

# Welcome

Localisation is the industrial process of adapting digital content to culture, locale and linguistic environment. Localisation is a value-adding component in the global content distribution, services, ICT and product industries, opening up markets that are otherwise inaccessible.

Currently localisation is facing three challenges: volume, access and personalisation. The amount of content that needs to be localised into increasing numbers of languages massively outstrips the supply of human translators. Traditional content access modalities cover print based media and/or assume electronic access using a full keyboard and screen. New devices such as smart phones or PDAs enable access to digital content on the fly. Novel access modalities need to be supported by localisation efforts. Traditional localisation is coarse-grained, e.g. we localise for the Middle-East, ignoring information that cuts across linguistic and geographical boundaries: nowadays a manager in Cairo has much more in common with their counterparts in Shanghai and New York than their parents and grandparents had 30 years ago. In terms of a slogan: the person is the ultimate locale.

The Centre for Next Generation Localisation (CNGL) addresses the three challenges of volume, access and personalisation. CNGL is a large collaborative research centre with four university and eleven industry partners with a strong research and commercialisation brief.

Translation is one of the core activities in localisation and the localisation industry is a strong and early large scale user of translation automation technology such as translation memories (TMs) and machine translation (MT).

Because of this it is very opportune that CNGL has the privilege of hosting the 3rd Workshop on Example-Based Machine Translation. Example-Based Machine Translation (EBMT) is one of the major paradigms in MT. In fact both TM and current statistical SMT technologies can be understood as memorising, retrieving and (in the case of SMT) recombining examples from previous translations.

I welcome you all to the 3-rd Workshop on EBMT in Dublin and I am looking forward to the presentations and discussions at the workshop.

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