

Internationalization & Unicode Conference

Local. International. Global. Unicode.

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OCTOBER 22-24, 2012 • SANTA CLARA, CA USA

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Conference At A Glance

Monday, October 22, 2012

TUTORIALS	Track 1	Track 2	Track 3
Morning SESSION 1 08:30 – 10:00	<u>An Introduction to Writing Systems & Unicode</u> <u>Richard Ishida</u> <i>Internationalization Activity Lead, W3C</i>	<u>Internationalization: An Introduction (Part I, Character Encodings and Unicode)</u> <u>Addison Phillips</u> <i>Globalization Architect, Lab126 (Amazon)</i>	<u>Tutorial Web Internationalization - Standards and Best Practices</u> <u>Tex Texin</u> <i>Chief Globalization Architect, Xencraft</i>
10:00 - 10:15 Morning Refreshments			
Morning SESSION 2 10:15 – 12:00	<u>An Introduction to Writing Systems & Unicode (Con't)</u> <u>Richard Ishida</u> <i>Internationalization Activity Lead, W3C</i>	<u>Internationalization: An Introduction (Part II, Enabling)</u> <u>Addison Phillips</u> <i>Globalization Architect, Lab126 (Amazon)</i>	<u>Using ICU Workshop</u> <u>Steven R. Loomis</u> <i>Software Engineer, IBM</i>
12:00 - 13:00 Lunch			
Afternoon SESSION 1 13:00 – 14:30	<u>Unicode – a Grand Tour</u> <u>Craig R. Cummings</u> <i>International Engineering Leader, Zynga, Inc.</i> <u>Michael McKenna</u> <i>International Engineering Leader, Zynga, Inc.</i>	<u>Developing an OpenType font for complex scripts using Fontforge</u> <u>Pravin Dinkar Satpute</u> <i>Senior Software Engineer, Red Hat</i>	<u>Internationalization and Localization in Ruby and Ruby on Rails</u> <u>Martin J. Dürst</u> <i>Professor, Aoyama Gakuin University</i>
14:30 – 14:45 Afternoon Refreshments			
Afternoon SESSION 2 14:45 – 16:15	<u>Unicode - a Grand Tour (Con't)</u> <u>Craig R. Cummings</u> <i>International Engineering Leader, Zynga, Inc.</i> <u>Michael McKenna</u> <i>International Engineering Leader, Zynga, Inc.</i>	<u>118N in Javascript with ILib</u> <u>Edwin Hoogerbeets</u> <i>CTO, JEDLSoft</i>	<u>The Road to World-Class Starts with World-Ready</u> <u>Michael Kuperstein</u> <i>Localization Engineer, Intel Corporation</i> <u>Loïc Dufresne de Virel</u> <i>Localization Strategist, Intel Corporation</i>

16:15 – 16:30 Afternoon Refreshments

Afternoon SESSION 3 16:30 – 18:00	<u>Internationalizing Domain Names in Applications (IDNA)</u> <u>Amit Gupta</u> Member Technical Staff, Adobe Systems	<u>Keyboard design for Tavultesoft Keyman and Unicode</u> <u>Marc Durdin</u> CEO, Tavultesoft Pty Ltd	<u>Building multilingual websites in Drupal 7 and Joomla 2.5</u> <u>Jim DeLaHunt</u> Principal, Jim DeLaHunt & Associates
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Tuesday, October 23, 2012

09:00 - 9:15	<i>Welcome & Opening Remarks</i>
09:15 – 10:00	<u>KEYNOTE PRESENTATION</u> - "Bit Rot" – A Disaster Waiting to Happen <u>Dr. Vinton G. Cerf</u> Vice President and Chief Internet Evangelist, Google

10:00 – 10:30 Morning Refreshments

PRESENTATIONS	Track 1 <i>Input</i>	Track 2 <i>Platform</i>	Track 3 <i>i18n</i>
10:30 – 11:20 SESSION 1	<u>A Platform for "Screen To Text"</u> <u>Yong Zhang</u> QE Developer, Adobe China R&D Center <u>Jing Lai</u> QE Developer, Adobe China R&D Center <u>Shiyao Bao</u> QE Developer, Adobe China R&D Center	<u>New HarfBuzz Coming to a Device Near You</u> <u>Behdad Esfahbod</u> Software Engineer, Google, Inc.	<u>Globalizing Text Analytics Applications</u> <u>Sudhakar Pandey</u> Computer Scientist, Adobe Systems
11:30 – 12:20 SESSION 2	<u>From Typewriter to Touch: Multi Platform Keyboards -- Challenges and Illustrations</u> <u>Marc Durdin</u> CEO, Tavultesoft Pty Ltd	<u>How To Achieve World(-Ready) Domination In ASP.NET MVC</u> <u>Guy Smith-Ferrier</u> Internationalization Consultant, Capella Software Ltd.	<u>Innovations in Internationalization at Google</u> <u>Luke Swartz</u> Product Manager, Google Inc. <u>Mark Davis</u> Sr. Internationalization Architect, Google Inc.

12:30 - 13:30 Lunch

PRESENTATIONS	Track 1 <i>Input</i>	Track 2 <i>Platform</i>	Track 3 <i>Languages</i>
13:30 – 14:20 SESSION 3	<u>Determining and Prioritizing Language Signals in Web Applications</u> <u>John O'Conner</u> Globalization Architect, Adobe Systems	<u>New In ICU</u> <u>Markus Scherer</u> Unicode Software Engineer, Google, Inc. <u>Peter Edberg</u> Senior Software Engineer, Apple Inc.	<u>Computer Typography Challenges of the Ethiopic Zaima Notation Practice</u> <u>Daniel Yacob</u> Director, The Ge'ez Frontier Foundation

14:30 – 15:20 SESSION 4	<u>Internationalization Requirements for Indic Language Layout in CSS</u> <u>Swaran Lata</u> Director, HoD, TDIL Programme and Country Manager W3C India <u>Somnath Chandra</u> Joint Director, Dept of Electronics & Information Technology, Govt of India	<u>Localizing Windows 8 Metro Apps Using The Multilingual App</u> <u>Guy Smith-Ferrier</u> Internationalization Consultant, Capella Software Ltd.	<u>Arabic Typography</u> <u>Thomas Milo</u> Partner, DecoType
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15:20 – 16:00 Afternoon Refreshments

PRESENTATIONS	Track 1 Input	Track 2 Platform	Track 3 Languages
16:00 – 16:50 SESSION 5	<u>Go Global But Not Alone – Multilingual SEO</u> <u>Anubhav Jain</u> Computer Scientist, Adobe Systems	<u>Plural & Gender & More in Translated Messages</u> <u>Markus Scherer</u> Unicode Software Engineer, Google <u>Mark Davis</u> Sr. Internationalization Architect, Google Inc.	<u>Polyglots in the Mist</u> <u>Michael Erard</u> Linguist
17:00 – 17:50 SESSION 6	<u>Bringing Multilingual PDFs to The Open Web</u> <u>Adil Allawi</u> Director, Diwan Software	<u>Internationalizing the Core of JavaScript</u> <u>Norbert Lindenberg</u> Internationalization Consultant, Lindenberg Software LLC <u>Nebojša Ćirić</u> Software Engineer, Google, Inc. <u>Jungshik Shin</u> Software Engineer, Google, Inc. <u>Suresh Jayabalan</u> Program Manager, Microsoft	<u>Designing a Panlingual Dictionary</u> <u>Jonathan Pool</u> Director of the PanLex Project, The Long Now Foundation <u>Susan M. Colowick</u> Research Associate in the PanLex projects, The Long Now Foundation <u>Laura Welcher</u> Director of Operations and Director of The Rosetta Project, The Long Now Foundation

18:00 - 19:00 Conference Reception

Wednesday, October 24, 2012

PRESENTATIONS	Track 1 Locales	Track 2 Encoding	Track 3 I18n
09:00 – 09:50 SESSION 7	<u>Internationalizing the Kindle Paperwhite</u> <u>Addison Phillips</u> Globalization Architect, Lab126 (Amazon)	<u>Unicode and Legacy Representations of Emoji</u> <u>David Yonge-Mallo</u> Software Engineer, Google, Inc.	<u>Show Me The Money!</u> <u>Michael S. Kaplan</u> Program Manager, Microsoft

10:00 – 10:50 SESSION 8	<u>What's New in CLDR?</u> <u>Peter K. Edberg</u> <i>Senior Software Engineer, Apple Inc.</i>	<u>Supplementary Characters Revisited -- How Yahoo! Handles World's Characters</u> <u>Linus Toshihiro Tanaka</u> <i>Senior Manager, Localization Engineering, Yahoo!, Inc.</i>	<u>Unicode Localization Interoperability: Overview</u> <u>Uwe Stahlschmidt</u> <i>Principal Group Manager, Microsoft</i>
10:50 - 11:10 Morning Refreshments			
11:10 – 12:00 SESSION 9	<u>Round Table Discussion: Locale Data Issues</u> <u>Mark Davis</u> <i>Sr. Internationalization Architect, Google Inc.</i>	<u>Normalization of Ideographic Description Sequence</u> <u>Taichi Kawabata</u> <i>Researcher, NTT Corporation</i>	<u>Features of Windows 8</u> <u>Michael S. Kaplan</u> <i>Program Manager, Microsoft</i>
12:00 - 13:00 Lunch			
PRESENTATIONS	Track 1 IDN	Track 2 Bidi	Track 3 Testing
13:00 – 13:50 SESSION 10	<u>ICANN's Work on Internationalising The Domain Name System</u> <u>Kim Davies</u> <i>Manager, Root Zone Services, ICANN</i>	<u>Bidi and RTL Language Technology at Google</u> <u>Luke Swartz</u> <i>Product Manager, Google, Inc.</i> <u>Aharon Lanin</u> <i>Software Engineer, Google, Inc.</i> <u>Roozbeh Pournader</u> <i>Internationalization Engineer, Google, Inc.</i>	<u>Testing Challenges for RTL Languages Support in Adobe Products</u> <u>Rakesh Lal</u> <i>Globalization QE manager, Adobe Systems</i> <u>Srijan Sandilya</u> <i>Globalization Test lead, Adobe Systems</i>
14:00 – 14:50 SESSION 11	<u>Update on Internationalized Resource Identifiers (IRI) and Email Address Internationalization (EAI)</u> <u>Martin J. Dürst</u> <i>Professor, Aoyama Gakuin University</i>	<u>Socializing Bi-Di</u> <u>Adil Allawi</u> <i>Director, Diwan Software</i>	<u>Pseudotranslation: Where the Rubber Hits the Road</u> <u>Richard Gillam</u> <i>Senior Internationalization Engineer, Lab126</i>
14:50 – 15:10 Afternoon Refreshments			
PRESENTATIONS	Track 1 Security	Track 2 Input	Track 3 Testing
15:10 – 16:00 SESSION 12	<u>Who Are You? User Identity and Unicode</u> <u>Yoshito Umaoka</u> <i>Software Engineer, IBM</i>	<u>Building the Phonetic Keyboard for Cherokee</u> <u>Michael S. Kaplan</u> <i>Program Manager, Microsoft</i>	<u>I18n Testing for Social -- Case Study from Google+</u> <u>Katsuhiko Momoi</u> <i>Staff Test Engineer, Google, Inc.</i>
16:10 – 17:00 SESSION 13	<u>Attacking Globalized Software – and preventing it!</u> <u>Kshitij Gupta</u> <i>Computer Scientist, Adobe Systems</i>	<u>LDML Keyboard Structure Proposal</u> <u>Raymond Wainman</u> <i>Software Engineering Intern, Google, Inc.</i>	<u>Does it Hurt When I do This? Data for I18n Testing</u> <u>Tex Texin</u> <i>Chief Globalization Architect, Xencraft</i>

		Cibu Johny Software Engineer, Google, Inc.	
		<u>Mark Davis</u> Sr. Internationalization Architect, Google Inc.	

Program is subject to change.



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