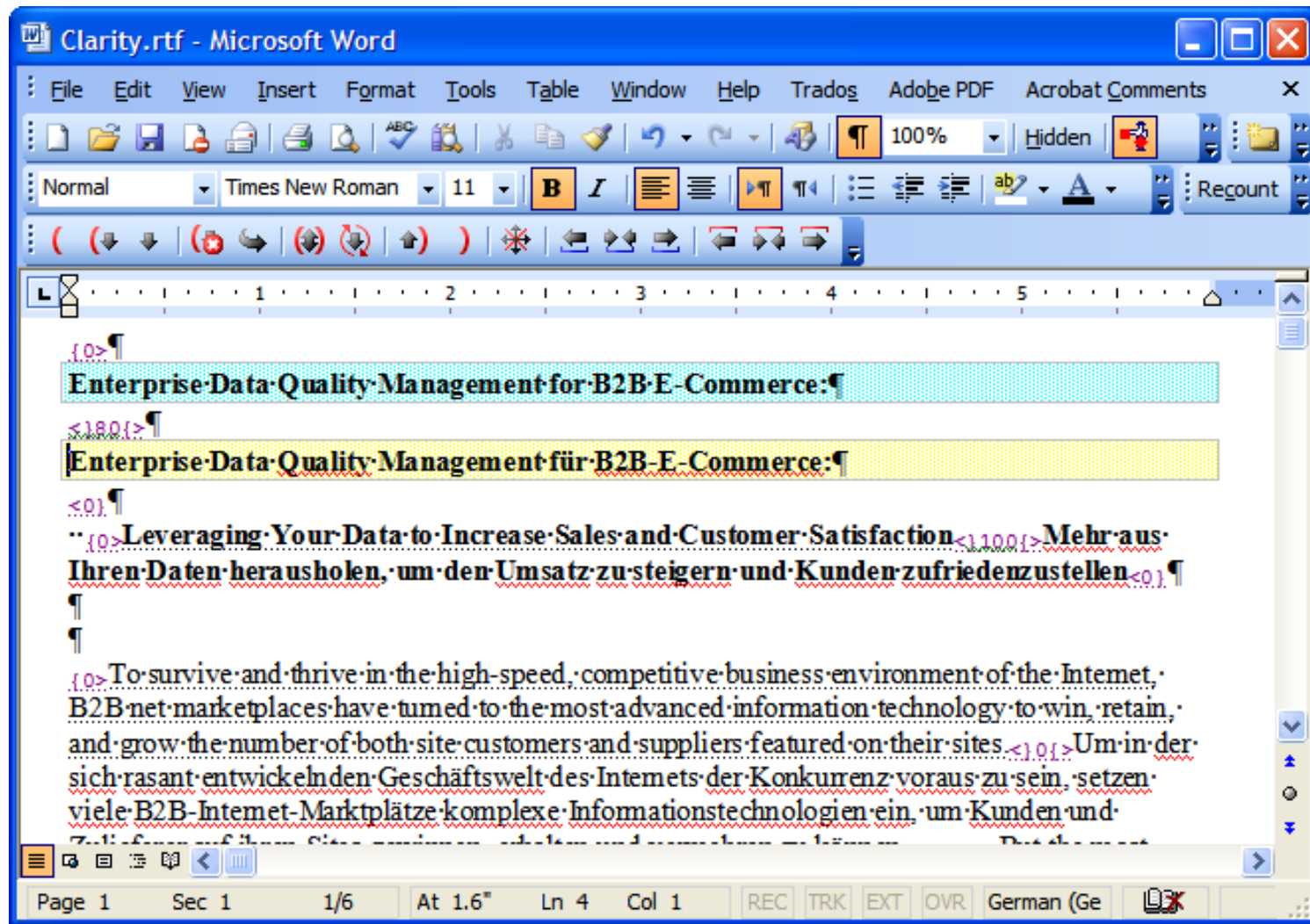


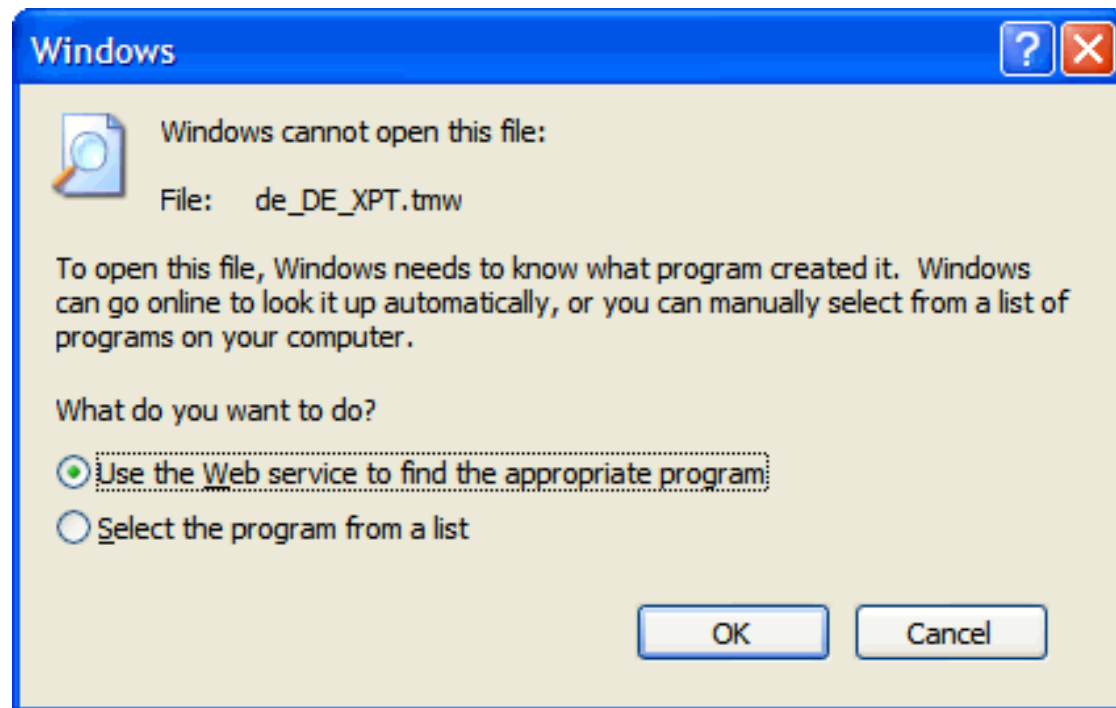
The Brave New Post-Trados World

The Future of Translation
Environment Tools

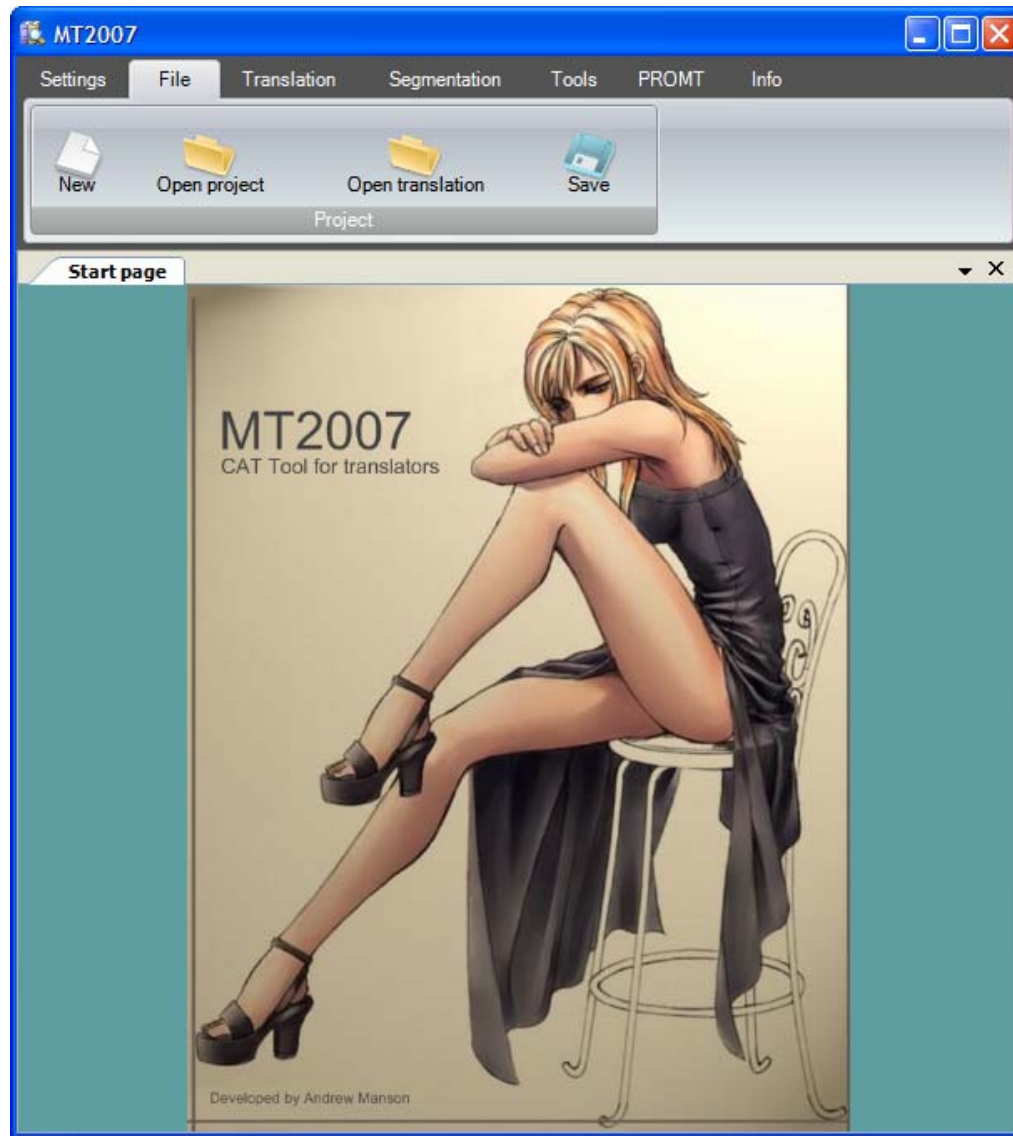
What the future is NOT going to look like



Translation interface in MS Word



Proprietary database formats



Lonely Developers

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So what is the future going to look like?

Who makes up the translation industry?



Who makes up the localization industry?

Who makes up the language industry?

- Multinational LSPs with extremely strong technology emphasis
- Mid-size LSPs with extremely strong desire for technology
- Small LSPs with neither much technology nor interest
- Professional translators with a love-hate relationship with technology
- Occasional translators who don't know how to spell "technology"

Technological advancements (which should be) credited to our industry

- GILT
- Unicode
- Machine translation
- Terminology management
- Controlled authoring

Translation memory?

- Has virtually changed unchanged for the past 20 years
- Is using archaic business practices

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The 2009 perspective

- Increased number of creative partnerships
- New initiatives
- New technologies
 - QA
 - subsegmenting
 - server-based workgroup solutions
 - web-based solutions
 - TM-based authoring
 - new alignment models
- New licensing models
- Discarded technologies have been unearthed again

So what are the tools of the intermediate future?

- No apparent dominant player anymore
- Stronger emphasis and redefinition of standards
- Stronger emphasis on terminology/subsegments
- Stronger role of open-source tools
- Greater variety in front-end tools
 - integration of TM technology into 3rd party products
 - more comprehensive TEnT approach
- Possibly stronger unification in back-end
 - (Google? Kilgray? Lionbridge? TAUS?)

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