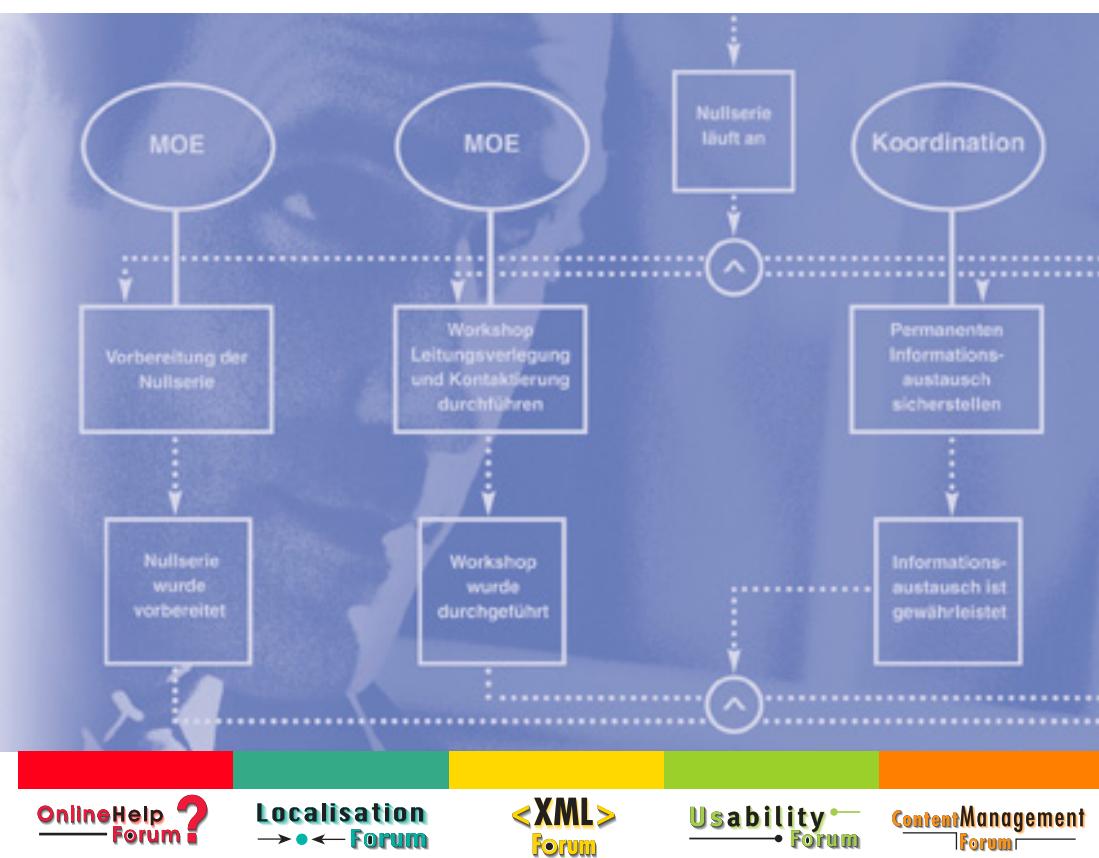


European
Information Development
Conference



European Information Development Conference

Rhein-Main-Hallen,
Wiesbaden, Germany
19th–20th November 2003



→ Welcome

WELCOME TO THE EUROPEAN INFORMATION DEVELOPMENT CONFERENCE!

This year, the first European Information Development Conference will take place. This conference is the first large scale event sponsored by TCeurope, the European umbrella organisation for technical communicators founded in 2002.

The conference is also the first European conference for technical communicators with speakers from a wide range of European countries, the US and New Zealand. It is organised in co-operation with tekom, one of TCeurope's member organisations, and embedded in the tekom annual conference which is the largest event in this field with more than 1000 attendees and 65 exhibiting companies. On behalf of TCeurope, I'd like to thank tekom for providing the setting for this European conference.

Being much more than only a meeting point for technical communicators all over Europe, the European Information Development Conference is a unique cross-border event where the most up to date information and knowledge about the newest technologies, trends and best practice examples are presented.

Today technical communicators have to work more efficiently, to produce better quality for an international and increasingly complex market, and to save time and money at the same time. Therefore, it is indispensable not only to be an expert in one's field but also to acquire and develop management and process-related skills. TC professionals, university teachers, researchers, service providers, marketing people, software developers, web designers – they all gather to share experiences, present methods, solutions and products that help to optimise processes in a multilingual environment. We focus on five special issues within the field of technical communication: online-help, localisation, XML, usability and content management.

EIDC attendees are also welcome to attend the presentations of the tekom conference which will be mostly in German.

We are looking forward to meeting you in this unique conference. Don't miss this opportunity to gather with fellow communicators from all over Europe. It's worthwhile!

Claus Noack,
President of TCeurope

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Explanation of event types:

FP	Presentation within a forum, duration 45 minutes including a discussion
WS	Workshop, duration 105 minutes

→ Initial Orientation

Registration Form

For registration please fill in the enclosed form. You can benefit from reduced fees for early registration! For details, see page 17.

Food and Beverages

Lunch and refreshments are included in the attendance fee. Food vouchers are in your conference pack. On Wednesday and Thursday morning between 7:45 and 10:00, coffee and a snack will be served in the foyer.

Hotels

Rooms in several hotels in Wiesbaden have been set aside. For details on reservations, see page 18.

Tourist Information Desk

If you want to do some sightseeing during your stay in Wiesbaden, you can ask for information at the tourist information desk in the foyer.

Internet Station

In the foyer you will find a terminal with access to the internet. You may wish to send or receive emails.

The Internet station is being provided free of charge by cognitas GmbH, Ottobrunn.

cognitas.

Cash Desk

You will find the cash desk next to the registration desk in the foyer area. Conference attendees who have booked at short notice and not paid the attendance fee, can settle their bills here. Tickets for the exhibition and food vouchers can also be purchased here. Visa and MasterCard are accepted.

Exhibition Opening Times

Wednesday and Thursday
from 09:00 hrs until 19:00 hrs
Friday from 09:00 hrs until 15:30 hrs

Conference Opening Times

Wednesday from 09:00 hrs until 18:00 hrs
Thursday from 08:45 hrs until 16:45 hrs

Registration Counter

In the entrance area you will find the registration counter.

Opening times:
Tuesday: 18:00–20:00 hrs
Wednesday: 07:30–19:30 hrs
Thursday: 07:45–18:00 hrs

Conference Office

In the foyer near the stairs, opposite the entrance to Exhibition Hall 1 you will find the conference office. There you can obtain any further information you require about the whole conference.

Conference Language

Presentations are held in English. The EIDC is linked to the tekom conference that takes place from Wednesday to Friday. EIDC attendees have free access to the presentations of the tekom conference. These presentations are mostly held in German. The programme is available on www.tekom.de.

Cloakroom and Lockers

In the basement a cloakroom and lockers are available for a small fee.

Meeting Point

In case you wish to get in contact with another attendee of the conference or to meet with one or more colleagues, we have designated a meeting point in the foyer area. To establish a contact please leave your message with the relevant details at the conference office. We will display it at the meeting point.

Job Market

Are you looking for a new job or do you have one to offer? We can publish your advert! Please hand your advert in to our conference office, if possible with your contact details during the conference.

→ OnlineHelp Forum



In the forum for online help developers, you can find out everything you need to know about the current help standards and tools. Our experts will present the latest trends, will give you practical tips and will provide a wide range of examples how to produce user-friendly online help.

Key Note

FP 1 The future of Help? Nine trends in online user assistance.

Ellis Pratt, Cherryleaf, Ashford Middlesex, UK

Whilst applications are becoming more complex, many people believe that online user assistance has not changed much since WinHelp was introduced with Windows 3. This is a misconception. There have been many developments in this field aimed at increasing end-user productivity and satisfaction. During March and April 2003, Cherryleaf carried out an online survey into the current trends in technical communication. In this presentation, we will look at (in no particular order) nine of the most significant trends in online user assistance, and look at how widely they are being used at the moment. Depending on your situation you may wish to include some or all of these into your solution.

MI, 08:30, Room 1

FP 7 Seven golden rules of online Help design

Matthew Ellison, Ringwood Hampshire, UK

In recent years the Help development process has diversified, with the release of new authoring tools and delivery technologies. However, there are certain key principles of online Help design that remain constant. This session explains these golden rules, and shows you how to apply them. You'll learn about designing context-sensitive access, what makes a great index, how to prevent users getting lost in Help, when to provide images and screenshots, how to ensure that your Help answers your users questions, and much more!

MI, 09:45, Room 2

FP 8 Evaluating the Usability of Software User Guides: A Pilot Study

Jody Byrne, Dublin City University, Centre for Translation & Textual Studies, Dublin, Ireland

The purpose of this paper is to describe a pilot study conducted to evaluate the usability of software user guides. The study involved the creation of two versions of a software user guide each with different linguistic features. This paper describes the methodology, preparations, methods and data collection techniques employed. The rationale for the study will be discussed and a number of previous studies will also be mentioned. The paper discusses the experimental protocol as well as the findings and problems encountered.

→ *The presentation is addressed to Usability Specialists, Technical Writers, Technical Translators/Localisers, Software Developers, Training Managers.*

MI, 11:15, Room 2

FP 9 Getting information to your customers: A comparison of technology options for delivering online information (Help), via the desktop and/or browser.

Michael Hamilton, eHelp Corporation, San Diego, USA

This presentation will provide an overview of the delivery technologies currently available to the information professional, and when each is appropriate. An overview of key technologies used with HTML-based systems, including HTML, CSS, JavaScript, DHTML, and XML will be examined, as well as how these technologies interact.

→ *This presentation is addressed to Information developers who develop online Help or other forms of electronically delivered information.*

MI, 13:45, Room 2

FP 10 Online Help: It's Online, But Does It Help?

Dr. Matthias Hattemer, dokay GmbH, Freiburg, Germany

Software manuals were once almost exclusively written to answer anticipated user questions concerning specific software features. But standardized user interfaces are causing a substantial shift in the questions users have towards functional overview, workflow optimization, and special topics, thus necessitating detailed online help. Today, software manuals and online help are rapidly becoming complementary information components which depend on sound concepts and require media-conform presentation! We will take a look at how software documentation is changing from a passive information archive into an active knowledge instrument.

→ *The presentation is addressed to techwriters, translators, management personnel concerned with technical communication.*

MI, 15:00, Room 2

FP11 Indexing Online Information

Paula Berger, Paula Berger Consulting, Reading, USA

Good indexes allow users to easily find and retrieve the information they need.

This session presents concepts and skills to help you develop clear, concise, and useful online indexes. We'll focus on the process of indexing, so you can apply these lessons to any authoring approach. You'll learn why you need standards for your index, how to select keywords, how to use cross-references most effectively, and more. We'll show examples of both good and bad practices from commercial Help systems.

MI, 15:00, Room 1

FP12 How Users Access Online Help – Problems and Strategies

Werner Schweibenz, Universität des Saarlandes, Saarbrücken, Germany

Accessing online help is a problem. Research indicates that users have problems finding the help information they need. For accessing help information in manuals users apply certain strategies to cope with access problems. Do users face similar problems and apply similar strategies when accessing online help? Based on the results of a usability study,

- Access problems are described and analyzed,
- Access strategies are identified,
- Solutions for improving access to online help are suggested.

→ *The presentation is addressed to authors of online help, index designers, quality managers.*

MI, 16:30, Room 2

FP13 From WinHelp to WebHelp. An overview and comparison of more than 100 help authoring tools

Robert Meijer, Affixion BV, Heemstede, The Netherlands

From the release of the first edition of WinHelp for Windows 3 in 1990 online helpfiles were a success. Driven by the success of online help and the free presence of display facilities for helpfiles in the Windows environment a growing number of individuals and companies tried to get a foothold in the supply of help authoring tools (HAT's). The help authoring community became an area where technical writers and programmers had to come together. This talk will deal with the large variety of HAT's that has been available over time, their characteristics, evolution and for many their downfall. The tools still available will be compared and checked for usefulness in the technical writers community.

→ *The presentation is addressed to technical writers that are or will be creating types of online help and have an interest in the history and trends in online help.*

MI, 17:30, Room 2

→ Localisation Forum

Localisation Forum

If manufacturers want to compete on the international market, their products have to meet the demands of the target markets. In this forum, you will find out everything you need to know about the internationalisation of software and products, from new technologies to the management of localisation projects.

Key Note

FP14 Localization. What is the big deal?

Ulrich Henes, The Localization Institute Inc., Madison, USA

Localization is often seen as little more than translation and management has a hard time understanding why localization costs so much and why it takes so long. Localization is the critical catalyst in the transformation of a domestic into a global enterprise. It affects every aspect of running a business and poses major challenges to all levels of management. Yet that transformation is often driven by a manager that has little power in the organization.

This key note address analyzes how various departments of a company are affected by localization and offers strategies on how to manage the changes that are required to become the kind of enterprise that can take full advantage of opportunities offered by the global market.

→ *The presentation is addressed to CEOs, Sales and Marketing Executives, Localization Managers, Localization Project Managers, Technical Writers.*

MI, 08:30, Room 3

FP19 Unicode: Core concepts in action

Asmus Freytag, The Localization Institute / The Unicode Consortium, Seattle, USA

The presentation highlights in a visual and concrete way, some of the fundamental aspects of the Unicode Standard. It gives answers and background information to these questions:

- How does Unicode encode characters?
 - How are characters handled inside the computer? (Using examples from simple and complex languages).
 - What makes Unicode different from other character sets?
 - Where do users meet Unicode characters?
- *This presentation is very visual and accessible; it is suitable for anyone curious about Unicode and its characters.*

MI, 09:45, Room 4

FP20 Collaborate, Automate, Optimise – Collaborative vs. Deterministic Workflow

Nick In't Ven, TRADOS GmbH, Brüssel, Belgium

Under constant pressure to cut costs, translation departments and service providers alike have been looking towards workflow technology to further streamline and automate translation production processes. The presenter will argue that not deterministic, but collaborative workflow technology is the most suitable paradigm for achieving this goal and addressing complex translation production challenges in a cost-effective manner.

→ *The presentation is addressed to Department Heads, Project Managers & Coordinators, CAT specialists.*

MI, 11:15, Room 4

FP21 Machine Translation Makes Perfect Business Sense

Jaap van der Meer, Cross Language N.V., Gent, Belgium

Growing volumes of information and an ever-faster pace of doing business, at home and across borders, make automatic real-time translation an economic necessity for many corporations. Machine Translation sounds like a curse to some and a fantasy to others. And yet many corporations are realising tremendous benefits by integrating MT and other language technologies into their localisation processes, Intranets and customer support and e-commerce sites. This presentation will focus on implementation models and ROI scenarios of deploying machine translation with references to large corporations benefitting from MT.

→ *This presentation is aimed at decision makers and decisions influencers in corporations and institutions with regard to the use of technology, in particular natural language processing and translation technologies.*

MI, 13:45, Room 4

FP22 LexTerm: Enhancing Translation Memory Systems with technical bilingual Dictionaries

Dr. André Le Meur, Université Rennes UFR Sciences Sociales, Rennes-Cedex, France
Last year, was introduced in a tekom's workshop the idea of mapping lexical structures onto terminological ones in order to add useful functionalities for technical writing and translation work as far as they use Translation Memory Systems. This paper will go further by presenting an industrial application of this idea and the XML ISO standards for linguistic resources which are taken into account. Stress will be put on the integration of this technique in the workflow of a well known publisher, on the technical aspects of the bilingual collections conversion, and on its implementation by two major TMS companies.

► *This presentation is addressed to translators, technical writers involved in multilingual data management, software managers.*

MI, 13:45, Room 3

FP23 Localization Project Management

Dr. Ursula Marmé, L&L Languages Live! Gesellschaft für Lokalisierung, Bonn, Germany
Localization Project Management covers a wide area of tasks and requires quite a few skills in various areas. Three main areas can be identified: technical skills, financial skills, and communication skills. The talk will offer a description of each of these areas. Also, history, development and present state of the "art of Localization Project Management" will be discussed with a view on potential future developments and the establishment of Localization Project Management as a well-defined career opportunity for translators and technical authors.

MI, 15:00, Room 4

FP24 Managing Vendors – Basic Concepts and Success Factors

Bettina Reichart, Oracle, Worldwide Product Translation Group, München, Germany

The presentation will explore some milestones in vendor management, including:

- What to outsource and why?
- Scope and level of integration with vendors/ vendor networks
- Vendor selection and setup
- Production and success criteria
- Shared growth and transfer of knowledge
- Evaluation

The focus of the presentation will be on business requirements rather than production processes.

MI, 16:30, Room 4

FP25 Going global without losing your way – a survival guide for technical authors

Tina Hoffmann, Pathtrace Engineering Systems, Reading, UK

Localisation can be a minefield, particularly when you are new to it. This case study outlines the challenges faced by a medium sized UK-based software company that decided to "go global" and expand into mainland Europe and Asia. The presentation will take you through the whole localisation process, from creating flexible system architecture to negotiating with localisation vendors. We soon found that successful localisation starts with a critical look at the English source and that tight project management is of vital importance when working in several languages simultaneously.

► *This presentation is addressed to technical authors and online help developers responsible for developing multilingual product information.*

MI, 17:30, Room 4

WS 2 How to find the right translation tool

Angelika Zerfaß, Translation Tools Consultant, Wachtberg, Germany

Today there is no way around translation tools. Translation memory tools, terminology management tools, terminology extraction tools, project management tools and so on. But how to find the tool that suits best one's needs and requirements? This workshop will give an overview of some of the tools available in the localization business and the criteria that should be taken into account when selecting any one of them.

► *The workshop is addressed to translators, project managers and translation departments who are looking for an overview of the available technology and some tips on the evaluation steps for tool selection.*

MI, 13:45, Room 9 (Workshop in English)

MI, 16:30, Room 9 (Workshop in German)

DO, 08:45, Room 9 (Workshop in German)

<XML> Forum

A meeting point for everybody who uses XML every day at work, or who is planning to use it. Here, you will find out everything you need to know about the application of this technology. Find out how to edit XML-based texts, convert data records, exchange and manage large document volumes and publish cross-media documents.

Key Note

FP26 XML vocabularies for technical documentation – standardization or evolution?

Dr. Peter Fankhauser, Fraunhofer IPSI, Darmstadt, Germany

While XML has gained tremendous momentum far beyond its SGML roots in technical documentation, the lack of standardized XML vocabularies is often perceived as a major obstacle to productive and future proof deployment of XML. This talk will illustrate how vocabularies can evolve, interoperate, and stabilize driven by the production process rather than by standardization, and devise a few simple guidelines to help choosing and adapting existing vocabularies to bring XML to productive use.

→ *The presentation is addressed to technical writers and decision makers in the field of technical documentation.*

MI, 08:30, Room 5

FP28 Visual XLIFF – The emerging standard designed for the Localization Industry

Tony O'Dowd, Alchemy Software Development Ltd, Dublin, Ireland

High-quality translation of software applications is crucial to the success of multi-national companies. Today's highly competitive markets require solutions that lower overall costs, reducing time-to-market and improving quality. XLIFF meets these requirements head-on. Using a highly structured and scalable XML framework, it provides the means to represent application user interface elements.

Using an intuitive XML vocabulary, it complements the work of localization engineers helping them work more efficiently, reducing the complexity of the localization workflow.

MI, 13:45, Room 5

FP32 Multiple Source Publishing – an antagonism?

Dr. Walter Fischer, Fischer Computertechnik GmbH, Radolfzell, Germany

The most common used information in technical documentation are text, graphics, product data, part lists, etc. which are typically not from one single source. There are a lot of different sources for such kind of information i.e. engineering, CAD-Systems, Graphic-Applications, ERP-Systems, Excel-Tables or other data base systems like Oracle, SQL-Server, Access and existing technical documentation. The presentation will discuss a new and efficient method and tool how to generate from all these different sources media independent XML-instances. This generated XML-objects are used for publishing print

media as well as online media. We will show you a way how single source publishing is possible in spite of multiple data sources.

→ *The presentation is interesting for all who want to generate documents via "press button", looking for solutions and tools, information-engineers, Authors, CEO's, maintenance engineers.*

MI, 09:45, Room 6

FP33 Cost Savings in Combing XML Document Management and Translation Management Software – A Case Study

Dr. Klemens Waldhör, Heartsome Europe GmbH, Roßtal, Germany

Budgets of Euro 1 to 2 million with an implementation period of 1 to 2 years have discouraged most enterprises to opt for XML-based technology in their documentation management. Truly, it takes too much money and time to get on board the XML boat of efficiency; however it is effective in generating revenue and cutting cost. The key is to think simple and choose the right approach combined with proper translation software. A case study is presented which proves that cost and time savings of 70 % are possible.

→ *The presentation is addressed to Translators, Translation project managers and document system managers.*

MI, 11:15, Room 6

FP34 The Use of XML in Localization

*Paul Trotter, Author-IT Software Corporation Ltd., Albany, Auckland, New Zealand,
Hans-Günther Höser, WH&P, Sophia Antipolis Cedex, France*

The increased use of markup languages and exchange standards continues to benefit the language industry. The presentation includes a case study: The use of XML to build a bridge between Single Sourcing CMS environment (AuthorIT) and a localization workflow system.

→ *The presentation is addressed to documentation managers, technical writers, localization managers, project managers.*

MI, 13:45, Room 6

FP35 SVG Programming – Getting Started with WebDraw or XStudio Next

Bärbel Strothmann-Schmitt, Software AG, Darmstadt, Germany

The new graphic format SVG is a must for almost every technical writer. If as yet you have not been able to delve into the topic but need to get started with SVG programming soon, this is the right place for you to look. The presentation shows two quick and easy to handle tools that help you on the way in the nick of time.

→ *The presentation is addressed to technical authors who need to get started with or are interested in SVG and are looking for a quick and easy way to tackle the task, with the help of a tool.*

MI, 15:00, Room 6

FP36 Adobe InDesign for technical documentation

Albrecht Fischer, Adobe Systems GmbH, Unterschleißheim, Germany

Adobe InDesign sets new standards for professional layout and design. In this session it will be demonstrated how the support for OpenType, Unicode and XML in Adobe InDesign makes it easy to create and publish multilingual documents. It will also be shown how the scripting interface provides an efficient way to automate complex tasks.

Adobe InCopy software is a powerful editorial authoring tool available as part of an integrated publishing solution that includes Adobe InDesign software. It will be explained how this allows for parallel workflows, where writers and designers can work simultaneously on one document.

→ *The presentation is addressed to decision-makers and technical writers who want to produce publications with elaborate graphics or need real Unicode support.*

MI, 16:30, Room 6

→ ContentManagement Forum

FP37 Added Value Potentials in XML-based Publishing-Workflows

Jürgen Haas, Advent 3B2 GmbH, Konstanz, Germany

XML is not a hype anymore. It's mature technology and a widely accepted standard with high regard. However, in many cases you have to find the answer to the question was the investment in an XML-based solution worth the money and where the additional profit should come from? This presentation shows the real potentials behind XML. Not to forget that XML should be the means to an end not the means in itself. Using practical examples the presentation shows how XML data gets enriched or how you create extra value for your data.

► *The presentation is addressed to decision-makers, system managers and consultants.*

MI, 17:30, Room 6

WS 3 Heterogeneous XML Vocabularies – living with diversity.

Dr. Peter Fankhauser, Ingrid Schmidt, Fraunhofer IPSI, Darmstadt, Germany
Comprehensive Technical Documentation typically involves a variety of sources with differences in format, structure, terminology, and content. Based on concrete application scenarios this workshop will work out how these differences can be overcome by means of XML. Both, technical factors such as complexity and feasibility, as well as cost/benefit considerations will be taken into account.

► *The workshop is addressed to technical writers and decision makers in the field of technical documentation.*

MI, 13:45, Room 10 (Workshop in English)
MI, 16:30, Room 10 (Workshop in German)
DO, 08:45, Room 10 (Workshop in German)

ContentManagement Forum

ContentManagement Forum

The content management forum provides you with information about the efficient use of content management systems. You can also find out everything about the multilingual dimension of content management, about cross-media publishing, the economic viability of CMS and how you can optimise your processes with automated workflows.

Key Note

FP38 Are you ready for content management?

Dr. JoAnn T. Hackos, The Center for Information-Development Management, Denver, USA

Many organizations have begun to evaluate content management to increase writer productivity and decrease information-development costs. Unfortunately, not every organization is ready to pursue content management. We identify six critical factors that must be examined to assess readiness. Dr. Hackos explains the critical factors and relates them to the Information Process Maturity Model (IPMM). The IPMM aids in planning the changes needed to maintain a cost-effective and creative organization.

DO, 09:45, Room 4

FP43 Step-by-Step Single-Sourcing

Elke Grundmann, Comet Communication GmbH, München, Germany

The volume of information we deal with on a daily basis is increasing. For this reason, we are constantly looking for solutions that help us to organize different sources of data or content. Single-sourcing is emerging as one of the most accepted methods for handling different forms of information content. But how do we go about devising a single-sourcing scheme? Are complex techniques necessary? Can I reuse existing information content? And what about localization? This presentation covers the basic steps involved in implementing a single-source solution, designed to meet a specific company's requirements.

► *The presentation is addressed to technical writers and managerial staff who want to save time and money by implementing single-sourcing.*

DO, 11:15, Room 5

part of the CMS process, and language requirements have to be considered. The presentation will discuss the most important recommendations.

► *The presentation is addressed to Heads of Technical Documentation/Translation, Heads of Procurement of Services, Heads of IT Management.*

DO, 12:15, Room 8

FP45 Challenges and Solutions for Multilingual Content Management

Sukumar Munshi, Bowne Global Solutions, Sindelfingen, Germany

Despite the numerous tools and solutions around Content Management, multilingual content management projects remain a challenge. Some companies, while reorganizing their publishing processes, have adopted content management solutions early. Not always with the expected results. What is the best way to introduce Content Management Systems? What are the key concepts? Which components and tools are needed? This presentation will also feature Globalisation Management Systems, Terminology, Machine Translation and Translation Memories, controlled Languages amongst other topics. We will find answers to the questions listed above and present actual concepts and solutions in theory and practice.

► *The presentation is addressed to project managers, everybody interested in the subject. No special knowledge required, knowledge of XML and translation of advantage.*

DO, 15:00, Room 5

FP44 Costs, deadlines, quality levels – Language services as a catalyst for optimisation

Dr. Michael Schaffner, euroscript Language Services GmbH, Berlin, Germany

For legal and marketing reasons, foreign-language technical documentation must meet high standards of quality. The right balance has to be found in the "magic triangle" of costs, deadlines and quality. With Multilingual Content Management, users can expect high quality along with optimal punctuality and economy. However, linguistic services are to be seen as an integral

→ Usability Forum

Usability Forum

In our forum on usability, you can learn everything about user-friendly User Interfaces (GUIs), the latest engineering methods and current test and evaluation procedures. Our experts will inform you about the product perspective of the users and about user behaviour.

Key Note

FP48 User Centered Design: What, Why and When

Matthias Rautenberg, Technical University Eindhoven, The Netherlands

User-centred design (UCD) delivers design principles for those who are responsible for developing interactive software solutions. This approach involves a number of key activities throughout the development of the software including realising user-tests, obtaining user-feedback and redesigning. We differentiate between two views to UCD: the product view and the process view. The product view deals with the interaction style (kinds of operations, interaction structure, input/output technique) of a product. With a better understanding of the strengths and weaknesses of different interaction styles, we can conduct optimal targeted usability evaluations and tests. The process view covers all methodological issues of a UCD approach.

DO, 09:45, Room 6

FP52 Multimedia and the Web: Attractive or just Annoying?

*Prof. Alistair Sutcliffe,
University of Manchester, UK*

Designing attractive web sites involves choice of content, selection of appropriate media, and presenting a clear message. Brand, visual style and aesthetic design play important roles, while usability and clear navigation are also essential. Design guidelines for motivating and attracting users are described, including projecting personality by human computer conversations that influence the user's perception of content. The effect of exciting content, aesthetic style and interactive design on human psychology is reviewed, covering arousal, emotion and attention.

► *The presentation is addressed to Web Designers, User interface Designers, Academic Researchers in HCI.*

DO, 11:15, Room 7

FP54 Creating Personas to Focus on Your Users

*Paula Berger, Paula Berger Consulting,
Reading, USA*

This session provides an overview of the use of personas in a product development environment. It explains how, why, and when personas are useful, and offers examples of their implementation in various environments. We'll also look briefly at the process of developing personas and discuss how you can implement the use of personas with your product team.

DO, 12:15, Room 7

FP55 Quantifying usability

*Tim Bosenick, SirValUse Consulting GmbH,
Hamburg, Germany*

Quantifying usability gets more and more important. For example, there will be a norm (IEC 62A/403) in the area of medical equipment that wants usability to be integrated in the development process; in the telecommunications industry, investments in usability are to be controlled and evaluated. This presentation intends to show how a scheme of usability-metrics can be developed that is independent of a product. A showcase will be included, advantages and possibilities to optimise the metrics will be discussed.

► *The presentation is addressed to people who work on the development of electronic interfaces and their manuals.*

DO, 15:00, Room 7

FP53 The actual status of the legislation in HCI in Europe

Prof. Dr. Christian Stary, Universität Linz, Austria

The lecture will focus on the effects of regulating work practices with interactive technologies. It will be discussed how European regulations shape the design and production of software as well as work processes. The most influential directives will be traced and revisited in the context of user acceptance and economic impacts. A summary of lessons learnt will conclude the talk.

► *The lecture addresses interactive system developers as well as occupational usability engineers.*

DO, 12:15, Room 6

FP46 eCollaboration – The Review Cycle made easy with an XML Content Management System

*Jean Mercedes Hamilton, SPX Valley Forge T.I.S.
GmbH, Garching-Hochbrück, Germany*

For many organizations, collaboration means printing out documents, reviewing and writing on them, and submitting the marked up papers. This requires massive use of paper, as well as the manpower to collate comments and keep track of changes. More importantly, paper can be lost. The purpose of this presentation is to demonstrate a new method of electronic document collaboration and revision that can be incorporated into an XML authoring system with workflow.

► *The presentation is addressed to Managers, Project Managers and all people looking to optimize their review cycles.*

DO, 16:00, Room 5

FP47 Web site translation using a Content Management System

Bertrand Gillert, Locasoft GmbH, Bonn, Germany

This is how web site translation is done most of the time: translators receive files in Word or Excel format (either copies of the web site or extracted text), rarely the HTML files themselves. Hence translators could delete code, translate text, which should not be translated, etc. Copying text from Word files back into the HTML files by non-native speakers could result in serious mismatches. And web site administrators have to keep track of every piece of text that gets updated or is created from scratch.

► *The presentation is addressed to Web site designers, authors, translators, web site and IT administrators.*

DO, 17:00, Room 5

WS 4 Evaluating process maturity

Dr. JoAnn T. Hackos, The Center for Information-Development Management, Denver, USA

Dr. Hackos will review in depth the Information Process Maturity Model (IPMM) and help attendees to evaluate the maturity of their organizations. The IPMM describes the eight key practices that define process maturity: organizational structure, information design, planning, estimating and scheduling, hiring and training, cost control, quality assurance, and user understanding. The five levels of process maturity assist organizations in planning organizational change.

MI, 13:45, Room 11

MI, 16:30, Room 11

DO, 15:00, Room 11

FP56 Designing user-friendly instructions

Marie-Louise Flacke, Paris, France

Friendly instructions are essential to the user. Users do not want to read manuals, they want to use the product. When users do open the manual they are already in trouble: they can't use the product and need help. How to help the users? Providing users with clear instructions will help them perform the task they want to do. Clear instructions are based on: pertinent titles, introduction sentences, subject definition, verb preponderance, short and precise sentences, lists and steps. Clear and user-friendly instructions benefit to companies as they prevent maintaining a costly hotline.

► *The presentation is addressed to technical writers, trainers for technical writers.*

DO, 15:00, Room 8

WS13 User-Centered Design in Technical Communication

Peter J. Bogaards, BogieLand, RM Bussum, The Netherlands

The success of any (technical) document is derived from its use. People will use documents based upon their needs, wants, and intentions. In this workshop, you will get familiar with the UCD approach and learn how to apply this approach in technical communication projects. Several related methods and techniques will be highlighted and discussed as well as organizational issues.

MI, 13:45, Room 13

MI, 16:30, Room 13

DO, 11:15, Room 13

FP57 From usability to creative experience

Annica Bray, Maria Nordmark, WebBrand AB, Skelleftea, Sweden

From usability to creative experience, what makes a user interested? Entertainment, education or engagement. How to design edutainment from a producer's perspective where escapism and esthetic aspects have to be considered to succeed. The user has to get the experience he or she is expecting to get. A collaboration between university and producers will be presented, can fun be measured?

► *The presentation is addressed to Purchasers of multimedia productions from production companies, Producers of multimedia, People working with usability, End customers.*

DO, 16:00, Room 7

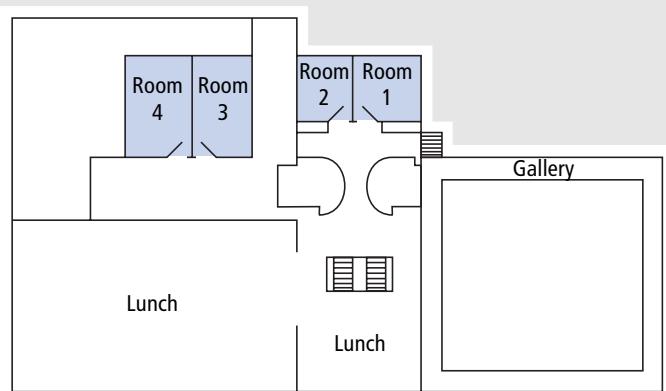
FP58 From thinking about the user to working with the user

Dr. Jens Manzke, Bernd Figge, Dr. Maria Briemann, dSPACE GmbH, Paderborn, Germany
dSPACE GmbH, a manufacturer of complex simulation software, invests considerable time in internal expert groups evaluating its user documentation. The User Documentation department explored two evaluation methods that promise to be more user-centered and possibly less expensive. First they took the opportunity of a User Conference to talk to users directly and hold a survey. Then a usability test was performed, bringing the company's own employees and modest test equipment into play. The paper presents the experience gathered.

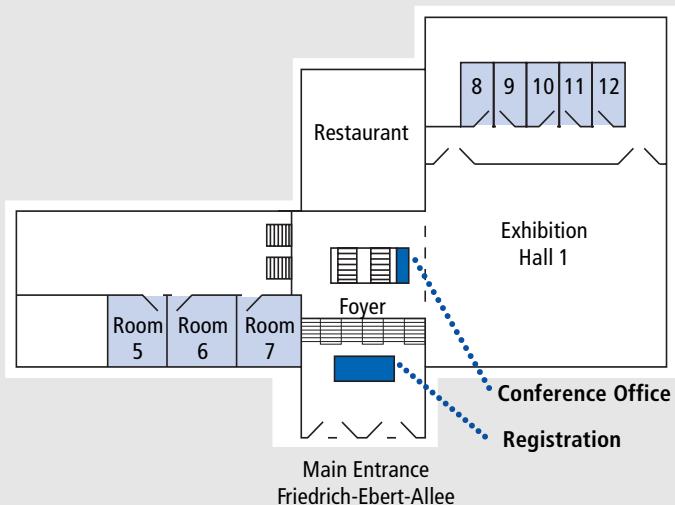
► *The presentation is addressed to technical authors, user documentation managers.*

DO, 17:00, Room 7

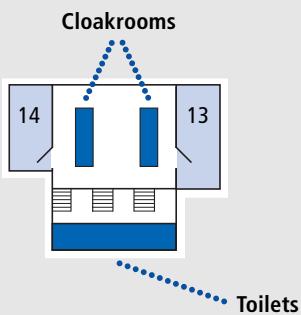
2nd floor



1st (ground) floor



Basement



Forum Presentations

- FP 1 The future of Help? Nine trends in online user assistance 4
- FP 7 Seven golden rules of online Help design 4
- FP 8 Evaluating the Usability of Software User Guides: A Pilot Study 4
- FP 9 Getting information to your customers 4
- FP10 Online Help: It's Online, But Does It Help? 4
- FP11 Indexing Online Information 4
- FP12 How Users Access Online Help – Problems and Strategies 4
- FP13 An overview and comparison of more than 100 help authoring tools 4
- FP14 Localization. What is the big deal? 5
- FP19 Unicode: Core concepts in action 5
- FP20 Collaborative vs. Deterministic Workflow ... 5
- FP21 Machine Translation Makes Perfect Business Sense 5
- FP22 LexTerm: Enhancing TM Systems with technical bilingual Dictionaries 6
- FP23 Localization Project Management 6
- FP24 Managing Vendors – Basic Concepts and Success Factors 6
- FP25 Going global without losing your way 6
- FP26 XML vocabularies for technical documentation – standardization or evolution? 7
- FP28 Visual XLIFF – The emerging standard 7
- FP32 Multiple Source Publishing – an antagonism? 7
- FP33 Cost Savings in Combing XML Document Management and TM Software 7
- FP34 The Use of XML in Localization 7
- FP35 SVG Programming – Getting Started with WebDraw or XStudio Next 7
- FP36 InDesign for technical documentation 7
- FP37 Added Value Potentials in XML-based Publishing-Workflows 8
- FP38 Are you ready for content management? 8
- FP43 Step-by-Step Single-Sourcing 8
- FP44 Costs, deadlines, quality levels – Language services as a catalyst for optimisation 8
- FP45 Challenges and Solutions for Multilingual Content Management 8
- FP46 eCollaboration – The Review Cycle made easy with an XML CMS 9
- FP47 Web site translation using a CMS 9
- FP48 User Centered Design 9
- FP52 Multimedia and the Web: Attractive or just Annoying? 9
- FP53 The actual status of the legislation in HCI in Europe 9
- FP54 Creating Personas to Focus on Your Users .. 9
- FP55 Quantifying usability 9
- FP56 Designing user-friendly instructions 10
- FP57 From usability to creative experience 10
- FP58 From thinking about the user to working with the user 10

Workshops

- WS 1 Practical guidelines for selecting a Help authoring tool 5
- WS 2 How to find the right translation tool 6
- WS 3 Heterogeneous XML Vocabularies – living with diversity. 8
- WS 4 Evaluating process maturity 9
- WS13 User-Centered Design in Technical Communication 10

→ Conference Planner

	Online Help Forum	Localization Forum	<XML> Forum	Content Management Forum	Usability Forum
Wednesday					
08:30–09:30	FP 1 (1) Pratt	FP 14 (3) Henes	FP 26 (5) Fankhauser		
09:45–10:30	FP 7 (2) Ellison	FP 19 (4) Freytag	FP 32 (6) Fischer		
Visit to Exhibition					
11:15–12:00	FP 8 (2) Byrne	FP 20 (4) In't Vent	FP 33 (6) Waldhör		
Lunch Break					
13:45–14:30	FP 9 (2) Hamilton	WS1(8)	FP 22 (3) FP 21 (4)	WS 2	FP 28 (5) FP 34 (6)
15:00–15:45	FP 11 (1) FP 10 (2)	Ellison	FP 23 (4) Marmé	(9)	WS 3 FP 35 (6) Strothmann-S.
Visit to Exhibition					
16:30–17:15	FP 12 (2) Schweibenz	WS 1 (8)	FP 24 (4) Reichart	WS 2 (9)	FP 36 (6) Fischer
17:30–18:15	FP 13 (2) Meijer	Ellison	FP 25 (4) Hoffmann	Zerfaß	WS 3 (10) Fank./Schm. FP 37 (6) Haas
Thursday					
08:45–09:30	WS 1 (8)		WS 2 (9)		WS 3 (10)
09:45–10:30	Ellison		Zerfaß	Fank./Schm.	WS 4 (11) FP 38 (4) Hackos
Visit to Exhibition					
11:15–12:00					FP 43 (5) Grundmann
12:15–13:00					FP 52 (7) Sutcliff
Lunch Break					
15:00–15:45				FP 45 (5) Munchi	WS 4 (11)
16:00–16:45				FP 46 (5) Hamilton	Hackos
17:00–17:45				FP 47 (5) Gillert	FP 56 (8) Flacke
					FP 55 (7) Bosenick
					FP 57 (7) Bray
					FP 58 (7) Manzke/Brielmann

Event types

FP Forum Presentation

WS Workshop

Note

Room numbers are indicated in brackets.

→ Speakers

Berger, Paula

now an independent consultant based in the US and Italy, Paula spent 19 years at SOLUTIONS, a technical communication training and consulting company she co-founded. She developed and ran seminars and conferences worldwide. Paula has given presentations and taught classes on technical communication and publications management topics throughout the world. She is a Fellow of the Society for Technical Communication. → S. 4, 9

Bogaards, Peter J.

With over 15 years of experience in information design, information architecture, and user-centered design, Peter J. Bogaards is a recognized leader in the international information design community. He worked for Razorfish Europe and Informati and was responsible for developing intentional user experiences for clients such as Vodafone and IBM. → S. 10

Bosenick, Tim

study of sociology (with emphasis on methodology and statistics), freelancer within market research and design agencies, foundation of SirValUse Consulting GmbH in 2000: consulting on usability, methodology and statistics. → S. 9

Bray, Annica

former Manager of Paregos, one of Swedens most awarded web agencies has worked in world wide projects for Eniro, Ericsson, Skandia, the Nobel Foundation, the Swedish government and EU2004. She was responsible for a production for SEBs showroom at the Hannover exhibition in 2000. → S. 10

Byrne, Jody

BA in translation, PgCert. in translation pedagogy, engaged in PhD research in technical communication, HCI & usability, lecturer in technical translation at Dublin City University, professional translator (DE/ESEN), technical writer & localiser. → S. 4

Ellison, Matthew

is a UK-based independent trainer and consultant specializing in user assistance design, tools, and technology. He has ten years experience of developing online Help, and is a popular speaker throughout the USA and Europe. → S. 4, 5

Enderstein, Michael C.

is a dual citizen from the US with a good knowledge of mechanical engineering and excellent German language skills. The foreign languages salesman founded "BfTK" in 1996 as an expert on TM software and is currently extending that expertise to authoring tools and online help. → S. 4

Fankhauser, Dr. Peter

is a researcher at Fraunhofer IPSI, founder of the XML Competence Center at IPSI, and active member of the W3C-XML Query working group. His main field of interest is the practical deployment of XML for the integration of heterogeneous processes. → S. 7, 8

Fischer, Albrecht

Dipl.-Volksw., Dipl.-Kfm., Adobe Certified Expert. → S. 7

Fischer, Dr. Walter

mathematician is CEO of Fischer Computertechnik GmbH, which he founded in 1985 in Frankfurt. Since more than 15 years he is a specialist in information engineering and enterprise content management. In the beginning of 1990 Fischer Computertechnik designed one of the first authoring tools for content creation and content management in Germany. Dr. Fischer is also a member of the "mumasy committee" of VDMA. → S. 7

Flacke, Marie-Louise

is currently involved in the network security and air traffic control fields. She designs instruction manuals and corporate style guides, and performs documentation audits. She also provides translators and terminologists with tutorials on technical writing. → S. 10

Freytag, Asmus

is the Technical Vice President of the Unicode Consortium and a key contributor to the development of the Unicode Standard. He offers consulting services and seminars on software globalization to clients worldwide. → S. 5

Gillert, Bertrand

Software localizer for almost 20 years, programmer, translation tools expert (mainly Trados), 4 years as general manager of a multilingual translation agency specialising in technical documentation, web sites, and software. → S. 9

Grundmann, Elke

is the managing director of Comet Communication. Her special interest is single-sourcing. As a qualified IT specialist and software developer, she has many years of experience in the planning and implementation of single-source solutions. → S. 8

Haas, Jürgen

Technical and Advent main board director is responsible for R&D and customer services, including documentation, training, support and IT. Together with the sales and project teams he coordinates all technical efforts relating to customer requirements. His main focus is the development of product strategy for the current and future business of Advent and their customers. → S. 8

Hackos, Dr. JoAnn

is President of Comtech Services, a content-management and information-design firm. She has authored Content Management for Dynamic Web Delivery, Managing Your Documentation Projects, Standards for Online Communication, and User and Task Analysis for Interface Design. → S. 8, 9

Hamilton, Jean Mercedes

has been working in the documentation field for over 15 years, the last 8 years have been devoted to improving documentation processes through the use of technologies like XML. Valley Forge develops XML systems for clients such as Ford, BMW, Porsche and Hyundai. → S. 9

Hamilton, Michael

as the Product Manager for RoboHelp he guides product development. He has been a featured speaker at several national and international industry events and is frequently quoted in technology articles in various trade publications. → S. 4

Hattemer, Dr. phil. Matthias

founded the documentation services company „dokay“ in 2001 in Freiburg, Germany, when he recognized the increasing need for good software manuals and online help. The media research expert has 10 years of experience in software development and knowledge management. → S. 4

Henes, Ulrich

founder and director of the Localization Institute, has been giving presentations and seminars on localisation and internationalisation issues for many years. → S. 5

Höser, Hans-Günther

Director of a localization company + 10 years of experience in localization and language technology. Managing Director of WH&P, since 1994 speaker in numerous conferences (ex. LISA, localization conferences, workshops ...). Articles in professional magazines (e.g. Multilingual Computing and Technology). → S. 7

Hoffmann, Tina

German, has lived in the UK for 16 years, 12 years experience in computer industry, worked as a translator, localisation consultant and technical author, produces documentation for European and Japanese market, first vice-president of UK chapter of the Society of Technical Communication (STC). → S. 6

In't Ven, Nick

Product Manager Workflow & Process Management TRADOS. → S. 5

Le Meur, Dr. André

Doctor in computer science. Teaches data modeling to translators and terminologists. Head of the French commission for Computer Applications in Terminology (AFNOR) Contributes to ISO editorial committees for linguistic resources (mainly ISO 16642, 1951, 12620) Collaborating as an expert with Langenscheidt since 1998 about the XMLisation of lexicography works. → S. 6

► Speakers

Manzke, Dr. Jens

is a Senior Technical Author at dSPACE GmbH, Paderborn. He plans and writes documentation for print and online media in the field of simulation software. A mechanical engineer, he gained his PhD in software ergonomics and has worked as a technical author since 1999. ➤ S. 10

Marmé, Dr. Ursula

started her career in localization in 1994, as project manager for a localization company. She was entrusted with several complex localization projects for clients like Microsoft, Borland, and SDRC. In 1998, she joined Logos as Customer Relationship Manager and familiarized herself with MT technology. Currently, she is Managing Director of the German subsidiary of the Dutch L&L, a localization company based in the Netherlands. ➤ S. 6

Meijer, Robert

started his career at Shell International where he worked for a period of 20 years. Since 1992 he was parttime involved in the creation of online help systems. In 1994 he started as an independent consultant and trainer for online documentation. He is an active member of a number of HAT user lists. This year he cofounded Affixion BV, a company providing context sensitive information the easy way. ➤ S. 4

Munshi, Sukumar

is working on XML/SGML topics since many years. After working for Publishing and Consulting companies, he joined Bowne Global Solutions 2001. Since then, the main focus of his work is to provide multilingual solutions to customers. ➤ S. 8

O'Downd, Tony

'87-'91 Principle Software Development Engineer at Lotus Development Corp.; '91-'94 Technology Manager at Symantec Corp.; '95-'00 Executive Vice President at Corel Corp. LTD; '00-today CEO at Alchemy Software. BSC Computer Science. Taught Microprocessor Design and Assembly Language at Trinity College Dublin. ➤ S. 7

Pratt, Ellis

has nearly ten years experience working on documentation projects. He has provided account management for central government intranet roll-outs, documentation for SAP implementations, as well as countless Help files and user manuals for software packages. Ellis worked for documentation specialists TMS and Digitext, prior to co-founding Cherryleaf Limited. He has a BA in Business Studies and is an associate member of the British Computer Society. ➤ S. 4

Rauterberg, Prof. Dr. Matthias

was a senior researcher and lecturer for 'human-computer interaction' and 'usability engineering' at the Swiss Federal Institute of Technology (ETH) and at the University of Zurich. He was the head of the Man-Machine Interaction research group (MMI) at the Department of Industrial Engineering (ETH). PhD in Computer Science/Mathematics. Now full professor for 'Human Communication Technology' at the research group 'User-Centered Engineering' at the Department Industrial Design of the Technical University Eindhoven (The Netherlands). ➤ S. 9

Reichart, Bettina

joined Oracle Germany in 1989 and spent altogether 14 years in the wider area of localization. Currently Regional Manager Vendor & Language Services, managing a team of 16 Language Specialists in Central & Eastern Europe and a group of vendors translating the Oracle eBusiness Suite into 9 languages. ➤ S. 6

Schaffner, Dr. Michael

Managing Director of euroscript Language Services GmbH; PhD in Polygraphy; teaching media technology at the HTWK Leipzig, many years of experience in research, writing and consulting in Technology / Workflow Management for Cross-media-Publishing. ➤ S. 8

Schmidt, Ingrid

is vice division manager and researcher at Fraunhofer-IPSI dealing with ontology-based systems and knowledge management. From 1988 to 1993 she worked in the field of SGML-based application development and consulting for two different companies in Germany and partly in Sweden. Between 1993 and 2003 she was independent consultant, information architect, and trainer for SGML/XML-based (and related standards) publishing, for both, industry and research. Until 2001 she was also regularly teaching classes at the German Linguistic and the Computational Linguistic department of Heidelberg University. ➤ S. 8

Schweibenz, Werner

is adjunct faculty for usability and human-computer interaction with the University of Saarland. His usability research includes evaluation of documentation, mobile phones and Web sites. ➤ S. 4

Stary, Prof. Dr. Christian

is currently full professor in Business Information Systems at the University of Linz, Department of Business Information Systems, Communications Engineering division. He achieved his PhD in Conceptual Modeling of Human-Computer Interaction at the Vienna University of Technology in 1988, and was promoted for associate professor in 1993 there ('Habilitation') before becoming full professor in 1995 in Linz. He has held several visiting professorships in Europe and the US. His main interest is the methodological integration of HCI-design with structured

development techniques from software and knowledge engineering. He has been and still is principle investigator in national and international projects, such as AVANTI (EU-ACTS program) or SCALEX (EU-IST program). ➤ S. 9

Strothmann-Schmitt, Bärbel

has been working for three years as a documentation engineer exclusively in the field of XML. Before she was working for many years in the fields of technical documentation and software localisation. ➤ S. 7

Sutcliffe, Alistair

Professor of Systems Engineering with 20 years research experience in Human Computer Interaction, Multimedia and Interactive Systems Design, 200 + publications including 9 books, editor of ISO 14915 Multimedia UI Design Standard, part 3. ➤ S. 9

Trotter, Paul

is the founder and CEO of AuthorIT Software Corporation, manufacturer of AuthorIT. Paul is a sought-after presenter at documentation conferences worldwide. AuthorIT is a leading content management solution, and is now used in over 50 countries by companies from a wide range of industries. ➤ S. 7

van der Meer, Jaap

co-founder and partner of Cross Language. Started a translation company in The Netherlands in 1980. In 1987 he published the first desk-top translation memory software. He was the initiator of the Localisation Industry Standards Association (LISA) in 1990. He co-founded the SAE TopTec Multilingual Communications Conference for the automotive industry. He published a magazine on language technologies in the 1980s and 1990s and he was president and CEO of ALPNET, one of the largest service companies in the localization and globalization services market, from 1995 till 2001. ➤ S. 5

Waldhör, Dr. Clemens

Development of various TM systems (Euramis (EU), Eptas/Globelix (EP/Alpnet), Araya (Heartsome), of software for terminology management (OpenNatTerminologyManager), document management (DocTrans). Managing director of CTO Heartsome, Germany/Singapore. ➤ S. 7

Zerfaß, Angelika

holds a degree in translation for Chinese and Japanese, but has shifted her focus to training and technical support for translation tools beginning 1997. Since 2000 she is working freelance as trainer and consultant for translation tools and related processes. ➤ S. 6

→ Exhibitors Directory

4-Text GmbH, Berlin
→ www.4-text.de

Acolada GmbH, Nürnberg
→ www.acolada.de

Advent 3B2 GmbH, Konstanz
→ www.3b2.com

AFFIXION B.V., Heemstede
→ www.affixion.com,
www.contextsensitivity.com

AHEAD Software AG – across –, Karlsbad
→ www.across.net

ARAKANGA GmbH, Hanau
→ www.arakanga-gmbh.de

AuthorIT Sofware Corporation, Auckland, New Zealand
→ www.author-it.com

BDÜ, Bundesverband der Dolmetscher und Übersetzer e.V., Berlin
→ www.bdue.de

BfTK, Reinfeld
→ www.BfTK.de

Bowne Global Solutions GmbH, Wuppertal
→ www.bowneglobal.com

CARSTENS + PARTNER GmbH, München
→ www.carstens-techdok.de

cognitas GmbH, Ottobrunn
→ www.cognitas.de

ComponentOne LLC, Pittsburgh, USA
→ www.componentone.com
Together with:
HoT – House of Tools GmbH, Bremen
→ www.hottools.de

Comet Computer GmbH und Comet Communication GmbH, München
→ www.comet.de, www.comet-comm.de

CORENA Deutschland GmbH, Frankfurt am Main
→ www.corena.de

Digital Print Group O. Schimek GmbH, Erlangen
→ www.digital-print-group.de

DIN Deutsches Institut für Normung e.V., Berlin
→ www.din.de

docConsult GmbH, Bonn
→ www.docconsult.de

docufy GmbH, Nürnberg
→ www.docufy.de

DSC, Document Service Center Technische Übersetzungen u. Software-Lokalisierung GmbH, Berlin
→ www.dsc-translation.de

Docware GmbH, Fürth
→ www.docware.de

dokay GmbH, Freiburg
→ www.dokay.de

eHelp Corp., Vista, USA
→ www.ehelp.com

empolis GmbH, Gütersloh
→ www.empolis.com

Eskenazy Translations, Essen
→ www.eskenazy-translations.de

euroscript Language Services GmbH, Berlin
euroscript Deutschland GmbH, Berlin
euroscript Switzerland AG
→ www.euroscript.de – www.euroscript.ch

EXACT! Sprachenservice und Informations-management GmbH, Mannheim
→ www.exact-gmbh.com

Fischer Computertechnik GmbH, Radolfzell
→ www.fct.de

GRUPP Technische Dokumentation, Winterbach
→ www.j-grupp.de

H.C. Top Systems B.V., Panningen, Niederlande
→ www.topsystems.com

HEITEC AG, Erlangen, Niederlassung Crailsheim
→ www.heitec.de

Hype Softwaretechnik GmbH, Bonn
→ www.hype.de

IDE – Ingenieur- u. Dokumentationsbüro Ershady GmbH, Pforzheim
→ www.idegmbh.de

Ing.-Büro C. Spreuer, Wiesbaden
→ www.spreuer.com

INGTECH GmbH, Viersen
→ www.ingtech.de

ITEDO Software GmbH, Hennef
Siehe Toolpräsentation T 22, Seite 39.
→ www.itedo.com

itl – Institut für technische Literatur AG, München
→ www.itl.de, www.itl-akademie.de

KONZEPT GmbH, Schortens
→ www.konzept-info.de

► Exhibitors Directory

Langenscheidt Fachverlag GmbH, München
► www.langenscheidt.de/b2b/ebusiness

MND Media Network Digital GmbH
► www.mntal.de

Network Design GmbH, Würzburg
► www.network-design.de

OVIDIUS GmbH, Berlin
► www.ovidius.com

PASS Engineering GmbH, Bonn
► www.passolo.com

**PIRONET
NDH AG, Köln**
► www.pironet-ndh.com

reinisch AG, Karlsruhe
► www.reinisch.de

RKT GmbH, Aichhalden
► www.rkt-online.com

SAM Engineering GmbH, Software Adaptation Management, Mühlthal
► www.sam-engineering.de

SCHEMA GmbH, Nürnberg
► www.schema.de
Together with:
doctima gmbh, Erlangen
► www.doctima.de

**SDL Multilingual Services GmbH & Co.
KG, Stuttgart**
► www.sdlintl.com

ServoTech GmbH, Langenburg
► www.servotech.de

**Siemens AG Industrial Solutions &
Services, Erlangen**
► www.hybrix.de

SL innovativ GmbH, Dinkelsbühl
► www.sl-i.de

Software AG, Darmstadt
► www.softwareag.com/germany

STAR-Group, Ramsen (Switzerland)
► www.star-group.net

**SYTEC Gesellschaft für
Automatisierung, Nürnberg**
► www.systec-gmbh.com

Tanner AG, Lindau (B)
► www.tanner.de

technotrans AG, Sassenberg
► www.technotrans.de, www.docuglobe.de

**TEDOPRES INTERNATIONAL B.V., JD
Tilburg, Niederlande**
► www.tedopres.com

**TID Informatik GmbH, Herrsching am
Ammersee**
► www.tid-informatik.de

TRADOS GmbH, Stuttgart
► www.trados.com

...and in the evening:
On Thursday evening TRADOS invites all
conference attendees to have a drink at
the exhibition.

transline Deutschland, Reutlingen
► www.transline.net

Trisoft NV, Antwerpen, Belgien
► www.tri-soft.com

**TÜV Product Service GmbH,
Niederlassung NRW, Essen**
► www.tuev-sued.de/msps

web2CAD AG, Amberg
► www.web2cad.com

**Wessendorf Software + Consulting
GmbH, Berlin**
► www.wsc-gmbh.de

→ How to Attend the Conference

Registration Form

Send in the attached form no later than 3rd November 2003. The deadline for early registration is 12th October 2003 (postmark).

Member Fee

Members of the TCeurope member organisations (CRT, ISTC, STD, STIC, TECOM Schweiz, tekom) and INTECOM member organisations pay the member attendance fee. Please submit a copy of your membership credentials with your registration.

Reduced Attendance Fee*

A reduced fee applies to attendees from EU candidate countries.

Exhibition

Conference attendees have free access to the exhibition. Separate tickets for the exhibition can be purchased for 20 EUROS per day at the cash desk. These tickets are valid exclusively for the exhibition and do not include access to the conference presentations.

Invoice

The attendance fee is due for payment without deduction immediately on receipt of the invoice before the start of the conference.

Cancellation

There is no charge for cancellation up to three weeks before the start of the conference. For subsequent cancellations we will charge a processing fee of € 80 plus 16% sales tax. Attendees from EU candidate countries will pay a processing fee of € 40 plus 16% sales tax. We will charge the processing fee for cancellations even if the cancellation is due to a workshop being fully booked. Other claims are precluded.

Attendance Fee

Registration by October 12

	Members TCeurope/INTECOM	Non- Members	*Attendees from EU candidate countries
1 Day	€ 214	€ 347	€ 92
2 Days	€ 332	€ 536	€ 143

Registration from October 13

	Members TCeurope/INTECOM	Non- Members	*Attendees from EU candidate countries
1 Day	€ 235	€ 383	€ 97
2 Days	€ 368	€ 587	€ 153

All prices plus 16% sales tax.

Attendees from EU countries who submit their VAT number will be exempt from VAT.

Workshops

Attendance of workshops is included in the conference fee. Workshops have to be booked in advance when registering. Attendees can choose up to two workshops on the registration form. The number of attendees is limited to 30 per workshop. Lists of workshop attendees will be published on the bulletin board behind the conference office. Workshop booking during the conference is only possible if the workshop is not fully booked. In this case just fill in your name in the empty space on the list of attendees for the respective workshop.

Attendance certificates for workshops are available on demand. Just ask the workshop presenter at the end of the workshop.

Conference Addresses

Rhein-Main-Hallen Wiesbaden
Main Entrance Friedrich-Ebert-Allee
65185 Wiesbaden
Germany
Phone +49(0)611/144-0
Fax +49(0)611/144-118
Internet: www.rhein-main-hallen.de

During the Conference (Conference Office)
Helga Allmaras
Phone +49(0)611/144-130
Fax +49(0)611/144-230

Registration
TC and more GmbH
Eberhardstr. 69–71
70173 Stuttgart
Germany
Phone +49(0)7 11 / 657 04-0
Fax +49(0)7 11 / 657 04-99
E-Mail: anmeldung@tekom.de

Conference Management
Michael Fritz
tekom e. V.
Eberhardstr. 69–71
70173 Stuttgart
Germany
Phone +49(0)7 11 / 657 04-45
Fax +49(0)7 11 / 657 04-99
E-Mail: m.fritz@tekom.de

→ Detailed Information

Hotels

Rooms in several hotels in Wiesbaden have been set aside by the Verkehrs Büro Wiesbaden and will be held until 24 October 2003.

Price category 1

Room with bath/shower/WC
per person over € 120

Price category 2

Room with bath/shower/WC
per person over € 55 and up to € 120

Price category 3

Room with or without bath/shower/WC
per person up to € 55

Most of the hotels are located around the inner city area. Room reservation is free of charge but must be done in writing. With your conference programme you will receive a reservation form. You can fax this form with your request by **24th October 2003** at the latest to:

Verkehrs Büro Wiesbaden
Hotel Reservation
Tel. 0611/1729-777
Fax 0611/1729-701
tourist-service@wiesbaden.de
www.wiesbaden.de

You will receive confirmation once your request has been processed. The tourist office is happy to assist you with any enquiries you may have regarding accommodation.

Name Tag

Your name tag will be provided on registration. The name tag serves as your identification for the sessions. Please always keep your name tag visible, it will be checked at the entrance to the lecture rooms.

Incorrectly printed name tags can be changed at the registration counter.

Recordings and Photographs

Tape recordings, video recordings and photographs are absolutely not permitted. Exceptions must be discussed with Michael Fritz beforehand.

How to get to the Rhein-Main-Hallen

Postal address:

Rheinstraße 20, 65185 Wiesbaden,
Germany
Internet: www.rhein-main-hallen.de
The main entrance for conference guests and visitors is located on Friedrich-Ebert-Allee.

By foot:

The Rhein-Main-Hallen are about 10 minutes by foot from the central train station, via Friedrich-Ebert-Allee.

By train:

Wiesbaden central station is on Eurocity and Intercity lines. Numerous other rail connections are possible via neighboring Mainz (9 minutes away by train). The city railway ("S-Bahn") between Mainz and Wiesbaden runs on average every 20 minutes.

By air:

Rhein-Main International Airport at Frankfurt-Main can be reached in 30 minutes by car or taxi, and easily in 40 minutes with the city railway.
There is a shuttle service from Hahn Airport.

By car:

8 motorways lead to Wiesbaden: for example, from the north via the A5, from the west via the A61/A60, from the east via the A3/A66 and from the south via the A5 as well as the A67/A63.

Parking:

No parking places are available to visitors at the Rhein-Main-Hallen.

The nearest multilevel car garage is the Rhein-Main Hallen parking lot diagonally opposite the Rhein-Main-Hallen, at the corner of Rheinstraße and Wilhelmstraße. Costs: 1–3 hrs, € 0.50 for every 30 minutes started; 4 hrs or more € 1.50 for every hour started.

All-day parking tickets (24 hrs.) that can be used to exit and re-enter as many times as you like cost € 10.00 on the first day and € 8.00 for every subsequent day.

Experience Wiesbaden ...

Elegant and beautiful, attractive and lively – that's the image of the state capital of Hesse on the bank of the river Rhine.

The delightful charm of its famous past as a „world health resort“ can still be sensed in Wiesbaden today: elegant flair, impressive architecture and numerous parks and green areas are among its essential features.

A walk through the villas area

In former times, life and society in Wiesbaden – once a world-wide renowned spa bath – was characterised by the European aristocracy. Nowadays we can still admire the impressive leafy villas areas with their beautiful facades built during the "historism" period. These years have formed the character of the town significantly and left as their heritage a generous structure and architecture.

The walk is an excellent opportunity for all those who are interested in history and architecture, to see how, in different historical periods, the wealthy displayed their homes as a symbol of status and fortune. Among other mansions, we will have a look at the Gustav-Freytag-Villa where the German poet, essayist and art historian lived, the Söhnlein-Villa, built as an imitation of the White House in Washington by the famous manufacturer of sparkling wine, and the Villa Clementine, built by a factory owner and where numerous famous people have lived, such as crown prince Alexander of Serbia and his wife Natalie. Some years ago the villa was used as the setting for parts of the TV adaptation of the famous novel "Buddenbrooks" by Thomas Mann.

Time: Thursday, 19:30 to 21:30. Meeting point at the main entrance of the Rhein-Main-Hallen.

Cost: 16 EURO per person, a glass of sparkling wine included. The number of participants is limited to 30. In case there are less than 15 registrations, the walk will be cancelled.

Walking tour of town "Fin-de-siècle-style grand-hotels"

Tea parties, concerts and ball rooms and intrigues and scandals among the international upper crust – this visit to the grand-hotels of Wiesbaden gives us an impression of the life-style in the formerly prestigious and elegant spa bath.

At the end of the 19th century, Wiesbaden became a fashionable, world-wide renowned spa bath and one of the favourite destinations of nobles in search of a cure for their ailments.

The illustrious hotels had fitting names: "Bellevue", "Metropol", "Kaiserhof" ("The Emperor's Court"), "Nizza", "Savoy" and many more. Kings, princes and earls with their households, factory owners, bourgeois, politicians and artists – Wiesbaden was an international meeting point for VIPs.

Enjoy the enchantment and the particular fin-de-siècle charm of the walking tour and afterwards sparkling refreshment in the historic "Badhaus", one of the famous grand-hotels.

Time: Thursday, 19:30 to 21:30. Meeting point at the main entrance of the Rhein-Main-Hallen.

Cost: 16 EURO per person, a glass of sparkling wine included. The number of participants is limited to 30. In case there are less than 15 registrations, the walk will be cancelled.

„Faites votre jeu“

The "Kurhaus", built in 1907, is an outstanding example of the particularly charming "wilhelminic" architecture. In 1987 it was perfectly renovated according to the original plans left behind by the architect Friedrich von Thiersch.

The main attraction of the "Kurhaus" is the casino, one of the most beautiful casinos in Europe and one of the oldest in the world.

You will also have the opportunity to watch a roulette demonstration while the croupier explains the rules. Afterwards you can mix with the gamblers and try to make a fortune.

Time: Thursday, 19:30 to 21:30. Meeting point at the main entrance of the Rhein-Main-Hallen.

Cost: 13 EURO per person, including the roulette demonstration. The number of participants is limited to 30. In case there are less than 15 registrations, the visit will be cancelled.

Please register for the visits by ticking the respective box on your registration form.

There is a tourist information desk in the entrance hall of the Rhein-Main-Hallen where you can find comprehensive information about Wiesbaden.