LANGUAGE TECH NEWS

Editor's Note:

Several weeks ago, there was a post on our division listserv asking members what they would most like to see in upcoming issues of the newsletter. Be assured that we're keeping any answers that were provided in mind and doing what we can to find articles on topics you expressed interest in, such as tool reviews, using Macs, and free software for translators.

In fact, we have a great review of the software Articulate Presenter and an introduction to free and open source software in this issue. As well, we have some great offers of articles for the August newsletter. Keep the article submissions coming!

I also wanted to let the readership know that I will be stepping down as editor of *Language Tech News* after the December issue this year. It has been a tremendous pleasure working on the newsletter and I highly encourage you to consider contributing to the division in this way. Please get in touch with me, Dierk Seeburg, Administrator, or Naomi J. Sutcliffe de Moraes, Assistant Administrator, if you're interested in volunteering as editor. ☐

Happy summertime reading!

Lisa Carter

Editor

VOL. 2, NO. 2 / JUNE 2008

IN THIS ISSUE:

Administrator's Letter

Welcome to the summer edition of the LTD newsletter!

After the barrier of 10,000 ATA members was broken last year, I'm sure we have gained a few more readers and this year's conference promises to be bigger and better yet. I hope you are all planning on attending. I'm certainly looking forward to my first visit to the great state of Florida this November.

I'm sure by now you have received notification whether or not your presentation proposal has been accepted for the conference in Orlando. If you have not heard either way, be sure to contact the conference organizers. As one of the conference sessions to attend please mark down the Language Technology Division Annual Meeting, Conference Code LT-6 (1851), which is scheduled for Friday, November 7, from 4:00-5:00 p.m. I hope to see you there!

I hope that business is going strong for all of our members. Supporting this notion is a recent piece in The Boston Globe, "Opportunities abound for translators" (http://www.boston.com/jobs/news/articles/2008/05/18/opportunities_abound_for_translators/). In this article, which has been making the rounds in the translation blogosphere, the author presents anecdotal evidence from a local translation and interpretation services provider that the translation industry is growing and will continue to do so for a while. We have already seen a wave of consolidation of some of the major translation services providers, but more may be yet to come—on what level remains to be seen.

On an unrelated note, it is with sadness that we hear our newsletter editor, Lisa Carter, has decided to step down from the post (see her announcement in the Editor's Note in this newsletter). If you have been looking for a way to expand your professional portfolio, this is a great opportunity. And with Lisa guiding you through the transition, you could not be in better hands. Please let me, Naomi or Lisa know if you are interested, and we will get the application process started. ▢

Sincerely,
Dierk Seeburg
LTD Administrator

FREE AND OPEN SOURCE SOFTWARE FOR TRANSLATORS

by Corinne McKay

What is Free and Open Source Software (FOSS) and why do people us it?

Many people think that Free Software means freeware (software that doesn't cost money) and that software that doesn't cost money is automatically Free Software. In fact, FOSS might be free or might cost money, and freeware might or might not be Free Software. The real distinction is that Free Software's source code is publicly available and the user is free to change it as long as the changes are also publicly available. Free Software Foundation (www.gnu.org) founder Richard Stallman famously paraphrased this as "free as in free speech, not as in free beer." Stallman may need to come up with another comparison given the appearance of "Vores Øl" (Our Beer; www.voresoel.dk), "the world's first open source beer," whose recipe is publicly available under the terms of the Creative Commons license and aspires to become "the Linux of beers."

Free and Open Source Software is often contrasted with proprietary software, whose source code is owned by the company that sells the software, and is not in the public domain. Most of the software used by the average translator is proprietary, produced by companies that do not allow the user to see or modify the software's code. FOSS is also licensed differently from proprietary software. The most common FOSS licenses allow the user to:

- Install the software on as many machines as he/she wants
- Allow any number of people to use the software at once
- Copy the software and give it to anyone

Image courtesy of <http://electriclichen.com/ linuxbierwanderung>

- Modify the software, as long as certain features are kept intact (most commonly the licensing agreement)
- Freely (in the sense of "without restrictions") and for any purpose distribute or sell the software without paying royalties to the original developer

Probably the best-known example of FOSS is the Linux computer operating system (OS), represented by its mascot, Tux the penguin. For a thorough and readable overview, see Wikipedia's entry at http://en.wikipedia.org/ wiki/Linux. Linux, originally written as a hobby project by Finnish university student Linus Torvalds, was first released to the public in 1991, and today is the market leader server operating system on the public Internet (http://www.dwheeler.com/oss_fs_why.html# market_share). Wikipedia also notes that "The Linux market is among the fastest growing in the IT industry, and is projected to exceed $35.7 billion by 2008." Linux's reputation for security and reliability has made it a favorite OS at installations such as the U.S. National Security Agency. A 2004 Evans Data survey (http://www.evansdata.com/n2/pr/releases/Lin ux04_02.shtml) found that 92% of Linux installations have never been infected with a virus and 78% have never been hacked, while only 40% of non-Linux systems had never experienced a security breach. Although still a small portion of the desktop market, Linux is making inroads there too. For example, the user experience consultancy Relevantive (www.relevantive.de) concluded in a 2004 study that the Linux desktop environment was "equal to Windows XP" in usability for a variety of common desktop tasks.

Why is Free and Open Source Software important to translators?

Translators are heavy computer users, with most of us spending the majority of our work day on tasks that require a computer. In addition, most translators are self-employed and bear the cost of maintaining and upgrading their own computer systems, often at considerable cost. Translators also use, or would like to use, language-specific versions of software that are often difficult to find in proprietary distributions. Still, translators as a group have been reluctant to migrate from proprietary software toward open source alternatives. Why? This author can't pretend to know everything about why translators are reluctant to switch to FOSS, but here are a few theories gathered from personal experience:

FOSS applications exist for every step of the translation workflow.

• Translators choose to concentrate on translation itself rather than on technological tools for translation, which they often view as merely a means to an end.

• Translators often don't know much about FOSS and so aren't aware of the options available.

• Translators are afraid that using FOSS will cause them to lose clients. They fear that by running a different program than the client, or other translators, they will have a hard time finding work.

• Many CD-ROM dictionaries do not yet work on the Linux computer operating system.

• The market-leader translation memory software companies do not produce Linux versions of their products. FOSS translation memory (TM) applications are available, but they do not have a great deal of name recognition and may require some work to make their memories compatible with the market leaders.

• FOSS applications are largely volunteer/community-developed and do not have the financial resources to compete with proprietary applications in terms of marketing, training, and support.

• People in general, not just translators, often think that if something is free, it is not as good as something that costs money.

As you can see, some of these reasons, such as difficulty running CD-ROM dictionaries on a Linux machine, are entirely valid, while others, such as lack of dollars to market open source applications, are merely a matter of circumstance and not of the software's usability. The following are some reasons that translators might consider switching to FOSS applications.

• The software is there. FOSS applications exist for every step of the translation work flow: translation memory, word processing, e-mail, web browsing, accounting, website development, and more.

• Open source is cost-effective. While "it's cheap" is rarely the primary motivation cited by avid FOSS users, "value for money" is often a reason for choosing FOSS. With FOSS, you will still need to pay for documentation, support, and training, just as you do with proprietary software, but it will in many cases free you from the need to pay high prices for software, upgrades, data recovery after a virus attack, tracking licensing paperwork, etc. In addition, having free or low-cost tools available for critical but unexciting tasks like backups makes it more likely that you will actually obtain the tools.

• Open source encourages innovation. When the Mozilla Firefox web browser made headlines in late 2004, Microsoft hadn't released a major redesign of Internet Explorer since 2001, in part because they didn't have to; with a 95% market share, there simply wasn't much of an incentive to integrate tabbed browsing or to localize into Albanian. However, a community-developed project like Firefox can take a "don't you wish you had…" feature and integrate it as fast as coders can work.

• Open-source licenses are less restrictive. Most end-users, including translators, never read EULAs (end-user license agreements) before clicking "I Agree" and installing new software. In addition to restrictive conditions

such as allowing the software to be installed on only one computer (meaning that a user with a laptop and a desktop is legally required to buy two copies of the software at full price), some EULAs go even further and specify that the user may not publicly criticize or evaluate the software. Network Associates, the makers of McAfee antivirus software, was criticized in 2003 for prohibiting users from disclosing the results of benchmark tests on its software without prior written permission (www.eff.org/wp/eula.php). Nearly every proprietary software EULA prohibits activities that are generally allowed by law, such as reverse engineering. By contrast, the most popular open source licenses such as the GNU General Public License, specify very basic requirements, such as that any released improvement of the software must also be free software and that anyone must be allowed to run the software for any purpose.

What Free and Open Source Software is available for translators?

If you're new to the idea of mixing FOSS and translation, an excellent website to browse is Marc Prior's "Linux for Translators" (www.linuxfortranslators.org), which gives an overview of "how to" and "why to" implement FOSS options. The past year has seen major advances in the availability of FOSS for translators.

Translation Memory Applications

OmegaT
(www.omegat.org)

An open source translation environment tool (TenT), OmegaT is written in Java and will therefore run on Windows, Linux, and Mac OS. It supports traditional computer-assisted translation (CAT) features such as fuzzy matching, match propagation, simultaneous use of multiple translation memories, and multiple file formats. In addition, unlike CAT tools such as Trados and Wordfast that work from within Microsoft Word and are therefore dependent on it, OmegaT is an independent application, although it is most useful when paired with OpenOffice.org (also free and open source). Cost: Free

Heartsome
(www.heartsome.net)

Produced in Singapore, this is currently the only commercial translation tool that is Linux-compatible. Like OmegaT it is a "single-layer application," meaning that it runs on its own, rather than from within another application such as Microsoft Word. Heartsome runs on Windows, Mac OS X, Linux, Unix, and Solaris, and is Translation Memory eXchange (TMX) compliant at Levels 1 and 2. Heartsome also attests that "TMX files generated with Heartsome's tools have successfully been tested with Trados Version 6.5.5, SDLX and Déjà Vu X." It is important to note that Heartsome is not itself free and open source software, but it is currently the only commercially supported translation environment tool that both runs on Linux and supports Openoffice.org file formats without conversion.

Office Software

OpenOffice.org
(www.openoffice.org)

Available for Windows, Mac, and Linux. Open source office suite compatible with Microsoft Office for all tasks that do not require Word macros (unfortunately this excludes TM applications such as Trados and Wordfast). Localized into over 45 languages. Able to edit and save documents in MS Office formats so that in nearly all cases they can't be distinguished from documents created in MS Office. The suite includes word processing, spreadsheet, presentation, and drawing applications. For excellent information on switching and training, see www.getopenoffice.org. Cost: Free

CrossOver Linux
(www.codeweavers.com)

"Windows to Linux" software, allowing many pieces of proprietary software such as

Microsoft Office, Adobe Photoshop, FrameMaker, etc. to run on a Linux computer. CrossOver Linux itself is not free or open source, it exists purely as a "converter" that will run Windows programs on a Linux system. The Wordfast translation memory application will run on Microsoft Office under CrossOver Office. Cost: $39.95 (this cost is for a CrossOver Linux license, licenses for the software you would like to run on it, such as Wordfast or MSWord, must be purchased separately).

The Road Ahead: What's Next in the World of FOSS for tranaslators?

At present, the major roadblock standing between the translation industry and widespread use of FOSS is the lack of a Linux or OpenOffice.org version of a major commercial translation memory application or better marketing and commercial support for an existing TM application like OmegaT. The translation industry could reap many benefits from increased use of FOSS, but without a major commercial CAT program, most translators will continue to either run proprietary software exclusively or run a mix of proprietary software and FOSS.

Translators themselves, even those who aren't interested in software devel-

opment, can have an important role in translating open source software itself. Projects such as Translate.org.za in South Africa are raising the profile of localized software as a vehicle for economic empowerment and social change. Founder Dwayne Bailey started the project in part because he couldn't interest Microsoft in localizing Office into any African languages. Now, thanks to Bailey's project, OpenOffice.org is localized into Zulu, Northern Sotho, and Afrikaans, which to Bailey's knowledge are the first pieces of office software localized into any African language. The project followed up with African localizations of the Google search engine for the recently launched Google.co.za site. Bailey cites numerous reasons for translators to get involved in the translation of FOSS: "First, you get credit for your work, unlike when you work for a proprietary vendor. Second, people use your work and see it every day, unlike when you translate a pill packet insert that someone sees once. Third, you get to practice your skills. Fourth, you determine how much work you want to do. Finally, by localizing into your language, you create a demand for your skills. A localized web browser then demands localized web content." Given these arguments, it is hard to dispute the idea that the translation of FOSS is one of the most important translation projects of the twenty-first century and a major step toward bridging the world's digital divide. □

Corinne McKay is an ATA-Certified French to English translator based in Boulder, Colorado. She translates legal, financial and public health documents and non-fiction books. Corinne is the author of *How to Succeed as a Freelance Translator* and the current president of the Colorado Translators Association.
www.translatewrite.com

Language Tech News Submission Guidelines

Submissions should be no longer than 2000 words. (If you have a piece that is longer, contact me and we can discuss options.) Send all articles and items of interest to lisa@intralingo.com in Word (.doc or .rtf) format and be sure to include a short bio at the end, ideally containing your e-mail or website contact.

We also gratefully accept reprints of articles you may have published elsewhere, so be sure to offer those as well.

2008 Issues	Submission Deadline	Planned Publication Date
Vol. 2/No. 3	Monday, August 18	September 2008
Vol. 2/No. 4	Monday, November 17	December 2008

Tool Tips

by Naomi J. Sutcliffe de Moraes

How to deliver translations in SDL Trados segmented format without SDL Trados

Unclean SDL Trados files seem to be the new de facto standard for translation delivery. I have had clients send me a project to quote, negotiate the price and deadline, and then mention they want an "unclean" SDL Trados file (also known as an SDL Trados *segmented* file) in the PO that is sent as the very last step. This means extra work for me that I am not getting paid for, in addition to having to own a tool that can create this type of output. How can translators who do not like SDL Trados or do not have $1000 to shell out for a tool provide clients with the SDL Trados format?

First, let me explain what this SDL Trados segmented format is. SDL Trados takes a normal Microsoft Word file (.doc) and puts hidden tags in it, as shown in Figure 1.

Figure 1 – SDL Trados segmented format

The tags are shown only when you choose "Show All" within Word. Otherwise, the SDL Trados macro within Word will show the original text for segments that do not yet have a translation, or the translation when one exists. Agencies like this format because they can "clean up" the document to obtain a final, formatted translation and at the same time feed the file into their translation memories for later leverage.

How can we provide a translation in this Trados format?

Option 1 (the most expensive): Use SDL Trados.

Option 2 (less expensive): Use Wordfast (250€, half price in certain developing countries), which is similar to SDL Trados but costs about half as much.

Option 3 (price varies, from free to similar to Trados): Use the demo version of SDL Trados or the demo version of Wordfast to create the segmented file, then use another tool that can import and later export the translation in this format. (See Note 1, next page.)

According to Jost Zetzsche, who writes *The Tool Kit*, a computer newsletter for translators, the following tools will let you work with Trados-segmented Word files and some are even compatible with SDL Trados TagEditor files:

- Déjà Vu X, www.atril.com (See Note 2); (Standard €490, Professional €990)

- Heartsome, www.heartsome.net

- JiveFusion, www.jivefusiontech.com

- MemoQ, www.kilgray.com/kilgray/companies/memoq (free version through €450 Translator Pro version)

- MetaTexis, www.metatexis.com/ (€100)

- MultiTrans, www.multicorpora.ca/ (~ USD 680, based on exchange rate with Canadian dollar June 7, 2008)

- SDLX, www.trados.com/en/ (sold together with SDL Trados; there used to be a free "lite" version)

- Similis, www.lingua-et-machina.com/ (free version with limitations through €950 professional version),

- Star Transit, www.star-group.net

- Swordfish, www.maxprograms.com/products/swordfish.html (€200)

- Wordfast, http://wordfast.net/index.php?whichpage=demo&lang=engb

Other tools may also import/export these segmented files. Note that some (like Wordfast and Swordfish) create the segmented file while others require that the file already be segmented.

Option 4: Ask the client to segment the file for you, then use another tool as in option 3 above.

SDL Trados TagEditor segmented format (*.ttx)

TTXpress (www.terminologymatters.com/ttxpress.html) is a Microsoft Word toolbar that lets you open SDL Trados TagEditor files directly in Word. After translation, you can convert them back. I have not tried this, but since I do hate TagEditor to the extent that I usually refuse TagEditor jobs, TTXpress is certainly worth a try!

Note 1: Details on how to create a segmented SDL Trados file

Open SDL Trados Workbench. Click on **Tools**> **Translate** and use the settings shown in Figure 2.

Click on the **Add** button and add the files to be segmented or drag them into the **File to translate** window and click on the **Translate** button. The original files are renamed *.BAK and the segmented files end in *.doc or *.rtf depending on their original format.

Note 2: Importing Trick

Since Déjà Vu X assumes all .doc files are Microsoft Word (and not SDL Trados), you will need to import the file in a special way. See the Déjà Vu X manual to learn how to do this; it is not difficult. Note that Déjà Vu X is also expensive, with a price similar to that of SDL Trados. See my review of Déjà Vu X in the August and September issues of *The ATA Chronicle*.
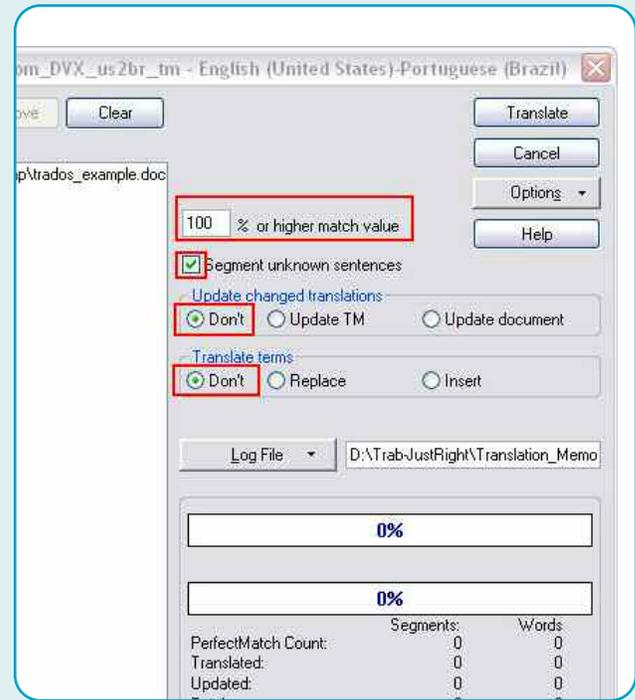
Figure 2 - Settings for Trados Workbench

SDL Trados Translation Memories and MultiTerm termbases

These formats are a little more complicated. If the client sends you a translation memory in .txt format, most other tools can import this, or you can open it and perform a search within it. If the translation memory is in binary form, you may need to ask the client to convert it (though the demo version of SDL Trados might do this). I do not believe MultiTerm termbases can be converted into a format compatible with other programs except by exporting the terminology database from within MultiTerm.

Note, however, that not all clients who ask for a translation to be delivered in SDL Trados-segmented format provide a translation memory and even fewer (in my experience) provide MultiTerm terminology databases.

Thanks to Hans Leander, Thierry Chambon, Jost Zetzsche, and Rodolfo Raya for detailed information. □

Naomi J. Sutcliffe de Moraes is a Portuguese into English translator. She has a PhD in Linguistics from the University of São Paulo, but prior to becoming a translator she worked as an engineer and physicist. Her specialties are medicine, engineering, and law. She can be reached through www.JustRightCommunications.com.

Keep Up-to-Date

Log on to the division website to find current information about the LTD and related topics, including:

- CAT Tools
- Linux
- Windows
- LTD Contacts

- Dates and Events
- Mac OS
- Worth A Look

www.ata-divisions.org/LTD

Articulate Presenter

by Emily Tell

With the ever-increasing need for interactive web content, companies are looking for a way to create professional Flash presentations without having to learn the complicated programming that traditional Flash requires. Luckily, there's Articulate Presenter, a simple program that allows anyone to create interactive presentations and e-learning courses quickly and easily, by converting PowerPoint presentations to interactive Flash movies.

Because most computers already have a Flash player installed, your audience won't need to download a special plug-in to view the presentation. With Articulate Presenter, you can get fast, professional quality results that are easier and more affordable than ever before.

There are many ways translators can apply and add this program to their professional careers.

How It Works

Non-technical users can easily transform tired PowerPoint files into compelling Flash presentations and e-learning courses. There are three steps to creating an Articulate Presentation: (1) Create a PowerPoint presentation; (2) Add narration by recording directly into Presenter or importing existing sound files; and (3) Publish for online delivery. Articulate Presenter eliminates all the time, complexity, and cost of creating professional quality Flash content. In addition, because Presenter is a plug-in within PowerPoint, it's very easy to learn.

Let's go into detail for each of the above steps. Create a PowerPoint presentation using one of the following versions: PowerPoint 2000, PowerPoint 2002 (PowerPoint XP), PowerPoint 2003, or PowerPoint 2007. If you use an earlier version, the Articulate Presenter application will not run. (For more information on other system requirements visit the website www.articulate.com).

Next, record your narration by clicking on the Articulate menu and selecting "Record Narration" from the drop-down menu (Figure 1). If you've entered slide notes, just click "Show Slide Notes" and they will appear so you can read them as you record the narration.
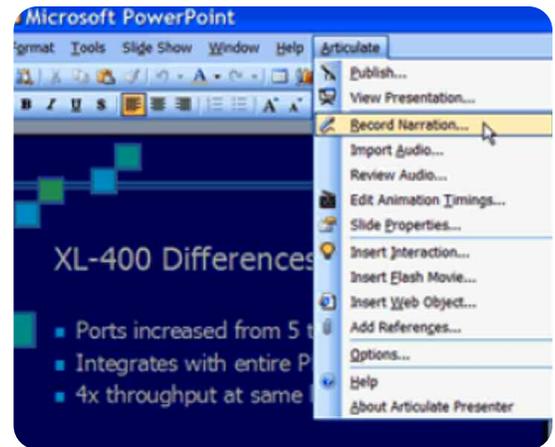

Figure 1

Your slide will appear with a "Record Narration" window in the lower right-hand corner of your screen. Position your mouse over the "Record" button and click "Record" to begin recording (Figure 2).
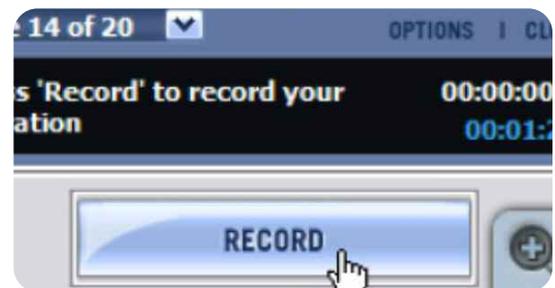

Figure 2

When you have finished recording the slide, click "Stop Recording." To review the audio that you have just recorded, click the "Play" button in the lower left hand corner of the "Record Narration" window. If you wish to re-record the narration for a particular slide, just click the "Record" button again. Note that the previously recorded narration for that slide will be overwritten. Once you are satisfied with your recording, simply click "Next" to record

the next slide. If your slide includes animations, you will see the window change to "Next Animation" along with an indication of how many animations are remaining for that slide. Record your narration and when you're ready for your first animation to appear, click "Next Animation." Repeat this process for all of your animations. After your last animation, the "Record" button will display "Stop Recording." Click this button at the end of your narration. When you have finished recording the narration for all of your slides, click "Close."

After recording the narration, you are ready for the next and final step: Publish (Figure 3).

Emily Tell is the director of Tellmealgo Translations, a New York-based agency that provides Spanish and Portuguese language services. She can be contacted at translations@tellmealgo.com
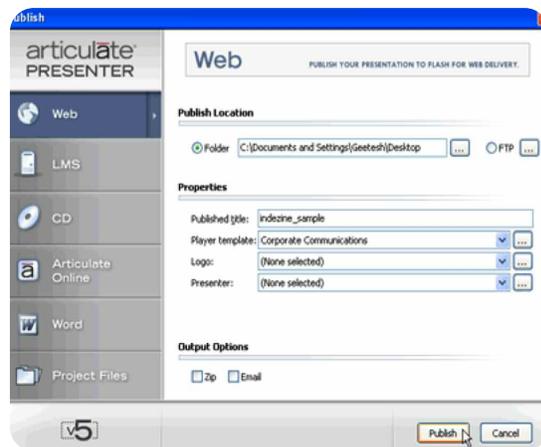
Figure 3

From the Articulate menu in PowerPoint, select "Publish." You will be asked to enter a title for your presentation, as well as a publish location. Then you will choose a player template and have the opportunity to format the template including the text color and font if desired. You can also include your company's logo for a customized look. Finally, click the "Publish" button and your presentation will be published as rich media Flash content ready for online delivery.

Broad Application and Benefit

Articulate Presenter lets you develop and deliver strong content fast, it allows experts from across an organization to easily participate in content development, and it transforms your content into Flash—a technology that virtually everyone can view.

Distribute Everywhere

Articulate Presenter content runs on any web server, any LMS (Learning Management System), Articulate Knowledge Portal, and Articulate Online. For organizations with learning management systems, Articulate Presenter creates content that is SCORM (Sharable Content Object Reference Model) compliant so your learners' results are tracked.

Relevance for Translators

Translators can find work translating PowerPoint presentations for companies wishing to reach foreign language speakers and for the localization industry. Companies with global operations also need to train their employees on such issues as safety in the workplace and sales strategies. They depend on translators to translate these training materials for their regional offices. Translators can also find work translating e-learning courses that have been developed using Articulate Presenter. Finally, they can create multilingual presentations to describe their own services and promote their translation practices. Visit www.tellmealgo.com/articulate to see one such presentation. All in all, there are many ways translators can apply and add this program to their professional careers. ▢

Trends in Language Technology: Machine Translation

by Dierk Seeburg

One of the topics of conversation among members of our profession that makes the news seemingly more often these days is machine translation. Case in point: on June 30, 2008, the TAUS Data Association will be incorporated. This new industry association is directly supported by the Translation Automation User Society, a principal supporter of machine translation (http://translationautomation.com).

> *Machine translation is popping up more frequently.*

According to their website the main objectives of the TAUS Data Association are:

1) to establish a secure and legitimate platform for storing, sharing, and leveraging language data;

2) to provide access to large volumes of trusted language data for increased translation efficiency and quality; and

3) to promote industry collaboration to harmonize multilingual terminology.

These are rather lofty goals at this point in time, but as the saying goes, nothing ventured, nothing gained. While navigating the Web and blogosphere over the last few months, I have noticed that machine translation is popping up more frequently. Just a few days ago, a University of Pittsburgh researcher received an award to explore next generation technologies (www.eurekalert.org/pub_releases/200805/uop-pfr052708.php). In particular, recipient Rebecca Hwa will "create machine-learning algorithms that find correspondences between 'standard English' and texts from specialized domains." The plan is to build intelligent tutoring programs and data mining for medical documents by using corresponding translations for improved language processing. Is this an amalgam of statistical and rules-based machine translation that could remove the stigma that has bedeviled machine translation for so long and that could elevate it to where many want it to be, integrated into their phone as the universal translator à la Star Trek?

For those not familiar with the difference between statistical and rules-based machine translation, in statistical machine translation, two large bodies of texts are aligned and words and phrases are mapped between the two texts. In rules-based machine translation, the text is analyzed and tagged, so, for example, the word "went" is tagged as past tense of the verb "to go." For more information, have a look at the Open Translation Tools 2007 Wiki at http://opentranslation.aspirationtech.org/index.php/Machine_Translation.

When I came across the voice-and camera-based Pulse Smartpen reviewed at Actual Technical Review (http://actualtechreview.blogspot.com/2008/05/livescribes-voice-and-camera-based.html), I was certainly reminded of the above misnamed, magic little interpreting box used on the deck of the starship Enterprise. This little device made by a company named Livescribe in Palm Desert, California, appears to be evolving as a new computing platform with its own software development kit. One such piece of software, a translation program still under development,

can apparently take written English words and translate them into Spanish on the pen's OLED screen and speak the words over its onboard speaker. The reviewer envisions a situation where he could carry on a conversation with locals while on vacation, using the pen to speak sentences written on the fly.

Another area where machine translation can be a useful tool is at conferences. At this year's Festival of Economics: The Market and Democracy, held May 29 through June 2 in Trento, Italy, conference organizers are going the extra mile to make it accessible to more participants and observers. According to their website, "every speech will be translated into English using a cutting edge technology for automatic translation and it will be published on the Web site within six hours." What I'd like to be privy to are the results from an analysis of the conference evaluation forms where it is reported how attendees liked the automatic speech translation. If you're the organizer and you're reading this, please drop me a line!

This anecdotal evidence suggests that Alain Désilets, Research Officer at the Institute for Information Technology of the National Research Council of Canada (NRC) (http://iit-iti.nrc-cnrc.gc.ca/index_e.html), may be onto something when he says that "recently, progress [in machine translation] has been incredibly rapid, even more rapid than its most optimistic proponents ever dreamt of." History will be the judge of that, of course, but, to paraphrase Moore's law (http://en.wikipedia.org/wiki/Moores_law), doubling computing capacity every two years will lower the technical hurdles that have, in machine translation, impeded the kind of progress we have seen with technological advances in areas ranging from genetics to materials science and space travel over the last fifty years.

While many people, including members of our profession, still dish out heaps of ridicule on the output of backtranslated samples of machine translation on forum websites like ProZ (http://proz.com), Translators Cafe (www.translatorscafe.com), and other places on the Internet (just google it—search for "machine translation"), businesses have realized that we may have reached the tipping point. In their efforts to solve the puzzle of generally usable machine translation output, Fortune 500 companies like Google (http://google.com), IBM (www.ibm.com), and Microsoft (http://microsoft.com) are joined by smaller, more focused companies like Language Weaver (http://languageweaver.com), Systran (http://systran.com), and Promt (http://promt.com), as well as academic institutions like the University of Alicante (http://ua.es) with their open source machine translation system Apertium (http://apertium.sourceforge.net).

Google recently upped the ante by adding

Dierk Seeburg is the current administrator of the Language Technology Division of the American Translators Association. Based in Mesa, Arizona, he provides translation management services through his company, IcoText. A native of Germany, he has been an editor, and freelance translator and interpreter of English and German for 17 years. Contact: info@icotext.com

ten new languages (http://googleblog.blog spot.com/2008/05/google-translate-adds-10-new-languages.html), for a total of 23, to its eponymous translation service Google Translate (http://translate.google.com). According to Wikipedia, with this service users can translate a section of text or a webpage into another language, with limits to the number of paragraphs or range of technical terms. For some languages, users are asked for alternate translations, such as for technical terms, to be included for future updates to the translation process.

One of Google's competitors, Microsoft Windows Live Translator, is the translation service provided by Microsoft as part of its Windows Live services. It was released just last September and allows users to translate texts or entire webpages into different languages.

According to Wikipedia, computer-related texts are translated by Microsoft's own statistical machine translation technology for eight supported languages, including the translation from English into German, Spanish, French, Italian, Portuguese (Brazil), Chinese (simplified and traditional), and Japanese. Translation for other areas and between other languages is similar to other translation services such as Yahoo!'s Babel Fish (http://babelfish.yahoo.com), which uses Systran as its back-end translation software.

In contrast with this move toward machine translation, as the Technology Marketing Corporation reports on their website at http://businessvoip.tmcnet.com/topics/trends/articles/29574-realtors-look-tech-supported-language-co-boost-home.htm, realtors in Connecticut are employing the services of a language service provider for translation and interpretation by human translators to boost home sales "because human translators are able to recognize cultural nuance and meaning within words." That should boost our self-confidence for the time being, but does it answer the question, have we reached the tipping point yet? ☐

Have we reached the tipping point yet?

13

Trados Tip
by Tuomas Kostiainen

This time my tip is actually more of an explanation of a key Trados feature than a specific tip. I have met many Trados users who don't fully utilize this very useful feature, so I thought I'd cover it here to make sure that at least LTD members know how to get the most out of the Trados concordance function and remember to use it.

Concordance is a powerful feature that lets you search the translation memory for source language words or phrases and then displays a set number of translation units (TUs) that include these words or phrases in a search results window. This is very useful when you want to know how you might have translated a certain term or expression previously.

Concordance is easy to use. You just highlight the source language text that you are looking for and click the **Concordance** button on the Workbench toolbar in Word or TagEditor. If any matches are found, a concordance window will open, displaying all matching TUs with your search text highlighted. You can easily copy and paste text from the concordance window either by **Ctrl+C** (copy) and **Ctrl+V** (paste) or by using the context menu that opens with a right click.

The **Concordance** tab (**Options > Translation Memory Options > Concordance**) in Translator's Workbench has several settings and switches that control how the function works. Most of them are quite self-explanatory, but let's take a closer look at some of the more important ones. You don't usually need to worry about the **Minimum match value %** and **Maximum number of hits** settings. The default values (70% and 30, respectively) are fine in most situations. However, some setup is required in order to utilize the **Reference Translation Memory** feature that can often be very useful. Unfortunately, as we all know, Trados allows you to have only one translation memory open at a time for translation. However, it's possible to use a second memory as a "reference memory" for concordance searches. **Reference (read-only) translation memory** for concordance is a handy way to utilize a second translation memory. You can set Trados Workbench so

that every concordance search is also done in the reference translation memory in addition to the active translation memory. If you select the **Search first in reference translation memory** option the search is done first in the reference translation memory and then in the active translation memory (if there are no hits in the reference translation memory). If this option is not selected, the search is done first in the active translation memory. I often use my huge Microsoft glossaries translation memory, which I have converted from the various Microsoft glossary Excel files, as a reference memory when I work with computer-related texts.

You can also set concordance search to take place automatically if no segment matches are found in the translation memory. I find this constant popping up of the concordance window quite annoying and prefer not to select the **Start concordance search if no segment match is found** option. However, feel free to experiment with it. In some situations it could be quite helpful. The **Apply current filter settings** option makes sense if you use translation memory fields (such as "subject" or "client" attribute fields). This setting will give priority to those matching segments whose translation memory field values are the same as your filter settings. However, I have to admit that this filtering option doesn't always seem to work as well as it should. If you experience the same problem you might want to reorganize the memory or export and import it to a new TM. That seems to help occasionally. If you select **Show most recent translation units first**, then the matching TUs in the concordance window are sorted first by the match value and then by change and creation date.

So, don't forget to click your Concordance button the next time you are not sure how you have translated a certain word or phrase before! ▢

Tuomas Kostiainen (tuomas@jps.net) is an English to Finnish translator and Trados trainer, and has given several Trados workshops and presentations. For more Trados help information, see www.finntranslations.com/tradoshelp.