

Software localization: from the Past to the Presents

Katarzhina Budreyko
Sergei Prokhorov



Localization – the process of adapting software to different languages, regional characteristics, and technical requirements.

Historically, localization has become widespread and developed with the arrival of personal computers. In 1987, Microsoft began joint work with the Soviet enterprise Dialogue, which resulted in the presentation in 1990 of a Russified version of MS-DOS 4.01.



How much importance was attached to localization is evidenced by the fact the head of the company Bill Gates personally came to the presentation of the finished product in Moscow.



The geographic factor played an important role in the development of localization. In the late 1980s Ireland has focused on creating favorable economic and technical conditions for companies engaged high technologies. Many high-tech companies opened their headquarters in Dublin at that time. Specialists from all over Europe gathered there for work and training. But the initial version of organizing a team of localizers directly in the development company did not justify itself. It was not profitable to permanently keep foreign workers in Ireland during downtime, which constantly occurs while writing new versions of programs.

The development process for localization has been challenging. An integral part of adapting software to local markets is another process closely related to localization - internationalization. Internationalization creates and develops a product that simplifies localization for target markets that differ in culture, region, or language. With localization development, the understanding has developed that it must comply with some obligatory linguistic points for a high-quality translation. The emphasis should be on semantic accuracy rather than a perfect match to the original language.

The development process for localization has been challenging. An integral part of adapting software to local markets is another process closely related to localization - internationalization. Internationalization creates and develops a product that simplifies localization for target markets that differ in culture, region, or language. With localization development, the understanding has developed that it must comply with some obligatory linguistic points for a high-quality translation. The emphasis should be on semantic accuracy rather than a perfect match to the original language.

Localization has become an integral part of the modern world of information technology. The Internet plays a huge role. Website translations can be as complex and sophisticated as software translation. Localization has evolved from a simple translation process into a huge and diverse field of activity, allowing companies to reach an ever larger audience and users to work with consistent document formats, successfully interact with each other to receive information in their native language. With the constant development of technology, the role of adaptation will continue to grow.

THANK YOU !!