

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**