

Using Logos: the Corel experience

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Corel Corporation is a Canadian software company which has, in the space of 10 years, grown to be a world leader in the development of graphics, desktop publishing and multimedia software. Corel distributes its software products in 25 languages to more than 70 countries. The Irish office coordinates manufacturing and advertising activities outside of Canada, oversees technical support for Europe and Asia and is also responsible for the localisation and quality assurance for product translations.

In March 1995, Corel Corporation invested in various translation tools with the goal of reducing translation costs and time to market. In July 1995, these tools were used in the localisation of the most recent version of Corel's flagship product, CorelDraw! 6. Using translation tools, especially machine translation, requires a considerable rethinking of the traditional approaches to translation projects. This paper attempts to give an insight into the reasons behind such an investment, the steps involved in implementing translation tools into the Corel localisation process and the experience learned from using them.