Microsoft Encarta

Microsoft's Encarta Encyclopedia enters German and Spanish markets using localization

The Business Challenge

Microsoft decided to build on the success of its Encarta Encyclopedia and produce multiple versions for key international markets.

Merely translating the existing U.S. content into the local languages would render the new edition inappropriate for the target markets. The product had to be reengineered with new, more relevant content—including subjects such as the law, culture, history and geography of these locales.

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Microsoft chose to work with L10N Technology (LT) to create German and Spanish editions of the product in the most ambitious consumer product localization ever undertaken.

The LT Solution

LT assembled teams of several hundred subject specialists and advisors in Argentina, Brazil, Chile, Columbia, Germany, Mexico, Peru, Spain and Venezuela. These teams ensured that the new versions would be appropriate for the German- and Spanish-speaking markets by:

• Establishing editorial guidelines.

• Determining which U.S. content to edit, delete or replace in the new versions.

• Suggesting new articles and features.

• Recommending authors and consultants.

Other team members handled project engineering and management, multimedia develop-ment and product testing. Technical engineers created workflow management and custom editing and testing tools as needed.

Meanwhile, translators with expertise in specific subjects, such as medicine, history or music, localized existing content in these subjects. Similarly, qualified writers contributed new articles, and experienced subject editors revised content and adapted captions to include relevant local references.

Through multiple editions, the products continued to grow. Containing more than 45,000 article more than 17,000 images and hour of audio and video clips, the most recen German and Spanis editions of Encart offered unprecedented breadth and depth of knowledge to users in the target markets.

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These editions also enabled registered users to continually expand the body of the product by downloading new, updated and revised articles via the Internet.

The Customer Benefits

A long-term partnership with LT has enabled Microsoft to extend the success of its Encarta Encyclopedia to the German-speaking markets of Europe and the Spanish- speaking markets of the Americas and Europe. Both Microsoft and its German and Spanish users acknowledge that the work of LT significant-ly adds to the value of the encyclopedia.

The German and Spanish editions of Encarta have been tremendous successes for Microsoft. They have received consistently positive reviews in leading magazines as well as several prestigious awards.

To learn more, contact us at mcgcompany@naver.com or find us on the Web at www.liontech.co.kr.