



Dynamic Language Delivery for Adobe's Applications

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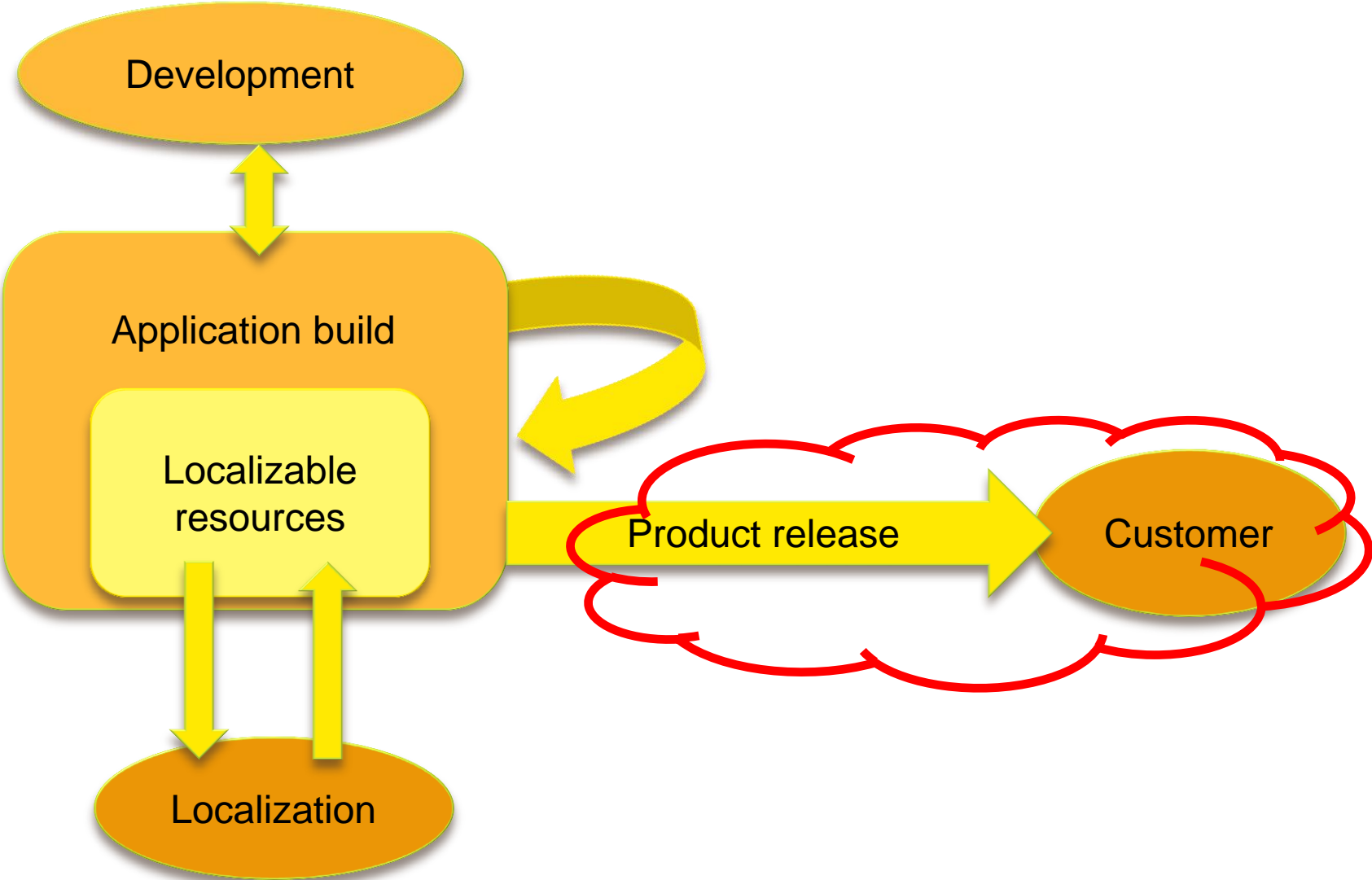
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Agenda

- Introduction and Purpose
- What is DLD (Dynamic Language Delivery)?
- Demo: DLD on Adobe Ideas
- Benefits and Implications
- Q & A

Traditional Localization Process

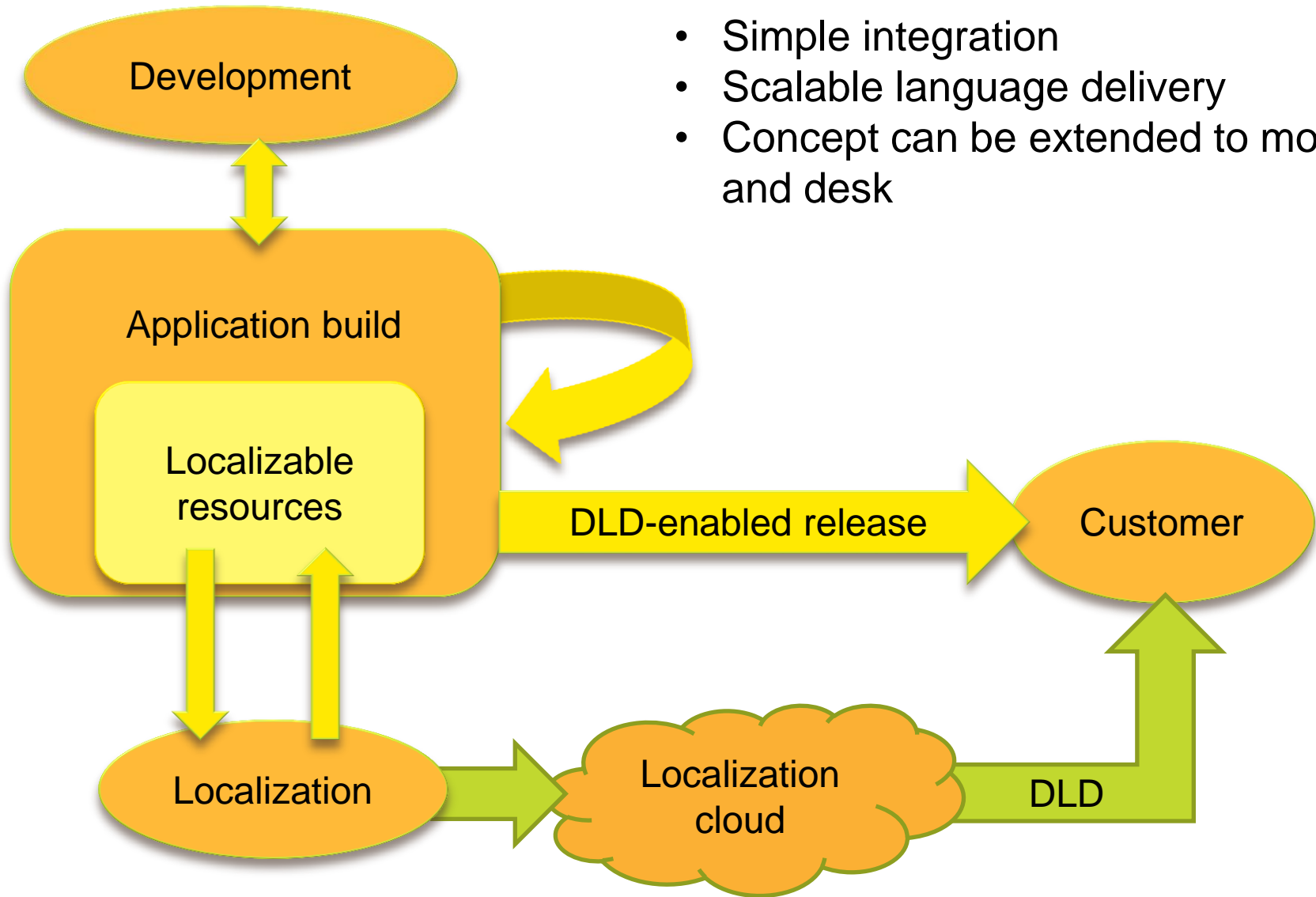


Traditional Localization Process

- Localization follows/lags development
- Delivery of versions for locales typically requires a new full or dot release
- Time pressure on localization to finish by a specific deadline
- Locales are predefined at planning/production stage and are difficult to change
- Doesn't fit Agile development

DLD Enabled Localization

- Simple integration
- Scalable language delivery
- Concept can be extended to mobile and desk



Dynamic Language Delivery in Adobe Ideas

Even More Benefits

- Ship available languages at launch, the rest when ready
- Localize only after application success
- Help during testing
- Concept naturally extensible to SaaS and desktop
- Couple with Community Translation = self-evolving product

Any other ideas ?

Q & A

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