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September 25, 2013

# SIMPLIFYING TRANSLATION:
## Using the MadPak Suite

# TODAY'S AGENDA

- Tools Overview - What is the MadPak Suite
- What hurdles exist when translating content
- Why do I care? (not caring costs $$)
- How does the MadPak help?
- Questions

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MadPak

# TOOLS OVERVIEW

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# WHAT IS THE MADPAK

MadPak

madcap FLARE
Single Source Multi-Channel Content Authoring / Publishing

madcap CONTRIBUTOR
Reviewers Tool / Contribution Tool

madcap LINGO
Translation / Localization Workflow Management

madcap ANALYZER
Scan, Analyze, Report, & Fix Project / Lower translation costs

madcap MIMIC
Software Simulation, Demos, and Tutorials

madcap CAPTURE
Screen Capture / Single Source Image Quality

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# TRANSLATION OPPORTUNITIES

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# MAXIMIZE REUSE

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# USING CONDITIONAL TEXT

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# CONSIDERATIONS

- Snippets

- Conditional Text

  Far to often we see something like:

  “{variable} is forbidden for use outside of the United States.”

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# GUIDELINES

## WHY IS PARTIAL SENTENCE CONDITIONALIZATION A PROBLEM?

- Reverse word order
- Gender and number
- Declensions (endings)
- Reduction of effectiveness of translation memory

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# GUIDELINES

- Be careful when abbreviating text to fit into small spaces.
- Sometimes very short source text, such as “FAQ” results in higher than expected expansion (“Preguntas frecuentes” in Spanish).
- Some languages like German, Finnish and Dutch use compound nouns that are much longer than typical English words.
- Try to design your document with as much flexibility as possible to allow for text re-flow.
- Avoid small, fixed-width headers, tabs, buttons and graphics.

*This will keep your desktop publishing costs down, avoid awkward translations, simplify the QA process and ultimately reduce project turnaround.*

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# TRANSLATION MEMORY BENEFITS

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# CONSIDERATIONS

- Saves money for clients on updates and revisions of documentation
- Increases consistency across projects

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# GUIDELINES

- Understand the role of translation memory technology in your update strategy

- Understand the impact of tweaking content!

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# 100% MATCH

## DOCUMENT A

## DOCUMENT B

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# REPETITION

## DOCUMENT A

## DOCUMENT B

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# FUZZY MATCH

## DOCUMENT A

## DOCUMENT B

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# EXAMPLES IN TEXT AND NOT IN FRUIT

A fuzzy-match example would be:

NEW: Please select the print option to print out all selected reports.

OLD: Please choose the print option to print out all selected reports.

A 100% example would be:

NEW: Please select the print option to print out all selected reports.

OLD: Please select the print option to print out all selected reports.

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# WHY DO I CARE?
# (NOT CARING COSTS $$)

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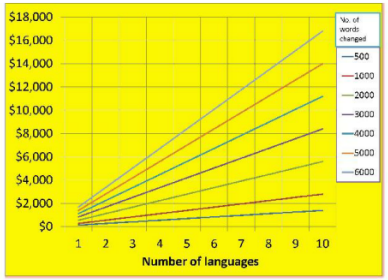
# THE HIDDEN COST OF WORDSMITHING

*Please step away from the keyboard!*




**14.3**

Average number of words in a sentence

**$3920**

Approximate cost of Wordsmithing 100 sentences in ten languages in one project.

**$0**

Approximate value of Wordsmithing.

*Create infographics* infogr.am

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# RECAP

- Understand the role of Translation Memory
- Maximize the power of TM by not Wordsmithing!

  Step away from the keyboard
- Use Conditional text, snippets and other reuse tools wisely
- Use analysis tools to discover opportunities for improvement

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# HOW DOES THE MADPAK HELP?

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**Single Source Documentation Authoring Environment**

- Embedded Snippets
- Inline Variables
- Conditional tagging
- File tags
- Multi-Channel Publishing
- Snippet Suggestions Report
- Variable Suggestions Report
- Localized Web Skins
- Maintain a separate glossary/index per language

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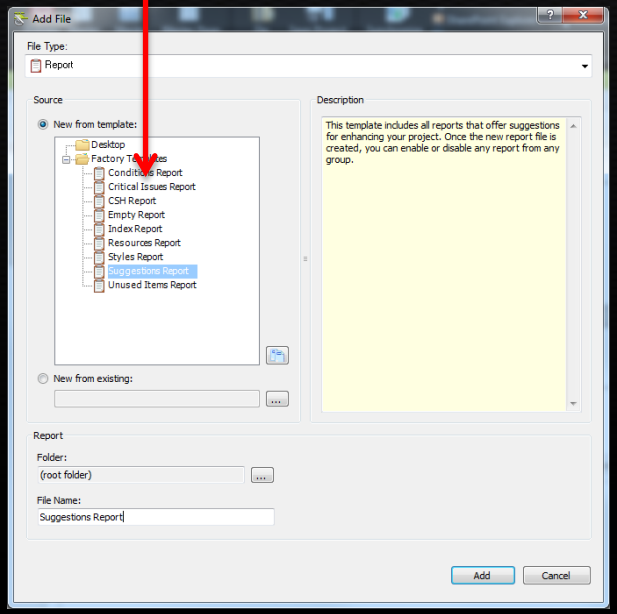
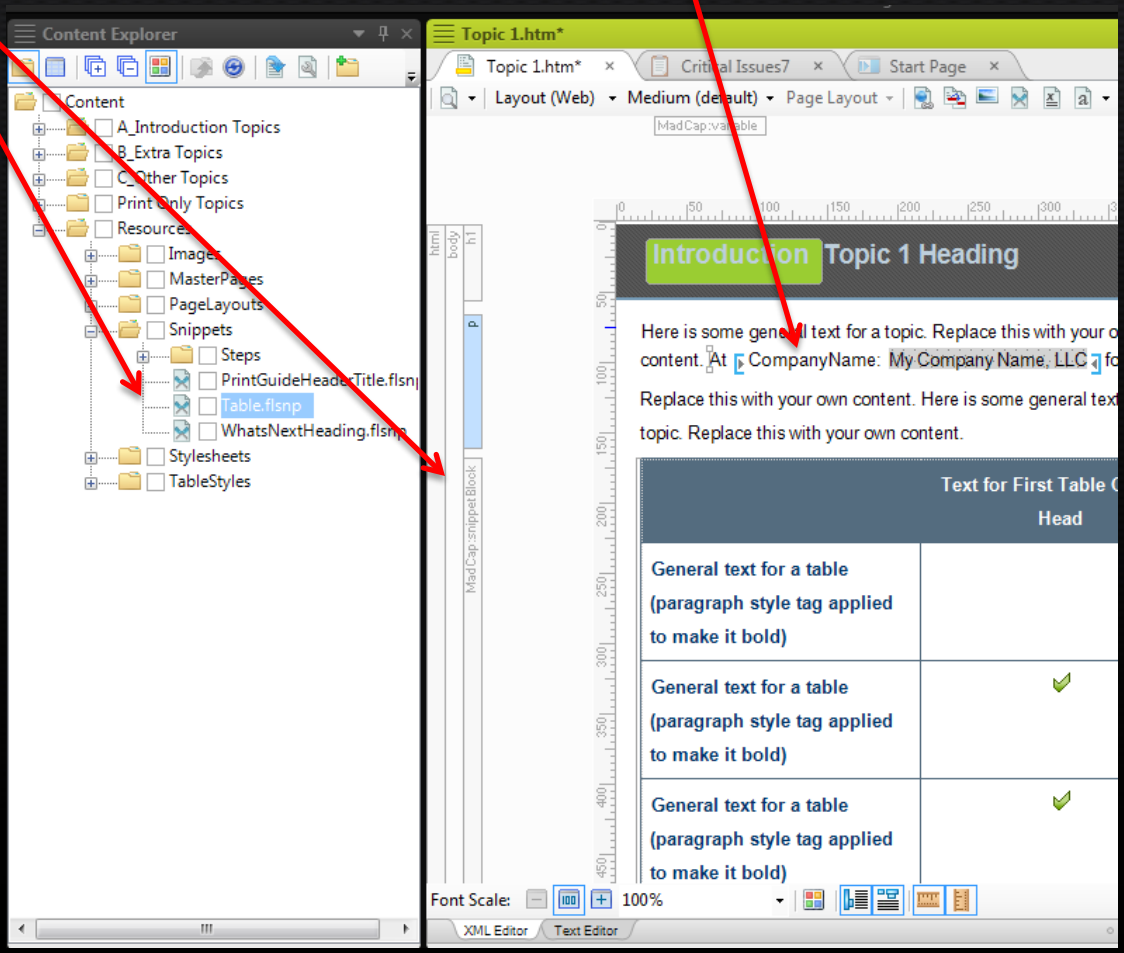
Externally referenced Snippet file – Translated (once) separate from the topic

Inline embedded variable

Suggestions Report

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- Use Flare Variables  in image/Multimedia call outs.
- Single Source High/Low quality Images (Vector & Raster)
- All object data in separate layer for Translation
- Localize HTML5, Flash, Silverlight Multimedia one time

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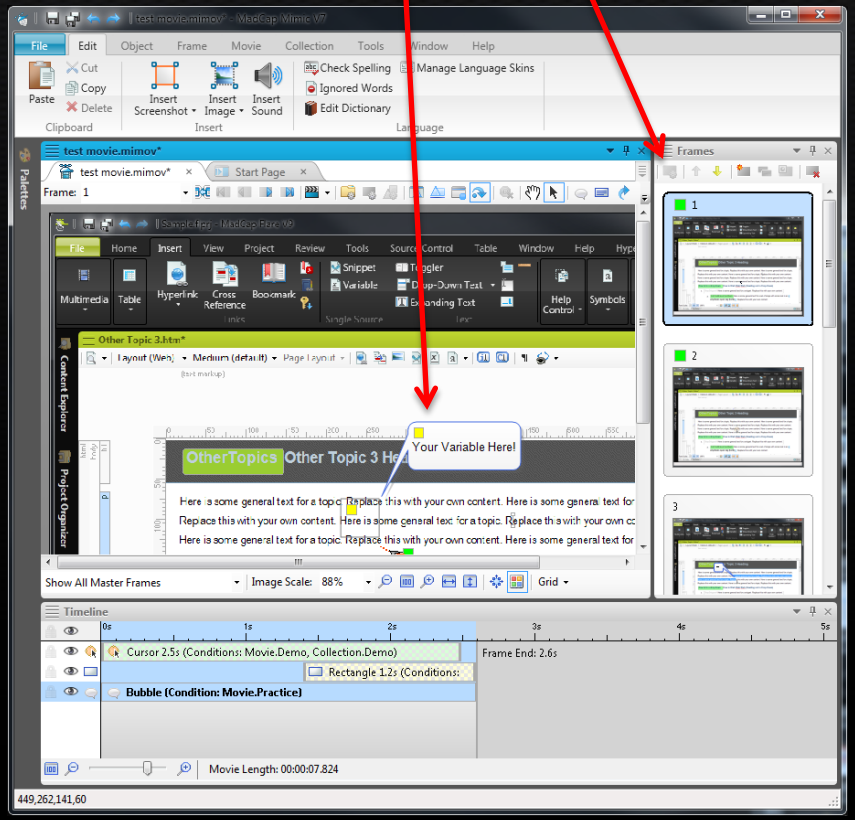
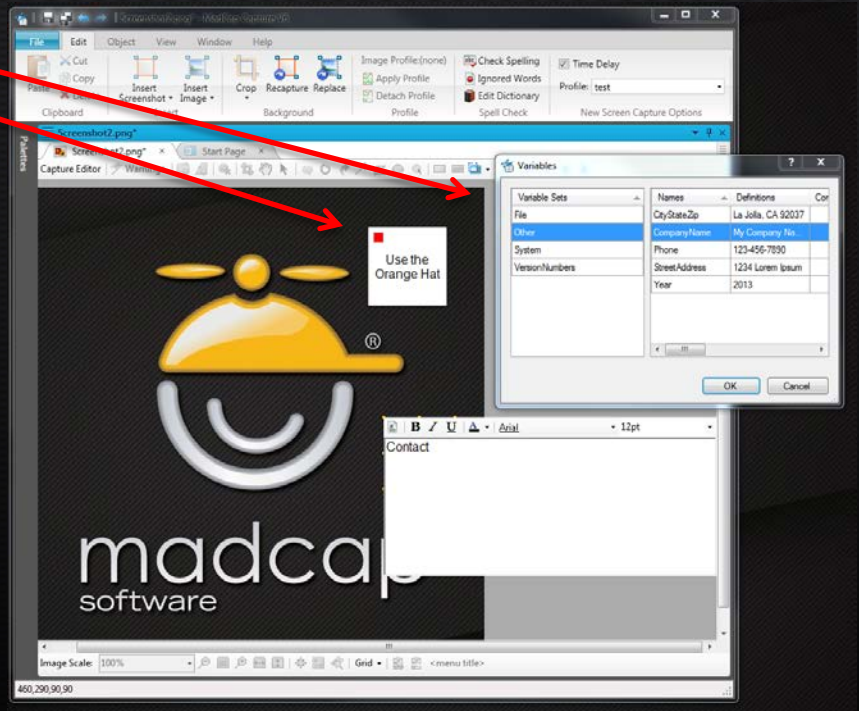
# Single Source Variables and Conditions from Flare

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- FileTags
- Variable Suggestions
- Snippet Suggestions
- Similar Segments
- Frequent Segments
- Convert Frequent Segments to Snippets!
- Project stats for Topics/Words/Segments/Etc.

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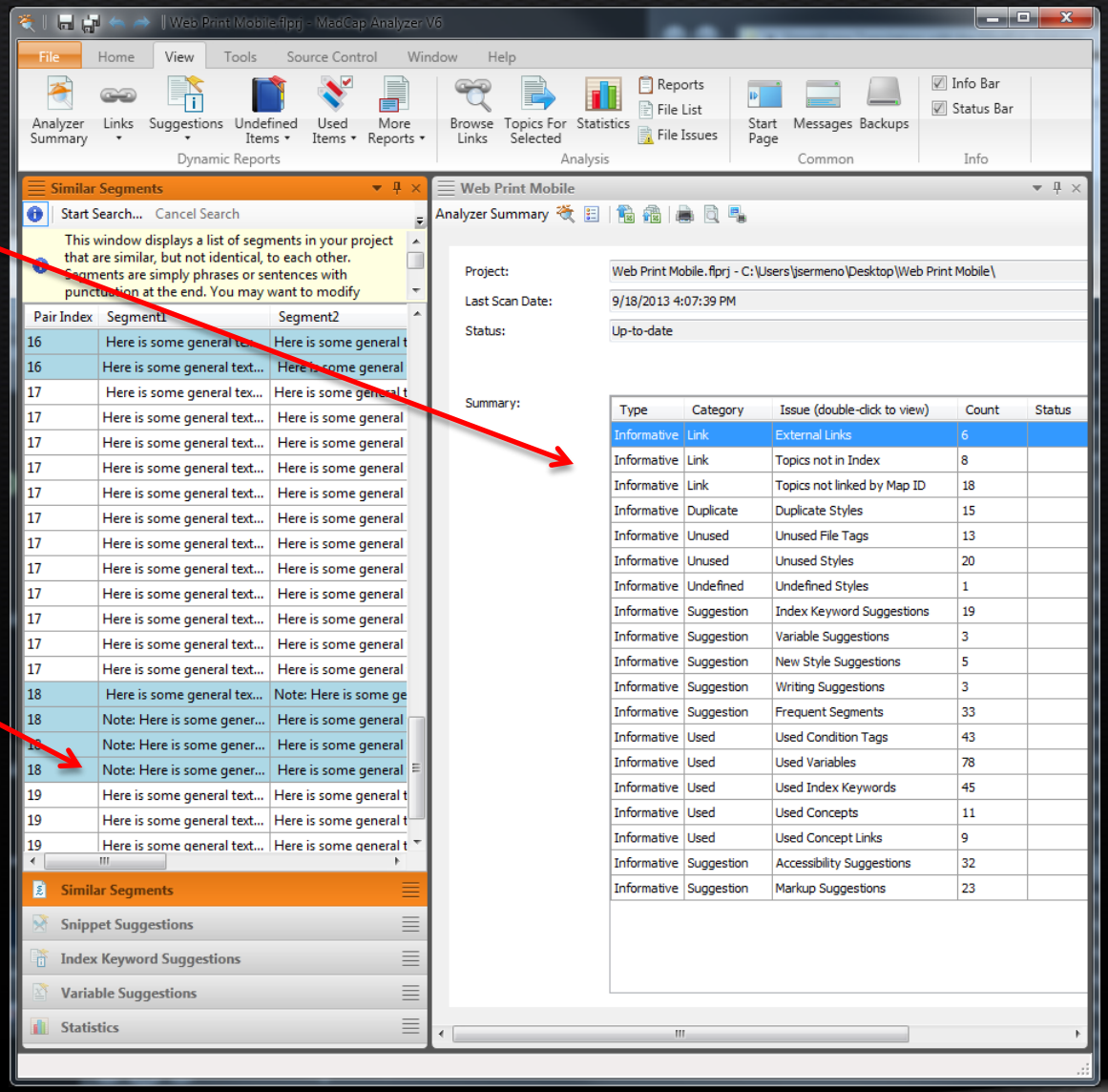
View Analysis at the Project Level

Reports open in Left Pane by default

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**Manage the Translation Workflow of Flare Content**

- Prepare files for translation in universal format
- File or Project level Segment/Word/Fuzzy stats
- Create/Import Translation Bundles

**Lower your overall Translation Costs $$$**

- Create / Maintain / Export your Translation Memory (.tmx)
- Create / Export your Terminology Database (.tbx)

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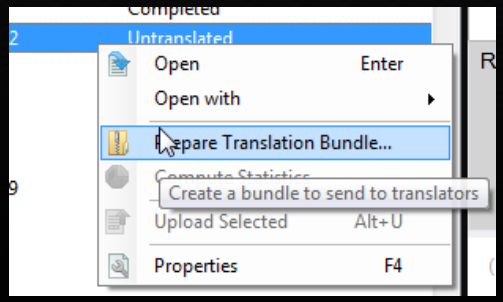
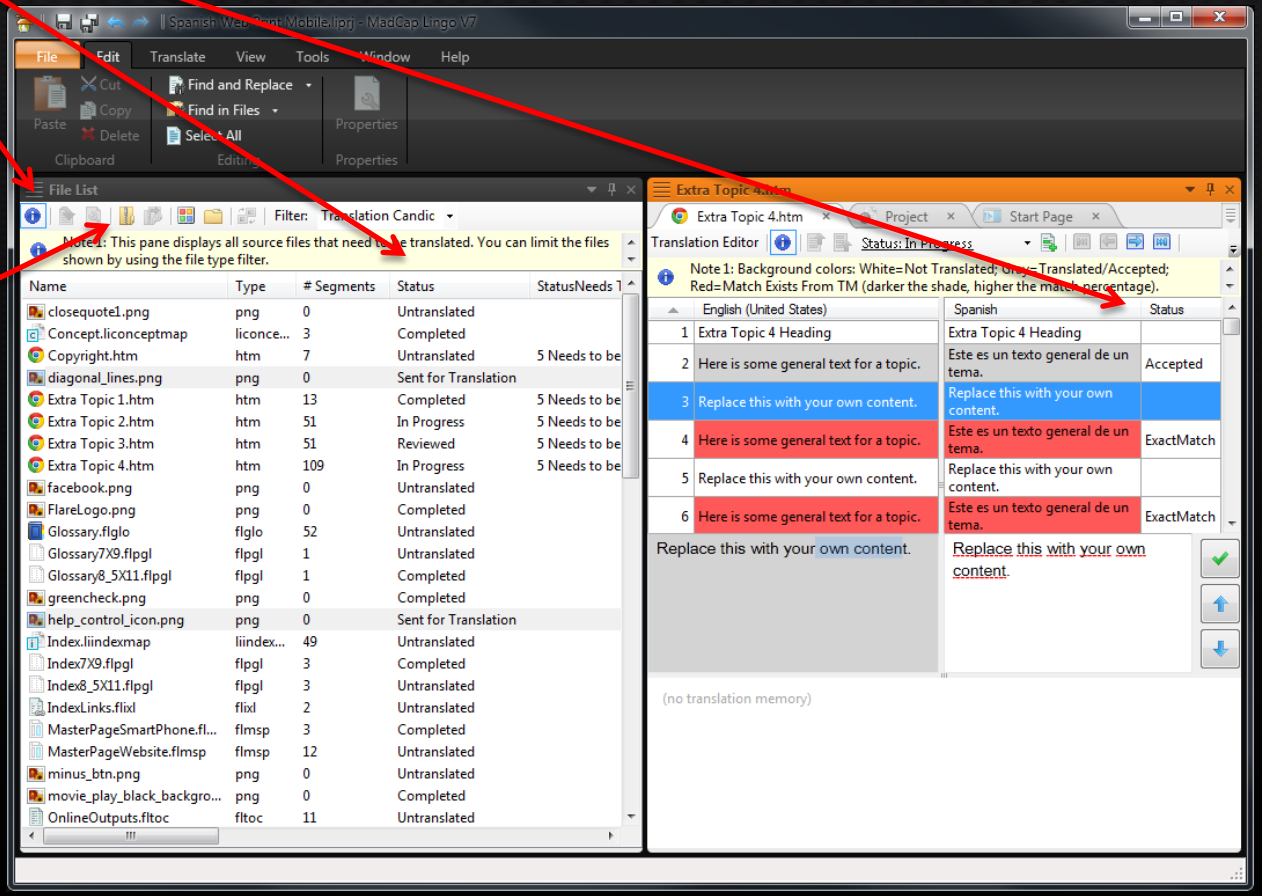
Translation Status, File/Segment Counts
& File tags all visible when working

Send files for translation
using the project packager

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# MADWORLD

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HARD ROCK HOTEL | SAN DIEGO, CA

APRIL 13-15, 2014

www.MadWorldConference.com

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MadTranslations specializes in individual projects or complete end-to-end translation and localization solutions.

Our services include:

- Language Translation
- Software Localization
- Website Localization
- E-Learning Localization
- Project Management
- And more

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*Valid for any current or future training course reserved by September 30, 2013. Certain restrictions apply.

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# Questions?

Thanks for watching!

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