1990 Worldwide Developers Conference

Mimi Obinata

Apple Computer Inc.
International Engineer

Business of Localization

Overview

Localization

- Translation vs. Localization
- Product Development
- Manuals
- Options
- Costs
- Legal Issues
- What else do I need to know

Localization Process–Development

Country Needs	4 weeks
Development	6 weeks
Localization	2 weeks
Testing	6 weeks
Final/Production	2 weeks
Total	20 weeks

- Country Needs
- Development
- Localization
- Testing
- GM Verification
- Production

Localization Process–Manuals

Glossary	2 weeks
Translation	4 weeks
Editing	4 weeks
Formatting	4 weeks
Films	3 weeks
Printing	3 weeks
Total	20 weeks

- Glossary
- Translation
- Editing
- Formatting
- Film
- Printing
- Production

Panel Members

- Chris Langewis–Symantec
- Barbara Fox–DataComm Tool and Die
- Sharon Doi–SystemSoft
- Brian Kelly–Softrans International
- Fredric D. Abramson–Attorney at Law

The power to be your best