DELIVERABLE

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Project Title: Foreign LAnguage Versions of Internet and User generated Sites

D5.7 First dissemination report

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Revision History

Revision	Date	Author	Organisation	Description
0.1	Dec, 23rd	Elsa Monségur	Softissimo	Draft version
0.2	Dec,26th	Théo Hoffenberg	Softissimo	Revised version
1.0	December 30th	Joel Benchitrit	Softissimo	Final version sent to EC

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Sommaire

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1.Introduction

The objective of this first dissemination report is to give an overview of the activities that have so far been performed in order to promote FLAVIUS project, to disseminate information and to get first feedback on the use of FLAVIUS platform.

FLAVIUS, Foreign LAnguage Versions of Internet and User-generated Sites, aims at bridging the language gap between content publishers and users by providing an online platform accessible to websites owners that will enable them to generate multilingual versions of their site, quickly, easily and efficiently in as many languages as they want.

FAVIUS is a European project under the Competitiveness and Innovation framework Programme (call identifier: CIP-ICT-PSP-2009-3)

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2.Overview

We have focused on three main axes in order to promote the FLAVIUS project and platform during this year:

- Disseminate information about the project through attending conferences and writing the FLAVIUS blog

    - <u>Objective</u>: communicate about the FLAVIUS project towards professionals interested in language and localization issues.

- Start spreading the word about the platform through networking and communication with target users

    - <u>Objective</u>: increase the traffic on the FLAVIUS platform and get testers

- Develop pedagogy and user interaction

    <u>Objective</u>: increase "user-friendliness" and get useful feedback from "real" users

We have created the necessary dissemination materials in order to move up a gear from January 2012, namely:

- Logo and graphical identity

- Project blog

- Poster and presentation

- Video tutorial

- Press release

- Facebook page

As a result, we are now able to go further into the dissemination process and reach a larger audience via media coverage and viral communication amongst the blogger community.

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3. Blog and conferences

This chapter describes materials that have been created to promote the FLAVIUS platform.

Logo and graphical identity

The logo is still the same as in the beginning of the project.

We created a graphical charter for FLAVIUS website in harmony with the logo's colors. It is composed of blue shades (background of header sections) and yellow (action buttons).

Fig.1. FLAVIUS logo

Project blog

We have created a WordPress blog to communicate about the project progress.

This website is made of:

- Public pages, including:

  - A short description of the project, a link to try the FLAVIUS platform, and the Consortium partners' logos on the right side column of each page

  - A detailed description of the project's goals and the Consortium members on "About" page

  - Regular posts on project news: new features, participation in conferences

  - The public deliverables

- Restricted pages (need for user name and password, reserved for Consortium members), containing:

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o   Administrative material (logo, templates)

o   Internal documentation (description of work, minutes of meeting…)

Each time we make a release of the Flavius platform – approximately every 3 weeks - we use the project blog as communication support.
On one hand we add release notes in the restricted area and inform the Consortium members. On the other hand, we draw up public posts about the progress on FLAVIUS platform. We try to be as clear as possible in order to be understood by the general public, who are not necessary aware of the project.

Here are some titles of posts that we wrote on the FLAVIUS blog:

* "How to use the translation feature"

* "Create your personal dictionary on FLAVIUS platform"

* "New features on FLAVIUS platform"

Each post is illustrated by a picture.

Fig.2. FLAVIUS project's blog

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We also made a French version for the FLAVIUS blog, using the FLAVIUS platform, both in order to make it accessible to the French audience and to show a concrete example of what FLAVIUS does.

French and English versions are accessible through the following links:

- English: http://www.project-flavius.eu/

- French: http://www.project-flavius.eu/fr/

Conferences

On May 30th 2011, we held a poster session at EAMT, the annual meeting organized by the European Association for Machine Translation. After the poster booster session, several attendees came to our poster and asked some questions about the project.
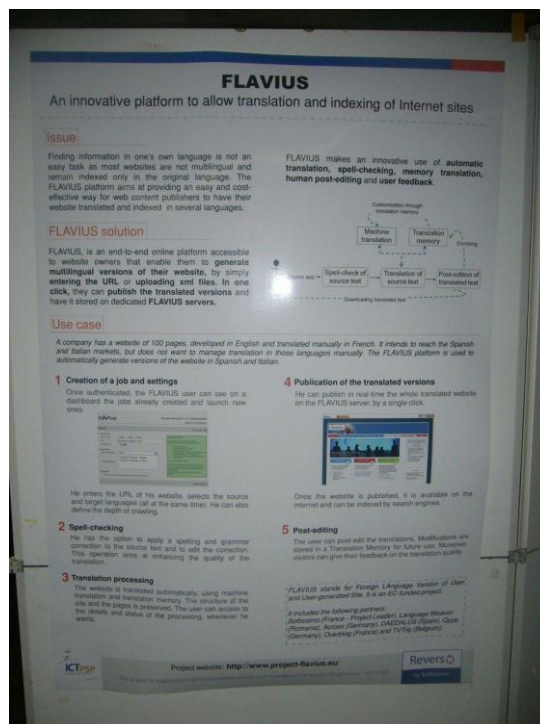

Fig.3. FLAVIUS poster for EAMT

FLAVIUS project was also presented at the Localization World conference, which took place in Barcelona on June 15- 16. The event brought together over 200 people, from translation services enterprises, localization professionals, and also from corporate enterprises facing localization and translation problems, such as Roche, Siemens, Intel, eBay, KLM, etc.

The Localization World conferences, occurring approximately twice a year, focus on the multifaceted concept of globalization: websites and software localization, challenges faced throughout the whole process of localization, productivity improvement by localization problematic, solutions that help the translation and localization processes : TMS, CMS, review management, post edition, etc. FLAVIUS, as an innovative platform of website translation and indexation, came perfectly within the scope of the conference.

First the presentation recalled the context of the project, the role of the European Union and the expertise of each partner. Then it continued with a live demo of the Flavius platform, namely how to create a job, crawl a website and then publish the translated website.

The public greeted the project with enthusiasm, recognizing Flavius as an easy, quick, cost-effective and user-friendly way of translating, indexing, and publishing a website.

In particular, they appreciated the end-to-end solution, offering a workflow that includes all major steps to get a website translated in different languages in a good quality and for a minimal investment. Some of the attendees, convinced by the user-friendliness of the solution and its assets, asked for a possible access to test the platform by themselves.

Although the project raised enthusiasm at both conferences, our participation did not have a significant impact on FLAVIUS notoriety.

But now that the platform is at an advanced stage of development and will soon be ready for the market, it is important to be on the ball and attend the key events of the localization industry. We will participate in Language Technology Showcase Days, organized by the European Commission on March 14-15 2012. We are also thinking about attending the EAMT conference that will take place in May in Trento – Italy. We will have to submit a paper (project description and short user study) before February 15 2012. The Localization world conference will be held on June 4-6 in Paris. The theme is "reaching the mobile world". As Flavius does not come exactly within this scope and submitting papers requires time and effort, we prefer to focus on other events, less specialized but more open to Internet business, like e-commerce conference.

In order to optimize the impact of these events and, more generally, to better disseminate FLAVIUS, we must finalize the business model. Two students from HEC, the leading business school in Europe, will help us in this regard. They will carry out a consulting mission for us

from January 2012 (one week per month over 4 months) and will think about the marketing strategy.

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4.Networking and communication with target users

FLAVIUS is designed to target a large range of sites. Nonetheless, we have distinguished four user targets that constitute different use-cases of FLAVIUS, namely:

- Mostly "static" website owner

- Dynamic site with limited budget,

- WordPress user

- Power user, for example Qype, Overblog

We wondered how to get in touch with users representative of all four user groups.

The first step has been to contact people from our professional and personal network and make them test the platform. For instance we have started to share with some young founders of dynamic websites, such as foodreporter.com or idee-voyage.info and also with owners of more static sites, like glissgrip.com.

To reach the WordPress community, we have started communicating on blogs dealing with multilingual WordPress. We posted comments on articles related to this subject. Below are some examples of articles we commented on. For the moment we have not got much feedback. As a matter of fact, we are still waiting for validation on most of them. We must continue our effort since this undertaking requires a sustained dedication.

Site name	Article	Link	Status
Web design booth	WordPress Multi Languages: 5 Plugins to Build A Multilingual Website	http://www.webdesignbooth.com/wordpress-multi-languages-5-plugins-to-built-a-multilingual-website/	Validated
Pimp my Wordpress	Best WordPress plugins blog multilingual	http://www.pimpmywordpress.com/wordpress-plugins/best-wordpress-plugins-blog-multilingual	Awaiting validation

Rob cubbon	Multilingual Website with WordPress	http://robcubbon.com/multilingual-website-wordpress/	Awaiting validation

Fig.4. Posting comments on articles

Moreover, our power user partners, especially Overblog, have started spreading the word about FLAVIUS. A post[1] has been made on Overblog forum on December 20th. An article has also been published on Overblog's blog[2]. The most popular high tech bloggers on Overblog have been contacted personally. It has had a positive impact since more than 100 new users have created an account on Flavius within two days.

Social network

We created a Facebook fan page for FLAVIUS. We synchronized the posts of the blogs with the page, so that each new post on the project blog is automatically displayed on the Facebook page[3]. The next step is to start recruiting fans. Once we have more traffic, we will implement a Facebook like box on the FLAVIUS platform, so that people can in one click become fan. We also count on the Consortium partners to help us recruiting fans by displaying a link on their sites. But for the moment, we prefer to focus first on generating media coverage and getting people testing the platform.

Press release and media coverage

We planned to communicate about the release of Flavius beta version from mid January 2012. We will send a press release to various Internet media.

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[1] available at http://forum.over-blog.com/thread-2713927-0.html

[2] in French: http://about.over-blog.com/article-traduisez-votre-blog-automatiquement-ouvrez-vous-a-l-international-94070832.html

[3] The address is https://www.facebook.com/pages/Flavius-Project/136488196453301?sk=page_getting_started

As a first step, we decided to focus on the French audience. You will find below the details of the websites and blogs we planned to contact. The press release in French is attached in annex.

Then, we will communicate with the English-speaking audience through famous Internet and tech news website, such as Techcrunch.com or CBnews.com and also business magazines like Businessweek.com or businessnewsdaily.com.

To promote Flavius amongst webmasters, we will also get in touch with more specialized web magazine, such as sitepronews.com, which focuses on website promotion, SEO tips, content writing, marketing, and technology…

Concerning the localization and language industry, we submitted a news article to be published on the paper magazine Multilingual, on their be-weekly newsletter and also on their website. It is awaiting publication.

The official launch on Flavius is planned for September 2012. At this moment we will again contact the media mentioned above.

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5. Promotion on the platform

Video

We created a video tutorial to showcase the URL scenario. We chose as a first step to focus on this scenario, since it appears to us as the most accessible and striking use case. In order to make it friendly, we used a catchy title "How to translate a website in a few minutes without any technical skills".

The video is quite short (3 min) and presents the different steps to translate a website on the platform. It shows the different screens and actions the user will have to perform.

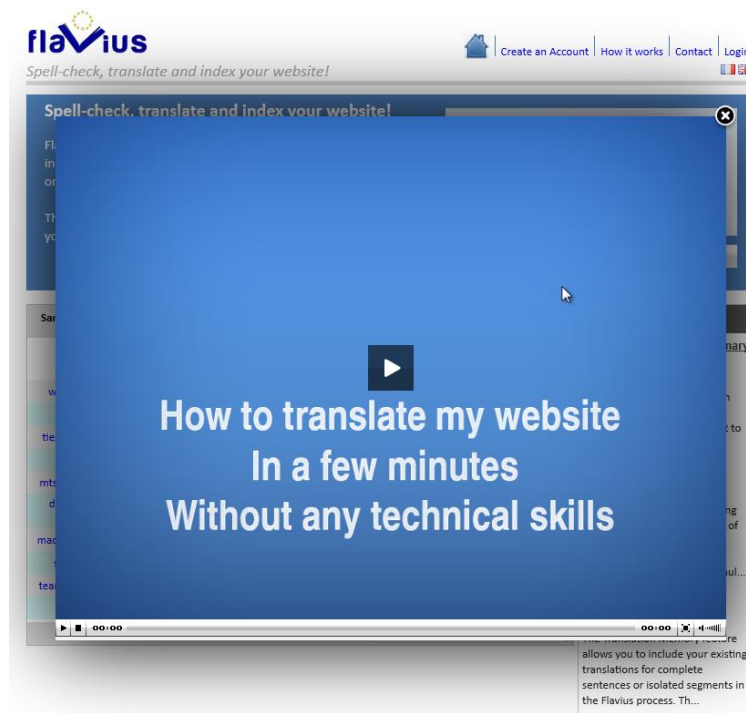It is accessible through a button on Flavius homepage[4] and on "how it works" page.

Fig.5. Video tutorial on FLAVIUS platform

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[4] http://flavius.reverso.net/default.aspx?lang=en

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Contact with users

As previously mentioned, the traffic on the platform has been increasing since December. We are receiving more and more feedback from users – contacting us through the contact form. Most of them are enthusiastic about the concept but ask for more guidelines. This confirms the need for pedagogy on the website. We have therefore planned to create a section "support" with a detailed Q&A. Besides, it is crucial that we take time to answer questions from these users since they take part both in testing and spreading the word about FLAVIUS.

6.Dissemination planning

Beneficiary to undertake the dissemination action	Timing	Target audience	Means	Expected impact
Softissimo	January 2012	Website publishers, Business managers	Press release about the launch of Flavius beta version	Media coverage on tech and Internet news websites in order to bring traffic on Flavius platform and get more testers and feedback
Softissimo	*January – March 2012*	Website publishers, Webmasters, Business managers	Posting comments on articles with link to Flavius platform	Develop netlinking and spread the word to people interested in the subject of website multilingualism
Softissimo	*January – April 2012*		Consulting mission	Finalize business model and prepare marketing strategy
Softissimo	*Language Technology Showcase Days, 14-15 March, 2012*	Language, Localization professionals	Presentation	
Softissimo	*Belgium EAMT, May 28-30, 2012*	Translators	Poster	
Softissimo	***September 2012***	**Website publishers, Business managers**	**Press release for the official launch of Flavius platform**	

7. Annex

Press release for the lauch of Flavius beta version

Communiqué de presse

Flavius : la plateforme qui rend les sites web multilingues

Fruit d'un projet de recherche mené par Reverso-Softissimo et financé par l'Union européenne, Flavius est une nouvelle plateforme en ligne qui permet aux éditeurs de sites web de :
- *Traduire leur site web dans plusieurs langues en quelques minutes*
- *Faire indexer les versions traduites sans besoin de compétences techniques*

Paris, le 5 janvier 2012 – Reverso-Softissimo, leader de la traduction instantanée, a le plaisir d'annoncer le lancement de la version beta de Flavius, la nouvelle plateforme qui permet de générer des versions multilingues. Elle s'adresse à tous les éditeurs de sites web, qui souhaitent élargir leur audience à l'international, en un minimum de temps et d'argent.

Booster son audience en réduisant la barrière de la langue

Flavius repose sur un constat simple : le web est devenu la plus grande source de publication et de partage de l'information. Or, si la réponse à la plupart des questions se trouve désormais sur le web, elle n'est pas forcément accessible à tous les utilisateurs en raison de la barrière de la langue.

Il existe des solutions pour contourner ce problème, comme les widgets de traduction instantanée, mais elles ne prennent pas le problème à la racine : une information n'est accessible au grand public que dans la mesure où elle est indexée par les moteurs de recherche.

L'objectif de Flavius est de répondre à ce problème et de permettre à tous les éditeurs de site de toucher une audience internationale à moindre coût.

Une solution complète et rapide pour traduire son site web et indexer les versions traduites

- L'utilisateur saisit l'URL de son site et sélectionne les langues de traduction
- Le site est traduit automatiquement en quelques minutes
- La mise en page est préservée
- Le site traduit peut être directement publié sur les serveurs Flavius (évite ainsi les soucis de gestion de l'hébergement)
- Les utilisateurs ayant les compétences techniques nécessaire peuvent également faire traduire leurs fichiers de ressources sur Flavius et les intégrer ensuite sur leur site

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Des fonctionnalités innovantes pour optimiser la qualité de traduction

La traduction automatique est imparfaite, diront certains… Certes ! Mais elle reste la meilleure option si l'on considère le rapport qualité, prix et vitesse d'exécution. Pour pallier les éventuels défauts de traduction, Flavius propose des options de personnalisation qui améliorent la qualité finale de façon significative :

- Le module de correction orthographique pour la détection d'éventuelles fautes contenues dans le texte original
- La fonction « Dictionnaires » pour la création de glossaires personnalisés (contenant les mots ou expressions clés du site), utilisés ensuite dans le processus de traduction
- Le module de post-édition interactif, pour la révision manuelle de la traduction par l'utilisateur ou un tiers

Un site en version beta

Flavius est en version beta. Les utilisateurs peuvent créer un compte et tester gratuitement les fonctionnalités. Ils peuvent traduire la page d'accueil de leur site ainsi que tous les liens qu'elle contient.
Le lancement de la version officielle du site est prévu pour septembre 2012. Le modèle de rémunération sera basé sur la taille et le nombre de fichiers du site à traduire.

Un projet d'envergure européenne

La plateforme est développée dans le cadre du projet FLAVIUS, Foreign LAnguage Versions of Internet and User-generated sites, financé par l'Union européenne, sous l'égide du programme 7th Framework. Le projet est mené par Reverso-Softissimo en collaboration avec des entreprises du domaine linguistique (Across, Language Weaver, Daedalus) et des sites communautaires (Qype, Overblog, TVtrip).

A propos de Reverso-Softissimo

Reverso-Softissimo est une entreprise pionnière dans les technologies du langage depuis plus de 20 ans. Conceptrice de solutions de traduction et de communication pour les grands groupes internationaux, elle édite également le site à fort trafic, Reverso, dédié aux langues (plus de 6 millions d'utilisateurs et 200 millions de pages vues par mois). La société est très impliquée dans des projets de recherche européens dans le domaine des technologies linguistiques.

En savoir plus

Essayez la plateforme Flavius | Blog du projet (en anglais) | Reverso-Softissimo

Contact

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