is titled "GPI translation services" and contains three sections:

- Translation Packages:** A table with columns: Package, Last Modified, By, Languages. One entry is shown: "Pages" (Last Modified: 2018-06-05 at 10:44, By: admin, Languages: From: English (United Kingdom) To: French (France)). A "Create Package" button is visible.
- Quotes:** A table with columns: Quote, Status, Languages. One entry is shown: "Quote #37605 » Concrete test v2" (Status: Quote In Progress, Languages: From: English (United States) To: Arabic (Saudi Arabia)). A "Create Quote" button is visible.
- Projects:** A table with columns: Project, Status, Languages. One entry is shown: "Quote #36083 » Concrete test" (Status: Project Completed, Languages: From: English (United States) To: Arabic (Saudi Arabia)).

The sidebar on the right includes a "Dashboard" menu with a "Dashboard" option highlighted.

Connector Benefits:

- › Easy integration with Concrete CMS
- › Simplifies export/import process for content translation workflows
- › 24/7 secure access for your global teams to collaborate and track translation projects
- › Quotes, proposals and a wide range of project materials available for download
- › Dashboard to view status reports, schedules and project task lists

About Concrete CMS



ConcreteCMS

Concrete CMS is an open source Content Management System platform based on PHP and MySQL technologies.

Language Support:

- › Supports multi-language sites and character sets
- › Content side-by-side comparison which helps track different versions of your websites
- › Customizable workflows are built-in to manage workflow and notifications between editing, QA, and publishing steps
- › Provides fall back language approach to manage untranslatable content across language sites

[Discover more!](#)

AI and Sign Language – Opening Doors to Communication

To date, sign language has not been included in voice recognition technologies. Researchers in Spain are researching how to change that. They have developed an open source software that uses MLM (machine learning model) to take sign language sentences in video format and convert them to text. While currently focusing on American Sign Language (ASL), the tool could be adapted to other languages provided all required data is available.

While not ready for real application, this research and development is a promising step to one day becoming a real tool that the deaf and hard of hearing community.

To read more please visit:

[Barcelona Supercomputing Center and UPC Pioneer AI Tool for Sign Language Translation](#)



Discover more!

GPI Translation Services

- › Document Translation & Copywriting
- › Software Localization
- › Multilingual Desktop Publishing & Design
- › Audio/Video Localization
- › Website Localization
- › Global Digital Marketing

TRANSLATION
BUDGET CALCULATOR

QUOTE IN A MINUTE>



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