Adobe® Localization Overview

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Agenda

- Company facts
- Localizing Adobe products
- Localization specifics for Asia
- Universal localization challenges
- Asia localization challenges
- Lessons learned
Company facts

Adobe Systems helps people and businesses communicate better by delivering world-leading digital imaging and document technology platforms

- More than 20 years of leadership and innovation
- One of the world’s largest software companies
- Annual revenues exceeding $1.2 billion
- Headquartered in the heart of Silicon Valley
- 3,400 employees in 40 cities around the world
- Products localized in over 25 languages
Localizing Adobe products

▪ Corporate objectives
  ▪ **Revenue:** Grow annual product sales
  ▪ **Cost:** Reduce development cost
  ▪ **Schedule:** Release localized versions soon after US
  ▪ **Quality:** Deliver top-notch products

▪ **Engineering objectives**
  ▪ Develop world-ready products
  ▪ Stay in sync with US development through automation

▪ **Two different development models**
  ▪ Waterfall development model
  ▪ Incremental development model
Localization specifics for Asia

- Various levels of localization
  - **Basic**: “Translation” (date formats, calendars, sorting, spell-checking…)
  - **Intermediate**: Market specific features
    - Photoshop Album stickers and templates
    - i-mode plug-in
  - **Advanced**: Market specific products (e.g. Adobe InDesign J)
    - Japanese publishing (Layout, Kinsoku, Rubi, Kenten, Shatai…)
    - Immediate translation

- Focus groups in Japan
- Pre-release program for Japan
- Japanese quality standards
Universal localization challenges

- **Internationalization issues**
  - US centric product architecture
    - Hard-coded localization information (string, font, formatting)
    - String concatenation
  - Manual dialog resizing

- **Process issues**
  - UI changes in the US product after localization hand-off -> impact UI and documentation.
  - Lack of communication between US and Loc teams

- **Resource issues**
  - Resources working on US and localized versions.
Asia localization challenges

- Internationalization issues
  - Maintaining different code bases
  - Encoding issues (e.g. double-byte)
  - Font issues
- Quality issues
  - Terminology
- Piracy issues
Lessons learned

- **Internationalize product properly**
  - Maintain one code base
  - Support Unicode
  - Use OS international API
  - Automatically calculate dialog layout
  - Externalize localizable entities

- **Work with local offices and focus groups**
  - Understand what your customers need

- **Enforce appropriate process with US development team**