

Internationalization & Unicode Conference

Local. International. Global. Unicode. **35**

OCTOBER 17-19, 2011 • SANTA CLARA, CA USA

Conference At A Glance

Monday, October 17, 2011

TUTORIALS	Track 1	Track 2	Track 3
Morning SESSION 1 09:00 – 10:30	An Introduction to Writing Systems & Unicode Richard Ishida <i>Internationalization Lead</i> W3C	Internationalization: An Introduction, Part I: Character Encodings and Unicode Addison Phillips <i>Globalization Architect</i> Lab126 (Amazon)	Comprehensive Arabic Script Thomas Milo <i>Partner, DecoType</i>
10:30 - 10:45 Morning Refreshments			
Morning SESSION 2 10:45 – 12:30	An Introduction to Writing Systems & Unicode (Cont'd.) Richard Ishida <i>Internationalization Lead</i> W3C	Internationalization: An Introduction, Part II: Enabling Software Addison Phillips <i>Globalization Architect</i> Lab126 (Amazon)	Smart Code Set Conversions for Unicode Support in Heterogeneous Environments Su Liu <i>AIX Globalization Architect,</i> IBM
12:30 - 13:30 Lunch			

Afternoon SESSION 1 13:30 – 15:30	Unicode - A Grand Tour Craig R. Cummings Michael G McKenna <i>Senior International Engineering Manager, Zynga</i>	Web Internationalization - Standards and Best Practices Tex Texin <i>Chief Globalization Architect, Rearden Commerce, Inc.</i>	Building multilingual websites in Drupal7 and Joomla1.6 Jim DeLaHunt <i>Principal Jim DeLaHunt & Associates</i>
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15:30 – 15:45 Afternoon Refreshments

Afternoon SESSION 2 15:45 – 17:45	Unicode - A Grand Tour (cont'd.)	Internationalization Testing Best Practices Loïc Dufresne de Virel <i>Localization Strategist, Intel Corporation</i>	Using ICU Workshop Steven Loomis <i>Software Engineer IBM</i>
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18:00-19:00 Welcome Reception

Tuesday, October 18, 2011

09:00 - 9:15	Welcome & Opening Remarks
09:15 – 10:00	KEYNOTE PRESENTATION - Building the Multilingual Web - The Long View Laura Welcher <i>Director of Operations, The Rosetta Project</i>

10:00 - 20:00 EXHIBIT AREA OPEN

10:00 – 10:30 Morning Refreshments in Exhibit Area

PRESENTATIONS	Track 1 World Wide Web	Track 2 Localization	Track 3 Arabic/Bidi
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<p>10:30 – 11:20</p> <p>SESSION 1</p>	<p>To the Promised Land: I 18N Developments in HTML5 and CSS3</p> <p>Addison Phillips <i>Globalization Architect, Lab126 (Amazon)</i></p> <p>Richard Ishida <i>Internationalization Lead, W3C</i></p>	<p>Pseudolocalization at Google -- some innovations</p> <p>Katsuhiko Momoi <i>Staff Test Engineer & I18n Consultant, Google Inc. Co-Authors</i></p> <p>Andy Staudacher <i>Software Engineer, Google Inc.</i></p> <p>John Tamplin <i>Software Engineer, Google Inc.</i></p> <p>Aharon Lanin <i>Software Engineer, Google, Inc.</i></p> <p>Mark Davis <i>Sr. Internationalization Architect, Google Inc.</i></p>	<p>Implementing Better Source Editing for Bidirectional HTML and XML in the Text Editor Emacs</p> <p>Martin J. Dürst <i>Professor, Aoyama Gakuin University</i></p> <p>Shunsuke Oshima <i>Master Course Student Aoyama Gakuin University</i></p>
<p>11:30 – 12:20</p> <p>SESSION 2</p>	<p>Enterprise PHP Internationalization and Localization: A Case Study</p> <p>Joel Sahleen <i>Software Developer, Adobe Systems Incorporated</i></p>	<p>Localization Optimization Using Translation Repositories</p> <p>Tak Takahashi <i>Globalization Engineering Manager, Teradata</i></p>	<p>Bidi Parentheses Algorithm</p> <p>Murray Sargent III <i>Partner Software Design Engineer, Microsoft</i></p>
<p>12:30 - 13:30 Lunch</p>			
<p>PRESENTATIONS</p>	<p>Track 1 World Wide Web</p>	<p>Track 2 Localization</p>	<p>Track 3 Arabic/Bidi</p>
<p>13:30 – 14:20</p> <p>SESSION 3</p>	<p>Internationalizing Twitter</p> <p>Matt Sanford <i>Tech Manager of International Team, Twitter, Inc.</i></p>	<p>libphonenumber - The Swiss Army Knife of International Telephone Number Handling</p> <p>Shaopeng Jia <i>Software Engineer, Google</i></p>	<p>Bidirectionalization and Localization</p> <p>Roozbeh Pournader <i>Internationalization Specialist, HighTech Passport</i></p>

<p>14:30 – 15:20</p> <p>SESSION 4</p>	<p>Encoding Health of the WWW</p> <p>Norbert Runge <i>Test Engineer, Google, Inc.</i></p>	<p>Internationalization in Google+</p> <p>Mark Davis <i>Sr. Internationalization Architect, Google Inc.</i></p> <p>Luke Swartz <i>Product Manager, Google Inc.</i></p>	<p>DecoType Font Design Concepts and Tools</p> <p>Thomas Milo <i>Partner, DecoType</i></p>
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15:20 – 16:00 Afternoon Refreshments in Exhibit Area

PRESENTATIONS	Track 1 <i>World Wide Web</i>	Track 2 <i>Localization</i>	Track 3 <i>Arabic/Bidi</i>
<p>16:00 – 16:50</p> <p>SESSION 5</p>	<p>Web App i18n/I10n</p> <p>Luke Swartz <i>Product Manager, Google, Inc.</i></p>	<p>Localization Data Standards: Apathy, Skepticism, and Cynicism</p> <p>Helena Chapman <i>Program Director, IBM</i></p>	<p>Unicode and the Revolution</p> <p>Adil Allawi <i>Technical Director, Diwan Software Limited</i></p>
<p>17:00 – 17:50</p> <p>SESSION 6</p>	<p>Breaking The Language Barrier On The Social Web</p> <p>Andrew Swerdlow <i>Privacy Technical Program Manager, Google, Inc.</i></p>	<p>Development Challenges of Locale data for Indic languages and their incorporation in CLDR</p> <p>Swaran Lata <i>Department of Information Technology, Government of India</i></p>	<p>An Abstract Model for the Typography of Perso-Arabic Script</p> <p>Behnam Esfahbod <i>Sharif University of Technology</i></p> <p>Yahya Tabesh <i>Sharif University of Technology</i></p>

18:00 - 20:00 Conference Reception in Exhibit Area

Wednesday, October 19, 2011

PRESENTATIONS	Track 1 <i>Windows</i>	Track 2 <i>Globalization</i>	Track 3 <i>Fonts</i>
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<p>09:00 – 09:50</p> <p>SESSION 7</p>	<p>International User Experiences in Windows</p> <p>Andrew Glass <i>Program Manager, Microsoft Corporation</i></p>	<p>Study for Processing Unicode Data with Multiple Versions of Unicode and Non-Unicode Standard</p> <p>Su Liu <i>IBM</i></p>	<p>Fonts for the Ages</p> <p>Pim Rietbroek <i>Brill</i></p> <p>John Hudson <i>Tiro Typeworks</i></p>
<p>10:00 – 10:50</p> <p>SESSION 8</p>	<p>Locales on Windows - The View from 18 Years in</p> <p>Michael S. Kaplan <i>Program Manager, Microsoft Corporation</i></p>	<p>Internationalization Assessments: Merging the Best of Three Approaches</p> <p>Leandro Reis <i>Senior Program Manager, Globalization, Adobe Systems</i></p> <p>Mike McKenna <i>Senior International Engineering Manager, Zynga</i></p> <p>Paul-Henri Arnaud <i>Senior Process Analyst, Autodesk</i></p>	<p>Creating World-Ready Apps For Windows 8</p> <p>Peter Constable <i>Senior Program Manager, Microsoft Corporation</i></p>
<p>10:50 - 11:10 Morning Refreshments</p>			
<p>11:10 – 12:00</p> <p>SESSION 9</p>	<p>Application Resources and Localization for Metro-Style Apps in Windows 8</p> <p>Peter Constable <i>Senior Program Manager, Microsoft Corporation</i></p>	<p>What's new in CLDR 2.0</p> <p>Steven Loomis <i>Software Engineer, IBM</i></p>	<p>Developing a Unicode font for the desktop, the mobile and the web</p> <p>Adil Allawi <i>Technical Director, Diwan Software Limited</i></p>
<p>12:00 - 13:00 Lunch</p>			
<p>PRESENTATIONS</p>	<p>Track 1 Platforms</p>	<p>Track 2 Languages</p>	<p>Track 3 Scripts</p>

<p>13:00 – 13:50</p> <p>SESSION 10</p>	<p>Best Practices with the Java 7 Locale</p> <p>Doug Felt <i>Google</i></p> <p>Steven Loomis <i>Software Engineer IBM</i></p>	<p>Plural & Gender in Translated Messages</p> <p>Markus Scherer <i>Unicode Software Engineer, Google Inc.</i></p>	<p>A Pre-script-ion for the Future: Unicode and the Development of Minority Languages in South Asia</p> <p>Anshuman Pandey <i>Ph.D. Candidate, University of Michigan</i></p>
<p>14:00 – 14:50</p> <p>SESSION 11</p>	<p>Agile Internationalization and Localization</p> <p>Michael Kuperstein <i>Localization Engineer, Intel</i></p>	<p>Speech Internationalization at Google</p> <p>Martin Jansche <i>Google, Inc.</i></p>	<p>ScriptSource: Making information on the world's scripts accessible</p> <p>Martin Raymond <i>Software/Web Development, SIL International</i></p>
<p>14:50 – 15:10 Afternoon Refreshments</p>			
<p>PRESENTATIONS</p>	<p>Track 1 ICU</p>	<p>Track 2 East Asia</p>	<p>Track 3 Scripts</p>
<p>15:10 – 16:00</p> <p>SESSION 12</p>	<p>Bits of Unicode: ICU Data, Algorithms, and Performance</p> <p>Markus Scherer <i>Unicode Software Engineer, Google Inc.</i></p> <p>Mark Davis <i>Sr. Internationalization Architect, Google Inc.</i></p>	<p>Genuine Han Unification</p> <p>Ken Lunde <i>Senior Computer Scientist Adobe</i></p>	<p>The Cherokee Syllabary in Digital Applications</p> <p>Roy Boney <i>Language Technologist, Cherokee Nation</i></p> <p>Joseph Erb <i>Educational digital media specialist, Language Technology Program at Cherokee Nation Education ServicesGroup</i></p> <p>Jeff Edwards <i>Language Technologist, Cherokee Nation</i></p>

16:10 – 17:00

SESSION 13

New in ICU

Stuart Gill
*Member of Technical Staff,
Google, Inc.*

**Some Special Requirements for
Cloud-Publishing of Chinese
Ancient Classics**

Zhang Zhoucai
*CEO
Beijing UniHan Digital Tech
Co.Ltd.*

Zhang Chiyi
*COO, Beijing UniHan Digital
Technology Co., Ltd.*

**Does it hurt when I do this? Data
for I18n Testing**

Tex Texin
*Chief Globalization
Architect, Rearden
Commerce, Inc.*

Program is subject to change.