

Title : Localisation and Language Technologies in Ireland: a Gateway into Europe

Abstract:

Localisation is the industrial process of adapting electronic content to culture, locale and linguistic environment, ideally at low cost, and high quality and speed. Localisation is a key enabling, value-adding, multiplier component of the global manufacturing, content, software and services industries, unlocking global and local markets. It also has an important social and cultural dimension in helping bridge the "digital divide". In this talk I will focus on the role of Ireland in localisation over the last 30 years: Ireland is regarded as the "cradle of localisation" with (originally) many US IT companies setting up in Ireland to serve the European markets, and many innovations in localisation originating in Ireland. I will focus on Europe, economic opportunities, the key challenge of multi-linguality, how language technologies support localisation and outline key Irish (CNGL) and European Union (EU) activities in language technology (META-NET).