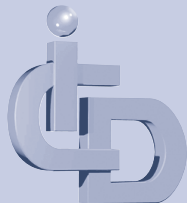


# Esprit d'ICD

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## ICD Travel Tip

### Location-based Travel App



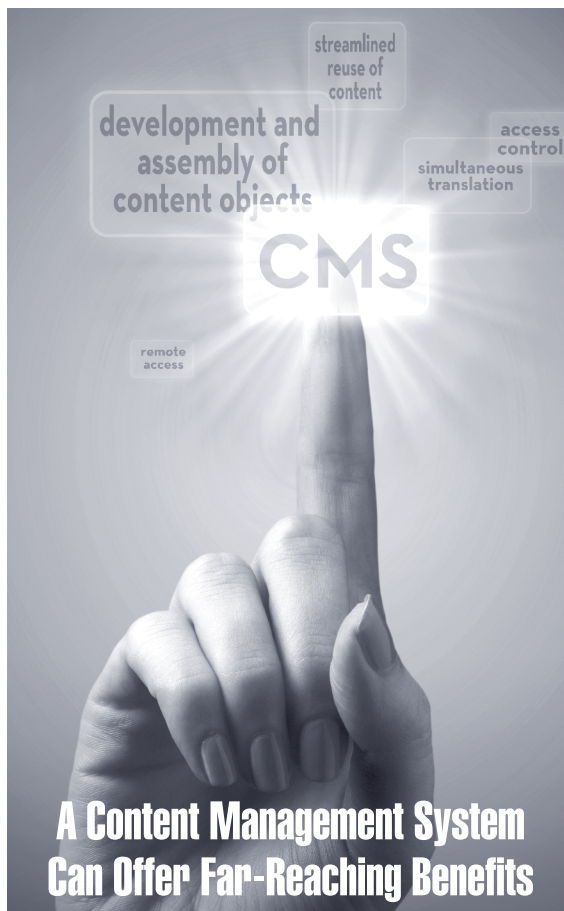
Rated by various travel sites and experienced international travelers, the "Around Me" app for the Apple® iPhone® pinpoints your current location and provides a list and addresses of nearby businesses. The app also includes a map to each destination. ☘

**W**ith the amount of content being developed by companies and organizations in a variety of languages, evaluation and implementation of content management systems (CMS) is becoming a necessity. Over the next few newsletters, ICD will look at some of the factors to consider in selecting, implementing and using a CMS.

Before researching the various CMSs available in the marketplace, it's useful to first consider the benefits of using a CMS. Depending on the chosen CMS, those benefits may include:

■ **Support for the development and assembly of content objects.** While flat file systems and some authoring tools allow writers to assemble some types of content, the sheer number of objects can require

## The Power of CMS



A Content Management System Can Offer Far-Reaching Benefits

significant overhead to manage and assemble.

■ **The ability for multiple authors to access and modify the same content without "collision" of changes.**

Because a CMS is database driven, authors can modify the same content object while allowing the CMS to keep track of the current state of the object, who has the object open for editing, and who has rights to edit the content.

■ **Metadata-driven search capabilities.** Flat file, directory systems offer basic search capabilities. But with a CMS, authors can look for specific content objects based on specific characteristics through the definition and use of clearly defined metadata.

■ **Remote access to content.** With a CMS, users who have permissions to do so can typically access centrally stored content from any location, especially if the CMS offers a web interface.

→ See **CMS** on page 2

## The end of the only child rule in China?

**Since 1979, China has restricted would be parents to having only one child.** Beijing is getting ready to change the rule so that under certain conditions, parents may have a second child. Under the new rule, mothers must be at least 28 years old and the oldest child must be at least 4 years of age. In addition, both parents must



themselves be only children.

Until now, a couple that did not conform to the rule was required to pay the government a fifth of their annual income. But with the current birth rate between 1.4 and 1.8 children, the Chinese government has decided on a birth rate goal of 2.1 children in order to ensure the renewal of future generations. ☘

■ **Access control.** A CMS not only enables geographically dispersed access to content, it also offers appropriate levels of control over content, depending on user rights assigned to the content.

■ **Streamlined reuse of content.** With a CMS, content objects can more easily be reused across multiple output types and deliverables. When a writer changes a content object that is stored in a CMS and then reused in multiple outputs, authors responsible for all outputs in which the object appears can be automatically notified.

■ **Simultaneous translation.** Because a CMS supports development of content as objects, content can be reviewed, edited and translated before the full “document” is complete. The CMS can also offer storage and metadata support for multiple languages and assembly of translated content into separate language documents. ☞

Sources: [www.customerthink.com](http://www.customerthink.com);  
<http://blog.nielsen.com>

## Lifting fingerprints to solve cold cases

Ever since the discovery in 1858 that fingerprints can uniquely identify a person, criminal justice professionals have sought to continually find more advanced ways of recovering and interpreting fingerprints to solve crimes. A recent discovery by a team of researchers in Australia — in collaboration with Australian police



and Northern Illinois University in the U.S. — takes fingerprint technology to yet another level of sophistication. Using nanotechnology — the engineering of functional systems at the molecular level — researchers at Sydney’s University of Technology

believe they may be able to detect fingerprints on surfaces many years after the prints were left. Through nanotechnology, researchers are now able to find trace amounts of amino acids that previous fingerprint identification techniques could not discern. Even though the use of amino acids to detect fingerprints has been employed for some time, the scientists have found a way to add nanotechnology to enhance print detail. The researchers hope that the technology will help law enforcement officers solve cold cases and lead to the next step in the evolution of fingerprint detection: the ability to lift fingerprints from the skin of victims of crimes. ☞

Source: *British Broadcasting Channel*

## UNIQUE WORDS MCREFUGEE

Used in Mandarin, Cantonese, and Japanese, the term is used to refer to people, typically unemployed, who sleep in 24-hour McDonald’s restaurants.

## GSA Contract Schedule awarded to ICD



The General Services Administration (GSA), a federal agency that helps government agencies locate and procure goods and services, recently awarded International Communication by Design, Inc. (ICD) a GSA Federal Supply Schedule contract for translation services. The contract number GS-10F-0245X, under Special Item Number (SIN) 382-1, Federal Supply Group 738 Part II, is valid from May 13, 2011 through May 12, 2016. Services that fall under SIN 382-1 are:

**Translation Services:** includes translation of written material in various file formats (such as .doc, .pdf, html/xml, .indd files) both to and from the English language of materials such as technical manuals, specification sheets, software, brochures, websites, and legal documentation.

**Desktop Publishing/Formatting:** includes formatting the layout and graphic design of foreign language

collateral in file formats such as Quark®, Quicksilver®, Adobe®, PageMaker® and InDesign® in a way that the target product is a mirror image is that of source language documents/files.

**Transcription:** includes the transcription of scanned and recorded media into written form, with the source and target languages being one and the same, into specified file formats (such as .doc and .xls files). ☞

## Say goodbye to Google Translate

Citing “substantial economic burden caused by extensive abuse” by users of the Google Translation application programming interface, Google® recently announced that it will phase out support for the API by December 2011. The feature has been popular among users of the Google search engine, its Google Chrome™ browser, and the Android™ smartphone because it translates content into a number of languages. Because web developers must include the API within their sites in order to offer the translation feature, some analysts think developers may be disappointed because reprogramming or code changes will likely be required.

Other APIs that Google has announced it will retire include books data, blog searches, news searches, image searches, video searches, and the Virtual Keyboard API.

With the announcement of the closure of Google’s Translation API, other companies operating in the machine translation space may benefit. For example, Microsoft® offers SOAP, HTTP, and AJAX interfaces to its Translator service for use with the Bing® search engine. ☞

Source: *Thing UK*

# Automated text-to-sign language

With advances in automated translation comes yet another new technology, in the form of automated translation of the written word, into an animated presentation in Sign language.

Recently, NHK Science & Technology Research laboratories announced that its researchers had developed a system to convert written Japanese words into Sign language gestures.

Although text subtitling of videos is helpful, researchers believe that people born deaf and who use sign language as their principal form of communication will more easily understand important communication such as breaking news



shown on tickers across a video screen. With this new system, signing is done by an avatar image that appears to be reporting from a virtual newsroom.

While testing has yielded some promising results, researchers noted that translations are not always accurate. So, to adapt the system, developers have implemented a manual component that allows humans to intervene and correct imperfectly translated content. Words that do not translate well can be replaced by synonyms. ☘ Source: Popular Science

# Time travel with rainforest's 'green ocean' air

For years, scientists have used a multitude of approaches for studying the past, from archaeological digs to core sampling to calculating the age of stars based on distance from the earth. A new study is now underway in Brazil to determine the composition of air on the earth before human activity unleashed its effects on the environment during the Industrial Revolution.

In the Amazon Basin region of Brazil, a group of researchers from various nations climbed 130 feet up into the rainforest canopy, sometimes called the "green ocean" to sample what is believed to be the most pristine air on the planet. The scientists, including those from the Harvard School of Engineering and Applied

Sciences, decided on the location for their sampling because at that location, the air had travelled at least two days away from any contaminating sources.

Hoping to use the data to study whether and how global climate change is affected by pollution, the researchers discovered to their surprise that 85 percent of the air particles they sampled contained droplets from plant oxidation. That result could change previous theories about how the air is affected by aerosols. Even given the high quality of the rainforest air, scientists still believe that pollution has already affected our air so much that studying the effects of industrialization on the atmosphere remains a challenge. ☘

Source: Popular Science



# Imitation, a sincere form of global flattery

With the rise in popularity of certain television shows around the world, other countries have sought to adapt the programming to their audiences. In the talent genre, *Britain's Got Talent* was the forerunner of *America's Got Talent*. With *American Idol* as its model, France has also introduced *La Nouvelle Star* and Afghanistan has its own version that highlights aspiring artists: *Afghan Star*.

Britain's long history of being a precursor to American television shows extends from such public broadcasting favorites as *Antiques Roadshow*, known by the same name in the U.S., to reality shows such as the British *Changing Rooms*, which led to the American series *Trading Spaces*.

Game shows are another genre that offers international television producers other opportunities to build on a successful show. In the U.S., *The Price is Right*, which first aired in 1972, has been adapted into dozens of international versions, including *Der Preis ist heiß* in Germany, *Atinale Al Precio* in Mexico, Romania's *Prețul Corect*, and Vietnam's *Hãy chọn giá đúng*. ☘

## Suggested International Films

### *Biutiful* (2010 Spain)

After receiving a diagnosis of cancer, a divorced father raising two children and living in the slums of Barcelona determines to set his life on the right course.

### *Patrik, Age 1.5* (2008 Sweden)

A gay couple reassesses their lives after they adopt a child based on the misunderstanding that the boy is a year and half, when in fact Patrik is a rebellious and homophobic adolescent.

### *Mesrine Part 1 and 2* (2008 France)

This story of French gangster Jacques Mesrine recounts his life before he became Public Enemy number one.



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13040 West Lisbon Rd. Suite 600 – Brookfield, WI 53005  
(262) 781-1644 fax (262) 781-1654  
ICDTRANSLATIONTRANS2EVOLVE.BLOGSPOT.COM  
WWW.ICDTRANSLATION.COM

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**Sept. 12-14**

**OSP EXPO<sup>®</sup>**

Duke Energy  
Convention Center  
Cincinnati, OH  
[www.ospmag.com/expo](http://www.ospmag.com/expo)

**Sept. 14-16**

**CONSTRUCT 2011**

McCormick Place  
Convention Center  
Chicago, IL  
[www.constructshow.com](http://www.constructshow.com)

**Sept. 20-22**

**QUALITY EXPO**

McCormick Place  
Convention Center  
Chicago, IL  
[www.canontradeshows.com/expo/qexpo11](http://www.canontradeshows.com/expo/qexpo11)

**Oct. 2-5**

**APTA Expo**

Ernest N. Morial  
Convention Center  
New Orleans, LA  
[www.aptaexpo.com/apta2011/public](http://www.aptaexpo.com/apta2011/public)

**Oct. 4-6**

**ICUEE The Demo Expo**

Kentucky Exposition  
Center  
Louisville, KY  
[www.icuee.com](http://www.icuee.com)

**Nov. 1-4**

**Process Expo**

McCormick Place  
Convention Center  
Chicago, IL  
[www.myprocessexpo.com](http://www.myprocessexpo.com)

**Nov. 14-17**

**FABTECH**

McCormick Place  
Convention Center  
Chicago, IL  
[www.fabtechexpo.com](http://www.fabtechexpo.com)

**Dec. 13-15**

**POWER GEN  
LAS VEGAS**

Convention Center  
Las Vegas, NV  
[www.power-gen.com](http://www.power-gen.com)

**INTERNATIONAL COMMUNICATION BY DESIGN, INC.**

13040 West Lisbon Rd., Suite 600  
Brookfield, WI 53005



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