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# **Designing Software for Japan and the Far East**

Localization, Software and Beyond...

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# Levels of Localization

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- Incompatible
- Compatible
- Localized
  - Translation
  - Customization

# Incompatible

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- International differences
  - Language
  - Culture
  - Standards

# Incompatible

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- Cost
  - Only 50% of market
- Benefit
  - No effort required

# Compatible

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- What
  - Text handling
  - Date, time, sorting, currency, tokens
- How
  - APDA: Docs, Toolkits, System Software
  - Developer Technical Support

# Compatible

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- Cost
  - No short cuts; dependent on SSW
- Benefit
  - Opens door to global market

# Localized

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## Translation

- What
  - Text resources: menus, dialogs, strings, etc
  - Icons/graphics, formats
  - Documentation
- How
  - ResEdit, Translate It!, Localizer, MPW
  - DTP, Translation service



# Localized

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## Translation

- Cost
  - Translation is expensive and takes time
- Benefits
  - Greatly increased sales

# Localized

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## Customization

- What
  - Revised feature set
  - Tutorials, examples
- How
  - Native designers and writers
  - Field testing, native user feedback

# Localized

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## Customization

- Cost
  - Requires marketing/  
engineering resources
- Benefit
  - Increased local market share

# Incompatible



- American Humor

# Compatible



- Compatible for Japan
- Immediate Availability
- Low cost

# Translated



- Translated “Moof” to Japanese phonetic characters
- Translation costs low
- Production costs high

# Customized



- Japanese animal sounds
  - Dog = wan-wan
  - Cow = mow
  - DogCow = mowan
- Design and testing took time
- Production costs the same as translated version

# Summary

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- Grow level by level
- Localization is not just translation
- Localize your attitude for each region





The power to be your best