Are we on the same page?

Synchronizing, displaying and
sharing translated content

for better experience
on multilingual websites

הצגת תכנים מתורגמים זה-לצד-זה
ושיתופם ברשת אופן מסונכרן

לשדרוג החוויה
באתרים רב-לשוניים

ישראל 2013

בישראל כ-6 מיליון דוברי עברית,
מיליון וחצי דוברי ערבית,
מיליון דוברי רוסית,
100 אלף דוברי אנגלית ומאות אלפים דוברי שפות אחרות.
סה"כ 33 שפות, כולל שפות סימנים. [*]

The need - lost in translation

Countries that are officially or unofficially multilingual
- Multiple official languages
- Single official language, functionally multilingual
- No official language, functionally multilingual

The global internet is a social space of polyglots.

We are abundant with multilingual content.

The Internet industry is treating multilingual content has not changed much since 1995 - Now you see it now you don't.

There is no mechanism to share multilingual content on the growing global and social web.

? Linguistic Justice ?

a step back... why translate?

- The majority of world countries are officially multilingual *.

- 66% of children globally are raised bilingual * .

- 1 of 5 Americans does not read English, and two out of three Internet users are non-English speakers.

- 90% of European users visit a website in their own language - if available * .

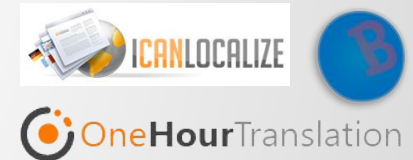- The translation services industry – is worth $33 billion globally * .

Existing Solutions

SideLang

Synchronizing, displaying, sharing translated web content

Remote translation services

CMS plugins - separate page for each language

Machine translation

SideLang implementation

beta1: [The Public Knowledge workshop](#)
Platform: Wordpress + WPML [ar, en, he]
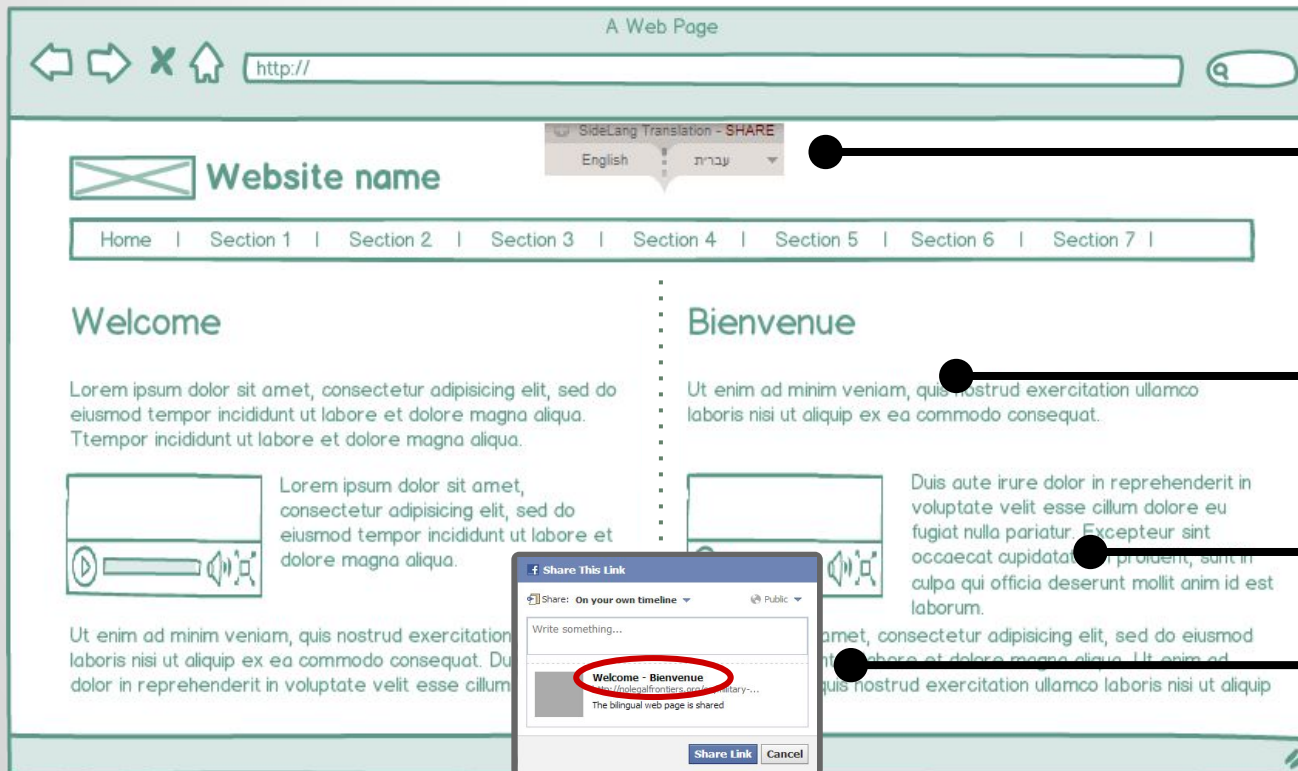Content:: Social ; NGO

beta2: [No Legal Frontiers](#)
Platform: Joomla [ar, en, he]
Content:: legal ; NGO

demo: [transposh](#)
Platform: wordpress [all]
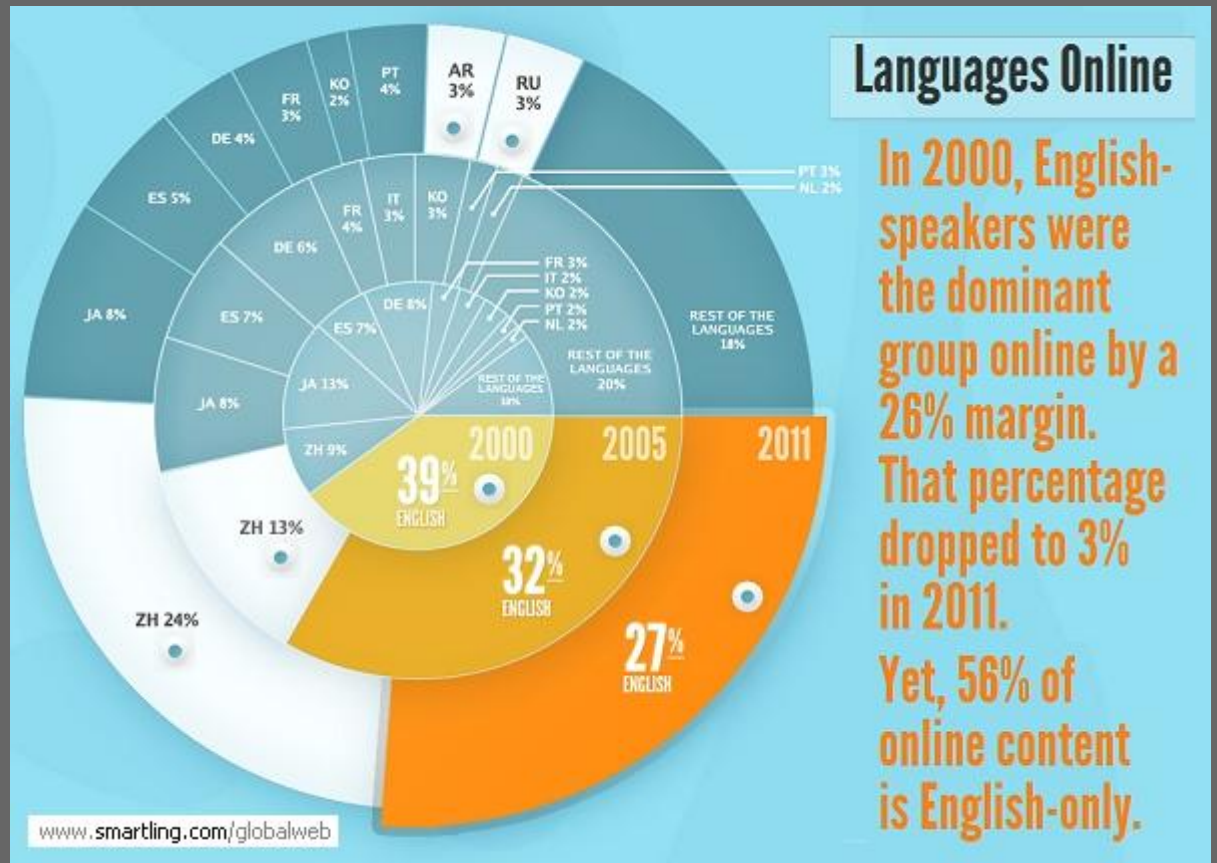Content:: translation

GUI
Language selection
Admin alert notes

Two languages,
side by side

Parallel
sync & alignment

Bilingual
Sharing

SideLang

- promotes **sharing**
- enables **multilingual collaboration**
- improves **usability** (no more NYSINYD)
- adds **credibility** (trust = traffic = SEO)
- naturally encourages **learning**
- takes advantage of **wide screens**

SideLang Technology

	![f] Social Sharing	Synched / alignment	Navigation experience	Translation quality rating	API / crowd
SideLang	Bilingual Sharing	:)	:)	:)	:)

- **easy** cross-platform, cross-browser bookmarklet, plugin or script line
- **transparent** non-invasive add-on, compatible with any CMS
  no interference with exiting data / site template design
- **wizard** dynamically auto-configures based on admin needs, available
  translations, client environment and user preferences
- **standard** configuration hosted in cloud or in-house, open code / API

SideLang

... legal, medical, cultural, educational, support ...

- for site owners
- for website builders
- for translation plugins & services

thank you
let's do it together

Neora ShemShaul

- Programming experience in *corporations* (CDC, DEC) since the 70's and in early *startups* since the 90's.

- Lecturer in Tel Aviv University and in Shenkar College on 'Impact of the Internet', 'Cyberculture' and 'Computerized translation'.

- Author of two books and Journalist at several technology periodicals.

- Created multilingual interactive-art projects and wrote a theatre play.

- In recent years, an *independent* web developer and *team leader* of large-scale multilingual projects.

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