

Lead Article

Two thirds the way through 2003 already, and issue No. 2 of Communicate is published. It's hard to say what the state of the industry is – there seem to be so many different opinions depending on who you are and where you are. But most people in the industry do agree on one thing: prices are under a lot of pressure.

ATC website

The new and much-improved ATC website is now up and running (go to www.atc.org.uk) and is already attracting a very healthy hit rate. Along with the market research programmes, the enquiries from ATC LanguageLine, PR and the widespread distribution of *Communicate*, the website is playing an ever increasingly important role in raising the profile of the ATC and thus its members. Emma Chesney of InterReach, the Association's web advisors, writes in more detail about the new site on page 4.

New directory

The switch from print to online/CD for the ATC members directory is also well underway. Prospective translation purchasers will be able to interrogate the on-line directory to help them select the translation company best suited to the work they wish to be translated. One of the best things about producing a digital directory is the very fact that the details entered into it can be changed, updated, amended - call it what you will – ad infinitum, and quickly and easily to boot. (See separate report page 6).

ATC joint research project with the British Chambers of Commerce

The impact of education policies and the lack of emphasis on language learning in UK schools is to form the basis of joint research to be undertaken by The British Chambers of Commerce (BCC) and the Association of Translation Companies.

The BCC, whose President Isabella Moore, is also CEO of ATC member company Comtec Translations, has secured £65,000 (€89,500 / \$97,435) from a regional skills council in the UK to undertake the research. There will be significant elements of the project that will build on the ATC's 2002 research project examining translation purchasers' buying intentions and it is hoped that some early results will be available for dissemination at the ATC's annual conference in November.

ATC Conference 2003

Isabella Moore, the current President of the British Chambers of Commerce and CEO of ATC member company Comtec Translation has agreed to speak at the ATC's annual conference taking place on November 5th in London at the School of Oriental and African Studies, University of London.

Isabella is expected to speak about the UK's language deficit and how this is affecting decision making by British executives in their quests for new markets overseas. UK Foreign and Trade Minister Mike O'Brien has also been invited to address the conference, whose theme is "Opportunities for the Future." Other themes will include education, technology developments over the horizon, the quality agenda and better marketing for the profession.

I hope you find this issue of *Communicate* enjoyable and informative – and your contributions in the form of news, articles and press releases are always welcome.

Robin Brown
Editor.

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A Letter From The Chairman

In eleven years of running a translations company, I can't recall a more turbulent time than we've experienced during 2003.

I know that many ATC Council colleagues, and maybe you too, have experienced something similar. The rumours of war last autumn caused a drop of 25–30% in demand, especially amongst Financial and Marketing clients. This led to staff reductions and budget downsizing to try to maintain profitability.

Many long-term clients simply didn't place orders, and the only sector that provided any relief was Legal, with asylum-seekers leading demand.

Then suddenly in April this year, Commercial clients came back, albeit in a limited way. This was followed in July by a return to normal levels of trading, but August saw cash flow difficulties. How many times have we been told that the Financial Director's on holiday and can't sign the cheques?

Not surprisingly, as many of us rediscovered the joys of being first to answer the office phones, and the amount of time available for ATC duties came under pressure.

So it is pleasing to report that despite the turbulence, your Council has steered a steady course of progress, with Geoffrey Bowden and his team hard at work in support. To review a few essentials:

- A) **AGM**
This will now be held on 4 November, the day before the Conference
- B) **Conference**
An exciting one-day programme is now in place for 5 November, thanks to Geoffrey and the Council's input
- C) **Website**
A brilliant new edition is now operating at www.atc.org.uk and lead volumes are increasing again
- D) **Member's Directory**
All thanks is due to Council Member Simon Jefferson, who has driven through this highly technical innovation
- E) **EUATC/CEN Standard**
As a member of the BSI Committee on Translation Services, I can report first hand on Vice-Chair Liz Robertson's amazing grasp of this subject. This Standard will have a fundamental effect on the way Translations Companies operate and we're working to ensure ATC members don't lose competitive edge
- F) **Newsletter**
With the latest technical and market information

Thank you for continuing to support your Association through a difficult period – our aim is to help create continuing prosperity for all members.

Your Council looks forward to meeting you at the AGM.

John Wheen
ATC Chairman
john.wheen@atc-council.org.uk



John Wheen, ATC Chairman

Current ATC-Council

John Wheen	(Chairman)
Liz Robertson	(Vice Chair)
Charles Sonabend	(Treasurer)
Helen Eckersley	(Education Chair)
Simon Jefferson	(Directory coordinator)
Geoffrey Bowden	(General Secretary)
Peter Brooks	
Lynne Everson	
John Lord	
Bernard Silver	
Colin Smith	
Anthony Withers	

each member can be reached by e-mail:
forename.surname@atc-council.org.uk

International News - EUATC Meeting held on 22 and 23 May 2003

The EUATC meeting held in Helsinki, May 22 and 23 came at a time when things are really beginning to roll for this umbrella organisation, that represents translation company associations throughout Europe.

SKTOL International Seminar

The first day was actually a seminar organised by Suomen Käännöstoimistojen Liito (SKTOL), the Finnish equivalent of the ATC, entitled 'Global Players, Local Partners' and featured guest presenters populating a programme designed to be of interest to translation company owners and clients. As such, it covered topics like 'The grounds for choosing a translation company' and 'A human dimension of a 20-year long partnership with Peugeot, France' as an interesting case history. Naturally, other presentations featured translation memory tools as the meeting was sponsored by Trados and Kielikone Oy, a Finnish TM software vendor. The coordinator of the seminar was Alfredo Spangna - SKTOL's representative on the EUATC Council and its Vice-Chairman.

EUATC evening meeting – presentation by aspiring members

In the evening, the EUATC proceedings proper began with an informal meeting, featuring introductory presentations from the Danish, Swedish, Estonian and US translation company associations. The first three are all aspiring EUATC members, and all but the Swedish association are relatively newly-formed. The Swedish association has actually been established over 10 years, but only has five members, and EUATC members felt very strongly that if the Swedes were to be allowed to join, they must make strenuous efforts to recruit more members in order to be truly representative of the Swedish translation industry.

Suzanne Robinson, a representative of the US Association of Language Companies crossed the Atlantic to represent the ALC, formed in June 2002. She did so as the ALC feels it can learn a lot from its longer-established European cousins, and she reported that they were watching with particular interest our progress toward establishing a CEN quality standard for the industry.

Alfredo Spagna, Vice President of the EUATC concluded the evening with a discussion of how ALC and EUATC could best co-operate on the many common issues and challenges faced by both organisations.

The conference

The conference proper started the next day (Saturday). The ATC was represented by Geoffrey Bowden and Liz Robertson and the agenda was genuinely full of promise, as nine years of often painstaking work by EUATC members now seem to be coming to fruition in the form of tangible benefits.

Topics debated included a review of the CEN project to define a European quality standard for the translation industry, PR activities, a proposed EUATC congress for 2004, a market survey of the industry, guidelines for copyright ownership of translation memories and EUATC finances.

In order to be of perceived benefit to its members, any trade association has to be seen to be representing them and promoting their interests to the outside world. This is a role the ATC plays admirably, and the EUATC now seems to be following, as detailed discussion of PR activities indicate a willingness to stick its head above the parapet.

ATC leads the way

ATC Secretary Geoff Bowden has provided valuable input to the EUATC in the form of advice on how best to run a PR campaign, and what its aims should be. A newsletter is also part of the PR mix envisaged, perhaps as part of *Communicate*, as the ATC is the only EUATC member to publish a widely-circulated magazine designed to promote the interests of the industry. The EUATC has set aside a budget for PR with the idea of the EUATC being allowed to have its own section within *Communicate*.

Website

Another element of the PR activity planned is to make greater use of the website, which is gradually undergoing a redesign to be more proactive and presentational. New elements have already been added, particularly the news section.

EUATC Piazza-Project

The challenge to develop a marketplace has been taken on by the association which is launching an exciting project called the EUATC Piazza at the forthcoming annual conference of Feder.Cen.Tr.I's – the Italian translation company association – in Bologna, in October.

Via a dedicated web site, hosted and managed by Aquarius Net, EUATC Piazza aims to be an additional business channel for TCs of all sizes to find or post translation and interpreting jobs and connect with colleagues internationally. Not only will it have that key objective, it is also hoped that it will allow those translation companies joining it to receive regular news and enable them to participate in worldwide marketing campaigns (see longer story on the following page).

Market research

A market research study designed to establish selection criteria applied by translation buyers when choosing a translation company is also proposed by the EUATC. This will be similar to that run by the Association of Translation Companies in 2002, but conducted on a smaller scale. However, the advantage it will have is that, according to the proposal, it will be performed by each member association in its respective country, giving a Europe-wide picture of buying patterns.

Robin Brown
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The EUATC Piazza Project - Developing a EUATC wide marketplace for TCs

The aim of this project is to develop a EUATC-wide marketplace, via a dedicated website, hosted and managed by Aquarius net. The EUATC Piazza will be an additional business channel for all EUATC TCs. Via the Piazza website, small medium and large TCs can find or post translation or interpreting jobs, connect with international colleagues, keep abreast of industry news and conduct worldwide marketing campaigns for their services. To join the EUATC Piazza you need only an internet connection.

Taking advantage of the structure and the experience of an external provider, specialised in the development of this kind of services, the TCs can benefit from access to the EUATC TC community and to the world's largest freelance community (12,000 professionals, 100 languages and specialisations) hosted by Aquarius.

Online Personal workspace

As an EUATC Piazza member, you receive exclusive access to your online Personal Workspace, where you can update your Company profile, access job listings, chat in EUATC Piazza forums, or read about the latest industry news and events.

Through your Personal Workspace, you can access your project overview, where projects you have posted are listed, as well as project profiles matching your Company qualifications. Whether you grant a project or are awarded one, you will receive exclusive access to a project-specific workspace, through which you can up or download all source files and terminologies, discuss the project at hand, and close the project.

Espresso

Espresso helps you boost your revenues by managing your translation tasks in a streamlined and efficient way. Espresso integrates translation-industry specific Client Resource Management with Sales and Account Management, Multilingual Project management, Reporting and Financial management. The EUATC Piazza provider makes Espresso available on a shared basis (through the Piazza) and as a standalone software application.

Search for TCs and Freelance Translators

The EUATC Piazza database includes all the TCs that subscribe to the service and a complete database of freelancers, delivered by the provider of the service. The search criteria are:

- Name
- City
- Country
- Source language
- Target language
- Mother tongue (for freelancers)
- Expertise
- Software application
- Operating system
- Connectivity



RapidResponse Projects

The RapidResponse system allows the TC to ask other TCs or freelance translators for online quotes, or responses to your translation, interpretation or proofreading projects. Ongoing and long-term translation projects or projects with extremely unusual language combinations can also be posted through this service. The TC posts a project; the EUATC Piazza TC and the freelance translators read your project description, your sample text and bid/respond to your project. You will be able to view each bid, resume, and Company Profile at a glance. The EUATC Piazza provider serves as the middleman in order to save you time, money and an avalanche of emails.

News and Events

The EUATC Piazza has links to translation industry-related news and events that are updated every day. The EUATC Piazza is the first and only stop you need to stay on the top of what's going on in the translation industry.

EUATC Piazza Shop

The EUATC Piazza Shop is a unique members-only marketplace where translation-related products such as software, journals and dictionaries are sold at a substantial discount via the secure online server provided. The selection is updated regularly.

Monthly Newsletter

Every EUATC Piazza subscriber receives a complimentary subscription to the monthly newsletter, containing updated information about translation-related events.

Who can have access to the EUATC Piazza?

All the Translation Companies are members of one of the EUATC national associations. To take advantage of the services offered by the EUATC Piazza the TC will be asked to enter into an agreement with the service provider.

All the customers wishing to post a translation job or search for a reliable Translation Service Provider.

The EUATC Piazza project will be introduced at:

Feder.Cen.Tr.I.

4th International Conference
10-11 October 2003

www.federcentriconference.it

CEN Report - The new quality standard for Translation Service Providers

SOLID PROGRESS TOWARDS DEVELOPMENT OF EUROPEAN STANDARD FOR TRANSLATION SERVICES

The CEN Committee working towards developing a standard for the provision of translation services completed two elements of its work programme during a two day meeting held in Vienna on 8th and 9th September.

The first day was devoted to working through the clause defining the client-service provider relationship, lead by the Finnish Mirror Group. Alfredo Spagna, Vice President of SKTOL - the Association of Finnish Translation Companies was the project leader for this part of the work programme. Agreement on the content of this part of the standard was reached following a hard day's debate and negotiation among all delegates.

Day two of the meeting was devoted to looking at value added services. This part of the work programme had been assigned to the UK Mirror Group lead by Liz Robertson, vice chair of the Association of Translation Companies. Other expert members of the UK delegation to the meeting were Andrew Fenner, representing the Institute of Translation and Interpreting and Geoffrey Bowden, General Secretary of the Association of Translation Companies.

As progress towards agreement on the first day had been slow, expectations for a speedy resolution of the second day's deliberations were not high. However, Liz Robertson guided the meeting through the UK draft with great skill, concentrating the representatives' minds on the issues and gained consensus in less than two hours. The usually dry, but business like CEN meetings acknowledged her efforts with a spontaneous round of applause.

"We have a long way to go, but I think the Vienna meeting marked a significant milestone," said Liz Robertson after the meeting. *"There is much greater trust among the differing elements making up the national delegations and this bodes well for the future progress of the work."*

"I was pleased that the meeting felt so positively about the way the UK Mirror Group presented its element of the work programme and the way we gained agreement so speedily."

"Since the clauses or chapters are being written separately, further down the track it will be necessary to look at all the completed work in the round to ensure that they are all consistent."

The next CEN committee meeting is scheduled for the end of November and takes place in Berlin.



Alfredo Spagna,
Vice President of SKTOL



Liz Robertson
Vice Chair ATC
Director of Robertson Languages
International



CEN Report - CEN holds back on full parallel working with ISO.

The work to develop a standard for translation service provision in Europe has held back from full parallel development with the International Standards Organisation (ISO).

A proposal put forward by the UK Mirror Group, chaired by Liz Roberston of the Association of Translation Companies, to the Comité Européen de Normalisation (CEN), if accepted, would have resulted in ISO/EN standard.

An initial electronic vote showed that an overwhelming majority of CEN members were in favour of the proposal. However, Christian Gallinski, chairman of ISO TC37 group working on standards for language terminology was invited to the Vienna meeting held on September 8th and 9th. He conceded that going down a parallel route could result in delays to the overall process. This information was enough to make delegates rethink their initial approach.

The debate, that followed resulted in a majority voting to merely liaise closely with ISO and to consult with their representatives to ensure that resulting CEN documentation was in accord, as far as possible, with ISO requirements. The meeting was told that this would facilitate moving to an ISO/EN standard at a later stage.

Commenting, Liz Robertson said: "It is disappointing that members of the CEN committee held back from embracing the full parallel working arrangement available to us via the Vienna Agreement to widen the scope of our work to arrive at a standard with worldwide appeal.

"Although we were told that there was a small possibility of some delays in our own three year CEN programme to develop a standard for the provision of translation services, I think members of the CEN committee were unwilling to take a risk of prolonging the process.

"I am hopeful that, by close liaison with ISO representatives we will avoid major bear traps in our work, and, once the CEN standard is completed, ISO will be able to adopt much of our work unchanged. It just means that we will not have an ISO/EN standard with worldwide recognition as quickly as we in the UK would have liked."



Spain Localisation Leads to Company Expansion

In an era when many translation companies are wondering how best to expand their businesses, Alvaro Rocabayera, President and CEO of Management System Solutions describes his company's approach over more than twenty years.

MSS began to operate in 1980 as a software company, specialising mainly in the installation of software products in the manufacturing sector. While providing support for the launch of new products onto the market, we created Spanish language versions of several software products and developed the linguistic skills of our staff. This led to the creation, in 1996, of the software localisation business unit, located in Barcelona and dedicated to the software localisation and IT documentation translation, mainly from English into Spanish language.

Two years later, as a result of our early involvement in the localisation and testing of new Internet networking products, we established an e-business unit, formed by a group of in-house, software engineers. They support customised solutions across many platforms and different environments with local Internet content.

At that time, we established one strategic business plan, which taking into account the general constraints of being a medium sized local company, put an special emphasis on the management of the existing resources. In that sense a priority considered in this plan has been the investment in affordable resources of the existing advanced technology: tools, networking, and the proper hardware.

One of the second level objectives of our strategic plan was optimising the available human resources. We looked at this important area by applying three criteria: the business synergy, the structure of the human resources and its specialisation:

The business synergy

The company has grown in two directions: localisation and e-business expertise. These two areas share common resources, strategies and goals.

Software engineers undertaking the functional / linguistic tests of software products are involved at a later stage in the implementation of these products at the offices of our customers. By way of example, in many cases the new content generated by the e-business suites requires localisation into several languages. These additional needs are a consequence of a business synergy.

The structure of the resources

We do not have the overhead cost that a large vendor may have and this obviously has an impact in our final rates.

If the volume or the specialisation requires an additional capacity, we increase our in-house resources by using external freelance support.

One selected group of these freelancers were former employees of MSS, who due to different reasons, (family, distance, or other conveniences) decided to work from home. The group works "exclusively" for us.

In that way, we assure the continuity, the consistency, and the availability of the resources assigned to the new versions.

The specialisation

We support the requirements of our customers for the implementation of e-business solutions, ERP, SCM and CRM. At the same time we localise the content developed in the new applications. We believe that customers are more confident using our services, after knowing our technical expertise in their business.

For that reason we are now looking for new areas of specialisation. We are now in the process of building one more unit dedicated to the e-learning support. We cover the functional and linguistic test of the LCMS/LMS products and we could be involved in the implementation of local courses. And at the end, following the business evolution, we expect that a significant activity for the group will be the localisation of the course content.

Email: alvaro@mss.es
Web site: www.mss.es



*Alvaro Rocabayera,
President and CEO*



Case study: Communicate invites case studies from TC willing to share with the profession how they have built their enterprises

United States of America Association of Language Companies (ALC)

The U.S.- based Association of Language Companies (ALC) is a non-profit association of a dynamic group of companies providing translation, interpretation and language education services.



Established just over a year ago, its membership is steadily increasing and the organization is already earning a prominent spot in the industry. Its mission is straightforward, to be the voice of our member organizations in the U.S. and to raise the level of awareness and professionalism of our industry.

In fulfilling its mission, the ALC plans to serve as a focal point for developing and maintaining professional guidelines and will provide forums for discussion in order to share information for the growth and benefit of members, their associates and clients. Norms are currently being developed that will promote high standards of quality among the members and offer clients the assurance of good business practices.

A national media and PR campaign has already begun with appearances on CBS and NBC. Building on this start is a plan to educate consumers on how to evaluate service providers and to promote among legislators and other interested parties understanding and support for further investment in language services. Much work is to be done as advocates, in cooperation with other organizations with similar interests, on issues that directly impact members' businesses independent contractor statutes, small business legislation and other critical topics at state and federal levels.

The ALC will continually develop programs to help its members improve their operations and profitability. An example is the success of the first annual conference held in June 2003 in Portland, Oregon. Over 50 company owners and managers were in attendance, as well as representative of other aspects of the industry such as media, education and technical services. The program examined the successful practices of leading language companies and shared real tools that members could implement immediately in their own operations.

The second annual conference is scheduled for June 9-12, 2004, at the Embassy Suites in downtown Washington, DC. A great program is in the making, with enlightening presentations and plenty of time allowed for "open forums", as requested by acclamation at the Portland conference.

The ALC Link, a regularly published newsletter, offers valuable and timely business information. To learn more about ALC, please visit www.alcus.org. Non-US businesses are invited to join ALC at a reduced rate. Your perspectives are valued and all privileges other than voting rights are offered to Affiliate Members.

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ALC Founding Members

These member companies founded the Association in August 2002 and have dedicated significant time and financial resources to ensure its success:

Advanced Communication and Translation, Inc.

Email: mpt@act-translate.com

www.act-translate.com

Auracom International, Inc.

Email: gordon@auratrans.com

www.auratrans.com

Certified Languages International

Email: bill@certifiedlanguages.com

www.certifiedlanguages.com

The Geo Group Corporation

Email: georgiar@thegeogroup.com

www.thegeogroup.com

International Language Services, Inc.

Email: ajullie@ilstranslations.com

www.ilstranslations.com

Iverson Language Associates, Inc.

www.iversongroup.com

JURISCRIBE

Email: smk@juriscribe-online.com

www.juriscribe-online.com

LIAISON MULTILINGUAL

Email: suzanne@emultilingual.com

www.eMultilingual.com

MAGNUS

www.magnuscorp.com

Feature Article I: ATC Website Review by Webmistress Emma Chesney

A NEW IDENTITY AND A NEW WEB SITE FOR THE ATC

In a global and highly competitive marketplace, ease of communication and fast access to services is the key to success. A compelling web site that attracts visitors and keeps them coming back is an essential ingredient in any marketing strategy, none more so when it comes to selling translation and interpreting services.

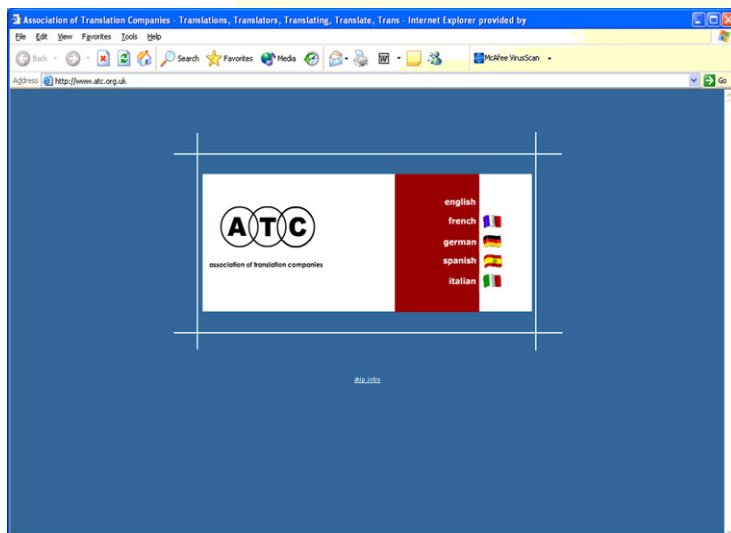
In this article, **Emma Chesney** of web designers and managers **InterReach**, takes us behind the thinking of the recent re-design of the Association of Translation Companies new site.

With its foundation in 1976, the Association of Translation Companies is one of the world's oldest organisations representing the interests of translation companies. It was quick to recognise that if it was to serve its members and the wider profession it needed to have a web presence. Its first web site was launched more than a decade ago and has been evolving ever since to keep pace with the development of the Association and the profession ever since. However, even if you have worked hard to ensure that a site appears as far up the pecking order of major search engines, there comes a time in its life cycle when nothing short of a radical redesign is called for. The ATC's original site had reached that stage.

With between 150 and 200 visitors a day, from over 50 countries around the world, it was very important that the Association of Translation Companies' web site was not only updated to reflect a modern identity, but also had the option for the visitor to select a language more appropriate to their needs. Also much needed were some new facilities for existing members to use.

With these three factors in mind, the new ATC site was developed. Live since April 2003, the new site boasts the following new features:

- Flash introduction: to entice the user in!
- Multi-lingual options in Spanish, Italian, German, and French: to ensure major languages were offered to the visitor
- Vacancy display page: for members to insert any current in-house vacancies
- Updated forum: allowing members to share views and news

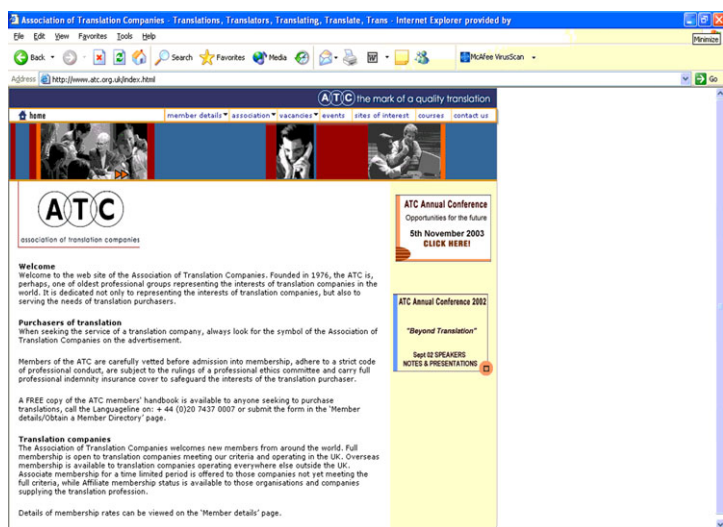


Screen shot of Flash introduction home page

Regular features such as the ability to register for upcoming conferences, past-conference speakers' notes, the facility to obtain a member's directory (now an online directory available either through the site via a user name and password, a CD Rom or as a pdf download – see separate story, page 8): all have been updated with the new look and feel of the site. As always, up and coming events from around the world can be submitted via an online form, after which they are updated on the site.

The language options give an "introduction" to the services of the ATC as well as giving the potential member the ability to submit an application form to join the ATC.

The choice of design was crucial. My brief was clear. The site had to maintain the professional image that research showed the ATC enjoys, but it also needed to reflect a more modern approach and, most importantly, be user friendly.



Screen shot of introduction page

Flash technology was only used as an introduction, to enable those who do not use this technology within their browsers to still have the ability to enjoy the site. Developing the site in HTML allows for speedy, uncomplicated updates, also, the site had to be designed with the “user requiring content” method in mind. There was no room for slow downloads, plug-ins or extra software required, and certainly no room for the designer’s ego to take over!

It wasn’t just the design that was updated though; the entire content of the site was overhauled, to ensure that information being fed to visitors and members alike was accurate - minor details change regularly and if not updated it can be misleading to the user.

Before the launch of the new site, the marketing of the site was also looked over: the keywords of the site used in search engine marketing were reviewed carefully, to ensure that they truly reflected the services (both new and old) and content of the ATC and its web site. As search engines use these keywords (known as “metatags”) to categorise web sites, the words and phrases chosen to describe the site are important so that a good search engine listing is achieved. For example, of those who visited the site in July, over 2,000 searched for “translation companies” within popular search engines: because that phrase was included in the site’s meta tags, those users easily found the ATC web site listed within the search engine they were using.

Also during the metatag review, as there were now foreign language versions of the site, a translation was made of the metatags into each of the 4 additional languages, ensuring that foreign searches were also catered for.

A professional association, such as the Association of Translation Companies, has a vital role to play in promoting the benefits of only sourcing translation and interpreting services from professionally organised companies. That professionalism needs to be reflected in its web site.

Apart from providing purchasers with essential information to help them in their purchasing decisions, members need to know that their Association is working hard on their behalf. The hardest evidence of that is the number of sales leads generated through the site. The ATC has been promoting its helpline service for translation purchasers, **Languageline®** for more than 16 years, initially through conventional PR techniques and Yellow Page advertising and latterly through its web site. While conventional generic PR activity continues to promote the service, expensive Yellow Page advertising was dropped once it was seen from analysis of the sources of the leads that the overwhelming majority were being generated by the Association’s web site. That feature on the revamped site continues to give ATC members clear evidence that their association is helping to generate sales leads.

Naturally, I am biased, but when ATC Chairman, John When reported, shortly after the launch that members of the Association were overjoyed with the new site, I felt confident enough in my own mind to consider the re-launch project a success!

Should you require further information regarding web site design, please contact the author of this article and designer of the ATC web site: Emma Chesney (emma@interreach.com) who will be happy to help with your enquiries.

EMILLE (Enabling Minority Language Engineering)

This is a 3 year EPSRC project at Lancaster University and Sheffield University, designed to build a 63 million word electronic corpus of South Asian languages, especially those spoken in the UK. This project is being supported by the Association of Translation Companies and its members.

<http://www.emille.lancs.ac.uk/>

Feature Article 2:

ATC Electronic Directory Review by Directory Coordinator Simon Jefferson

THE INTELLIGENT DIRECTORY – ATC'S MEMBER DIRECTORY GOES ON LINE

For years the Association of Translation Companies has published a conventional paper-based directory. This year it decided to move firmly into the 21st century and published an on-line members' guide. In this article Simon Jefferson of The Language Bureau, the ATC Council member who masterminded the new-style directory, talks about it.

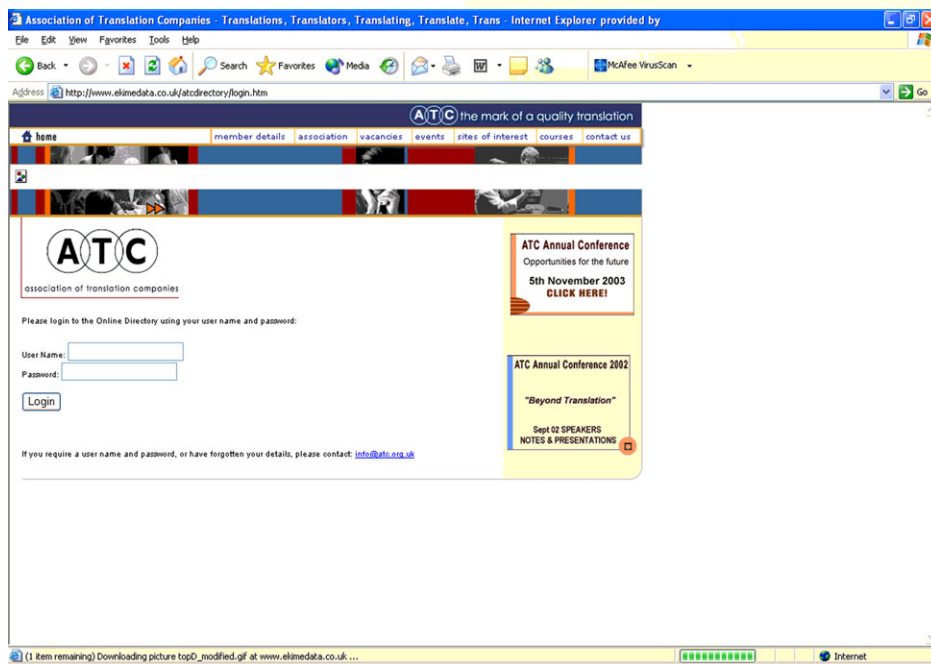
The Association ceased to advertise its members' directory more than four years ago. It had limited funds available and could only afford to promote the directory in the Central London Yellow Pages. Although it created sales leads in the early years, it displeased members outside London, who felt they were not getting a fair showing and certainly did not favours to those members based overseas.

Analysis of enquiries into the ATC seeking help in sourcing professionally produced translations showed a diminishing number of purchasers were being directed to the Association via the Yellow Pages presence, while an increasing volume of enquiries were coming via our web site.

Their are up to 75,000 visits to the Association's web site (www.atc.org.uk) annually, so it was inevitable that this would become the dominant media to promote members' interests.

With an increasing web-conscious customer base then, the Association decided last year that it should move with the times and abandon the conventional production of a paper-based members' directory and develop an electronic on-line offering.

While some may still like the ability to flick through a conventional directory, it was inevitable that any printed effort would be out of date almost as soon as it was published - companies change their address and contact details, expand their services, merge and even go out of business. Meanwhile, newly admitted members would be at a disadvantage, since their entries would be restricted to loose inserts, until the next edition was published.



The Login Screen

Worst of all, a printed members' directory is expensive to produce and needed to be funded by the sales of advertising and, once produced, it would need to be mailed out, adding further to the expenditure tally.

With so many negatives, it made the ATC Council's decision to go to an on-line directory easier. I was asked to develop a basic template to capture members' core information, along with a more complex form to show specialisms and language capabilities. All this information was supplied by members who accessed a web form on line, placing the onus for accuracy of the entry on the member.

An opportunity to wax lyrical about your company in 300 words or less, usually resulted in essays that far exceeded the limit by many hundreds of words in the old paper-based method of ATC directory publishing, leading to endless wasted time editing and negotiating a form of words. The web-based form automatically limited this section and disciplined the members to stick strictly to the limit.

Once members had provided their information, they were sent a pdf of their basic entry to check. If they were unhappy with anything, they were invited to revisit the web form and make the necessary amendments.

ATC Electronic Directory continued \...

The completion of the complex language capability and specialism form by members enables the final directory to be interrogated by translation purchasers. These will access the directory via the Association's web site, where they are invited to complete a web form describing their translation needs, as well as providing a user name.

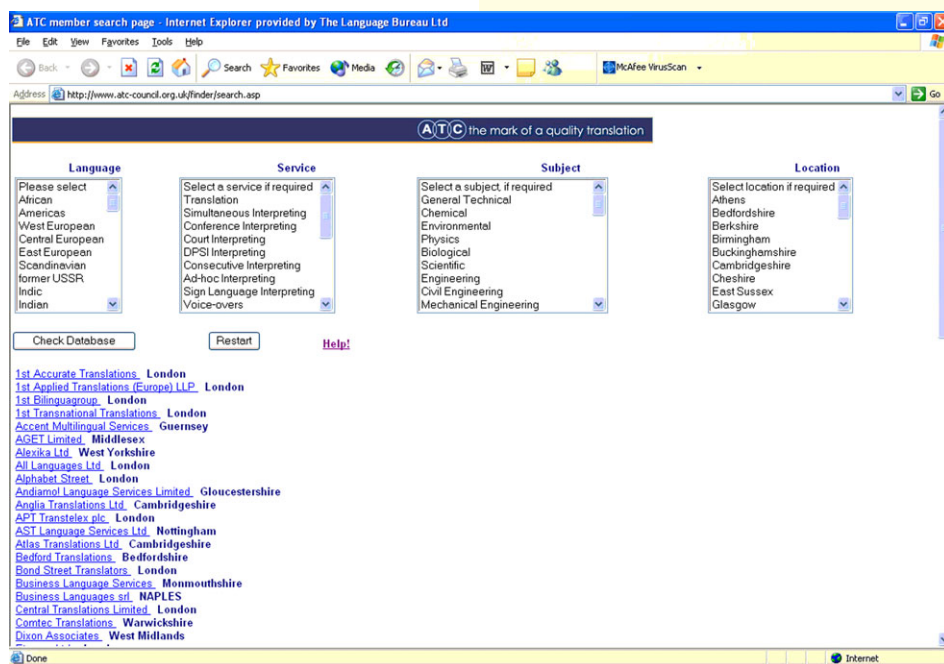
The submitted form continues to be circulated to all ATC members in the form of a *Languageline*© lead, who may email the purchaser a cost estimate or send them their credentials. In the meantime, the Association's office, emails the purchaser a password which enables him or her to access the on-line directory to either check out those members that have responded to the circulated *Languageline*© lead form, or to investigate other members capable of helping them with their language needs.

At present purchasers can access the directory, which is in a secure area of the ATC web site, via a user name and password, or they can opt for pdf downloads. Shortly they will be offered a CD Rom.

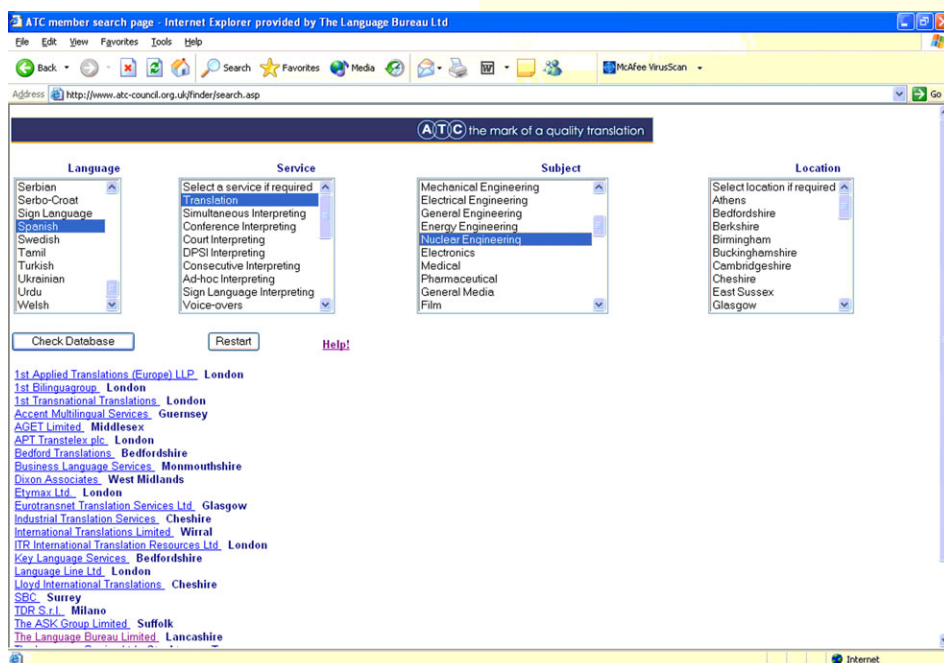
Since the new system is flexible, members can amend their entries almost at will, so that the directory need never be out of date again. Purchasers who have previously been given access to the directory receive an automatic alert if amendments or additions have been made to it.

I cannot pretend that getting the new on-line directory to the launch pad has not had its problems. We have had to overcome some challenging programming problems, but now we have achieved our objectives, the results will be a much more helpful tool to translation purchasers and a vehicle that will serve our members far more effectively.

The "intelligent directory" will continue to evolve over the coming months to make it into, what I hope, will be a tool that will be invaluable to potential clients as their computer or mobile phone.



The opening screen



The result of a search using Spanish, Translation and Nuclear Engineering

Members wishing to update or load their company details for the first time should visit www.atc-council.org.uk to complete the form, this will be moderated and a proof returned to you in the form of a PDF file.

Simon Jefferson is a Council member of the ATC and works for The Language Bureau – www.languagebureau.co.uk

ATC Member News

TransActionTranslations Ltd - Sound translations from TransAction.

Cloud Electronics have recently launched their products into another new international territory, this time France, and have used TransAction Translators to ensure the benefits of their products are understood by their French distributors.

Attercliffe-based Cloud Electronics Ltd manufacture a range of High Quality Audio Mixers, Zone Mixers, Multi-channel Amplifiers, and the Fitness Suite, Pump Station 16 Headphone Distribution System, perfect for retail, fitness, entertainment and leisure venues with multiple and complex audio requirements. They already have distribution networks in place in over 30 countries around the world and needed to translate their existing catalogue and a company PowerPoint presentation for the French market.

As with all international markets, the French market required particular attention to the details of the communication approach to ensure nothing was lost in the translation and the benefits could clearly be understood.

TransAction Translators worked to a tight deadline to ensure that the technical capabilities of the Cloud product range were effectively conveyed.

Neville Prescott, Operations Co-ordinator, comments on this latest communication drive: -

“At Cloud we work through a network of distributors, who in turn sell to installers and audio visual dealers. As such, it is imperative that each link of the chain understands the products in order to ensure the end user appreciates precisely what makes Cloud equipment unique.”

TransAction provided us with very accurate translations, demonstrating excellent understanding of the technical nature of our equipment. We were particularly impressed that they managed to turn around the documents to meet our tight deadlines.”

TransAction translators were able to place the project with a freelancer with extensive experience in the appropriate technical field. The Sheffield-based project managers liaised between the client and the freelancer to ensure the job was completed to meet Cloud's specifications.

TransActionTranslations Ltd (Continued...)

TransAction support Sasakawa-Global 2000 agricultural programme targeting African farmers

TransAction Translators Ltd are pleased to be working on the Sasakawa-Global 2000 agricultural programme, which aims to assist farmers in sub-Saharan African countries. TransAction Translators are fulfilling the translation requirements necessary for the production of the Feeding the Future Newsletter.

The SG 2000 programme focuses on small-scale farmers and, through demonstrations, aims to encourage them to use technologies already available throughout Africa to increase the yield of their staple food crops. As a direct result of SG 2000 projects, hundreds of thousands of farmers across the continent are now doubling and even tripling their yields of maize, sorghum and wheat.

Sheffield-based TransAction are thrilled to be involved in such a worthwhile project. Maryline Tergella comments on their involvement: -

“We have now translated several issues of the newsletter into French and it has been fantastic to see the programme really gathering momentum. The programme now operates in 11 countries and looks set to move into other developing economies. SG 2000 encourages permanent change, through continued efforts in educating small-scale farmers and extending crop-based technologies to farmers.”

Agricultural projects of SG 2000 are operated as joint ventures of two organisations; the Sasakawa Africa Association and The Carter Center's Global 2000 programme. The SG 2000 programme is now moving into its seventeenth year and is set to continue its success. Huma Humayun, Feeding the Future account manager for communications specialists Raitt Orr, comments on why Feeding the Future is a valuable element in SG 2000's development: -

“Feeding the Future is an important tool for reporting on the work and progress of the SG 2000 programme. It is distributed to a varied readership, from key policy makers to small-scale farmers’ organisations, so it needs to be written in an accurate and accessible style. We have always been able to rely on the expertise of TransAction to incorporate this into the French translation. We couldn't be happier with the service they have provided over the years.”

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transaction@transaction.co.uk
<http://www.transaction.co.uk>

TransActionTranslations Ltd (Continued...)

Kenyan flower exporters work with TransAction to promote their products and services.

The Kenya Flower Council (KFC) have recently distributed the latest issue of their newsletter, Flowers from Kenya, and Sheffield-based TransAction Translators Ltd were pleased to be involved in translating the publication into Dutch.

The KFC are one of the clients of Raitt Orr & Associates Ltd, the only central London Public Relations Agency specialising in Africa. The KFC was formed to foster the responsible and safe production of cut flowers in Kenya while protecting the natural environment and safeguarding the welfare of all farm staff.

Kenya is the biggest exporter of cut flowers into the European market, distributing over 100,000 metric tonnes. Holland and the UK remain one of the largest markets available to growers in Kenya; altogether Africa is responsible for 80% of all rose imports into Holland. Maryline Tergella from TransAction Translators comments on their partnership with Raitt Orr and the KFC:-

"We have worked alongside Raitt Orr for a number of years now, providing translation services for a number of projects. All of the activities Raitt Orr undertake represent extremely ethical values so it is a pleasure to work alongside them. Each project holds new challenges for our translating team. The KFC Newsletter demands our freelancers develop an understanding of the issues pertinent to the market and then accurately translate these into Dutch."

The newsletter is widely distributed in the UK and The Netherlands to the horticultural industry and aims to keep them updated on industry news from Kenya.

Seventy percent of growers in Kenya are now members of KFC and the UK based supermarkets, Tesco, Sainsbury's and Marks and Spencer who import flowers from Kenya direct into the stores are Associate members of the KFC.

TransAction launch communications drive on Legal Organisations.

TransAction, one of South Yorkshire's leading translation companies, has launched a communication drive, aimed at making the company the premier legal translation company in Sheffield.

The Broomhill-based company have worked with several large Yorkshire law firms since their inception in 1983, and have built up a wealth of experience in dealing with family law, probate matters, court interpreting and immigration.

TransAction have worked alongside Howells, The Citizen's Solicitor, for several years. John Donkersley, Immigration Team Leader comments on behalf of Howells Solicitors:-

"We use TransAction whenever we want professional translations with guaranteed quality, especially where we want a formal certificate for legal purposes. We have a wide variety of languages spoken by we our immigration law clients, and know that even if there is an obscure language, or one not spoken by interpreters in this area, TransAction will do their best to meet our needs."

TransAction have established themselves as providers of an efficient immigration translation service. Daniel Collis, IT and Project Manager for TransAction comments on the communication drive:-

"Over the past few years the number of immigration cases TransAction has worked on has rocketed, especially since the Government decided to redistribute asylum seekers around the country, including Yorkshire. We have been required to translate into many, many languages for both legal companies, law courts and the police service. We now feel we have the necessary experience and skills to build on our current success."

TransAction work with NHS Cancer Screening Programmes to facilitate International Communication

Sheffield translation company, TransAction Translators Ltd, has recently completed an assignment in conjunction with the national office of the NHS Cancer Screening Programmes to facilitate the sharing of information between similar cancer screening programmes in other countries.

TransAction translated several technical documents from Dutch and Danish to English. These documents covered three main areas: -

1. The promotion of breast and cervical screening programmes.
2. How colorectal (bowel) screening should be followed up and how often.
3. Whether all men should be regularly screened for prostate cancer.

Julietta Patnick, National Coordinator of the NHS Cancer Screening Programmes, comments:-

"It is important to encourage the sharing of information between countries. We did not know when we started this project whether any company would be able to translate the highly technical information contained in these documents. TransAction turned the documents around very quickly, alerting us to potential communication problems and rectifying them."

The Sheffield-based national coordination office have been very positive about these first pieces of work with TransAction Translators and aim to repeat the exercise with other languages.

Maryline Tergella comments on behalf of TransAction Translators: -

"This programme presented us with some difficulties. The translators who worked on this assignment had to have the relevant experience due to the specialised nature of the information. Fortunately we have such a large bank of translators we can always match the job with the appropriate individual."

It was great to work on a project that could benefit so many and we look forward to assisting the NHS Cancer Screening Programmes with future projects."



COMTEC Translations Helps Stratford Butterfly Farm Expand In Europe.

COMTEC Translations is playing a key role in helping Stratford Butterfly Farm, the world's largest importer and exporter of butterflies, to expand its services to customers across Europe.

Following a rapid expansion of its market, after the translation of sales catalogues into French, the Warwickshire based company is now also supplying butterfly houses in both France and Germany.

The brochures have been translated by COMTEC for use in European butterfly houses for identification purposes. They will also be used by foreign visitors to the Stratford Butterfly Farm - the largest and most comprehensive attraction of its type in Europe. Last year the Stratford Butterfly Farm welcomed more than 100,000 tourists and enthusiasts.

Established in 1985, the farm has built a reputation for sourcing and supplying live pupae of tropical butterflies from around the world. It exports 19,000 live pupae per week at the height of the summer season, mainly to Europe but also as far afield as the USA, Canada, Russia and South Africa.

Tim Jenkins, marketing manager of the Stratford Butterfly Farm commented:-

"We have been particularly happy with COMTEC's fast, efficient service, as it is supplied in the format that is most compatible with our needs. We know that we can leave it to them to get it right, whilst we can get on with the business of making our service to our European customers even better."

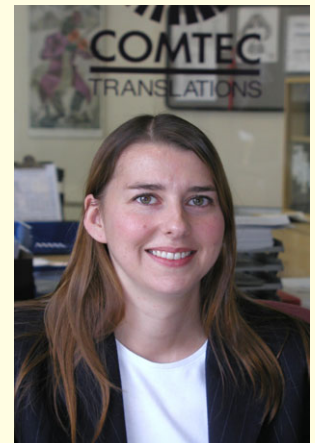


Futher Expansion for customer Service at COMTEC Translations

COMTEC Translations has expanded its customer service team with the appointment of Edwige Lemonnier. She will be responsible for liaison with both customers and translators at the company's Royal Leamington Spa headquarters.

Edwige has a BSc Honours degree in European Studies with French translation gained from Aston University. Currently living in Warwick, she previously worked for five years in the translation services department of the Birmingham Chamber of Commerce and Industry.

Isabella Moore, Operations Director of COMTEC Translations commented: *"The strong customer service background that Edwige has gained makes her a perfect addition to the team."*



Edwige Le Monnier



Isabella Moore,
COMTEC Director
& BCC President

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Tel.: +44 (0)1926 335 681
Fax: +44 (0)1926 833 619
Email: customer.services@comtectran.com
web: <http://www.comtectran.com>

Pembury Translation Company Appointed As Official EU Contractor

Kent firm **PBSS Translations** has just been appointed by the European Commission as an official contractor for Central and Eastern European languages which means it has gained international recognition as a provider of professionally produced, high quality translation work.

PBSS director Alison Morton, pictured right, adds. *"Our long-standing clients know all about us and our insistence on quality translations, but it is very satisfying to have qualified as a provider to such an important European institution."*

Enlargement is one of the most important opportunities for the European Union at the beginning of the 21st century. With a market increased in area by 34% and population by 105 million, fresh opportunities will become increasingly available to UK firms. A single set of trade rules, a single tariff, and a single set of administrative procedures will apply not only just across the existing Member States but across the Single Market of the enlarged Union. This will simplify dealings for third-country operators within Europe and improve conditions for investment and trade.

"Our network of mother tongue professional translators in the new Member States - mostly resident in the country of their language - can handle complex technical documentation in legal, economic and financial affairs; external relations, development, enlargement and humanitarian aid; research, energy, environment, telecommunications and transport; social affairs, education, youth policy; and statistics, information and innovation as well as in the traditional business areas", adds Alison.

PBSS has now expanded into Central and Eastern Europe by developing a network of Estonian, Latvian, Lithuanian and Slovene translators as well as strengthening its existing team of Russian, Polish, Hungarian, Romanian, Czech and Slovak experts.

PBSS Translations started up in 1994 as a business and administration services provider and became a full-time translation company in 1998, joining the prestigious UK Association of Translation Companies in 2000.



Alison Morton

Director Alison Morton, who has been in translation and language related work for over 25 years and is an Associate of the Institute of Translation and Interpreting, heads a team of over 80 mother-tongue professional translators who provide translations in virtually every European language. Multi-lingual mailshots, presentations and web searches complement traditional document translation.

For more details:
call 01892 824833
fax 01892 825134
Website www.pbss-uk.com
E-mail: partners@pbss-uk.com
Address:
P O Box 371
Tunbridge Wells North
TN2 4XE

Industry related news:

LISA in Boston - September 17 & 18 in Boston's Back-Bay

Six technical training and business development workshops in three days covering: J2EE Applications, Project Management, I18n & L10n Testing, Automating Localisation Workflow, Unicode and Asian Character Sets, and Defining Globalization Requirements.

The opportunity to learn from the brightest and most accomplished consultants in the Localization and Internationalization business community, register through LISA's web site.

<http://www.lisa.org/events/2003boston/registration.html>

Programme Overview

Global Content Management is today's number one international business challenge. Content Chaos is costing many companies their profit margins, while successful global companies (from automotive and banking sectors to high tech software) are looking for - and finding - ways to streamline their company's content production process to provide a market-by-market ROI. Global workflow is fundamental in achieving faster delivery and turn around time for all types of content - from print to web - and in multiple languages.

The 2003 LISA Forum Europe focused on how companies are leveraging their existing knowledge base of cultural, product, customer, and financial information, already gained from their existing operations, to explore new business opportunities and facilitate market expansion. Enterprise-wide, comprehensive Global Content Management Planning and Implementation programs are the key to profitable international product development and deployment strategies. The programme featured:

- Global Content Management: The Business Case
- The Market for Globalised Voice Applications
- Global Content Management Systems - What is being delivered today?
- Cutting Translation and Localisation Costs
- Benchmarking Tools by Comparing Best Technologies
- The Marriage of CMS with Translation Technology
- Vendor Selection -
- Choosing the Partner and Technology that is Right for You!
- Getting Started - Globalisation Best Practice
- Managing Translation Workflow and Quality Assurance
- Web Services and Open-Standards
- Bidi: The puzzling four letter word - challenges and opportunities
- XML and linguistically aware translation memory

Workgroup Advisory leaders and invited speakers included representatives from:

· BBC World Service · Canon Systems Management Europe · CLS Corporate Language Services · Connect Global Solutions · Diluceo GmbH · EMC Corporation · Hewlett-Packard · IBM · HSBC · i18N Inc · JD Edwards · Language Technology Centre · Logos Group · MultiCorpora R&D · Multilizer · Océ Technologies · Oracle · RWS Group · Siebel Systems · Standard Chartered Bank · Whirlpool Europe · Text & Form Software-Lokalisierung · Trados · W3C · WH&P · XML International



International Journal of Multilingualism introduced

Multilingual Matters is launching the International Journal of Multilingualism (IJM), a twice-a-year publication.

Edited by Jasone Cenoz (University of the Basque Country) and Ulrike Jessner (University of Innsbruck), the journal provides a forum in which academics, researchers and practitioners may read and publish papers on psycholinguistic, sociolinguistic and educational aspects of multilingual acquisition and multilingualism. The journal is interdisciplinary and seeks to understand the characteristics of acquiring, processing and using more than two languages.

Topics of interest to IJM include early trilingualism, multilingual competence, foreign language learning within bilingual education, multilingual literacy, multilingual identity, metalinguistic awareness in multilinguals, multilingual representations in the mind or language use in multilingual communities.

Multilingual Matters Ltd, Frankfurt Lodge, Clevedon Hall, Victoria Road, Clevedon, Avon BS21 7SJ UK, Tel: 44-1275-876519, Fax: 44-1275-871673, E-mail: info@multilingual-matters.com, Web: www.multilingual-matters.com



News from Language Research and Language Software Organisations

An end to manual labour?

Researchers at the Commonwealth Scientific & Industrial Research Organisation (CSIRO) are developing tools to allow manuals to be created at the same time as the software or product they describe. Manuals are created as part of an integrated development process so that the manual and the product it supports will be entirely in step. The content of the manual will be based on the actual functionality of the product. The tools model tasks so they can be broken down into their component steps and analysed. CSIRO software can capture task models from specifications, interaction diagrams, text-based scenarios, or live user interaction recording. Updates could become much easier. By adjusting the task model, new instructions could be generated much more quickly than it would take to rewrite a section of the manual.

For details, see the [CSIRO](#) news release and the [ISOLDE](#) project page.

From the ISTC Newsletter, March edition. www.istc.org.uk

New version of Total Assistant available

Surefire Software has released version 2.3.6 of *Total Assistant*, its translation tool that provides a quick way to count text in multiple files of one or more formats. New features include line counting and counting of text in Excel files, in addition to Word documents, Acrobat PDF, HTML, PowerPoint, text and more.

Existing users are entitled to a free upgrade.

Surefire Software
29 High Way,
Broadstone
Dorset
BH18 9NB
UK

Fax: 44-870-1345611

E-mail: sales@surefiresoftware.com,

Web: <http://www.surefiresoftware.com>

Wordbank launches US operation

London-based Wordbank has opened an office in San Mateo, California, to provide US-based global companies with its full range of localisation and globalisation services, including consultancy, management/delivery and IT development and integration services.

The US Wordbank operation is being run by Tony Hall who joined the company from Uniscape, Inc., where he was director of business development. Hall will report to Gordon Husbands, Wordbank VP of worldwide sales and marketing.

Wordbank US
205 De Anza Boulevard
#136, San Mateo
CA 94402-3989
USA
Tel: 800-956-9673
E-mail: word-usa@wordbank.com
Web: <http://www.wordbank.com>

LTC Organiser 4.60 released

Language Technology Centre Ltd., a provider of language technology solutions, has released version 4.60 of *LTC Organiser*, the company's business process management tool for the language industry. New functions of *LTC Organiser 4.60* include colour-coded task types displayed in Project Management and Project Scheduler; automatic download of files sent by clients or suppliers via the Web forms; copy and paste to clipboard, duplication, word/page/line/character count and more; faster preparation of quotes, invoices and purchase orders; automatic updater; and RTF formatting for most comment fields.

Language Technology Centre Ltd.
5-7 Kingston Hill
Kingston upon Thames
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KT2 7PW
United Kingdom
Tel: 44-20-8549-6267
Fax: 44-20-8974-6994
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ELRA offers new written and spoken resources

The European Language Resources Association (ELRA) has added several items to its catalogue of language resources: a French monolingual dictionary (L0049 SCIPER-FR); an English monolingual dictionary (L0050 SCIPER-AN); a Spanish monolingual dictionary (L0052 SCIPER-ES); a bilingual dictionary that contains around 120,000 pairs of French-English terms (M0033 SCIFRAN); and a bilingual dictionary that contains around 80,000 pairs of French-Spanish terms (M0035 SCI-FRES). ELRA also has new spoken language resources. The Italian SpeechDat-Car database (S0144) contains the recordings of 300 Italian speakers. Release 6 of the Spoken Dutch Corpus (S0113) contains sound files together with their orthographic transcripts.

ELRA/ELDA
55-57 rue Brillat-Savarin
75013 Paris
France
Tel: 33-1-43-13-3333
Fax: 33-1-43-13-3330
E-mail: choukri@elda.fr
Web: <http://www.elda.fr>

The Language Technology Centre Ltd shortlisted for E-Commerce Award 2003.

The Language Technology Centre Ltd (LTC) and 7 other London based companies have been shortlisted for the E-Business award category out of 3000 applicants participating in the competition.

LTC matches all the necessary criteria to enter the competition. It uses a unique and innovative fully web-enabled business process management and workflow control software system. Thanks to the fully integrated business process solution for the language industry called **LTC Organiser**, LTC measures its success through increased productivity; it cuts management and other administrative costs by 50%. This achievement is illustrated by worldwide sales of the tool: LTC customers experience similar cost savings by using **LTC Organiser**.

The E-commerce Award was introduced five years ago to acknowledge UK companies, who create and provide innovation in the application of Internet information and communication technologies to transform small and medium sized business in the UK. The award recognises the efforts of companies that try to improve the use of e-business. The recipient of the award will be the company which helps other companies achieve improved business practice and become best in their class.

The 2003 national E-Commerce Awards are run by UK online for business, a partnership between industry and the government. It promotes the use of information and communication technologies for small companies. InterForum, a non-profit making membership organisation, also helps British businesses to trade electronically.

About UK online for business "UK online for business" helps British businesses - in particular small and medium sized enterprises - enabling them to get the full benefits of new technologies. The Government's declared aim is to see the UK as a leader in e-commerce in 2003, with these companies on a level with the best in the world.

About LTC Organiser

LTC OrganiserTM is an innovative Enterprise Management System (EMS) supporting all management tasks in the language industry. It reduces management time and costs by at least 50%. This user-friendly system features local or web-based (24/7) integration of multilingual projects. From the initial quotation stage through to final invoicing, all essential steps are automated as far as possible, offering numerous options and flexibility in setting up different project structures and workflows.

Customisable and extremely flexible, LTC OrganiserTM contains a Supplier module to manage new and existing suppliers, availability, languages, subject area, prices. A Client module takes care of CRM requirements. A Project Management module stores workloads, tasks and project info, quotes, invoices and POs are automatically calculated and files uploaded/downloaded. Report and Finance modules give a statistical and graphic overview of your profits, balances, deliveries, etc... Also includes a web interface for clients, suppliers and managers.

LTC OrganiserTM is dedicated to companies wishing to achieve dramatic streamlining of their information flows and to gain an edge on competitors in a fast-paced business environment.

About LTC

The Language Technology Centre is a limited company based in the UK. The company was formed in 1992 by Dr. Rinsche with a view to providing language technology solutions to a wide variety of potential application areas. The LTC translation / localisation services and products help companies produce high quality multilingual documents, websites and localised software in a cost-effective manner and within a limited timescale. Years of experience in the sector have led to our design of a software tool that dramatically cuts management costs, while ensuring professionalism and high quality service.

For more information on the company, its' services and products please refer to www.langtech.co.uk.



TRADOS launches TRADOS 6

TRADOS Incorporated has released TRADOS 6 LSP (Language Service Provider) and TRADOS 6 Freelance.

In addition to improvements in translation memory manageability, quality assurance and language support, TRADOS 6 provides single and multilanguage vendors 100% compatibility with the translation memories of clients. TRADOS 6 supports all widely used file formats in the translation community so that translators and translation companies can translate Adobe InDesign 2.0, FrameMaker 7.0 and QuarkXPress 5 documents.

Because of extensive Unicode refinements, TRADOS 6 now supports a number of new languages, including Maltese, Malaysian and Tagalog. Support for other languages such as Vietnamese and Serbian has been enhanced. Even complex chains of Unicode characters are now fully preserved during translation.

Of more interest to translation companies, TRADOS TM Server, its next-generation translation memory (TM) technology, is now available. TM Server is a central TM database server that can maintain extremely large TM databases that can be accessed simultaneously by hundreds of translators. By centralizing TMs, corporations can increase translation-recycling rates and enjoy productivity and performance gains.

The flexibility of TRADOS TM Server enables it to be integrated into all common IT environments. Organizations can leverage existing IT infrastructure both in Windows and Unix environments, saving IT time and costs and lowering total cost of ownership. TRADOS TM Server can be integrated into all common document and content management systems, including Documentum, Tridion, Astoria, Vignette and Interwoven. It can also be used to power custom workflow applications, translation portals and so on.

TRADOS UK. Phone: +44-1562-69707 / For Freelance +44-1562-740189
Fax: +44-1562-632584
Mail: info-uk@trados.com

iLangua announces TransMC 'Appliance'

iLangua is pleased to announce that its suite of Workflow, Project, Relationship and Resource Management tools can now be provided not only in a hosted environment, but also as a self-contained 'Appliance'.

This allows companies with very specific security or hardware requirements to take advantage of the TransMC solution. They get a purpose built installation of the software on their hardware.

'Appliance' is the term now used for any self-contained combination of hardware and software that performs a specific function. Appliances already exist for security and storage purposes, and iLangua is now adding Project Management, Workflow and CRM to the list.

If a company likes the TransMC Suite, but would prefer to just buy it and look after it themselves, then this is the answer for them.

TransMC Appliances can be built on Windows or Unix platforms; though iLangua would always recommend Unix as being the most robust and secure environment.

Whether on an Appliance or in the hosted environment iLangua is able to provide ongoing support and maintenance of the TransMC system in the same way.

Building an Appliance is like building a duplicate of the whole TransMC environment so the task should not be underestimated. Typically an Appliance can be specified, procured and delivered within 8 weeks. Of course as an Appliance is dedicated to a single user, the costs associated with installing and managing the hardware have to be borne by that one user.

To learn more about iLangua go to <http://www.ilangua.com/>, telephone +44 (0)20 8339 6047 or email info@ilangua.com.

Events

**4th International Conference
The translation industry today:
Communication – Standardisation
– Education
10-11 October, Bologna, Italy**



Organised by Feder.Cen.Tr.I
Federazione Nazionale Centri di
Traduzione ed Interpretariato
Contact: Livia Caprara.
federcentri.conf@libero.it
or visit:
www.federcentriconference.it

Association of Translation Companies Annual General Meeting

4 November 2003

Members only

Contact: Geoffrey Bowden
info@atc.org.uk

Association of Translation Companies Annual Conference "Opportunities for the Future"

5 November 2003

**School of Oriental and African
Studies (SOAS), University College
of London**



Organised by the Association of
Translation Companies
Contact: Geoffrey Bowden
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or visit
<http://www.atc.org.uk>

The Official Newsletter of the Association of Translation Companies (ATC)

Advertising rate card for 2003

Published 4 times a year, Communicate is the official newsletter of the Association of Translation Companies. It is circulated in PDF format via e-mail to the 92* members, all members of corresponding translation company trade associations in Europe, USA, Canada, synergistic trade organisations in the UK and Europe and is downloadable from the ATC website. The website currently receives over 6,000 distinct hits per month.

*As of August 2003. The ATC is a growing organisation, please check for latest membership status.

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Enquiries, submission of articles and booking advertising space:

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Call for stories, press releases and papers

We welcome stories and press releases from all member companies, EUATC and language professionals.

Whether you are a affiliate, associate or full member or an interested party we want to hear from you.

You could write an article on anything concerning the translation industry either here or internationally.

Where possible please supply graphics, pictures and/or logos.