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| **Internationalization Tag Set (ITS) Version 2.0 becomes a W3C Recommendation** |
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**The W3C has published the Internationalization Tag Set (ITS) Version 2.0 as a W3C Recommendation** ITS 2.0 aims to simplify the creation and translation of Web content in the world’s languages by fostering seamless integration of automated annotation, translation and quality assurance of multilingual Web content into commercial localization workflows. The standard was developed by the Multilingual Web – Language Technology Working Group at the W3C. Prof Felix Sasaki of DFKI, one of the group’s co-chairs summarises the rapid progress of this standard, “ITS2.0 was taken from inception to standardisation in just over 18 months – an unprecedented achievement in language technology standards. This was only possible because of the working group’s extremely capable and committed international membership, coupled with targeted financial support from the European Commission” **The Benefits of ITS2.0**Today the fragmentation of content standards and formats used in the creation of multilingual content adds significantly the difficulty, time and cost associated with adapting the content for foreign markets. ITS2.0 establishes a standard meta-data that enables technologies such as content management systems, machine translation engines and computer assisted translation tools to work together seamlessly in order to reduce the overheads associated with reaching international audiences in their own language.Pedro Luis Díez Orzas CEO of Spanish Language Service Provider Linguaserve says “The real world problems addressed by ITS2.0, its modular design and comprehensive test suite means we have already integrated our translation management platform with other partner systems including machine translation engines and content management systems, and can demonstrate time and quality benefits to major clients such as the Spanish Tax Office”.**An International Effort**Dr David Filip of the Centre for Next Generation Localization explains the international collaboration behind this standard “ITS2.0 is a standardisation effort with truly global reach, benefitting from contributions from across the EU as well as the US, Russia and India. We have been careful to ensure ITS2.0 is harmonised with other international standards such as HTML5, and the Semantic Web standards from the W3C, the XLIFF bi-text interchange standard from OASIS, Unicode standards and the efforts of representative bodies in the localisation industry such as GALA and TAUS.” The working group membership spans: large language service clients such as Microsoft, SAP and Adobe; dynamic language service providers such as LinguaServ, VistaTEC, Moravia, Tilde and Logrus and tool vendors such as ENLASO, Cocomore, LucySoftware and ]Init[. It also benefitted from broad academic expertise from universities in Germany, the Czech Republic, Slovenia and Ireland Centre for Next Generation Localisation, as well as numerous invited experts and public bodies.  |