



Internationalization & Unicode Conference

OCTOBER 21-23, 2013 • SANTA CLARA, CA USA

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Conference At A Glance

Monday, October 21, 2013

TUTORIALS	Track 1	Track 2	Track 3
Morning SESSION 1 08:30 – 10:00	<u>An Introduction to Writing Systems & Unicode</u> Richard Ishida <i>Internationalization Activity Lead, W3C</i>	<u>Putting ICU to Work</u> Steven R. Loomis <i>Software Engineer, IBM</i>	<u>Internationalization: An Introduction</u> Addison Phillips <i>Globalization Architect, Lab126, Amazon</i>
10:00 - 10:30 Morning Refreshments			
Morning SESSION 2 10:30 – 12:00	<u>An Introduction to Writing Systems & Unicode (Con't.)</u> Richard Ishida <i>Internationalization Activity Lead, W3C</i>	<u>Building Multilingual Websites in Drupal 7 and Joomla 3</u> Jim DeLaHunt <i>Principal, Jim DeLaHunt & Associates</i>	<u>Web Internationalization - Standards and Best Practices</u> Tex Texin <i>Globalization Architect, Xencraft</i>
12:00 - 13:00 Lunch			
Afternoon SESSION 1 13:00 – 14:30	<u>Unicode – the Advanced Tour</u> Craig R. Cummings <i>Principal Software Engineer - Internationalization, Informatica</i> Michael McKenna <i>Globalization Engineering Leader, PayPal, Inc.</i>	<u>Handling Arabic, Hebrew, and Other Right-to-Left Scripts in HTML</u> Aharon Lanin <i>Software Engineer, Google</i> Richard Ishida <i>Internationalization Activity Lead, W3C</i> Andrew Glass <i>Program Manger, Microsoft</i>	<u>Localization Workshop</u> Daniel Goldschmidt <i>Sr. International Program Manager, Microsoft Corporation</i> Iris Orriss <i>Internationalization Manager, Facebook</i>
14:30 – 15:00 Afternoon Refreshments			
Afternoon SESSION 2 15:00 – 16:30	<u>Character Normalization</u> Martin J. Dürst <i>Professor, Aoyama Gakuin University</i>	<u>Internationalizing JavaScript Applications</u> Norbert Lindenberg <i>Internationalization Consultant, Lindenberg Software LLC</i>	<u>Localization Workshop (Cont.)</u> Daniel Goldschmidt <i>Sr. International Program Manager, Microsoft Corporation</i> Iris Orriss <i>Internationalization</i>

Tuesday, October 22, 2013

09:00 - 9:15	Welcome & Opening Remarks		
09:15 – 10:00	KEYNOTE PRESENTATION - <u>Enabling the Next Billion Multilingual Users for Wikipedia</u> Alolita Sharma Director of Engineering, Wikipedia		
10:00 – 10:30 Morning Refreshments			
PRESENTATIONS	Track 1 Platforms	Track 2 Locales and CLDR	Track 3 World Wide Web
10:30 – 11:20 SESSION 1	<u>Internationalization and Localization for Android Devices</u> Roy Yokoyama Principal Globalization Engineer, Google-Motorola Mobility	<u>What's New in CLDR</u> Peter Edberg Senior Software Engineer, Apple Inc. Mark Davis Sr. Internationalization Software Architect, Google Inc. Steven R. Loomis Software Engineer, IBM	<u>The Multilingual Web: A Status Report</u> Addison Phillips Globalization Architect, Lab126, Amazon Richard Ishida Internationalization Activity Lead, W3C
11:30 – 12:20 SESSION 2	<u>The Story of MSKLC</u> Michael S. Kaplan Program Manager, Microsoft	<u>CLDR Users' Panel and Discussion</u> Peter Edberg Senior Software Engineer, Apple Inc. Mark Davis Sr. Internationalization Software Architect, Google Inc. Steven R. Loomis Software Engineer, IBM Cameron Dutro Senior Software Engineer, International Engineering Team, Twitter	<u>ITS 2.0: Facilitating Automated Creation and Processing of Multilingual Web Content</u> Felix Sasaki DFKI / W3C Fellow Christian Lieske SAP AG
12:30 - 13:30 Lunch			
PRESENTATIONS	Track 1 Platforms	Track 2 Locales and CLDR	Track 3 Scripting Languages
13:30 – 14:20 SESSION 3	<u>MySQL History and Practical i18n and i10n</u> Jeremy Cole Sr. Systems Engineer, Google, Inc.	<u>CLDR Data for Javascript and the Web</u> John Emmons Senior Software Engineer, IBM	<u>Unicode Programming in Modern Perl</u> Nick Patch Software Engineer, International, Shutterstock
14:30 – 15:20 SESSION 4	<u>No More Tofus and Ransom Note: Beautiful Fonts for All</u> Jungshik Shin	<u>Do You Speak CLDR?</u> George Rhoten	<u>Implementing Normalization in Pure Ruby - The Fast and Easy Way</u>

	Systems Engineer, Google, Inc.	Language Technologies Engineer, Apple Inc.	Martin J. Dürst Professor, Aoyama Gakuin University
15:20 – 16:00 Afternoon Refreshments			
PRESENTATIONS	Track 1 Platforms	Track 2 Testing	Track 3 Scripting Languages
16:00 – 16:50 SESSION 5	<u>Innovations in Internationalization at Google</u> <u>Vladimir Weinstein</u> Engineering Manager, Google Inc. <u>Mark Davis</u> Sr. Internationalization Software Architect, Google Inc.	<u>Best Practice in A New Working Model for Localization Testing</u> <u>Shan Fu</u> International QE, Adobe Systems <u>Jing Lai</u> International QE Team Lead, Adobe Systems	<u>Comparing Javascript Libraries</u> <u>Tex Texin</u> Globalization Architect, Xencraft <u>Craig R. Cummings</u> Principal Software Engineer - Internationalization, Informatica
17:00 – 17:50 SESSION 6	<u>Arabic Script SHOULD NOT be so Scary!</u> <u>Behnam Esfahbod</u> Research Assistant, Xencraft	<u>Critical Values for i18n Testing</u> <u>Tex Texin</u> Globalization Architect, Xencraft	<u>Internationalizing the Core of JavaScript, Second Edition</u> <u>L20n, Next Generation Localization Framework for the Web</u> <u>Norbert Lindenberg</u> Internationalization Consultant, Lindenberg Software LLC <u>Nebojša Ćirić</u> Software Engineer, Google, Inc. <u>Zbigniew Braniecki</u> Software Engineer, Mozilla Corporation
18:00 - 19:00 Conference Reception			

Wednesday, October 23, 2013

PRESENTATIONS	Track 1 Localization	Track 2 Internationalization in Practice	Track 3 Natural Languages
09:00 – 09:50 SESSION 7	<u>A Cost and ROI Model of Internationalization Issues</u> <u>Adam Asnes</u> President, Lingoport	<u>A Time for Everything</u> <u>Travis Keep</u> Software Engineer, Google, Inc. <u>Peter Edberg</u> Senior Software Engineer, Apple Inc. <u>Yoshito Umaoka</u> Senior Software Engineer, IBM	<u>The Script Encoding Initiative: The Successes and Tribulations of Encoding Scripts</u> <u>Deborah Anderson</u> Researcher University of California Berkeley <u>Anshuman Pandey</u> Doctoral Student, Dept. of History, University of Michigan
10:00 – 10:50 SESSION 8	<u>From User Experience to Benutzererlebnis - UX Joins L10N to Offer a Better Global User Experience</u> <u>Loïc Dufresne de Virel</u>	<u>How to Spot a Flying Unicorn: Analyzing User Interface Designs for Localizability</u> <u>Addison Phillips</u>	<u>Burmese - Challenges & Lessons Learned from an Early Adopter</u> <u>Brian Kemler</u>

	Localization Strategist, Intel Corporation	Globalization Architect, Lab126, Amazon	Program Manager, Google, Inc. <u>Craig Cornelius</u> i18n Engineer, Google, Inc.
10:50 - 11:10 Morning Refreshments			
11:10 – 12:00 SESSION 9	<u>Tech View of Global Social Games Development</u> <u>John Huan Vu</u> Senior Software Engineer, Zynga Inc.	<u>Which *Bleep* Language Tag Should I Use?</u> <u>Michael Kuperstein</u> Localization Engineer, Intel <u>Octavio Ramos</u> Localization Software Quality Assurance Lead & Engineer, Intel	<u>The Qur'ān Project</u> <u>Thomas Milo</u> Partner, DecoType
12:00 - 13:00 Lunch			
PRESENTATIONS	Track 1 Implementations	Track 2 Agile Development	Track 3 Sorting
13:00 – 13:50 SESSION 10	<u>What's New in ICU</u> <u>Steven R. Loomis</u> Software Engineer, IBM <u>Markus Scherer</u> Unicode Software Engineer, Google, Inc.	<u>A Web With Many Voices: The Theory and Practice of Multilingual Hypertext</u> <u>Joel Sahleen</u> Globalization Engineer, Adobe Systems	<u>One Hundred Ways of Sorting Strings (and Counting)</u> <u>Mark Davis</u> Sr. Internationalization Software Architect, Google Inc. <u>Markus Scherer</u> Unicode Software Engineer, Google, Inc.
14:00 – 14:50 SESSION 11	<u>NLP: A Quick Global Multilingual Approach to Develop Named Entity Recognizer (NER) Using DBpedia</u> <u>Roshan Singh</u> MTS 2, Adobe Systems	<u>Localization Framework for Dynamic Text</u> <u>John Huan Vu</u> Senior Software Engineer, Zynga Inc.	<u>A Dog's Breakfast: Sorting Earth's Largest Collection of Content Without Going Crazy</u> <u>Addison Phillips</u> Globalization Architect, Lab126, Amazon
14:50 – 15:10 Afternoon Refreshments			
PRESENTATIONS	Track 1 Implementations	Track 2 Agile Development	Track 3 Rendering
15:10 – 16:00 SESSION 12	<u>Text Analytics: Multilingual Dynamic Ontology Creation Using Wikipedia</u> <u>Roshan Singh</u> MTS 2, Adobe Systems	<u>Making Agile Work for Global Software Development i18n Teams @Wikipedia</u> <u>Alolita Sharma</u> Director of Engineering, Wikipedia	<u>International Features in Windows 8.1</u> <u>Andrew Glass</u> Program Manger, Microsoft
16:10 – 17:00 SESSION 13	<u>Going Global from the Ground Up!</u> <u>Claudia Galván</u> Technical Advisor	<u>Overcoming Testing Challenges with Localization in Agile Model for Adobe Products</u> <u>Gaurav Bathla</u> Quality Engineer Lead Globalization, Adobe Systems	<u>Opening New Doors for Fonts</u> <u>David Lemon</u> Senior Manager, Type Development, Adobe Systems

Program is subject to change.

