

A dark gray world map is centered in the background of the slide. The map shows the outlines of continents in a slightly lighter shade of gray against a darker background.

Internationalization & Localization

MacTech Conference 2011

Brendan Clavin
Tethras

A dark grey world map is visible in the background, showing the outlines of continents. The map is centered and serves as a backdrop for the text.

TETHRAS

App Localization as a Service



iPad est



What is Localization?

A dark gray world map silhouette is centered on a black background. The map shows the outlines of the continents: North America, South America, Europe, Africa, Asia, and Australia. The text "Turning..." is overlaid in the center of the map.

Turning...

Lateral: Heart

Quick Navigation

Anterior

Lateral

Right Lat.

Posterior

Superior

Inferior



Tips

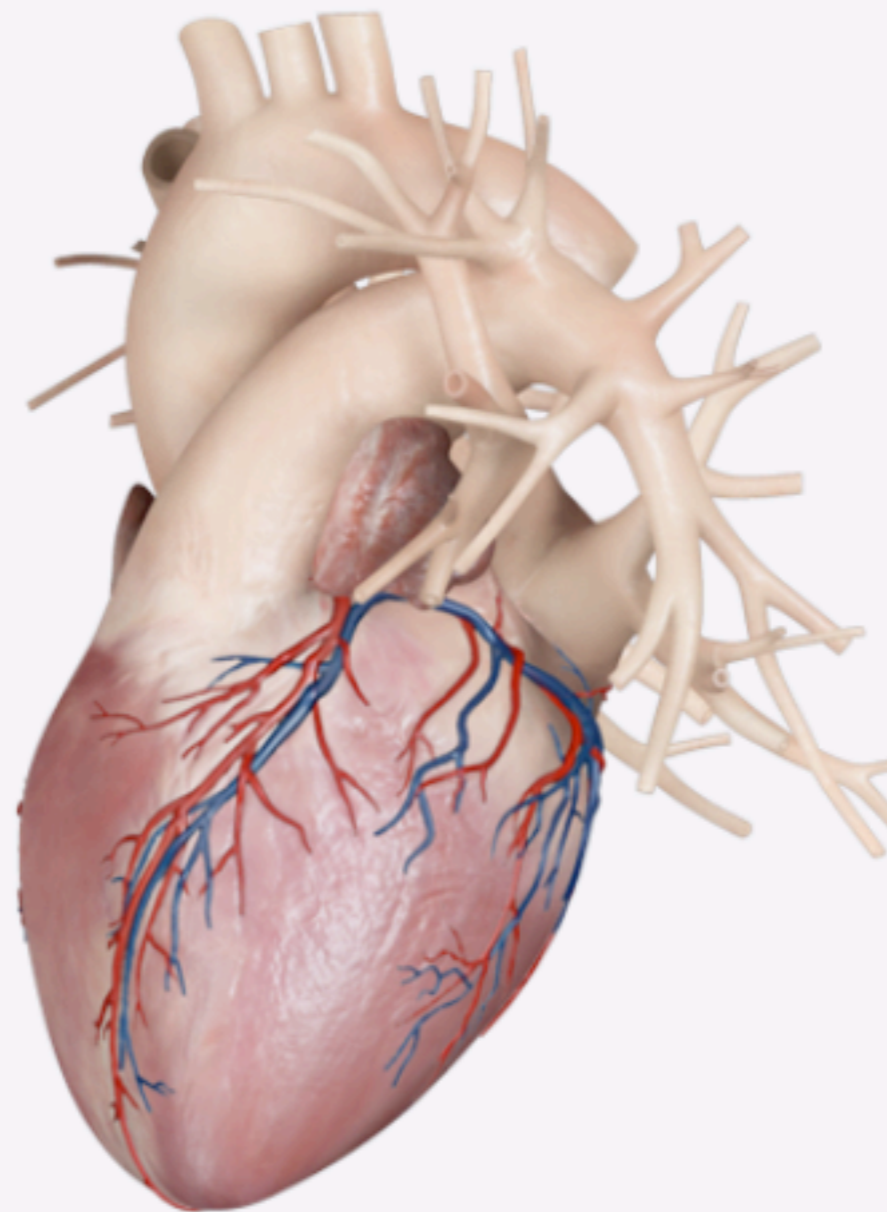
SHORT CUTS:

A short swipe: (a swipe that starts with your finger on the heart) will rotate the heart.

A long swipe: (a swipe that starts with your finger in the black area at the top or left of the heart) will cut the heart open.

A double tap: (two taps in quick succession with one finger) will turn on the default video if available.

A triple tap: (three taps in quick succession with one finger) will



Pins

My Pins

Movies

Eng



A

Anterior Internodal Tract
Anterior Interventricular Br...
Anterior Interventricular Su...
Anterior Interventricular Vein
Aortic Bulb
Aortic Valve
Apex of Heart
Arch of Aorta
Ascending Aorta
Atrioventricular (AV) Node
Atrioventricular Bundle (B...

B

Brachiocephalic Trunk

C

Chordae Tendineae
Circumflex Branch of Left...
Conus Arteriosus
Conus Branch of Left Coro...
Conus Branch of Right Cor...
Coronary Sinus



Apps



Views



Info



Help



Share



Quiz



Settings



Index

A dark gray world map silhouette is centered on a black background. The map shows the outlines of the continents: North America, South America, Europe, Africa, Asia, and Australia. The word "into" is written in white, lowercase, sans-serif font, centered over the African continent.

into

Vue latérale : Le Cœur

Navigation rapide



Antérieure

Latérale

Lat. droite

Post.

Sup.

Inférieure

Conseils

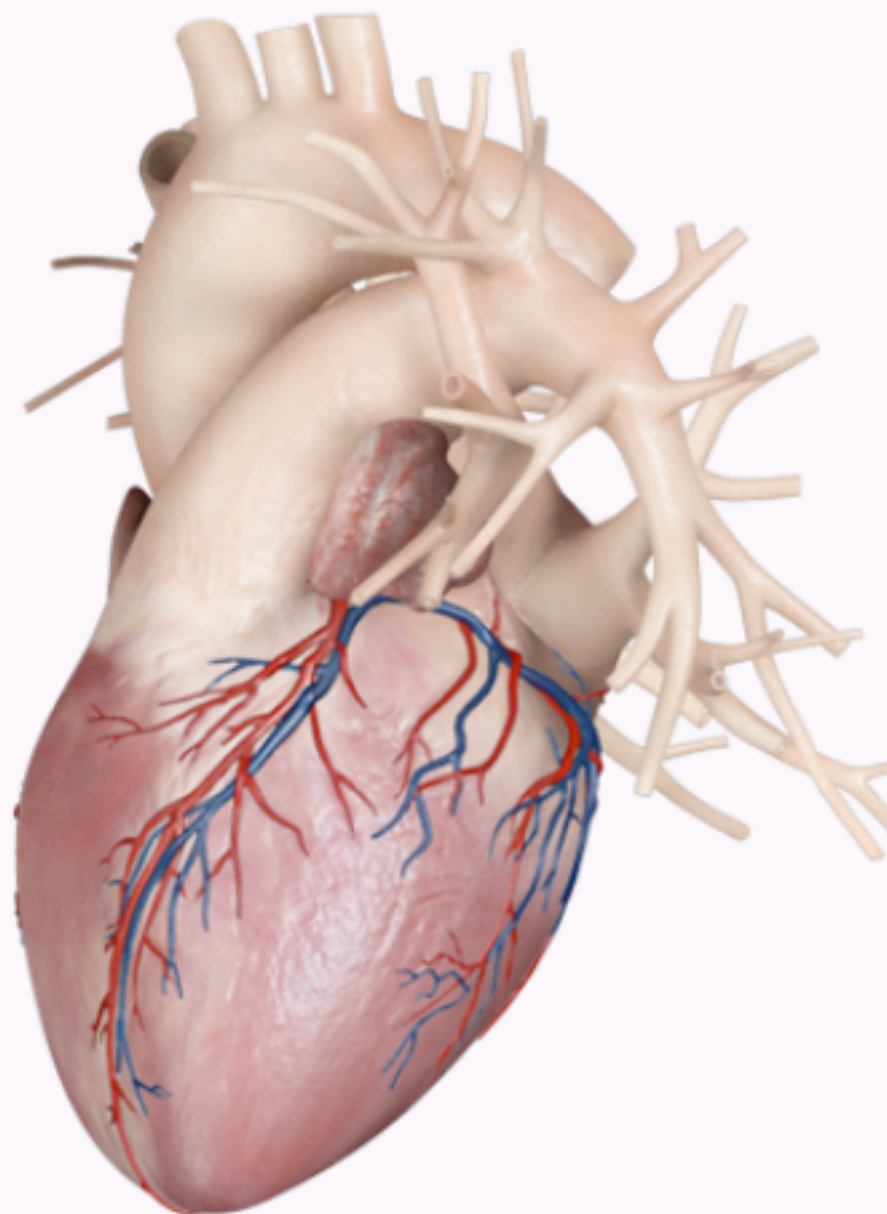
RACCOURCIS :

Un court balayage (qui commence avec votre doigt sur le cœur) fera pivoter le cœur sur lui-même.

Un long balayage (qui part de la partie noire de la fenêtre centrale) coupera le cœur en deux.

Taper deux petits coups à la suite active l'animation correspondant à l'image (si disponible).

Taper trois petits coups avec un doigt change la couleur du fond d'écran.



Épingles

Mes épingles

Films

Fr



A

- Aorte ascendante
- Aorte descendante
- Apex du cœur
- Artère carotide commune...
- Artère coronaire droite (ACD)
- Artère coronaire gauche (A...
- Artère pulmonaire droite
- Artère pulmonaire gauche
- Artère sous-clavière gauche
- Auricule droite
- Auricule gauche

B

- Branche circonflexe de l'ACG
- Branche droite du faisceau...
- Branche du conus de l'ACD
- Branche du conus de l'ACG
- Branche du nœud sinusal...
- Branche gauche du faisce...
- Branche interventriculaire...
- Branche interventriculaire...



Application



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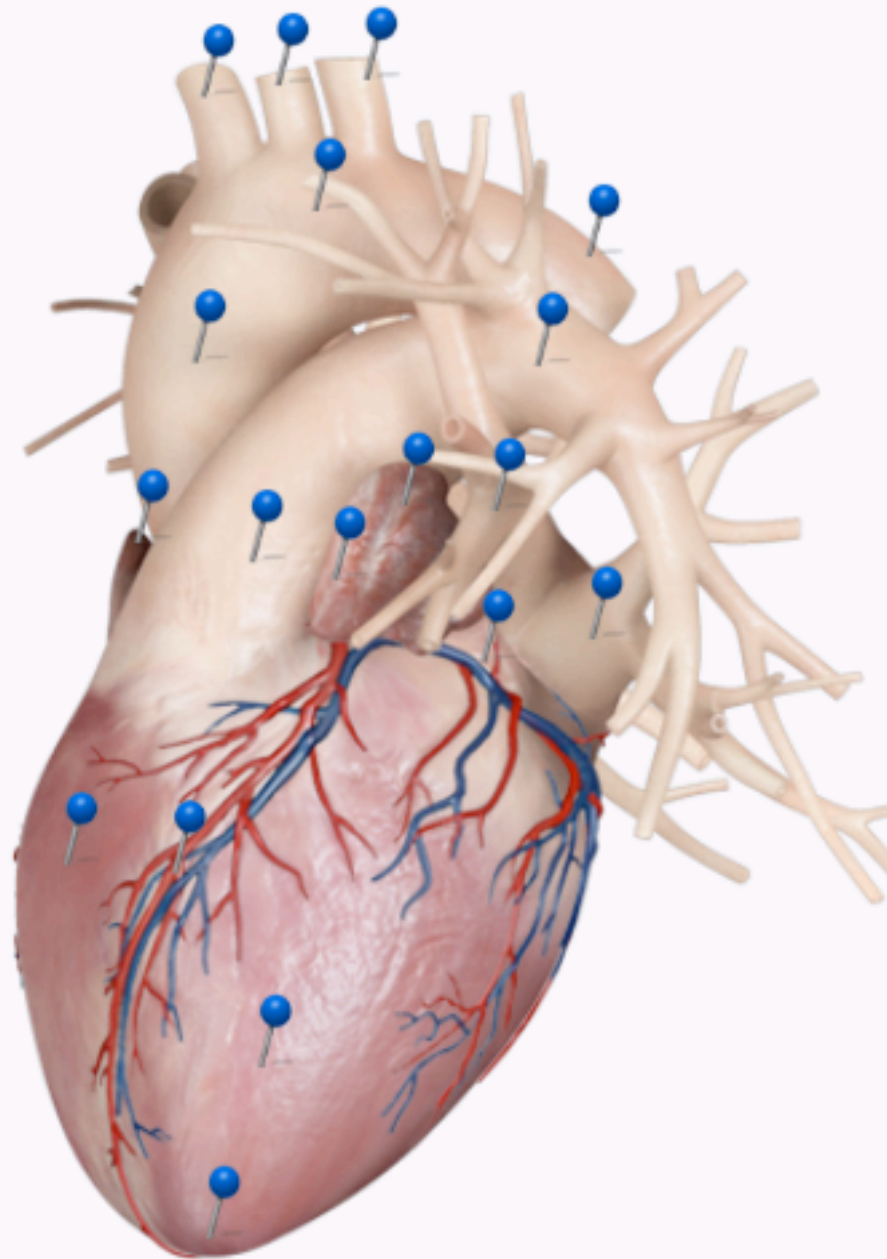
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Glisser pour ajouter

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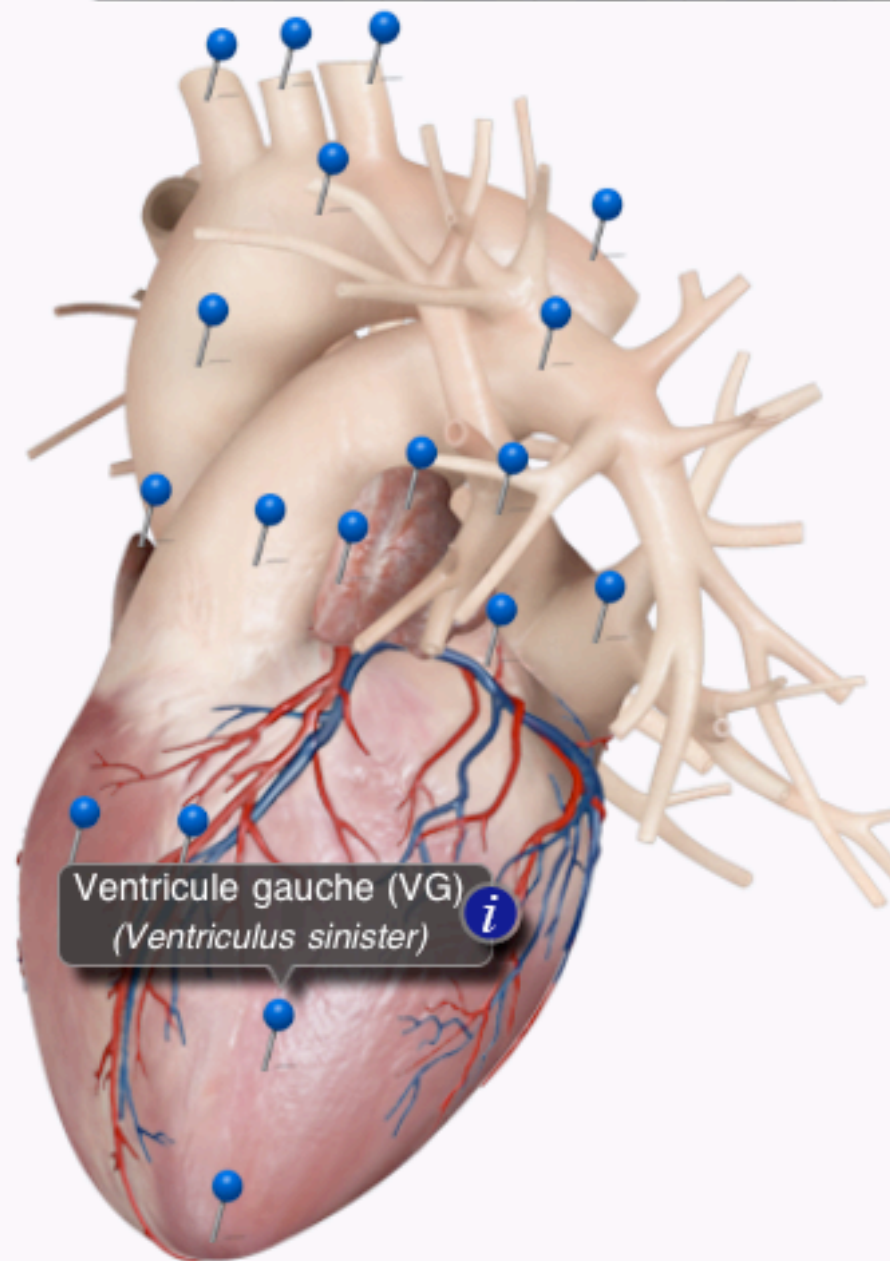
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Ventricule gauche (VG)
(*Ventriculus sinister*)



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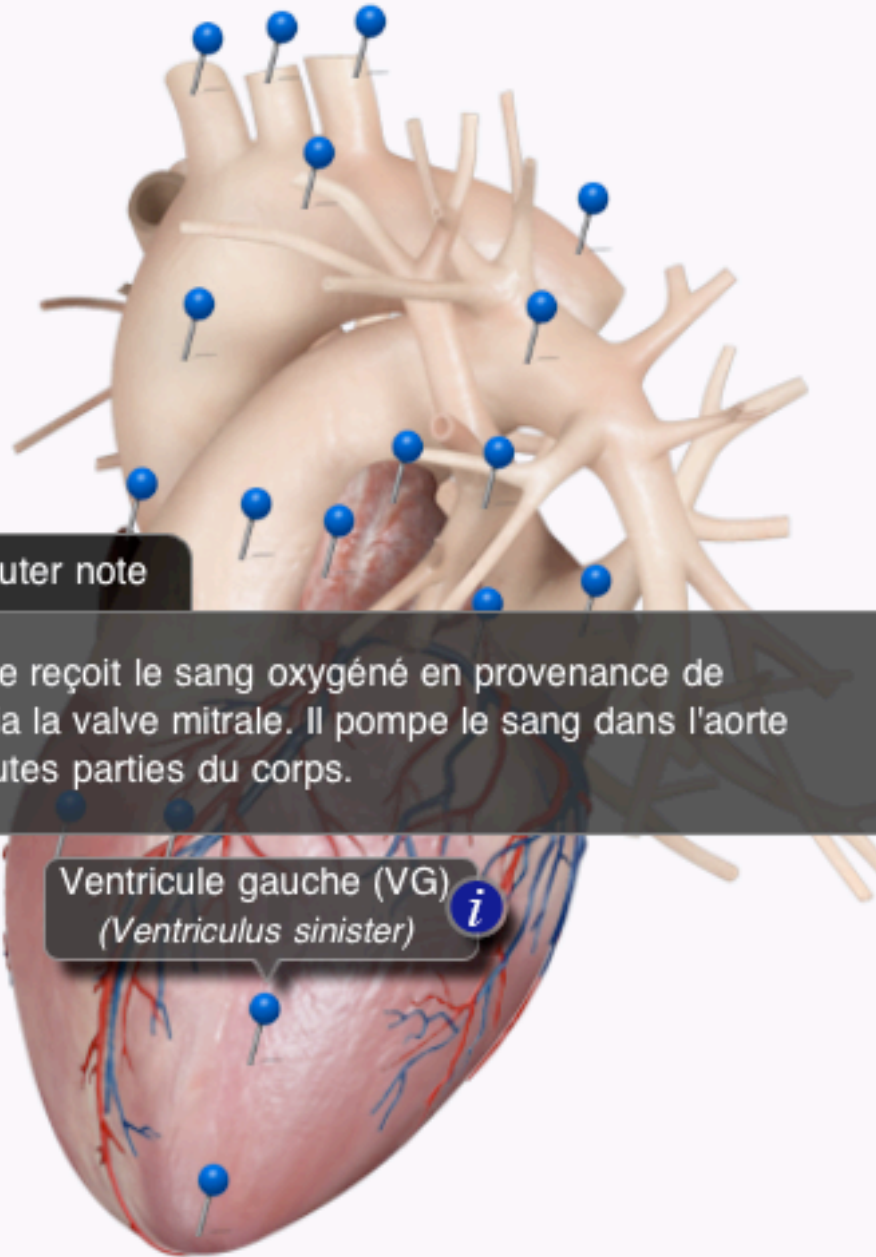
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Informations

Ajouter note

Le ventricule gauche reçoit le sang oxygéné en provenance de l'oreillette gauche via la valve mitrale. Il pompe le sang dans l'aorte qui le distribue à toutes parties du corps.

Ventricule gauche (VG)
(*Ventriculus sinister*)



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Commencer

[Heart Pro : Mouvements](#)

[Heart Pro : Toucher \(Les raccourcis\)](#)

[Heart Pro : Raccourcis, mouvements et toucher](#)

La barre d'outils flottante :

[Heart Pro : La bar d'outils amovible](#)

[Heart Pro : La touche "vidéo" \(barre d'outils amovible\)](#)

[Heart Pro : Touche de transparence \(bar d'outils amovible\)](#)

Les touches de la bar du bas

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Application



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A dark, stylized world map in the background, rendered in shades of gray and black. The map shows the continents and oceans, with a slightly grainy texture. The text is centered over the map.

so you can turn...

```
<view on="1" title="Anterior" header="Anterior" v="-1" src="Heart/Veins and Arteries/Anterior.png">
  <points>
    <point infoid="Label1" x="335.90" y="321.55" xy="{328.90, 310.45}"/>
    <point infoid="Label2" x="355.40" y="359.60" xy="{348.40, 272.40}"/>
    <point infoid="Label3" x="202.35" y="383.85" xy="{195.35, 248.15}"/>
    <point infoid="Label4" x="225.00" y="413.85" xy="{218.00, 218.15}"/>
    <point infoid="Label5" x="210.60" y="464.15" xy="{203.60, 167.85}"/>
    <point infoid="Label6" x="210.95" y="351.6" xy="{203.95, 278.40}"/>
    <point infoid="Label7" x="244.00" y="339.85" xy="{237.00, 292.15}"/>
    <point infoid="Label8" x="226" y="314.8" xy="{219.00, 315.20}"/>
    <point infoid="Label9" x="365.30" y="394.10" xy="{358.30, 237.90}"/>
    <point infoid="Label10" x="313.80" y="345.20" xy="{306.80, 286.80}"/>
  </points>
</view>
<view on="1" title="Lateral" header="Lateral" v="-1" src="Heart/Veins and Arteries/Lateral.png">
  <points>
    <point infoid="Label2" x="223" y="326.85" xy="{216.00, 303.15}"/>
    <point infoid="Label11" x="295.00" y="391.85" xy="{288.00, 240.15}"/>
    <point infoid="Label12" x="274.00" y="311.85" xy="{267.00, 320.15}"/>
    <point infoid="Label9" x="188.00" y="378.85" xy="{181.00, 253.15}"/>
    <point infoid="Label13" x="314.75" y="354.65" xy="{307.75, 277.35}"/>
  </points>
</view>
<view on="1" title="Posterior" header="Posterior" v="-1" src="Heart/Veins and Arteries/Posterior.png">
  <points>
    <point infoid="Label14" x="242.00" y="385.85" xy="{235.00, 246.15}"/>
    <point infoid="Label3" x="265.80" y="393.85" xy="{258.80, 238.15}"/>
    <point infoid="Label12" x="201.00" y="347.85" xy="{194.00, 284.15}"/>
    <point infoid="Label15" x="232.00" y="463.85" xy="{225.00, 168.15}"/>
    <point infoid="Label16" x="249.00" y="428.85" xy="{242.00, 203.15}"/>
    <point infoid="Label6" x="270.80" y="416.65" xy="{263.80, 215.35}"/>
    <point infoid="Label13" x="186.00" y="323.85" xy="{179.00, 308.15}"/>
  </points>
</view>
```

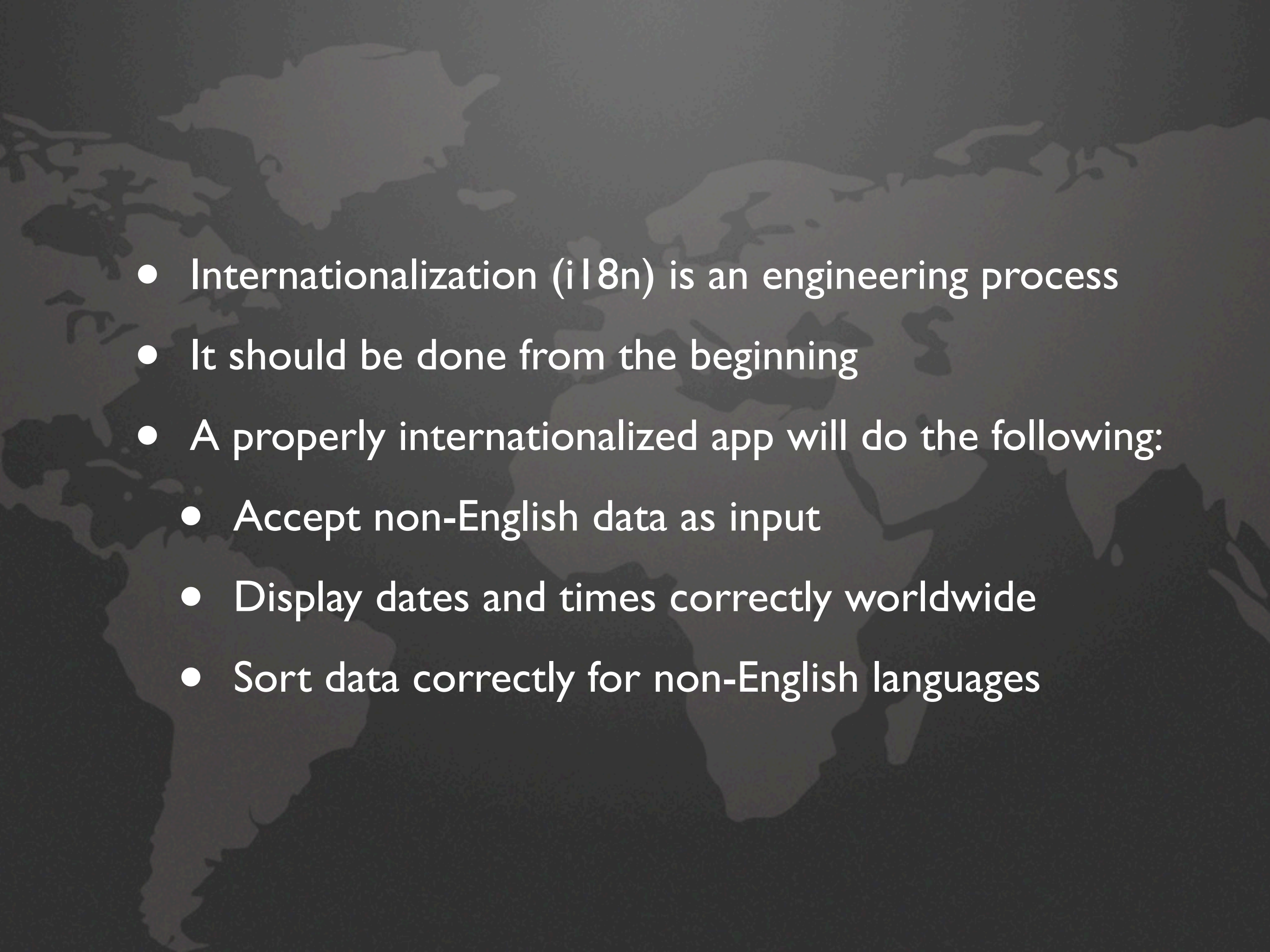

A dark gray world map silhouette is centered on a black background. The map shows the outlines of the continents: North America, South America, Europe, Africa, Asia, and Australia. The word "into" is written in white, lowercase letters, centered over the African continent.

into






What is i18n?

- 
- Internationalization (i18n) is an engineering process
 - It should be done from the beginning
 - A properly internationalized app will do the following:
 - Accept non-English data as input
 - Display dates and times correctly worldwide
 - Sort data correctly for non-English languages

A dark, stylized world map in the background, rendered in shades of gray and black. The map shows the continents and oceans, with a focus on the Americas and Europe. The text "What is IIOn?" is centered over the map.

What is IIOn?

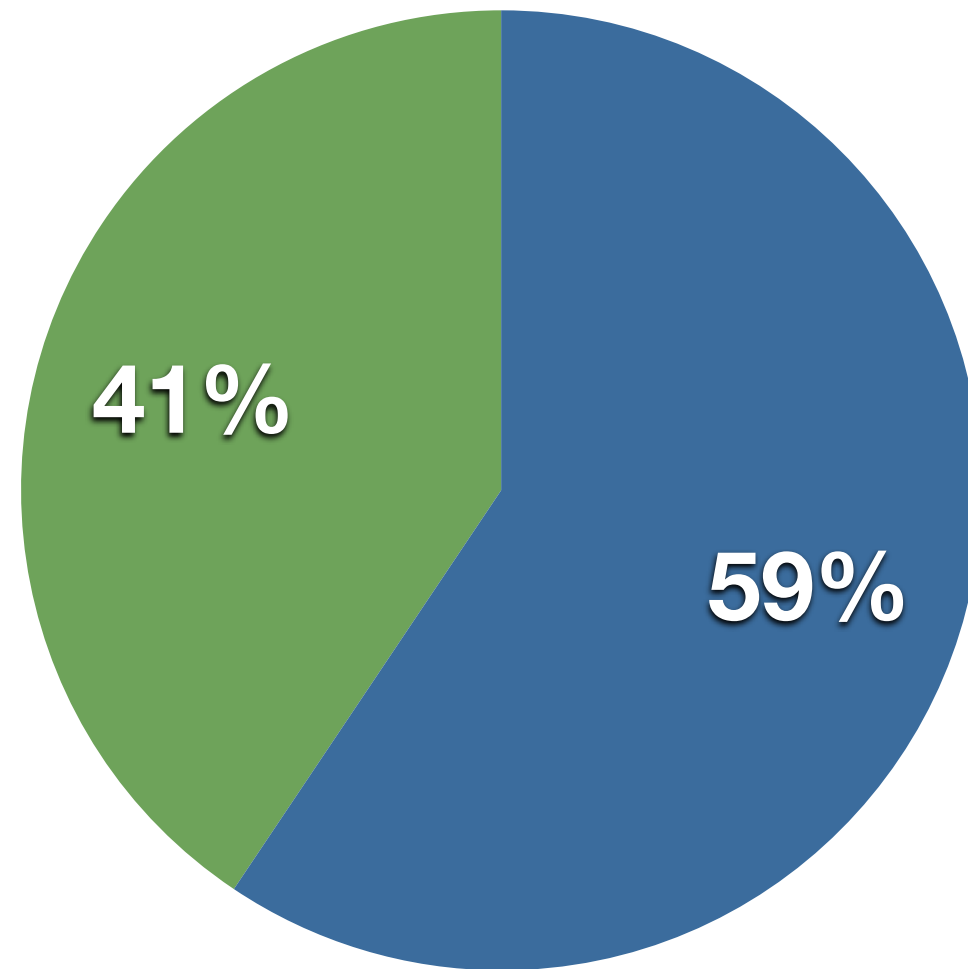
- 
- Localization (l10n) is a post-development process
 - i18n is a pre-requisite to l10n
 - Localization ≠ Translation
 - Images - are they appropriate in all countries?
 - Sounds / Videos

A dark, stylized world map in the background, rendered in shades of gray and black. The map shows the continents of North America, South America, Europe, Africa, and Asia. The text "The Market" is centered over the map in a white, sans-serif font.

The Market

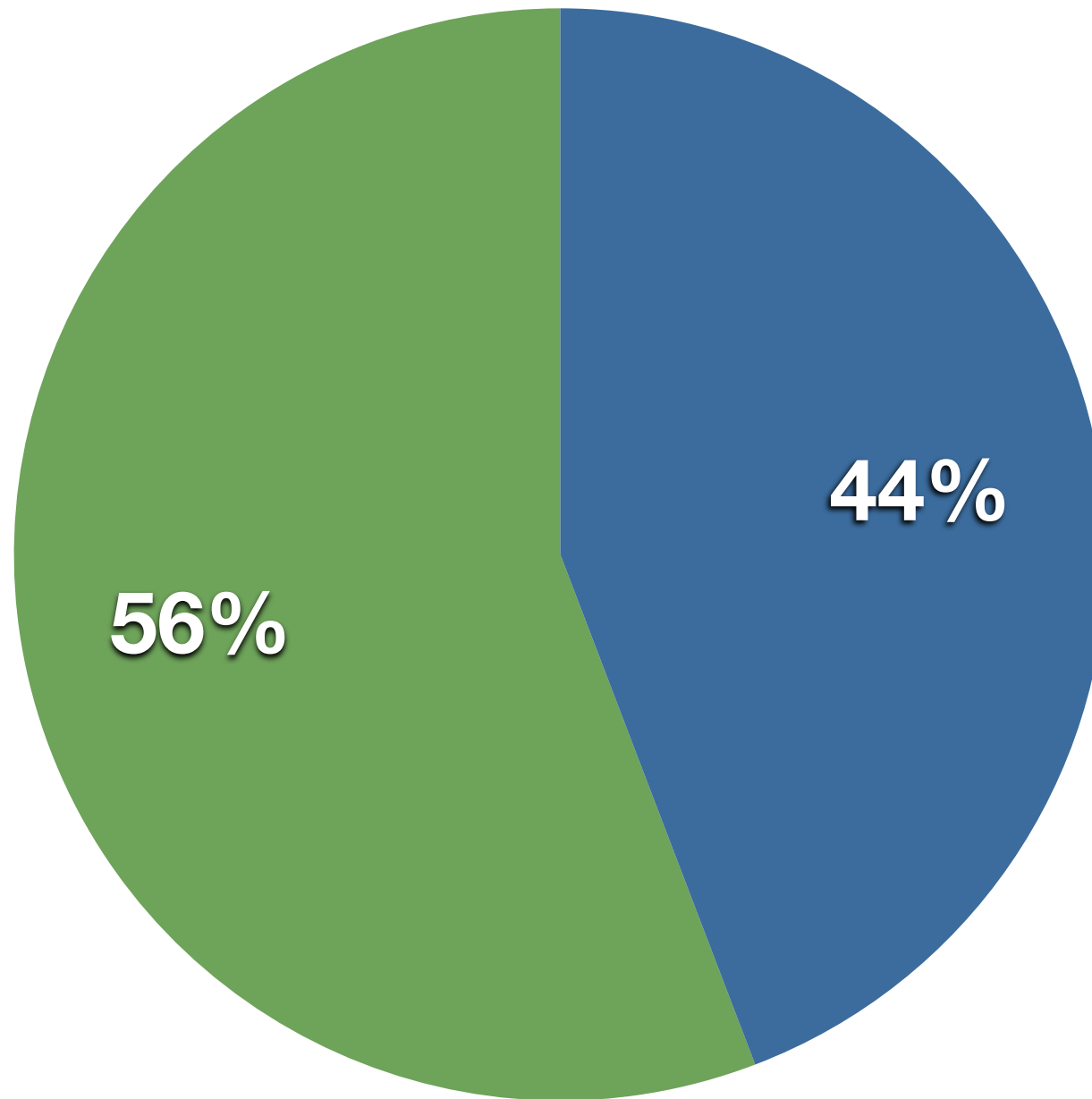
App Download Market - 2009

\$0.8 bln



App Download Market - 2011

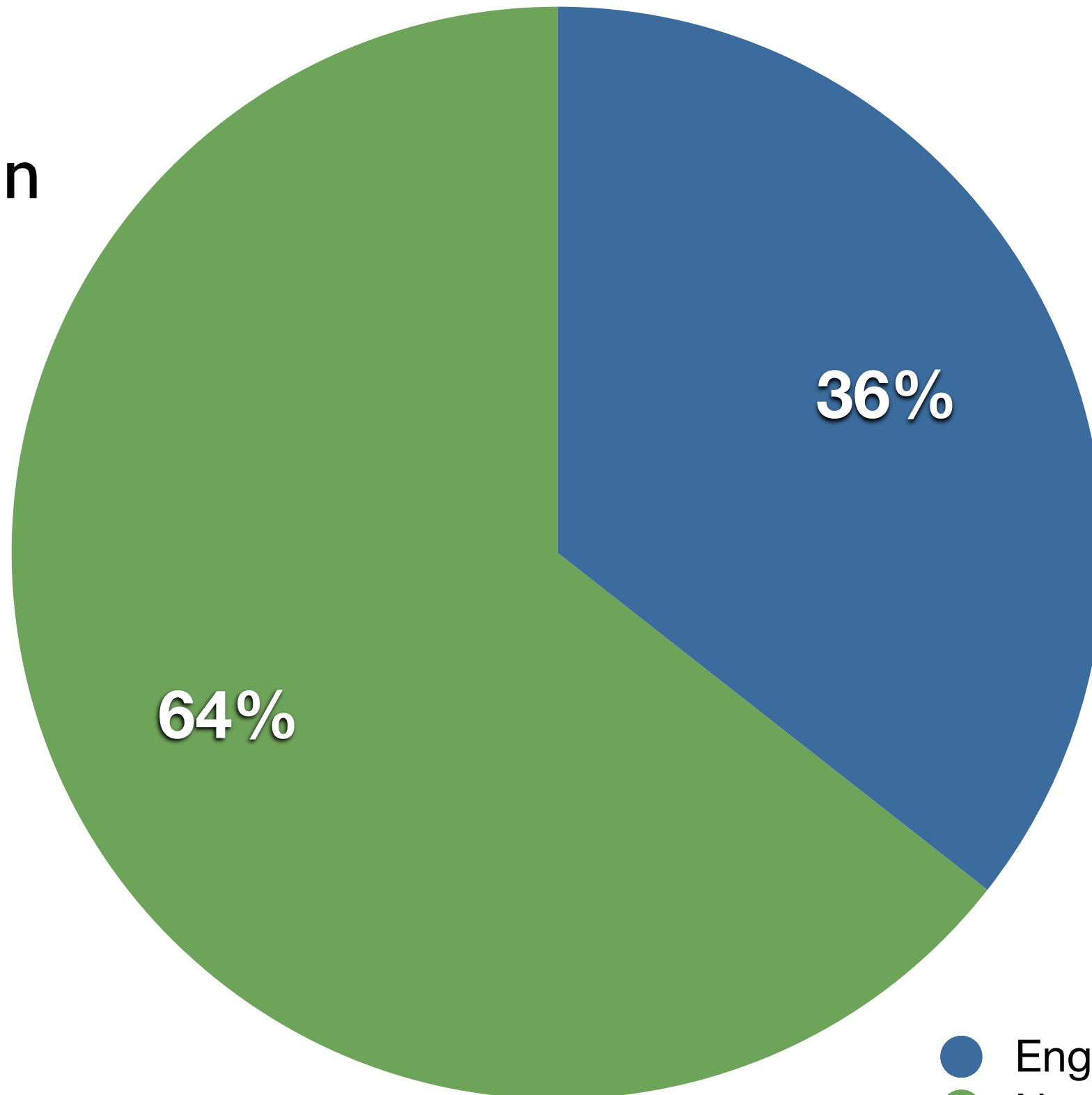
\$2.5 bln



- English Speaking
- Non English Speaking

App Download Market - 2015




\$5.6 bln



- English Speaking
- Non English Speaking

Growing 'App'etite



	Average Number of Apps
 <p>Feature Phones</p>	1
 <p>Smartphones</p>	22
 <p>iPhone</p>	57

Apple Q2 2011

- International Revenue - \$14.55 billion (59%)
- APAC - 182% increase year over year
- Greater China - 250% growth in iPhone sales

Apple Q3 2011

- International Revenue - \$17.77 billion (62%)

Gap in the Market

- 80% of apps available in English only
- Over 60% of iOS devices owned by non-native English speakers



Why the Gap?

- Cultural and economic differences
- Small scale projects
- Localization services not meeting the needs of app developers
- Cannot justify large spend
- Time consuming and costly

Do you speak my language?





The App Developer

Developer Profile



A dark gray world map is visible in the background, showing the outlines of continents. The text is overlaid on this map.

Apple App Store

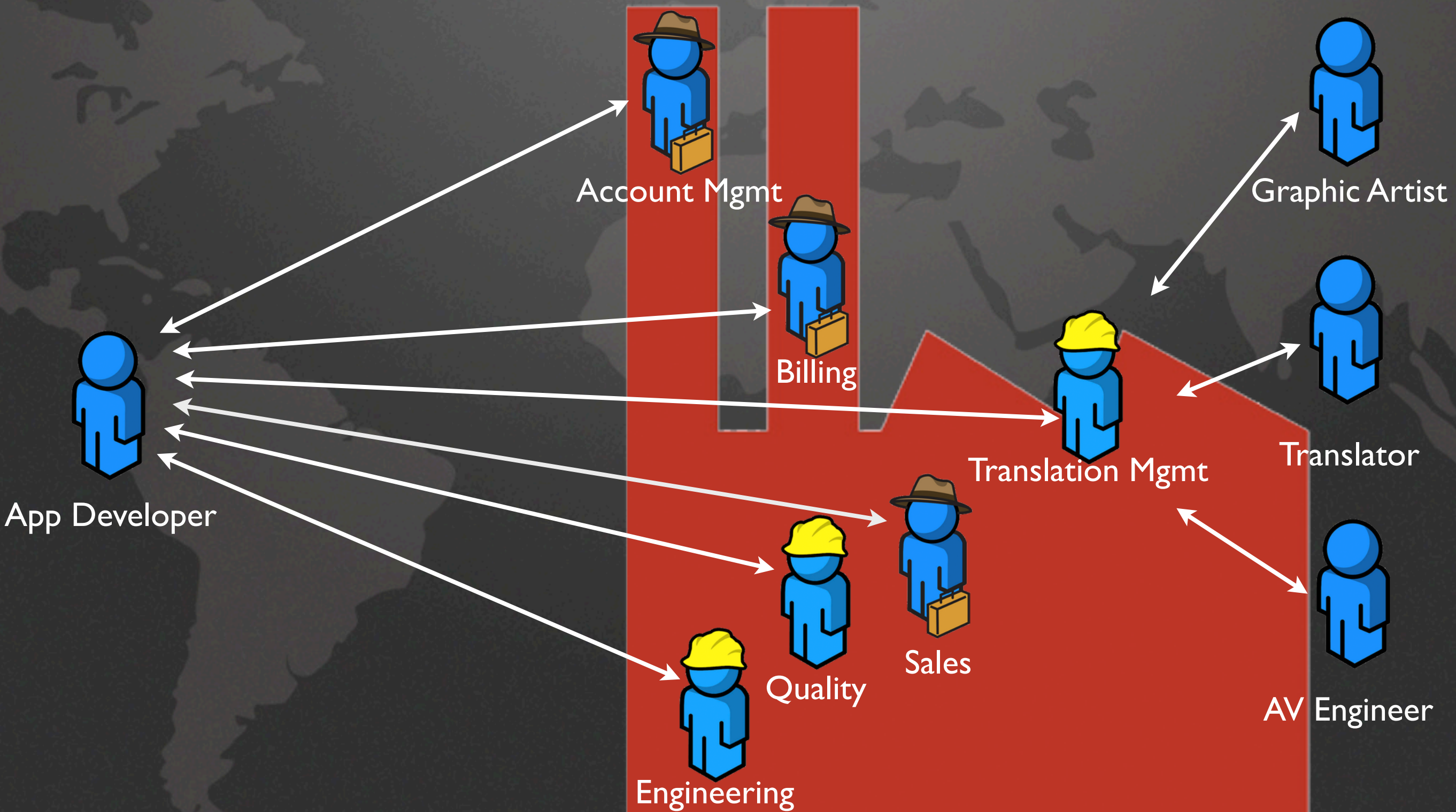
114,000 publishers

495,000 apps



Localization as a Service

Traditional Localization



Localization as a Service





iPad App

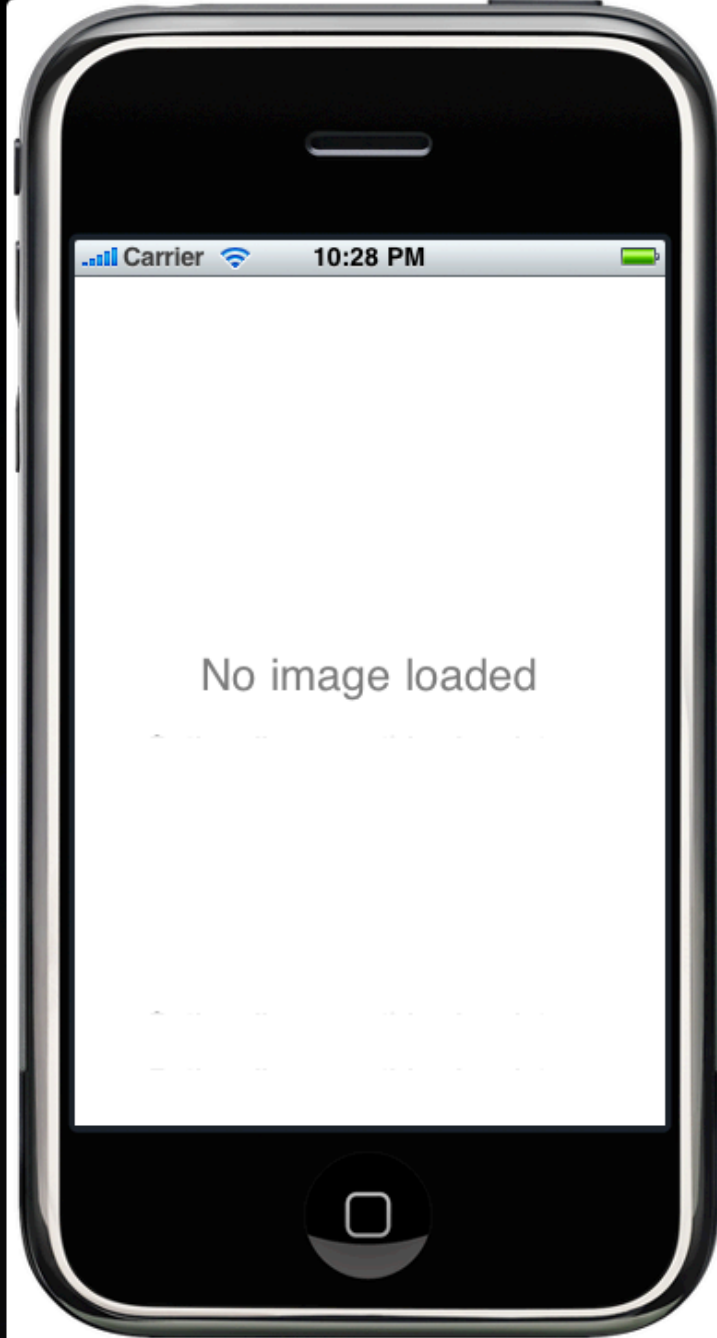


Welcome to Dogfood

Username:

Password:

[Sign In](#)



TETHRAS

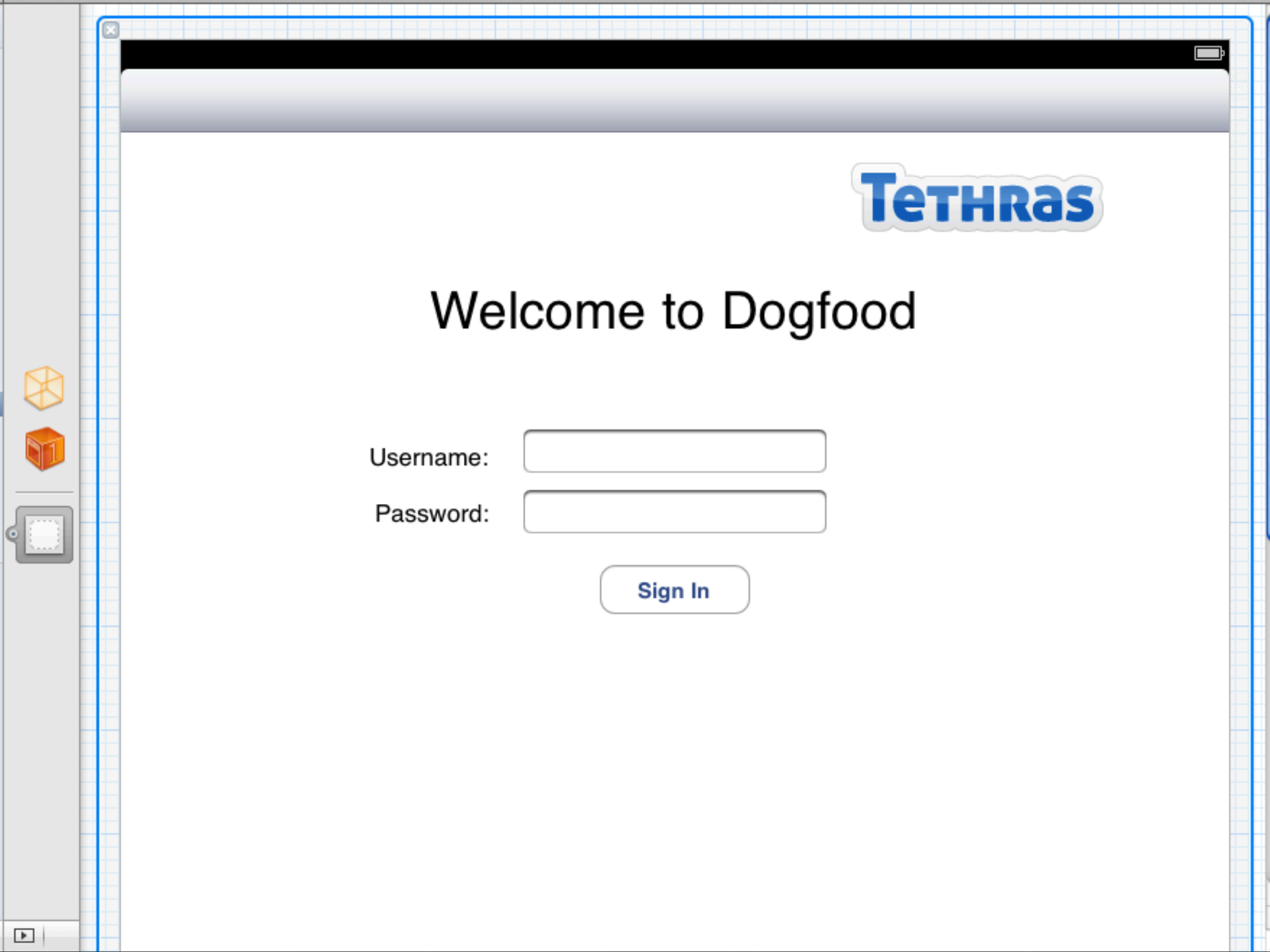
Load Image

Unload Image

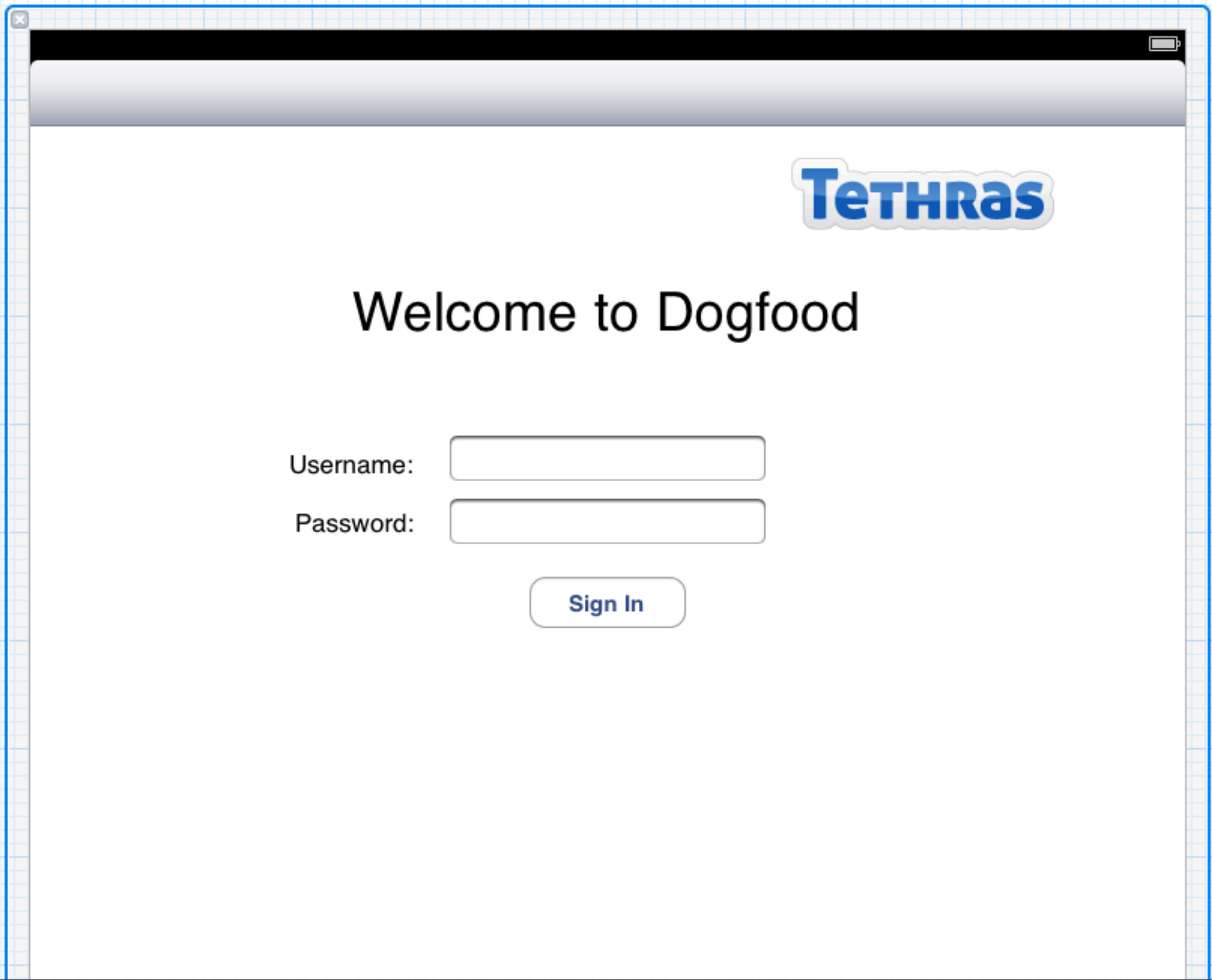
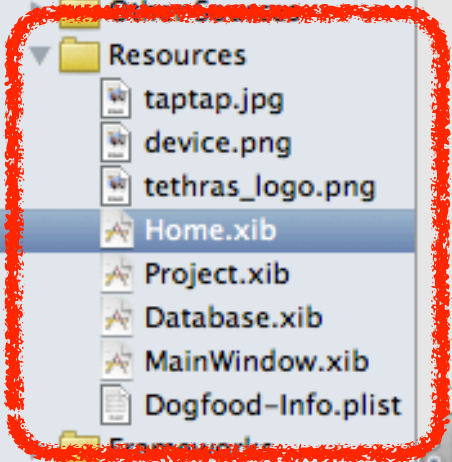


Let's Xcode

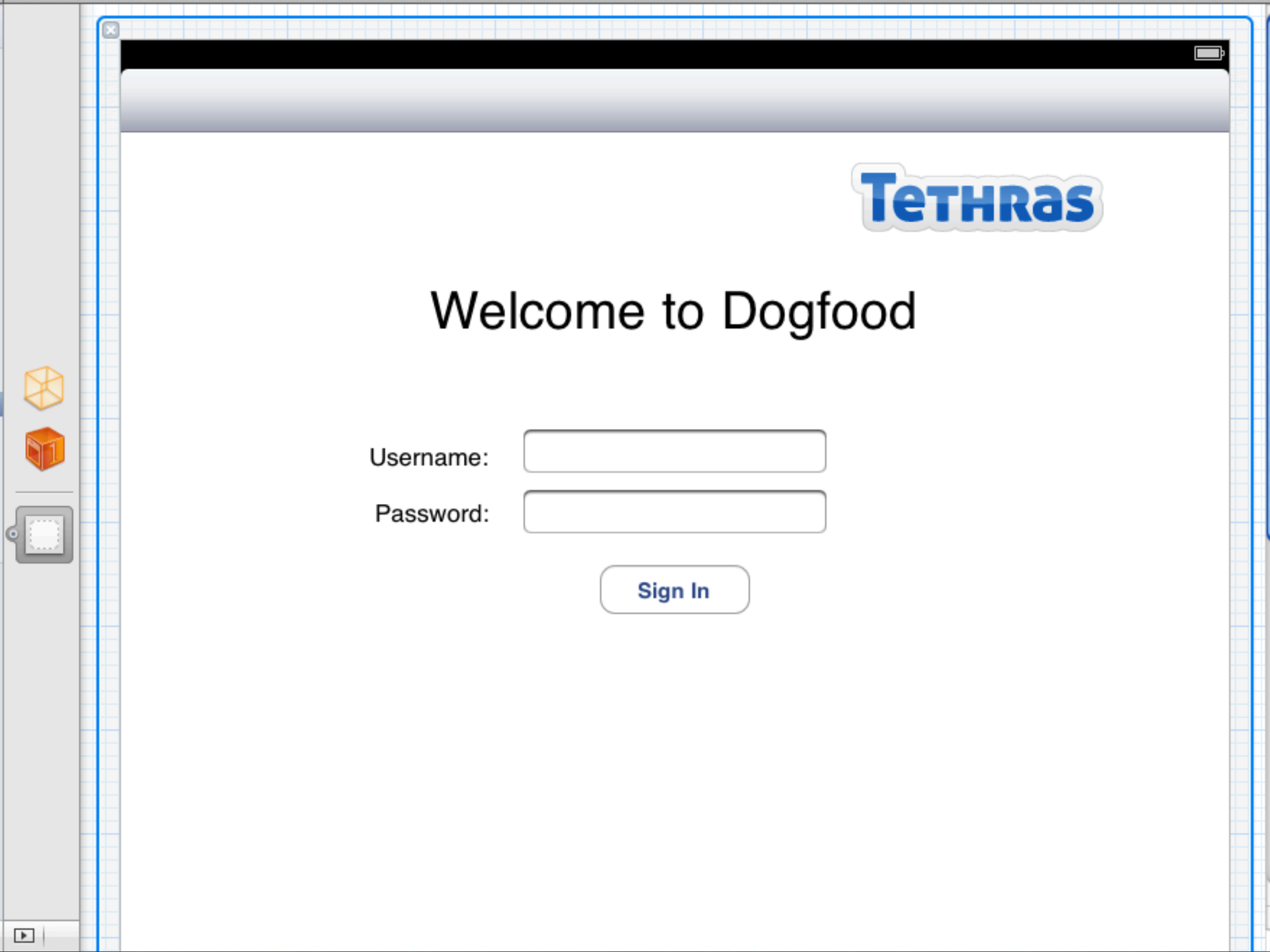
- Dogfood
1 target, iOS SDK 4.3
- Classes
 - Dogfoo...elegate.h
 - Dogfoo...elegate.m
 - Home.h
 - Home.m
 - Project.h
 - Project.m
 - Database.h
 - Database.m
- Other Sources
- Resources
 - taptap.jpg
 - device.png
 - tethras_logo.png
 - Home.xib
 - Project.xib
 - Database.xib
 - MainWindow.xib
- Dogfood-Info.plist
- Frameworks
- Products



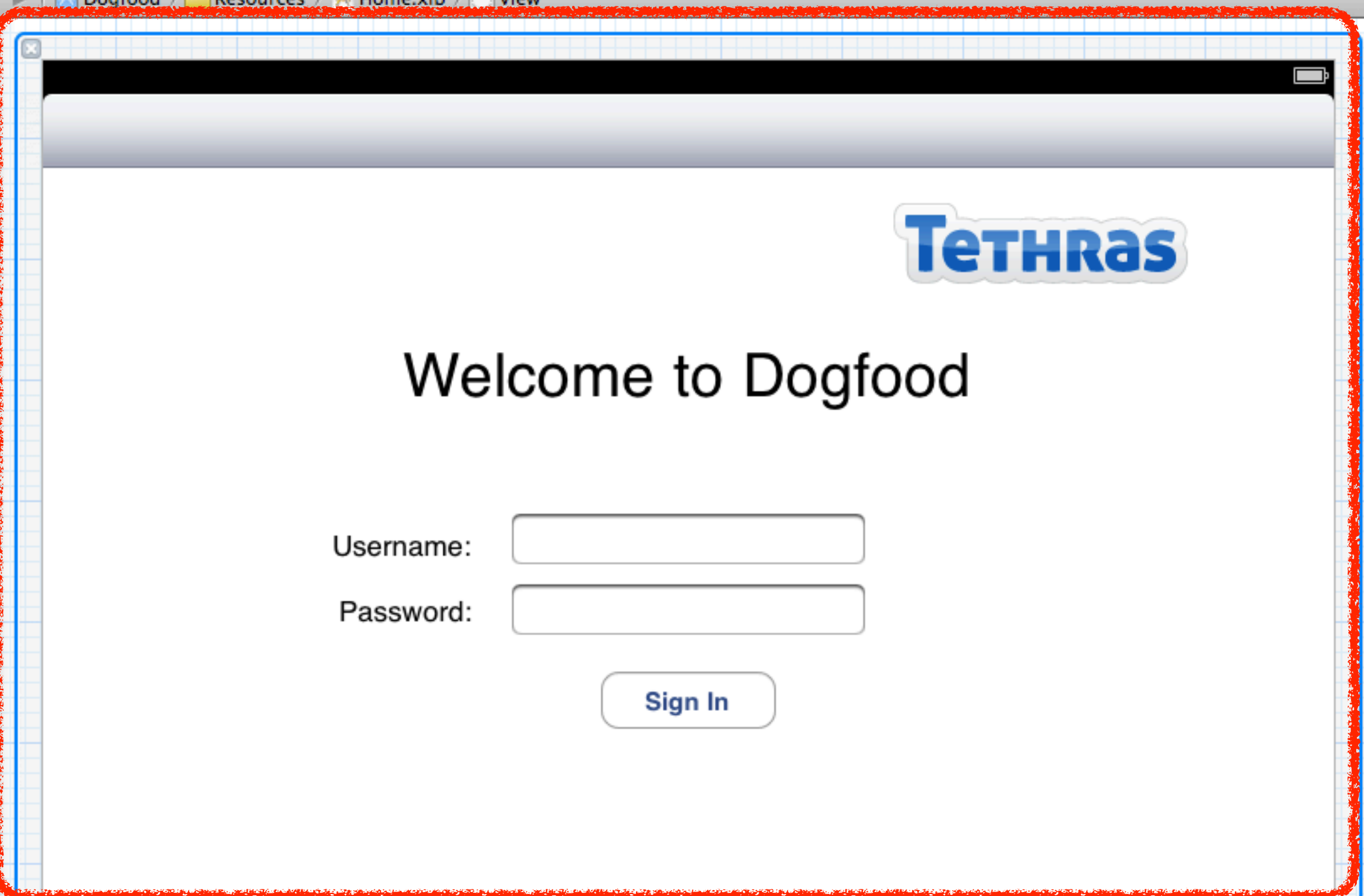
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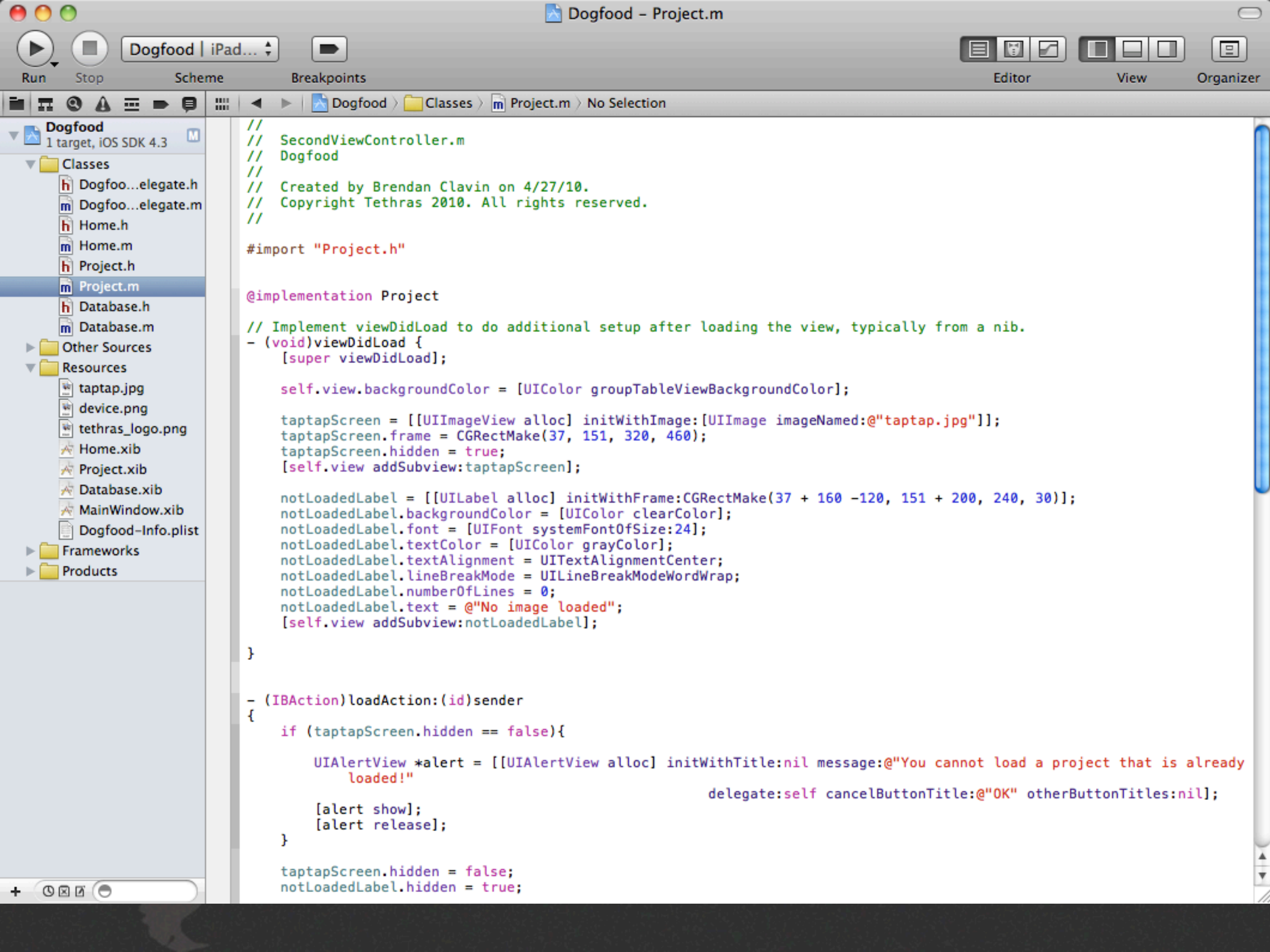


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```
//
// SecondViewController.m
// Dogfood
//
// Created by Brendan Clavin on 4/27/10.
// Copyright Tethras 2010. All rights reserved.
//

#import "Project.h"

@implementation Project

// Implement viewDidLoad to do additional setup after loading the view, typically from a nib.
- (void)viewDidLoad {
    [super viewDidLoad];

    self.view.backgroundColor = [UIColor groupTableViewBackgroundColor];

    taptapScreen = [[UIImageView alloc] initWithImage:[UIImage imageNamed:@"taptap.jpg"]];
    taptapScreen.frame = CGRectMake(37, 151, 320, 460);
    taptapScreen.hidden = true;
    [self.view addSubview:taptapScreen];

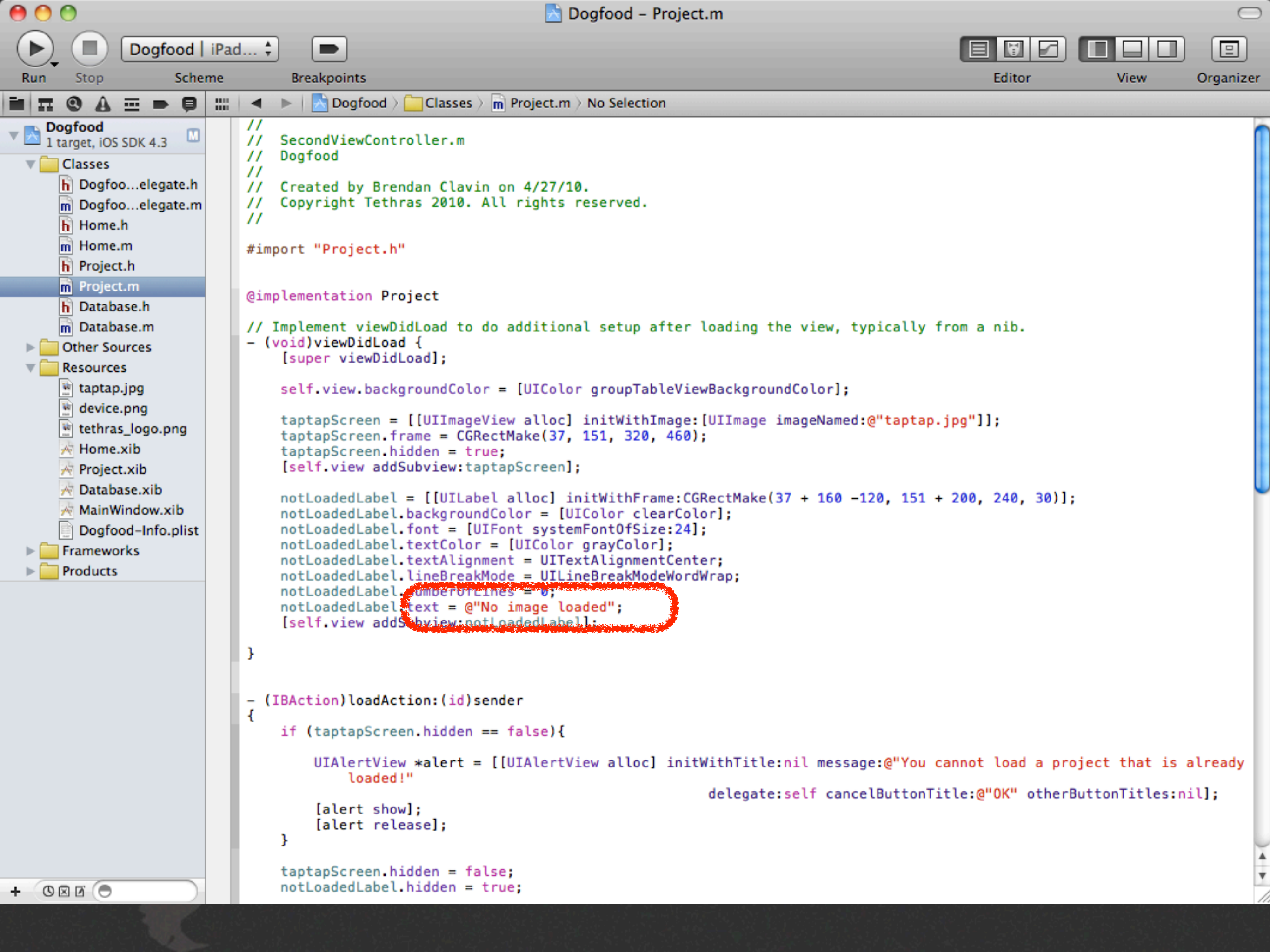
    notLoadedLabel = [[UILabel alloc] initWithFrame:CGRectMake(37 + 160 -120, 151 + 200, 240, 30)];
    notLoadedLabel.backgroundColor = [UIColor clearColor];
    notLoadedLabel.font = [UIFont systemFontOfSize:24];
    notLoadedLabel.textColor = [UIColor grayColor];
    notLoadedLabel.textAlignment = UITextAlignmentCenter;
    notLoadedLabel.lineBreakMode = UILineBreakModeWordWrap;
    notLoadedLabel.numberOfLines = 0;
    notLoadedLabel.text = @"No image loaded";
    [self.view addSubview:notLoadedLabel];
}

- (IBAction)loadAction:(id)sender
{
    if (taptapScreen.hidden == false){

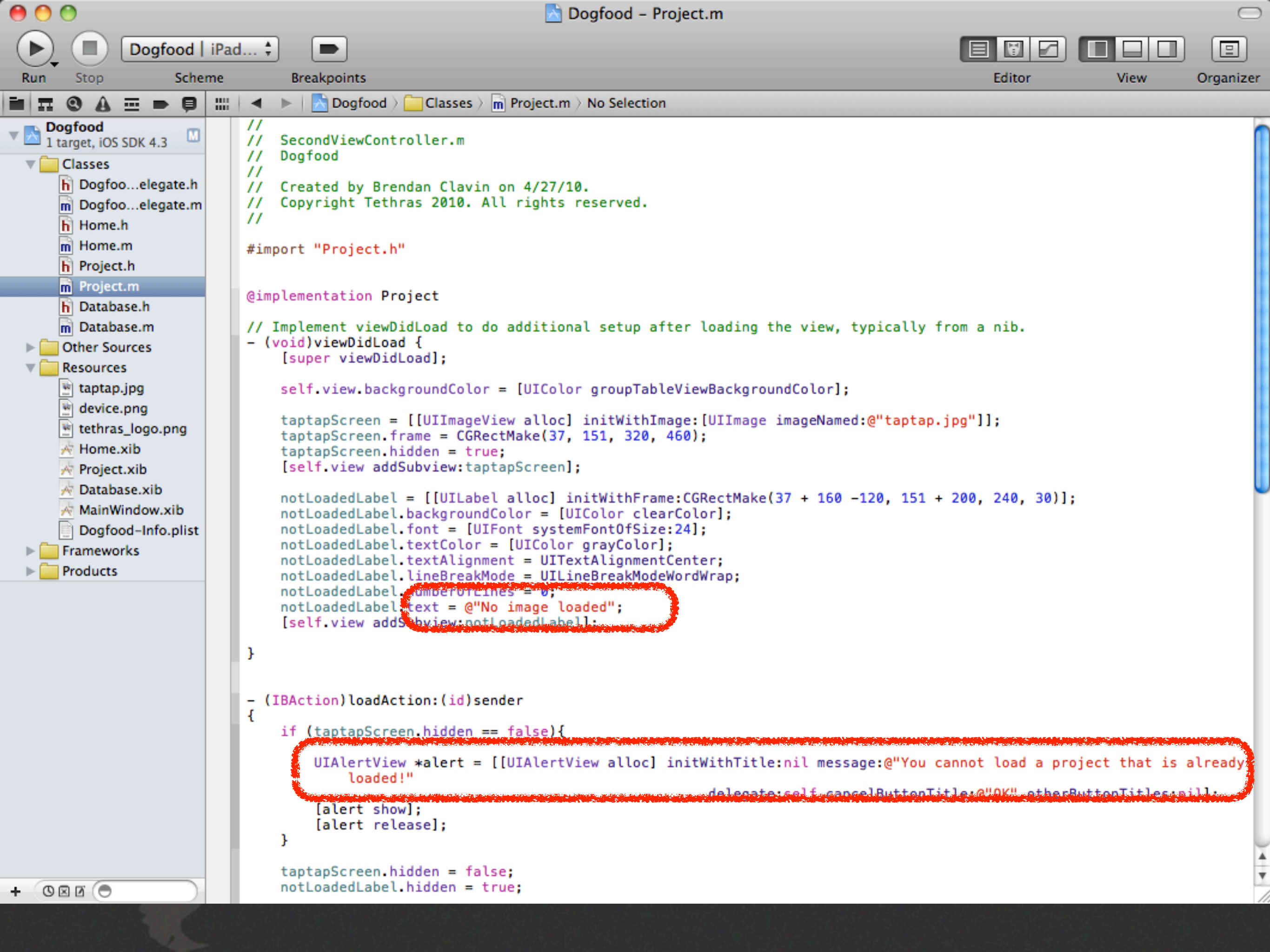
        UIAlertView *alert = [[UIAlertView alloc] initWithTitle:nil message:@"You cannot load a project that is already
loaded!"
delegate:self cancelButtonTitle:@"OK" otherButtonTitles:nil];

        [alert show];
        [alert release];
    }

    taptapScreen.hidden = false;
    notLoadedLabel.hidden = true;
}
```



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// Dogfood  
//  
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// Copyright Tethras 2010. All rights reserved.  
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#import "Project.h"  
  
@implementation Project  
  
// Implement viewDidLoad to do additional setup after loading the view, typically from a nib.  
- (void)viewDidLoad {  
    [super viewDidLoad];  
  
    self.view.backgroundColor = [UIColor groupTableViewBackgroundColor];  
  
    taptapScreen = [[UIImageView alloc] initWithImage:[UIImage imageNamed:@"taptap.jpg"]];  
    taptapScreen.frame = CGRectMake(37, 151, 320, 460);  
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    notLoadedLabel.textAlignment = UITextAlignmentCenter;  
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    }  
  
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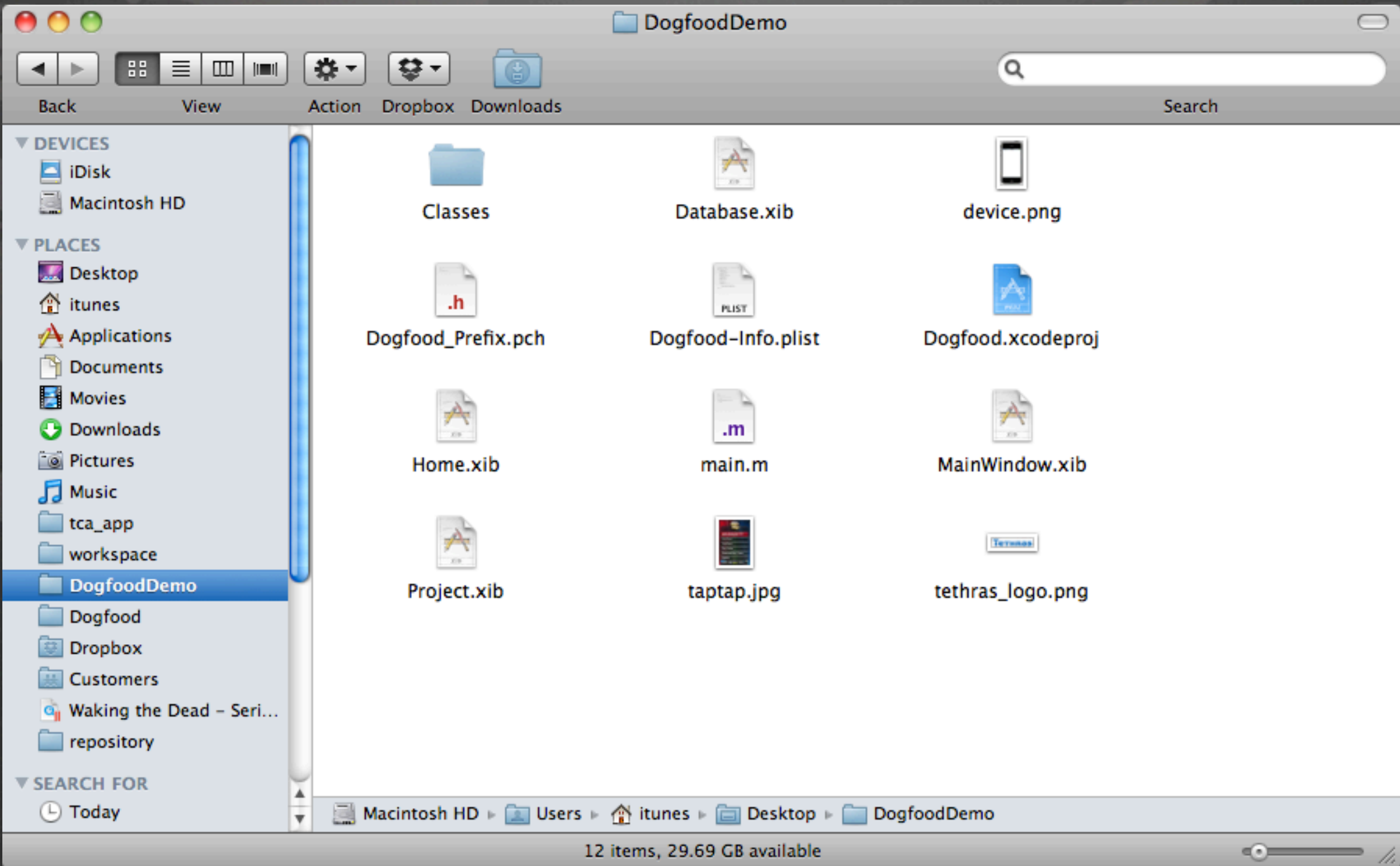



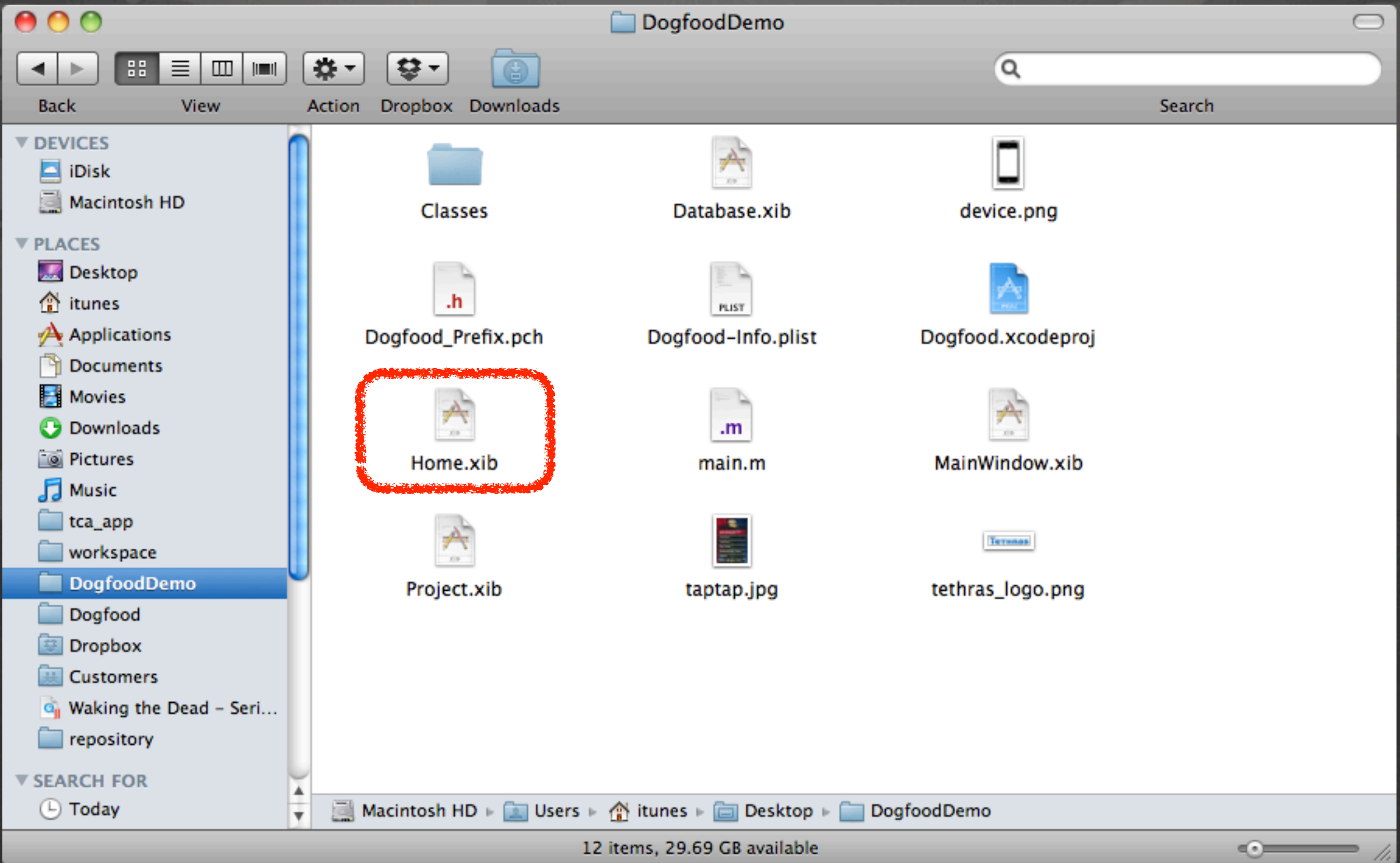
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 - device.png
 - tethras_logo.png
 - Home.xib
 - Project.xib
 - Database.xib
 - MainWindow.xib
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- Frameworks
- Products

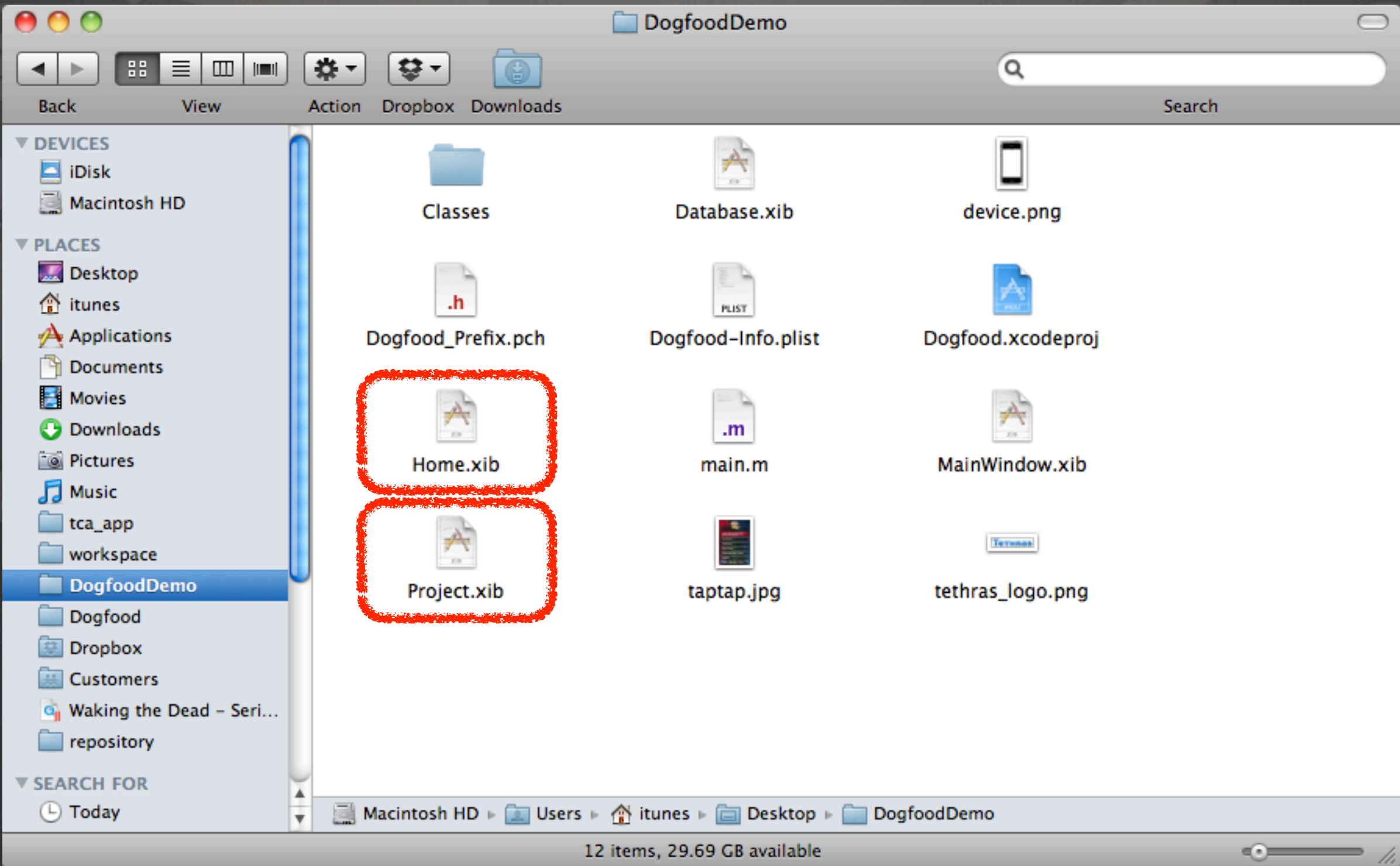
```
//  
// SecondViewController.m  
// Dogfood  
//  
// Created by Brendan Clavin on 4/27/10.  
// Copyright Tethras 2010. All rights reserved.  
//  
#import "Project.h"  
  
@implementation Project  
  
// Implement viewDidLoad to do additional setup after loading the view, typically from a nib.  
- (void)viewDidLoad {  
    [super viewDidLoad];  
  
    self.view.backgroundColor = [UIColor groupTableViewBackgroundColor];  
  
    taptapScreen = [[UIImageView alloc] initWithImage:[UIImage imageNamed:@"taptap.jpg"]];  
    taptapScreen.frame = CGRectMake(37, 151, 320, 460);  
    taptapScreen.hidden = true;  
    [self.view addSubview:taptapScreen];  
  
    notLoadedLabel = [[UILabel alloc] initWithFrame:CGRectMake(37 + 160 -120, 151 + 200, 240, 30)];  
    notLoadedLabel.backgroundColor = [UIColor clearColor];  
    notLoadedLabel.font = [UIFont systemFontOfSize:24];  
    notLoadedLabel.textColor = [UIColor grayColor];  
    notLoadedLabel.textAlignment = UITextAlignmentCenter;  
    notLoadedLabel.lineBreakMode = UILineBreakModeWordWrap;  
    notLoadedLabel.numberOfLines = 0;  
    notLoadedLabel.text = @"No image loaded";  
    [self.view addSubview:notLoadedLabel];  
}  
  
- (IBAction)loadAction:(id)sender  
{  
    if (taptapScreen.hidden == false){  
        UIAlertView *alert = [[UIAlertView alloc] initWithTitle:nil message:@"You cannot load a project that is already loaded!" delegate:self cancelButtonTitle:@"OK" otherButtonTitles:nil];  
        [alert show];  
        [alert release];  
    }  
  
    taptapScreen.hidden = false;  
    notLoadedLabel.hidden = true;
```

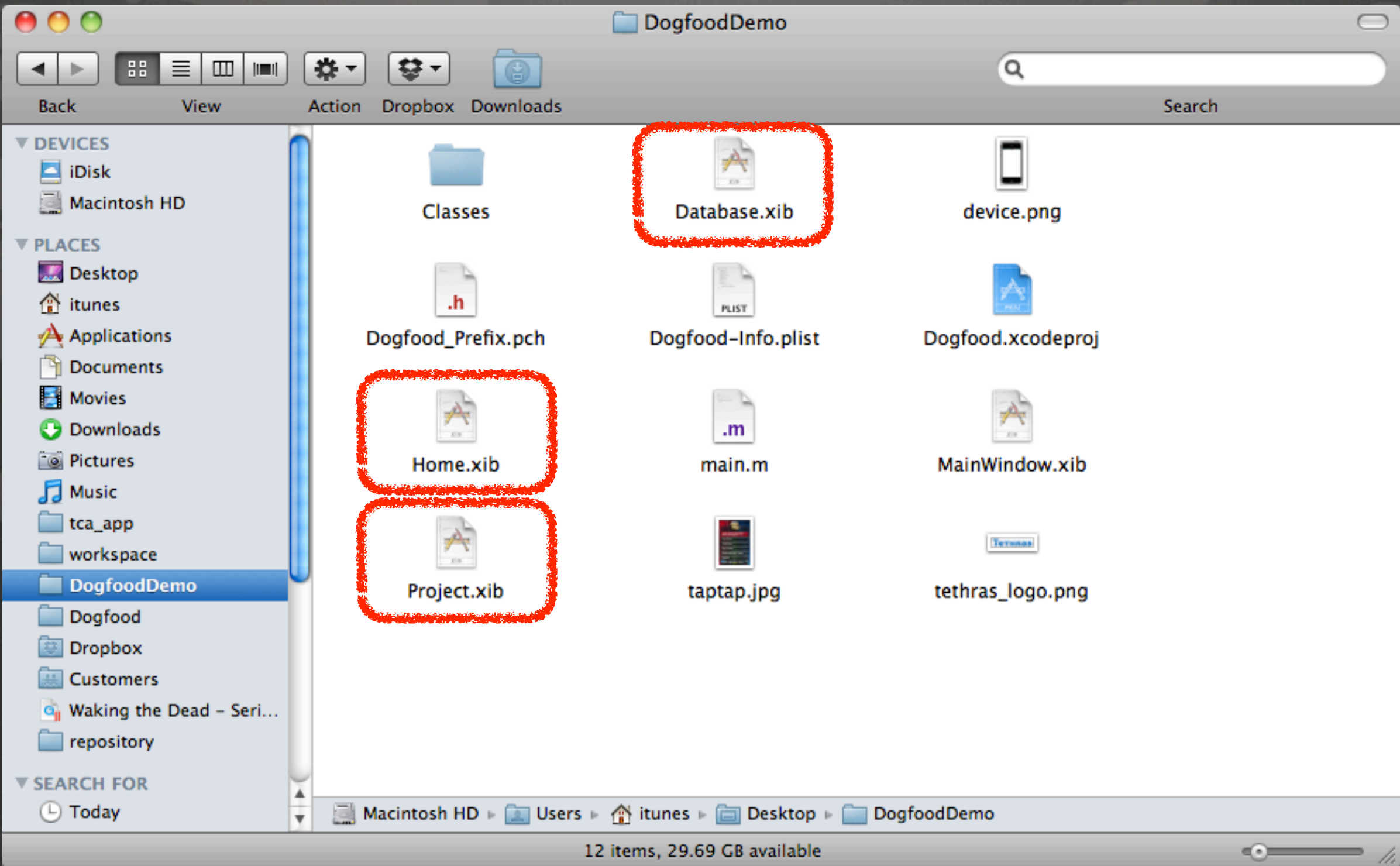


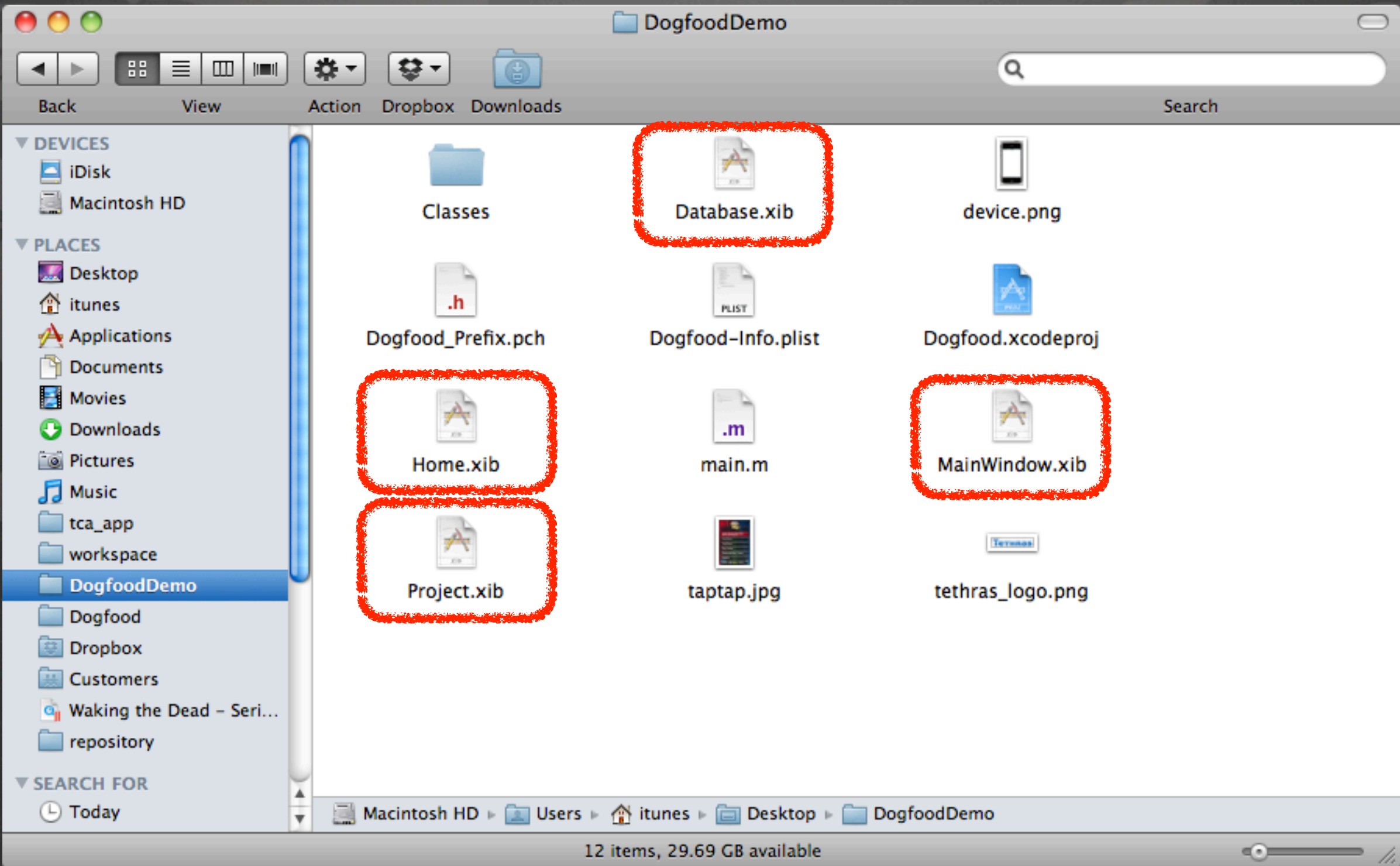
To the Finder



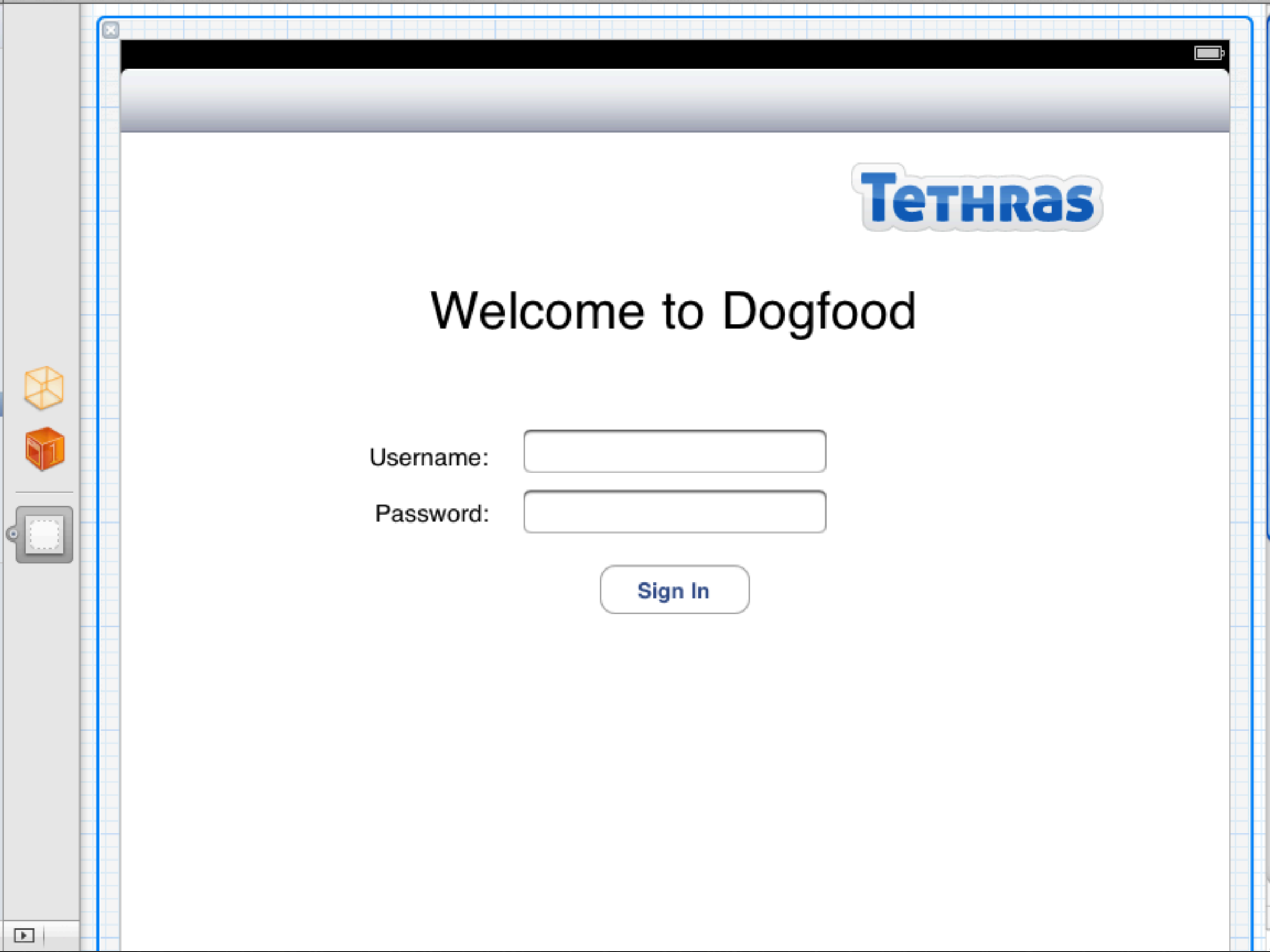


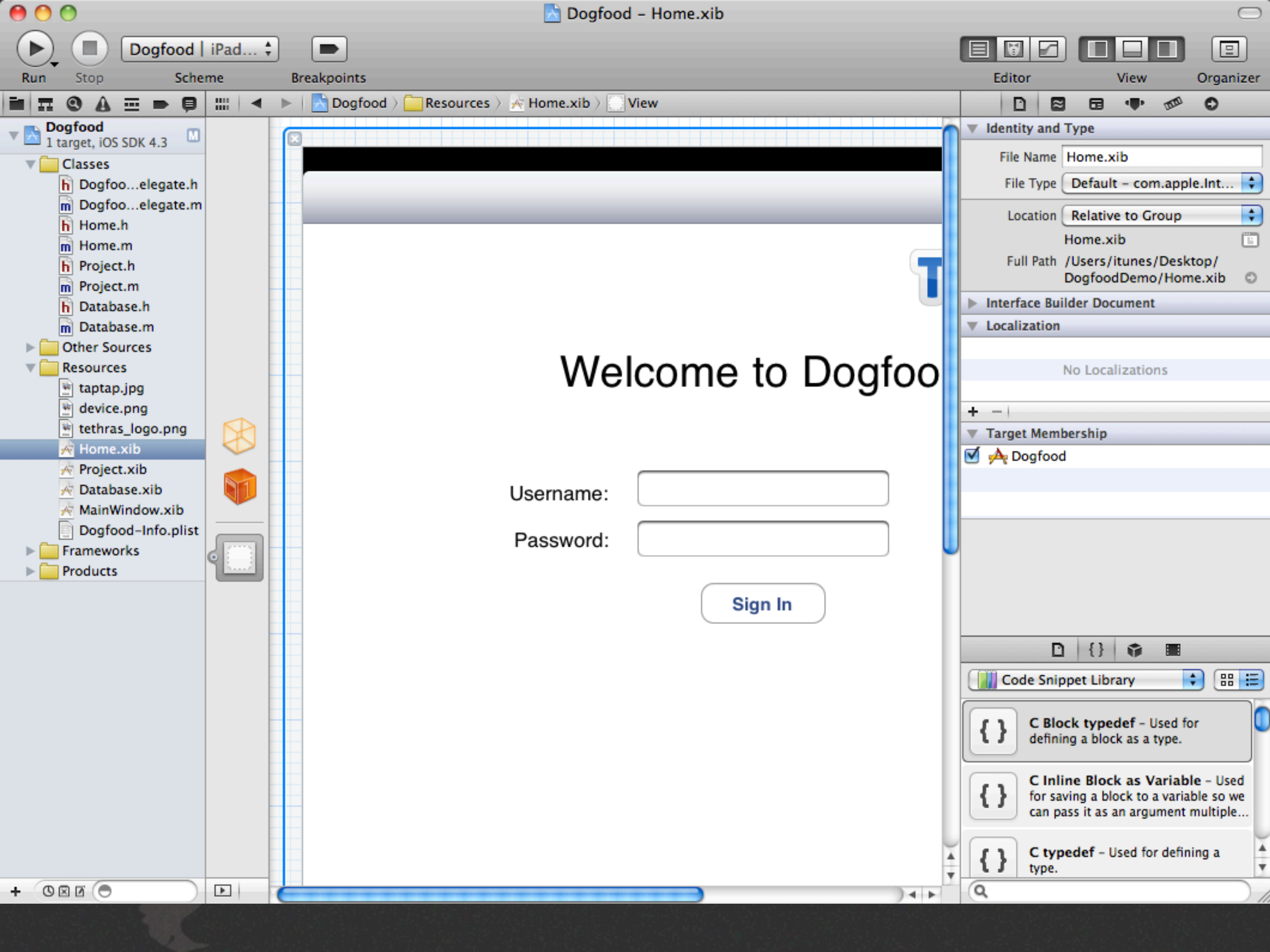






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 - Dogfoo...elegate.m
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 - MainWindow.xib
 - Dogfoo-Info.plist
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Welcome to Dogfoo

Username:

Password:

Identity and Type

File Name: Home.xib

File Type: Default - com.apple.Int...

Location: Relative to Group

Home.xib

Full Path: /Users/itunes/Desktop/DogfoodDemo/Home.xib

Interface Builder Document

Localization

No Localizations

Target Membership

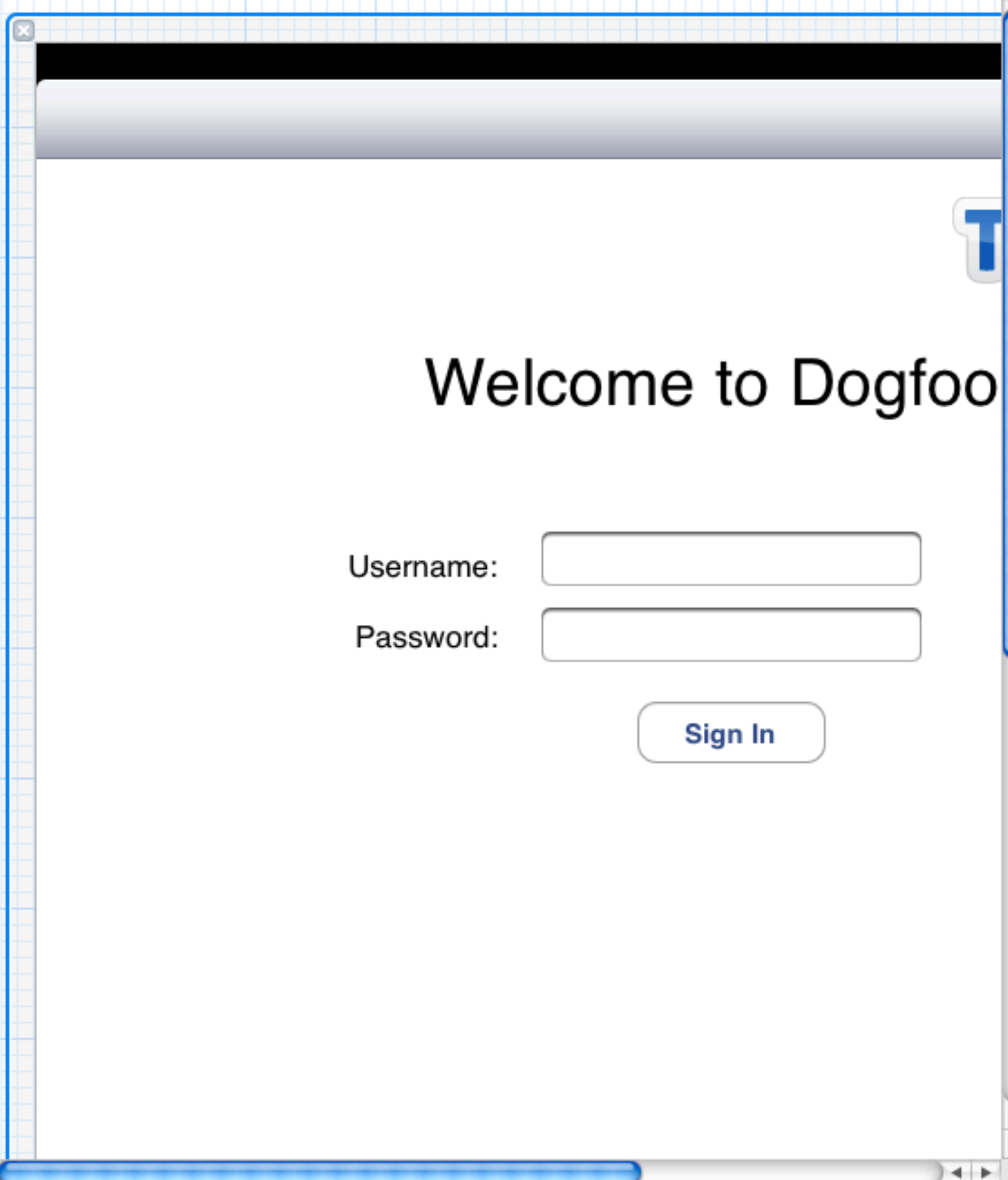
Dogfoo

Code Snippet Library

- C Block typedef** - Used for defining a block as a type.
- C Inline Block as Variable** - Used for saving a block to a variable so we can pass it as an argument multiple...
- C typedef** - Used for defining a type.

Dogfood
1 target, iOS SDK 4.3

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Identity and Type

File Name Home.xib

File Type Default - com.apple.Int...

Location Relative to Group
Home.xib

Full Path /Users/itunes/Desktop/
DogfoodDemo/Home.xib

Interface Builder Document

Localization

No Localizations

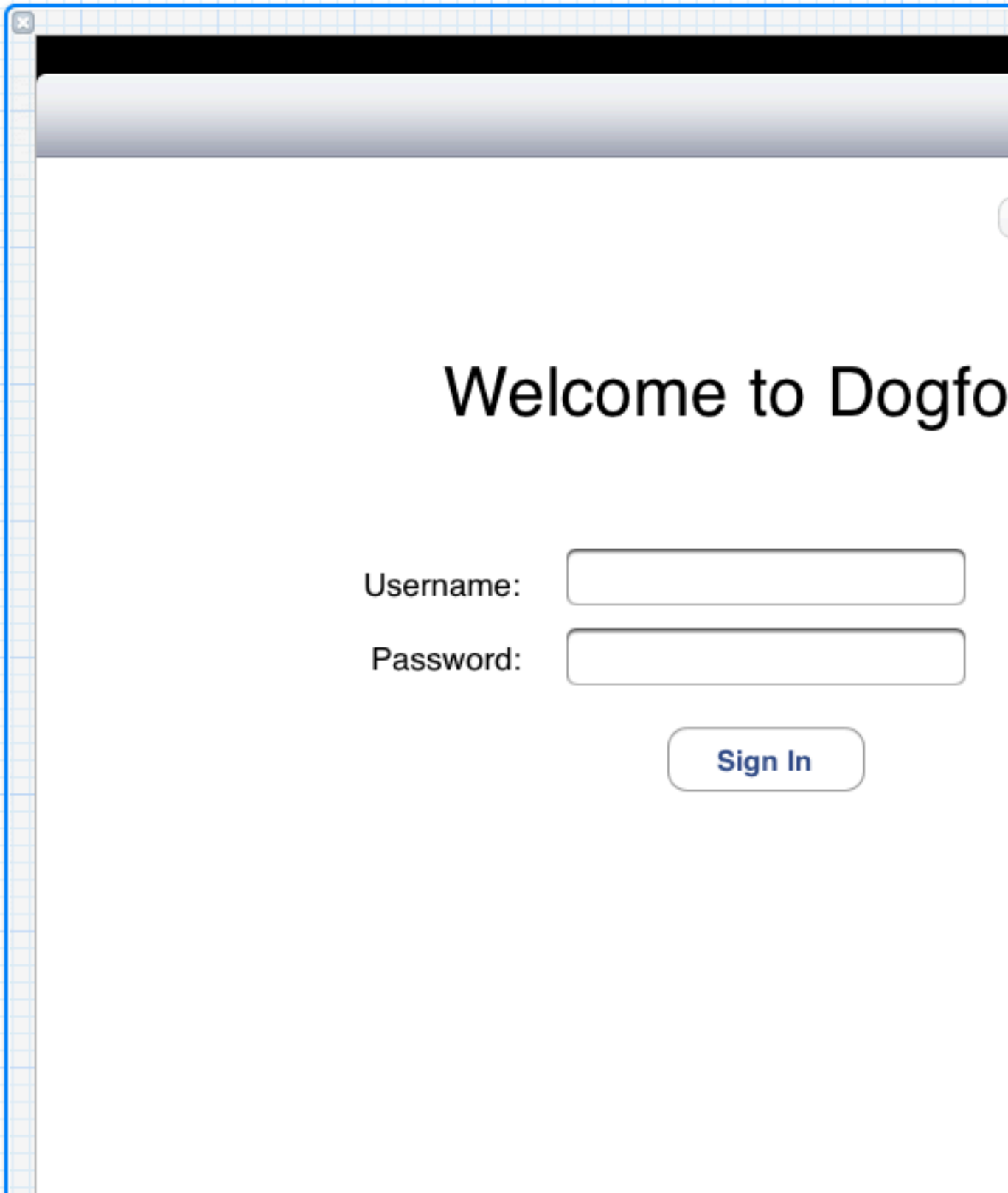
Target Membership

- Dogfood

Code Snippet Library

- C Block typedef** - Used for defining a block as a type.
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Identity and Type

Resource Name: Home.xib

File Type: Default - com.apple.Int...

Location: Relative to Group

None

Full Path: /Users/itunes/Desktop/DogfoodDemo

Dev Region: /Users/itunes/Desktop/DogfoodDemo/en.lproj/Home.xib

Interface Builder Document

Localization

English

+ | -

Target Membership

Dogfood

Text Settings

Code Snippet Library

- C Block typedef** - Used for defining a block as a type.
- C Inline Block as Variable** - Used for saving a block to a variable so we can pass it as an argument multiple...
- C typedef** - Used for defining a type.

Dogfood
1 target, iOS SDK 4.3

- Classes
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Welcome to Dogfo

Username:

Password:

Sign In

Identity and Type

Resource Name Home.xib

File Type Default - com.apple.Int...

Location Relative to Group

None

Full Path /Users/itunes/Desktop/DogfoodDemo

Dev Region /Users/itunes/Desktop/DogfoodDemo/en.lproj/Home.xib

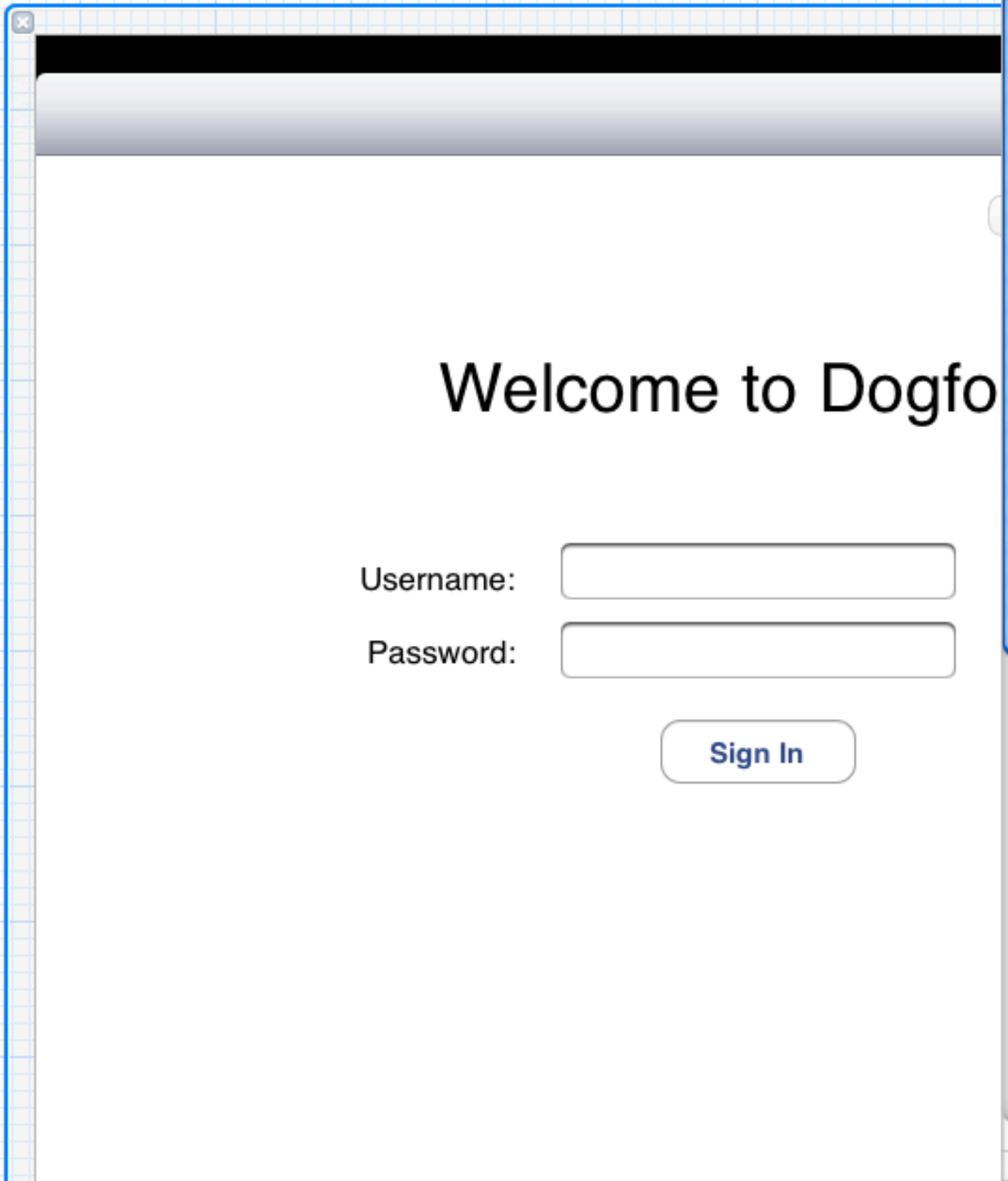
Interface Builder Document

Localization

English

- English
- Japanese**
- French
- German
- Spanish
- German
- Add all
- Italian (it)
- Dutch (nl)
- Swedish (sv)
- Norwegian Bokmål (nb)
- Danish (da)
- Finnish (fi)
- Portuguese (pt)
- Chinese (zh-Hans)
- Chinese (zh-Hant)
- Korean (ko)
- Russian (ru)
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None

Full Path: /Users/itunes/Desktop/DogfoodDemo

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Interface Builder Document

Localization

- English
- French
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- Spanish

Target Membership

- Dogfood

Code Snippet Library

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Localization

- English
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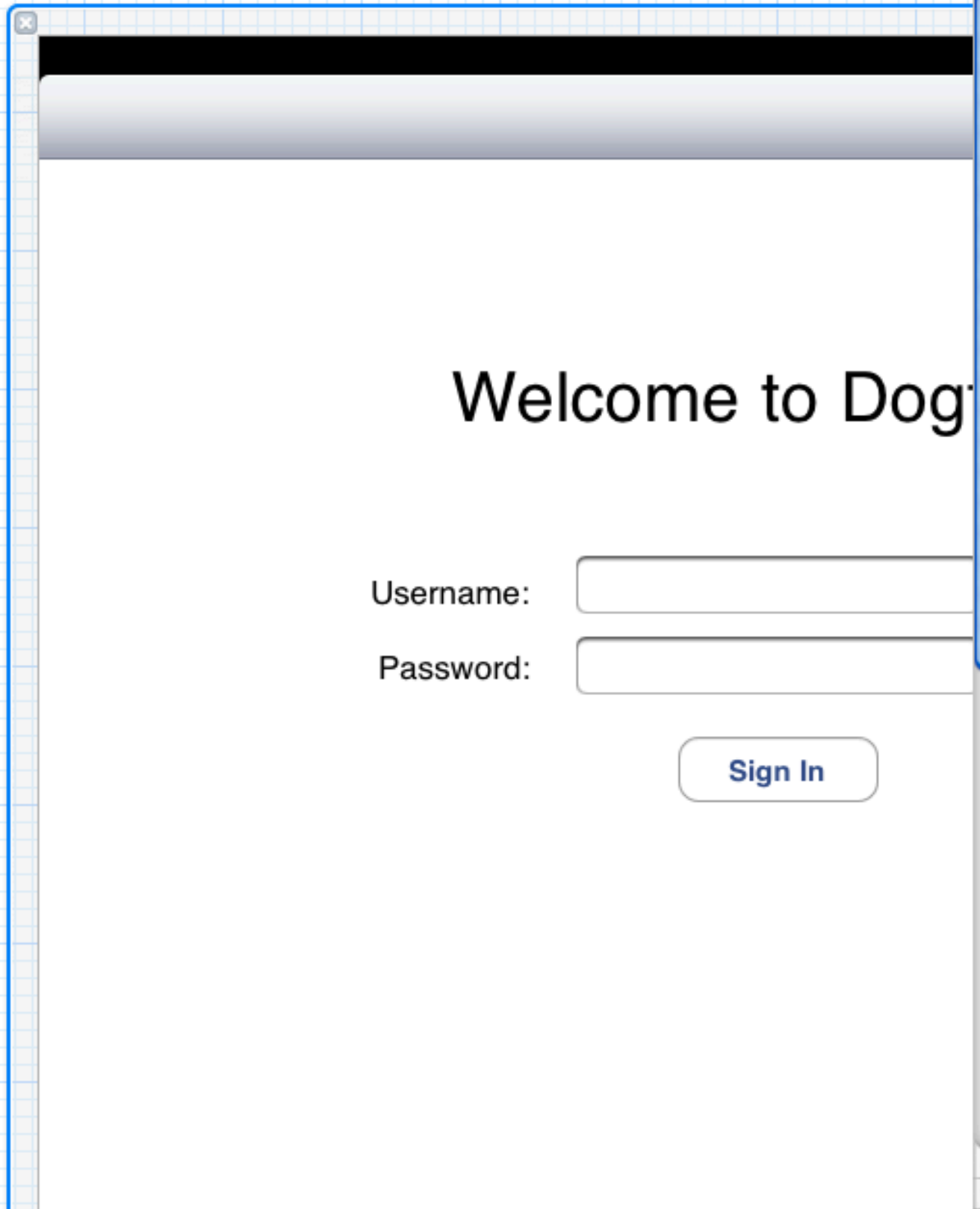
Target Membership

- Dogfood

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Interface Builder Document

Localization

- English
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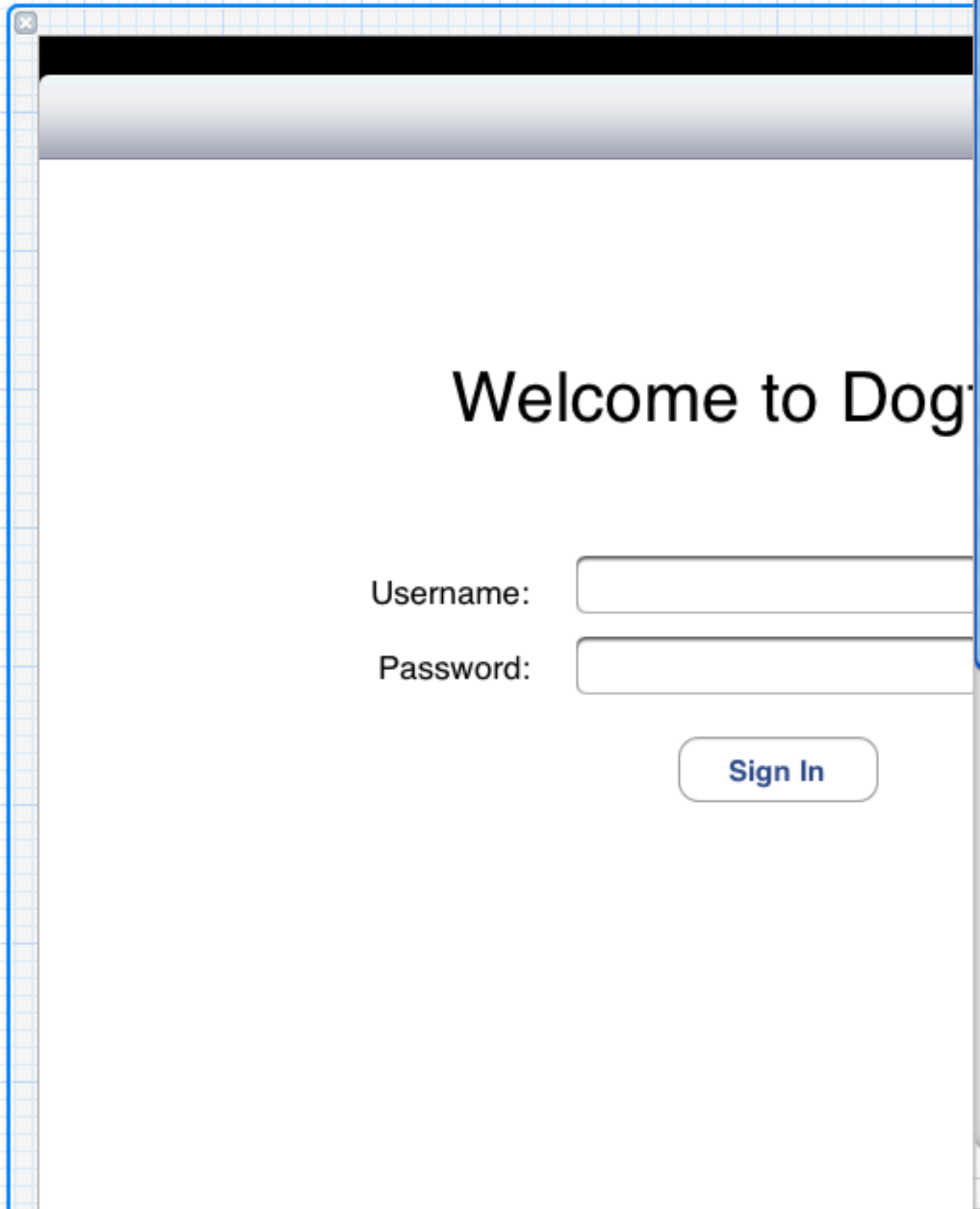
Target Membership

- Dogfood

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Location: Relative to Group

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Full Path: /Users/itunes/Desktop/DogfoodDemo

Dev Region: /Users/itunes/Desktop/DogfoodDemo/en.lproj/Home.xib

Interface Builder Document

Localization

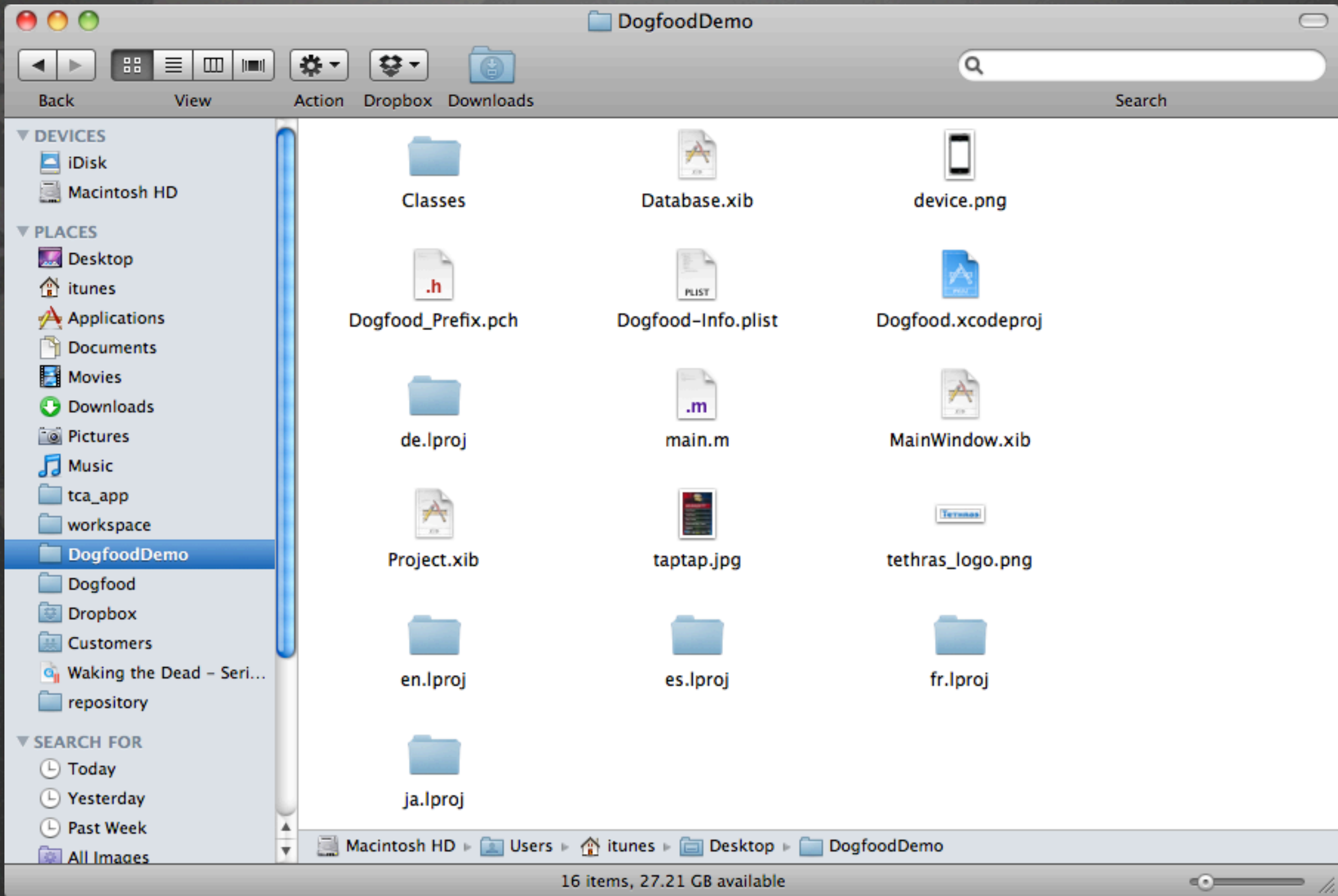
- English
- French
- German
- Japanese
- Spanish

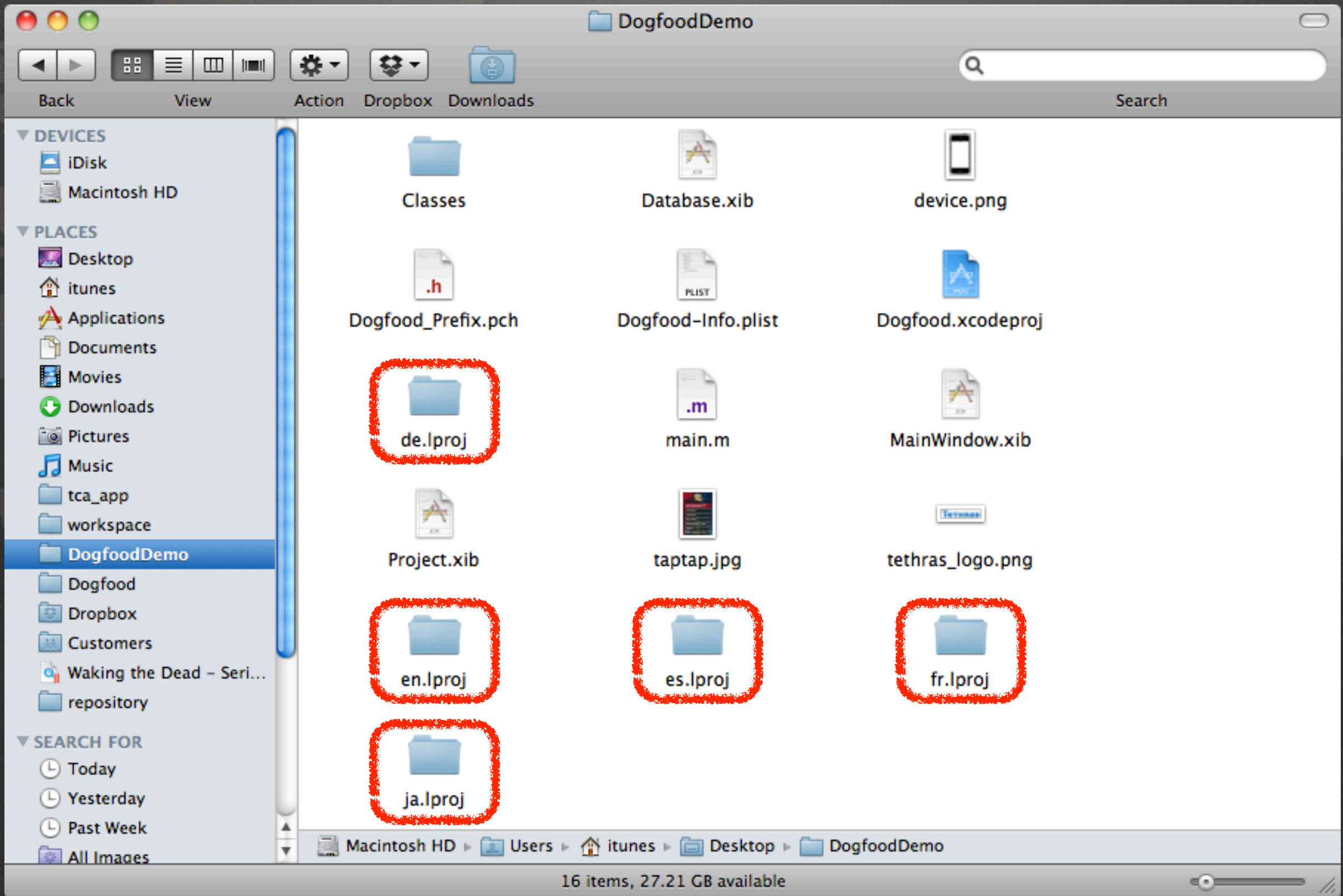
Target Membership

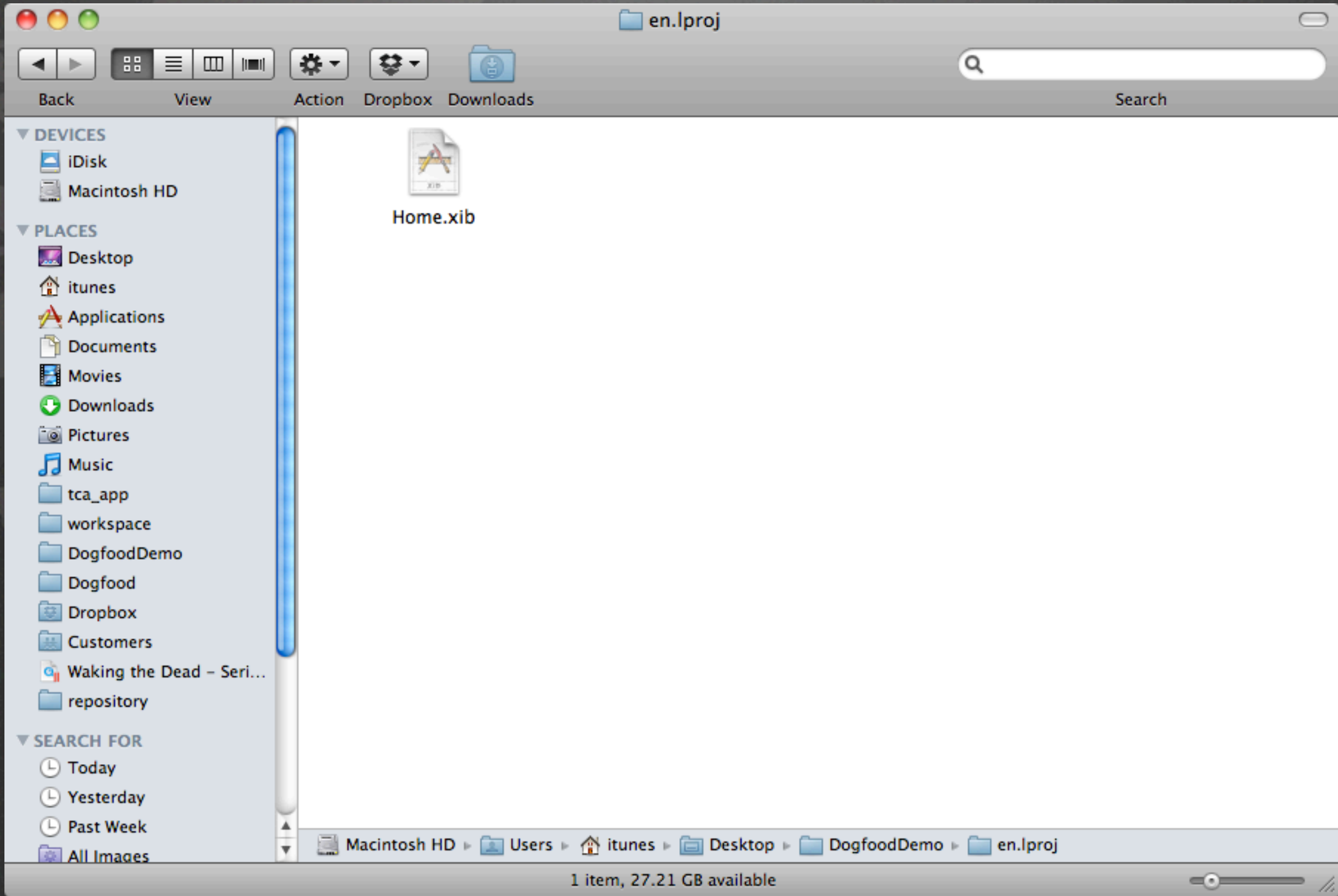
- Dogfood

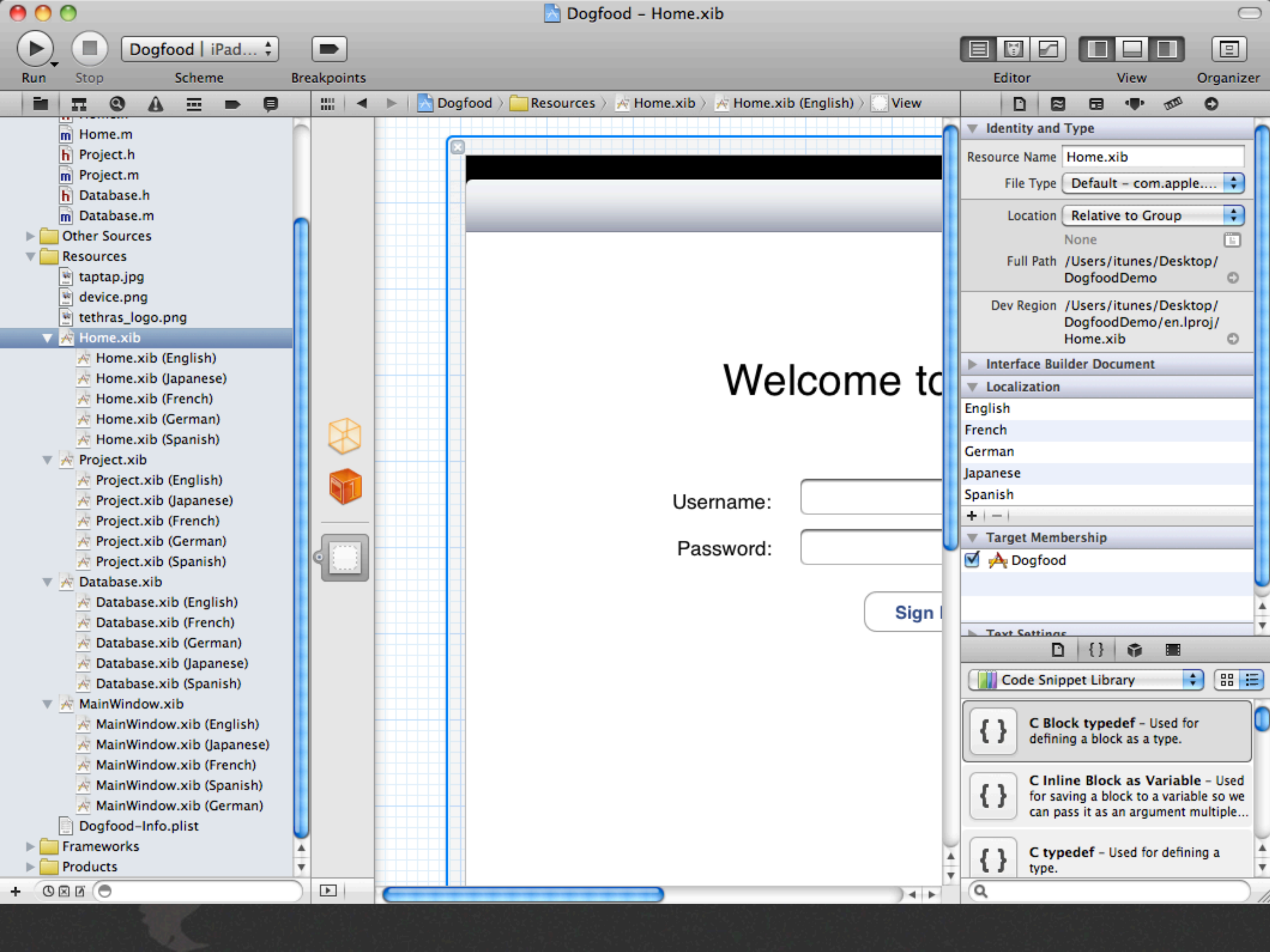
Code Snippet Library

- C Block typedef** - Used for defining a block as a type.
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 - MainWindow.xib (German)
- Dogfood-Info.plist
- Frameworks
- Products

Welcome to

Username:

Password:

Sign In

Identity and Type

Resource Name: Home.xib

File Type: Default - com.apple....

Location: Relative to Group

None

Full Path: /Users/itunes/Desktop/DogfoodDemo

Dev Region: /Users/itunes/Desktop/DogfoodDemo/en.lproj/Home.xib

Interface Builder Document

Localization

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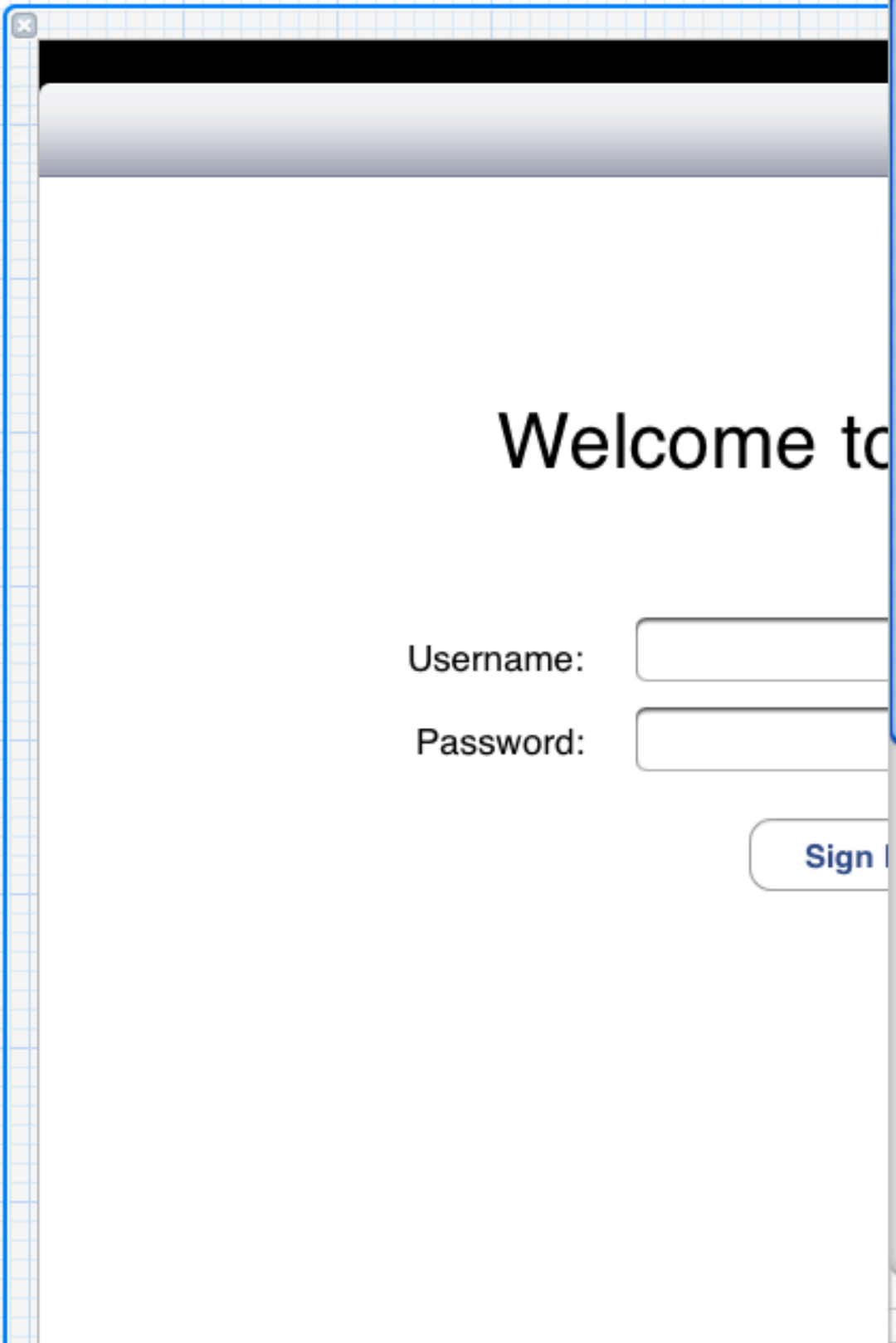
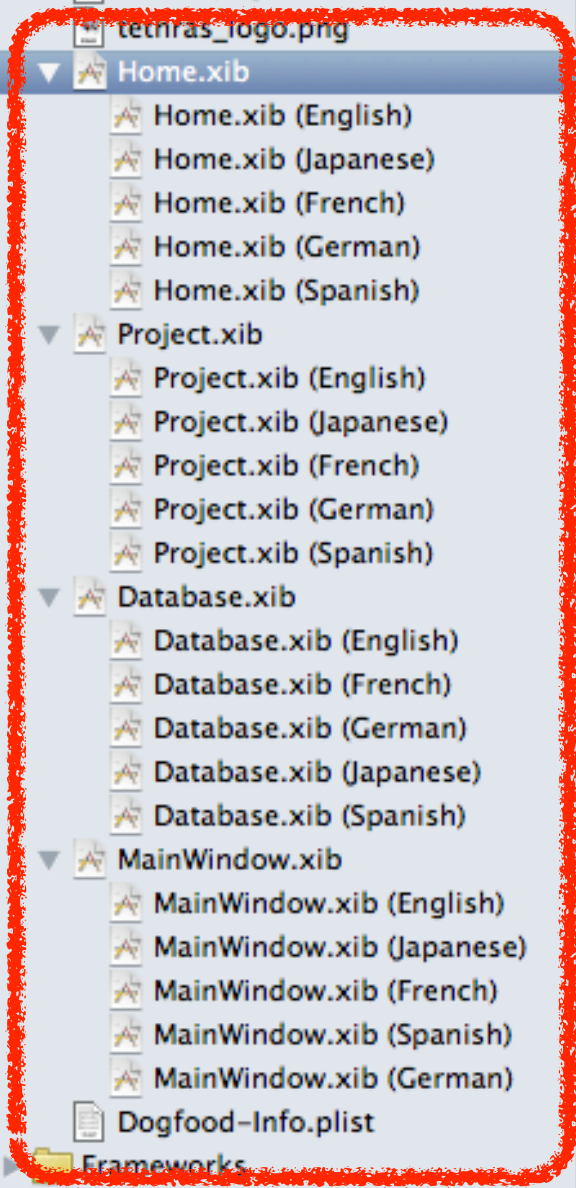
Target Membership

- Dogfood

Code Snippet Library

- C Block typedef** - Used for defining a block as a type.
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 - Database.xib (Japanese)
 - Database.xib (Spanish)
 - MainWindow.xib
 - MainWindow.xib (English)
 - MainWindow.xib (Japanese)
 - MainWindow.xib (French)
 - MainWindow.xib (Spanish)
 - MainWindow.xib (German)
- Dogfood-Info.plist
- Frameworks
- Products



Identity and Type

Resource Name: Home.xib

File Type: Default - com.apple....

Location: Relative to Group

None

Full Path: /Users/itunes/Desktop/DogfoodDemo

Dev Region: /Users/itunes/Desktop/DogfoodDemo/en.lproj/Home.xib

Interface Builder Document

Localization

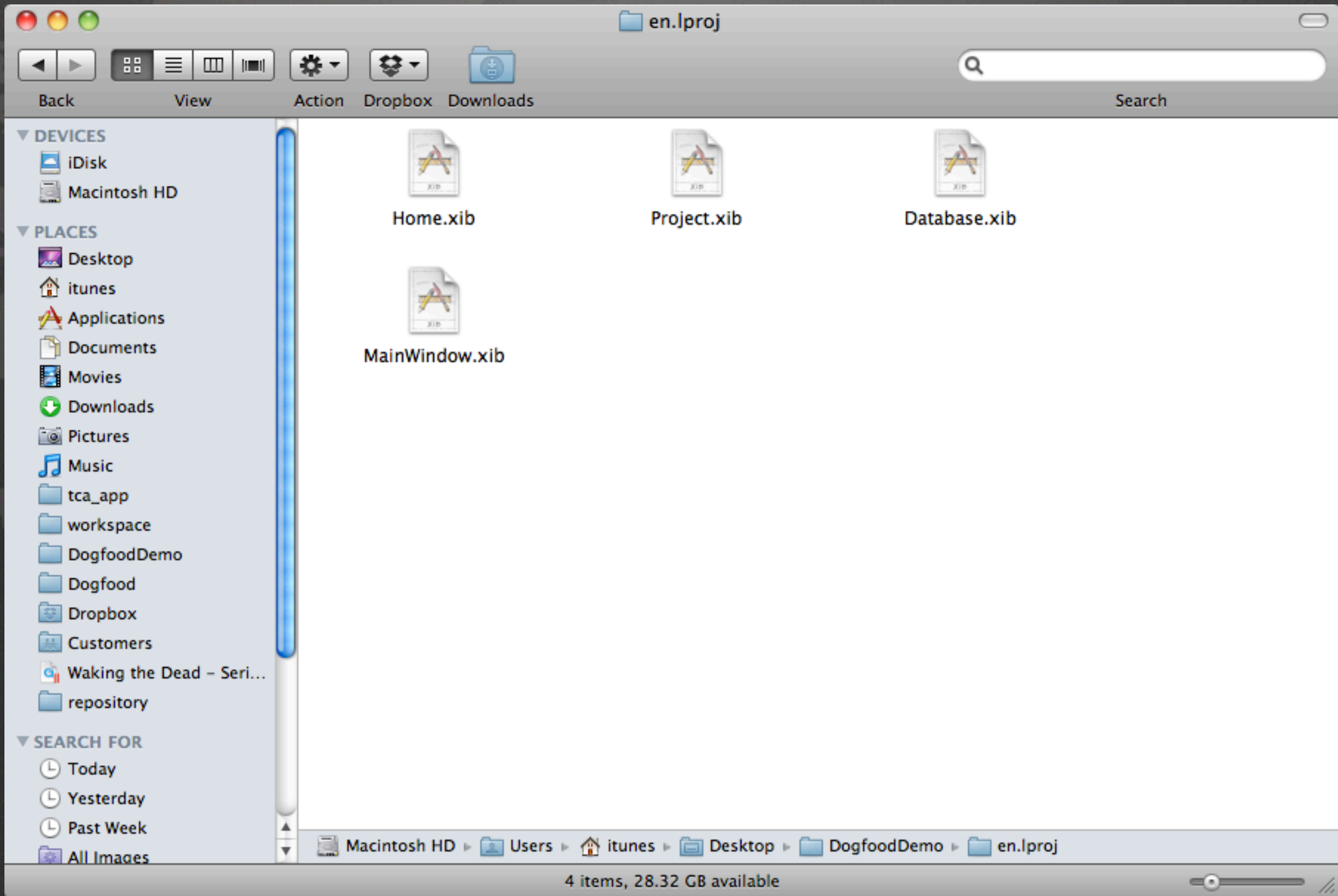
- English
- French
- German
- Japanese
- Spanish

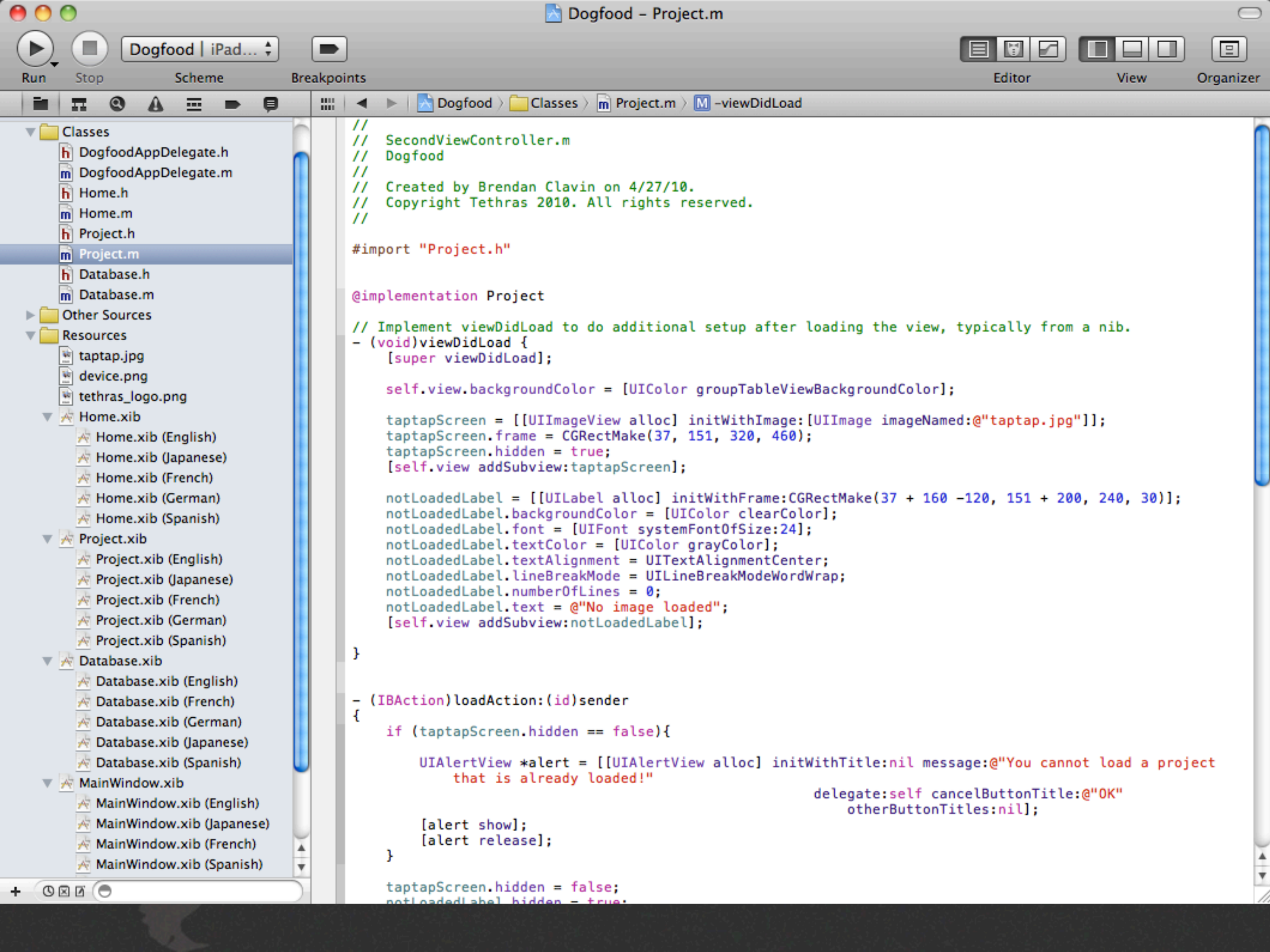
Target Membership

- Dogfood

Code Snippet Library

- C Block typedef** - Used for defining a block as a type.
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 - MainWindow.xib (English)
 - MainWindow.xib (Japanese)
 - MainWindow.xib (French)
 - MainWindow.xib (Spanish)

```

//
// SecondViewController.m
// Dogfood
//
// Created by Brendan Clavin on 4/27/10.
// Copyright Tethras 2010. All rights reserved.
//

#import "Project.h"

@implementation Project

// Implement viewDidLoad to do additional setup after loading the view, typically from a nib.
- (void)viewDidLoad {
    [super viewDidLoad];

    self.view.backgroundColor = [UIColor groupTableViewBackgroundColor];

    taptapScreen = [[UIImageView alloc] initWithImage:[UIImage imageNamed:@"taptap.jpg"]];
    taptapScreen.frame = CGRectMake(37, 151, 320, 460);
    taptapScreen.hidden = true;
    [self.view addSubview:taptapScreen];

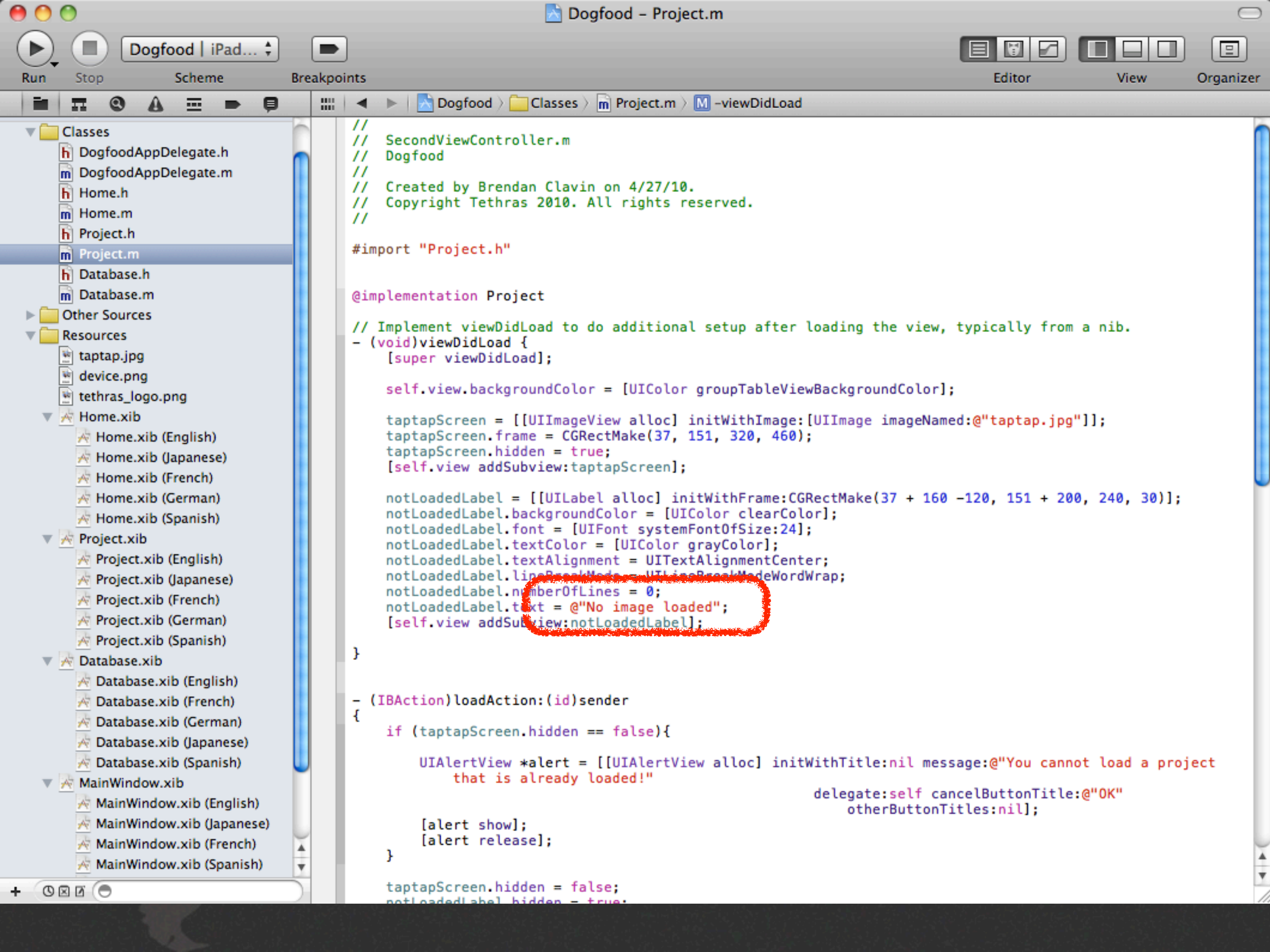
    notLoadedLabel = [[UILabel alloc] initWithFrame:CGRectMake(37 + 160 - 120, 151 + 200, 240, 30)];
    notLoadedLabel.backgroundColor = [UIColor clearColor];
    notLoadedLabel.font = [UIFont systemFontOfSize:24];
    notLoadedLabel.textColor = [UIColor grayColor];
    notLoadedLabel.textAlignment = NSTextAlignmentCenter;
    notLoadedLabel.lineBreakMode = UILineBreakModeWordWrap;
    notLoadedLabel.numberOfLines = 0;
    notLoadedLabel.text = @"No image loaded";
    [self.view addSubview:notLoadedLabel];
}

- (IBAction)loadAction:(id)sender
{
    if (taptapScreen.hidden == false){
        UIAlertView *alert = [[UIAlertView alloc] initWithTitle:nil message:@"You cannot load a project
        that is already loaded!"
        delegate:self cancelButtonTitle:@"OK"
        otherButtonTitles:nil];

        [alert show];
        [alert release];
    }

    taptapScreen.hidden = false;
    notLoadedLabel.hidden = true;
}

```

```
//
// SecondViewController.m
// Dogfood
//
// Created by Brendan Clavin on 4/27/10.
// Copyright Tethras 2010. All rights reserved.
//

#import "Project.h"

@implementation Project

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    taptapScreen.frame = CGRectMake(37, 151, 320, 460);
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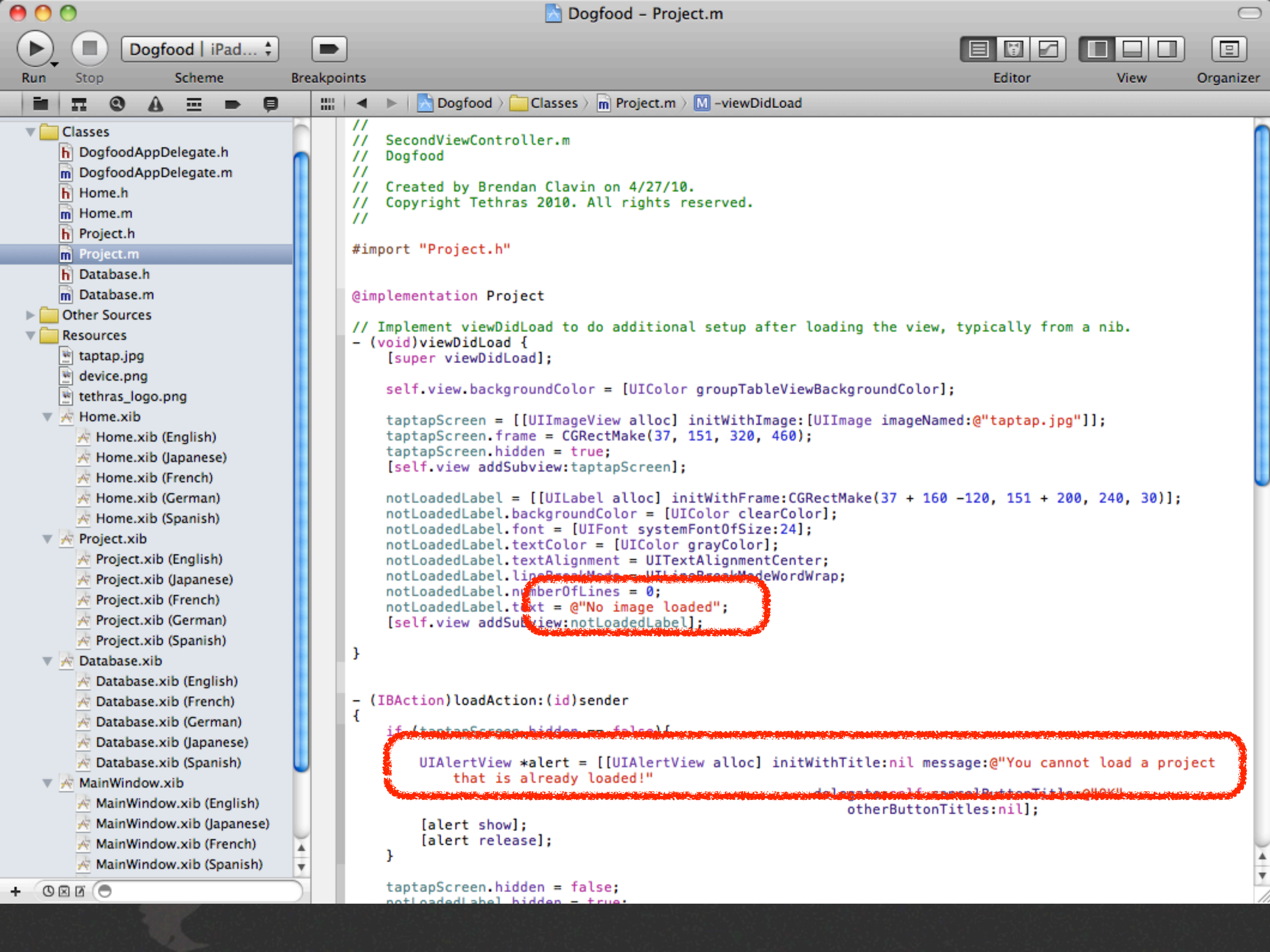
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    notLoadedLabel.backgroundColor = [UIColor clearColor];
    notLoadedLabel.font = [UIFont systemFontOfSize:24];
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    notLoadedLabel.textAlignment = NSTextAlignmentCenter;
    notLoadedLabel.lineBreakMode = UILineBreakModeWordWrap;
    notLoadedLabel.numberOfLines = 0;
    notLoadedLabel.text = @"No image loaded";
    [self.view addSubview:notLoadedLabel];
}

- (IBAction)loadAction:(id)sender
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    if (taptapScreen.hidden == false){

        UIAlertView *alert = [[UIAlertView alloc] initWithTitle:nil message:@"You cannot load a project
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                                                              delegate:self cancelButtonTitle:@"OK"
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        [alert show];
        [alert release];
    }

    taptapScreen.hidden = false;
    notLoadedLabel.hidden = true;
}
```

Classes

- DogfoodAppDelegate.h
- DogfoodAppDelegate.m
- Home.h
- Home.m
- Project.h
- Project.m
- Database.h
- Database.m

Other Sources

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- device.png
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Choose a template for

Save As: Localizable.strings

Group: Resources

Add to targets: Dogfood

Buttons: New Folder, Cancel, Save, Previous, Next

DogfoodDemo

Name	Date Modified
Classes	5:35 PM
ja.lproj	5:26 PM
fr.lproj	5:26 PM
es.lproj	5:26 PM
Dogfood.xcodeproj	5:26 PM

```
- (IBAction)loadAction:(id)sender
{
    if (taptapScreen.hidden == false){
        UIAlertView *alert = [[UIAlertView alloc] initWithTitle:nil message:NSLocalizedString(@"You cannot
        load a project that is already loaded!", "Message displayed when you try to load the same
        project twice")
        delegate:self cancelButtonTitle:@"OK"
        otherButtonTitles:nil];
        [alert show];
        [alert release];
    }
    taptapScreen.hidden = false;
}
```

- Project.h
- Project.m
- Database.h
- Database.m
- Other Sources
- Resources
 - taptap.jpg
 - device.png
 - tethras_logo.png
 - Home.xib
 - Home.xib (English)
 - Home.xib (Japanese)
 - Home.xib (French)
 - Home.xib (German)
 - Home.xib (Spanish)
 - Project.xib
 - Project.xib (English)
 - Project.xib (Japanese)
 - Project.xib (French)
 - Project.xib (German)
 - Project.xib (Spanish)
 - Database.xib
 - Database.xib (English)
 - Database.xib (French)
 - Database.xib (German)
 - Database.xib (Japanese)
 - Database.xib (Spanish)
 - MainWindow.xib
 - MainWindow.xib (English)
 - MainWindow.xib (Japanese)
 - MainWindow.xib (French)
 - MainWindow.xib (Spanish)
 - MainWindow.xib (German)
- Dogfood-Info.plist
- Localizable.strings
- Frameworks
- Products

```
/*  
Localizable.strings  
Dogfood  
  
Created by iTunes on 4/20/11.  
Copyright 2011 __MyCompanyName__. All rights reserved.  
*/
```


- Resources
 - taptap.jpg
 - device.png
 - tethras_logo.png
- Home.xib
 - Home.xib (English)
 - Home.xib (Japanese)
 - Home.xib (French)
 - Home.xib (German)
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- Project.xib
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- Dogfood-Info.plist
- Localizable.strings
 - Localizable.strings (English)
 - Localizable.strings (Japanese)
 - Localizable.strings (French)
 - Localizable.strings (German)
 - Localizable.strings (Spanish)
- Frameworks
- Products

```

/*
Localizable.strings
Dogfood

Created by iTunes on 4/20/11.
Copyright 2011 __MyCompanyName__. All rights reserved.
*/

```

Identity and Type

Resource Name: Localizable.strings

File Type: Default - Localization s...

Location: Relative to Group

None

Full Path: /Users/itunes/Desktop/DogfoodDemo

Dev Region: /Users/itunes/Desktop/DogfoodDemo/en.lproj/Localizable.strings

Localization

- English
- French
- German
- Japanese
- Spanish

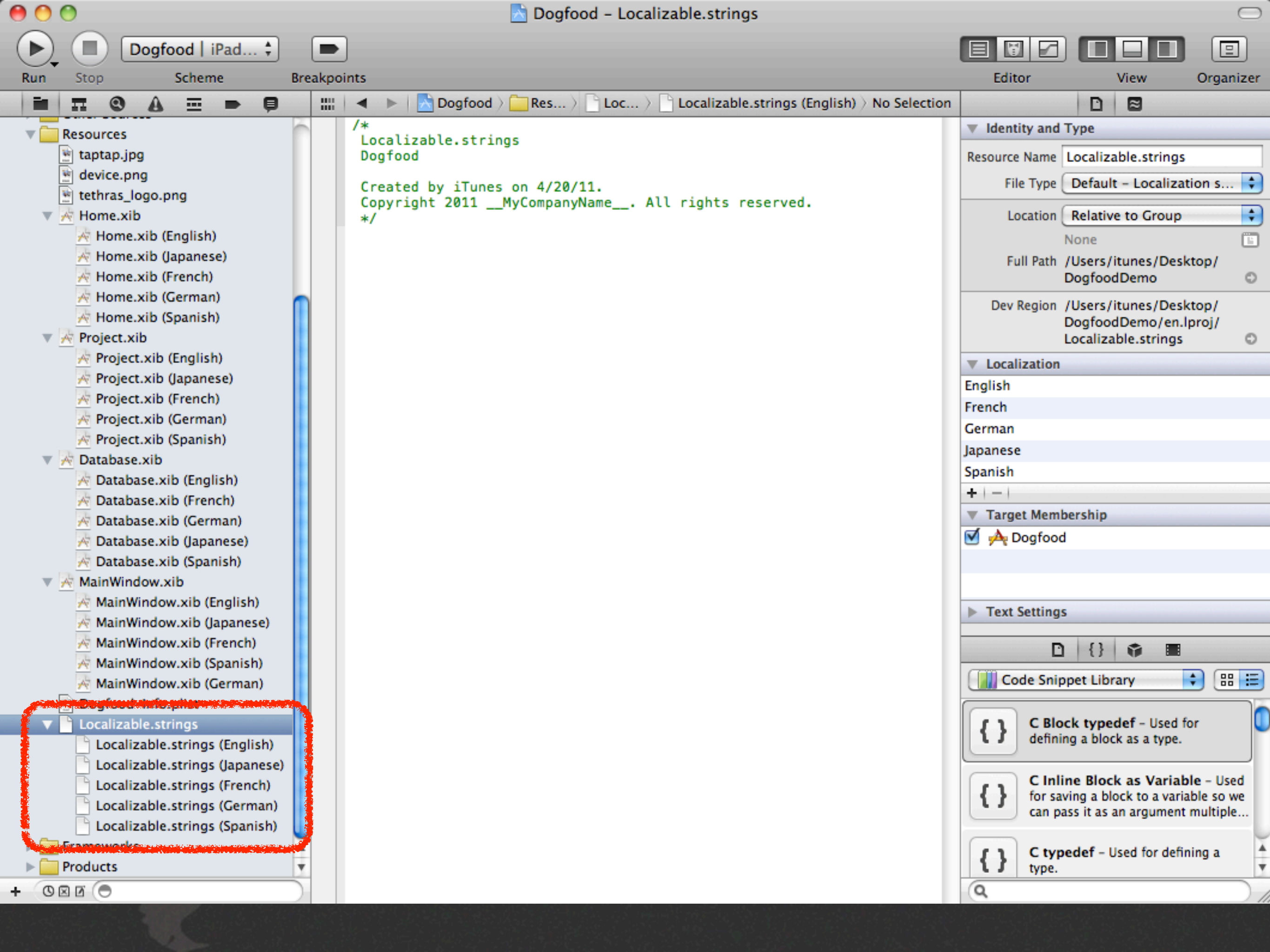
Target Membership

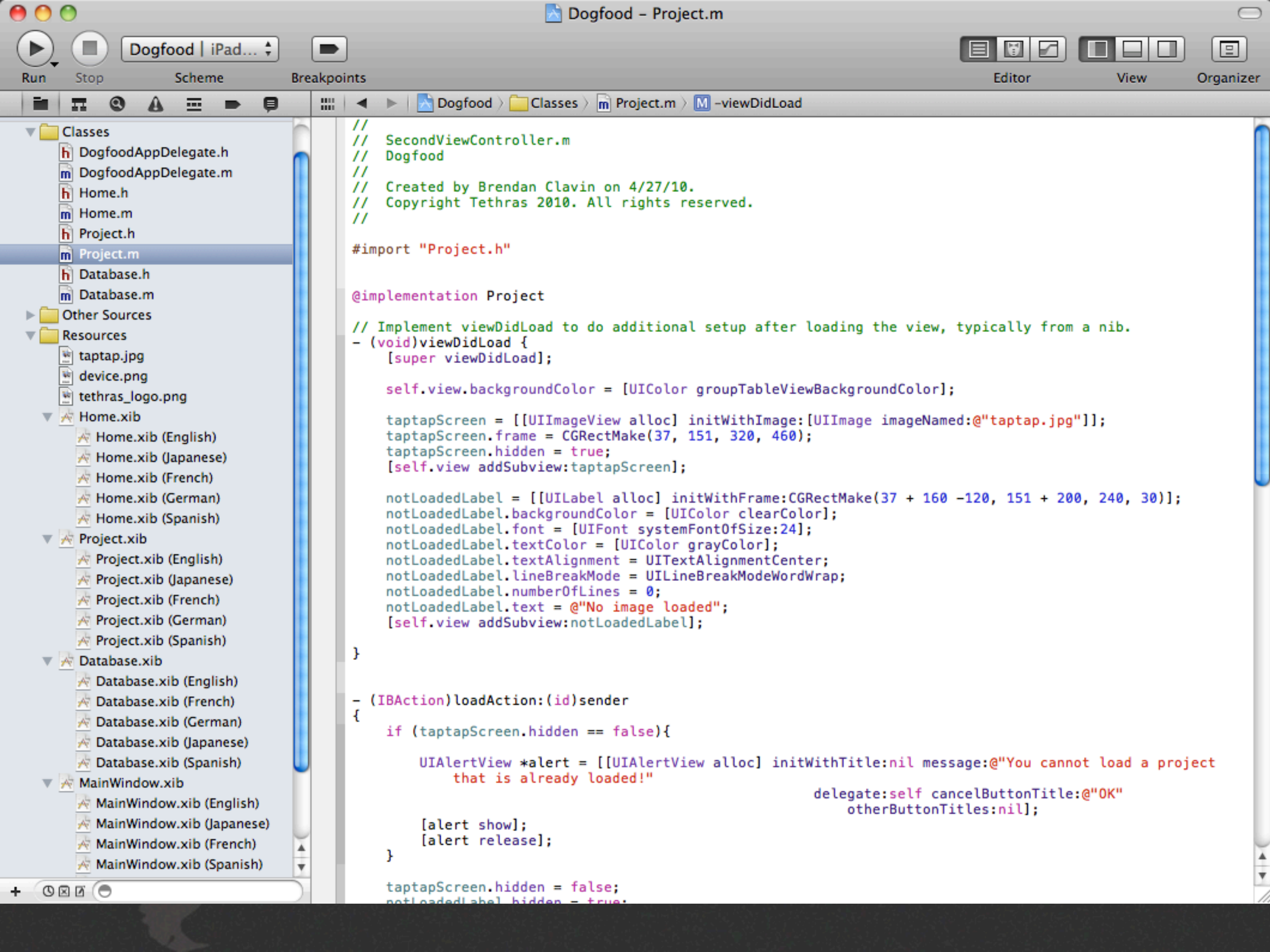
- Dogfood

Text Settings

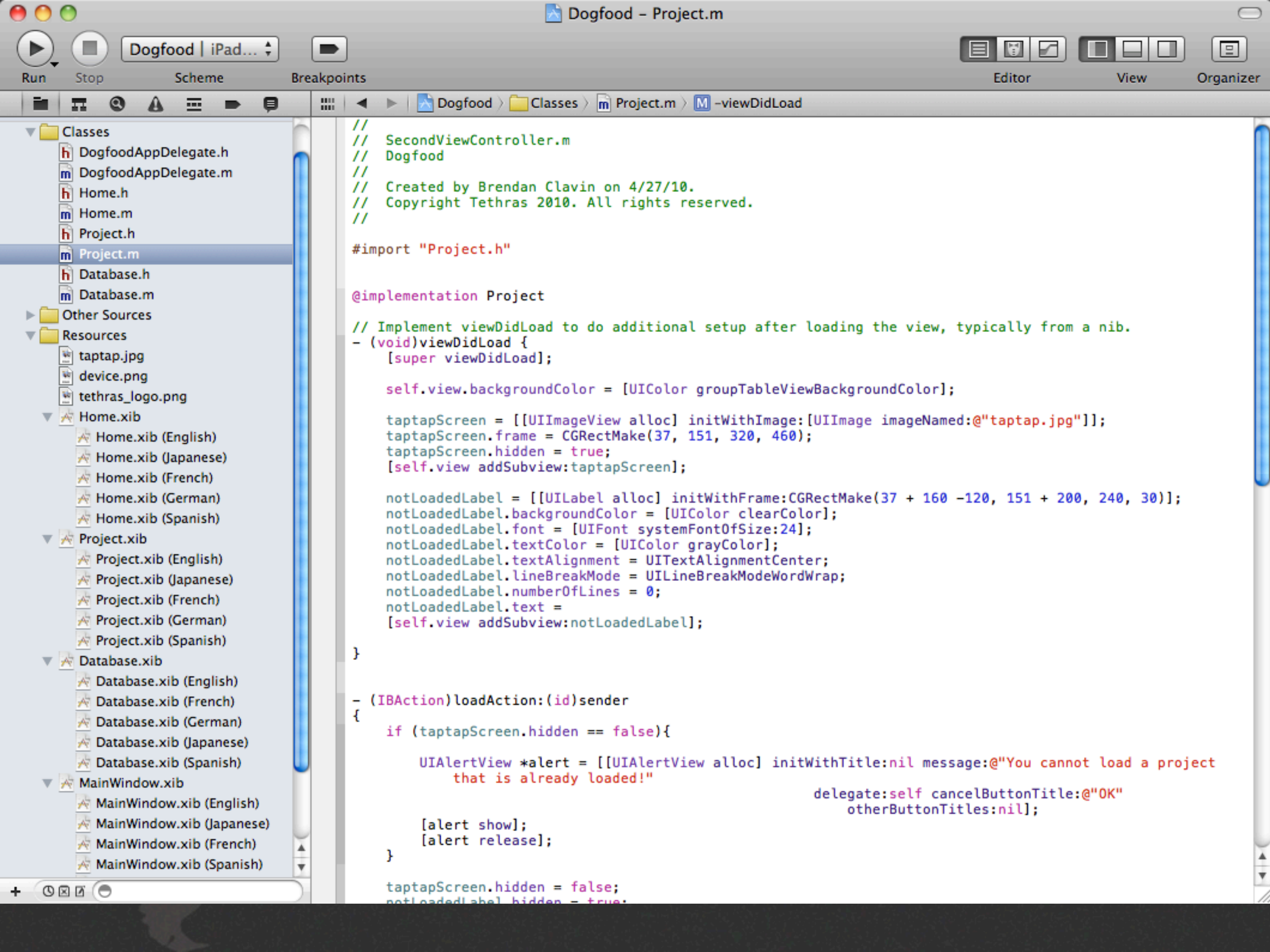
Code Snippet Library

- C Block typedef** - Used for defining a block as a type.
- C Inline Block as Variable** - Used for saving a block to a variable so we can pass it as an argument multiple...
- C typedef** - Used for defining a type.

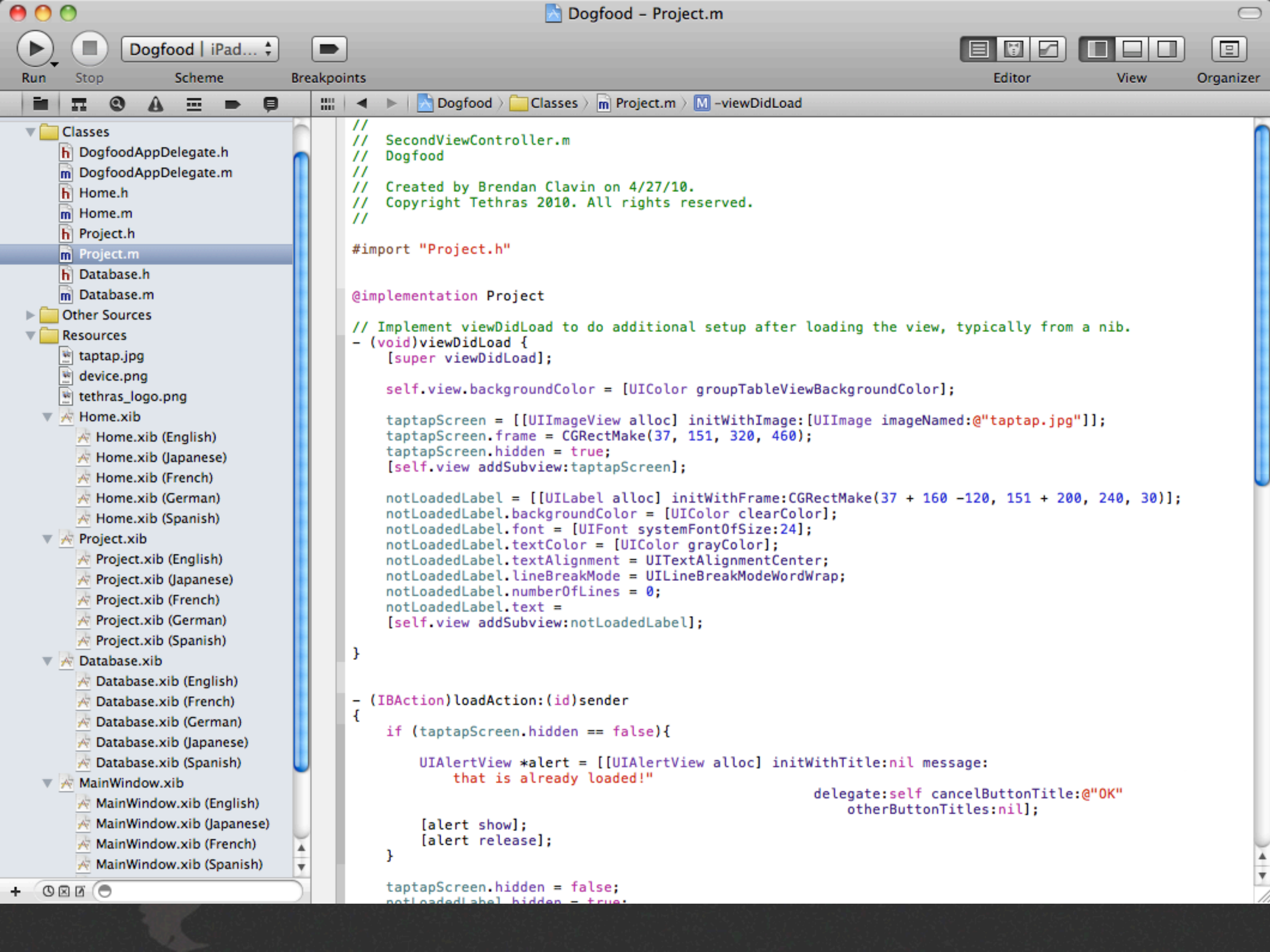


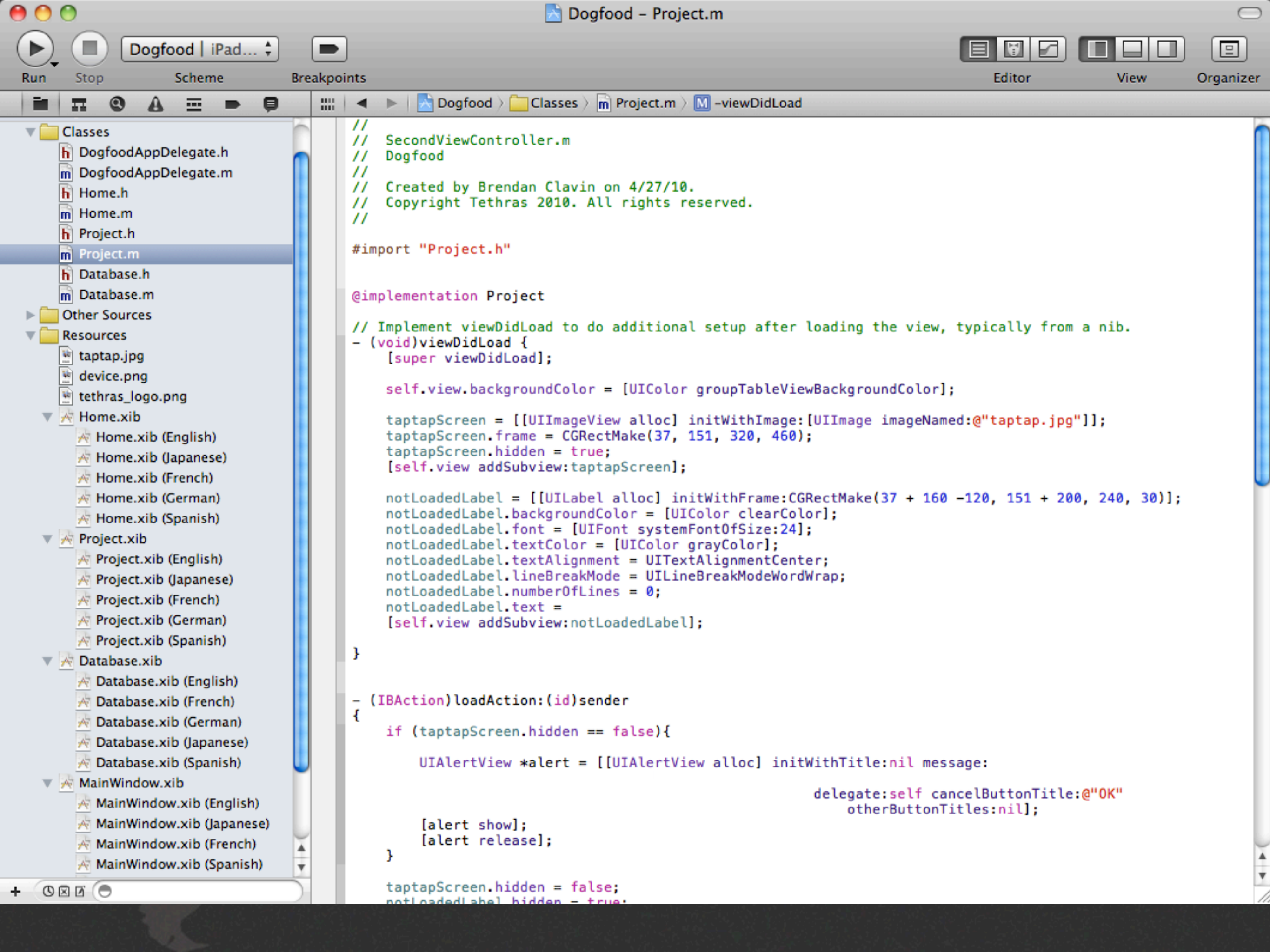


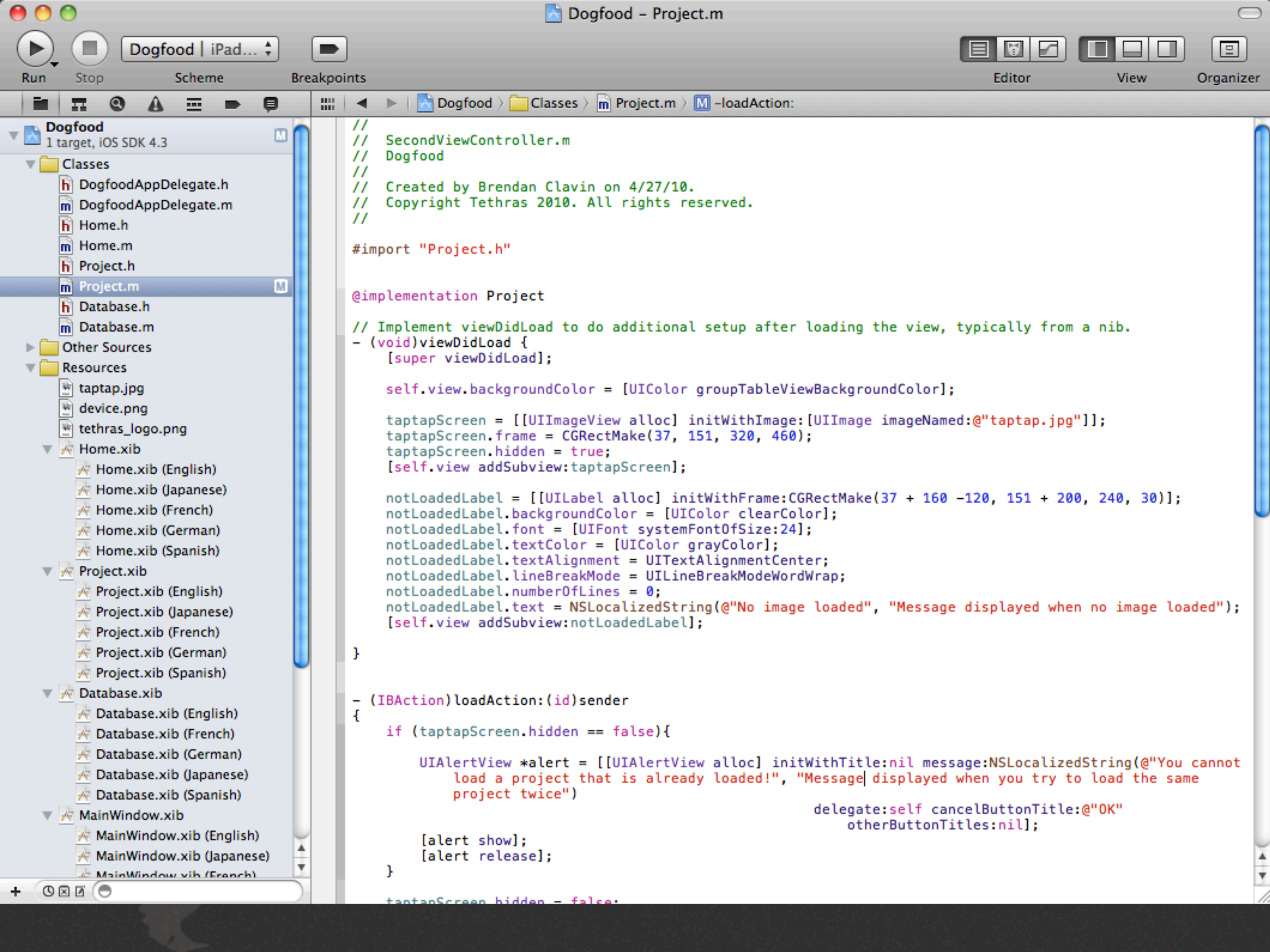
```
//  
// SecondViewController.m  
// Dogfood  
//  
// Created by Brendan Clavin on 4/27/10.  
// Copyright Tethras 2010. All rights reserved.  
//  
  
#import "Project.h"  
  
@implementation Project  
  
// Implement viewDidLoad to do additional setup after loading the view, typically from a nib.  
- (void)viewDidLoad {  
    [super viewDidLoad];  
  
    self.view.backgroundColor = [UIColor groupTableViewBackgroundColor];  
  
    taptapScreen = [[UIImageView alloc] initWithImage:[UIImage imageNamed:@"taptap.jpg"]];  
    taptapScreen.frame = CGRectMake(37, 151, 320, 460);  
    taptapScreen.hidden = true;  
    [self.view addSubview:taptapScreen];  
  
    notLoadedLabel = [[UILabel alloc] initWithFrame:CGRectMake(37 + 160 - 120, 151 + 200, 240, 30)];  
    notLoadedLabel.backgroundColor = [UIColor clearColor];  
    notLoadedLabel.font = [UIFont systemFontOfSize:24];  
    notLoadedLabel.textColor = [UIColor grayColor];  
    notLoadedLabel.textAlignment = UITextAlignmentCenter;  
    notLoadedLabel.lineBreakMode = UILineBreakModeWordWrap;  
    notLoadedLabel.numberOfLines = 0;  
    notLoadedLabel.text = @"No image loaded";  
    [self.view addSubview:notLoadedLabel];  
}  
  
- (IBAction)loadAction:(id)sender  
{  
    if (taptapScreen.hidden == false){  
        UIAlertView *alert = [[UIAlertView alloc] initWithTitle:nil message:@"You cannot load a project  
that is already loaded!"  
                                                                delegate:self cancelButtonTitle:@"OK"  
                                                                otherButtonTitles:nil];  
  
        [alert show];  
        [alert release];  
    }  
  
    taptapScreen.hidden = false;  
    notLoadedLabel.hidden = true;  
}
```

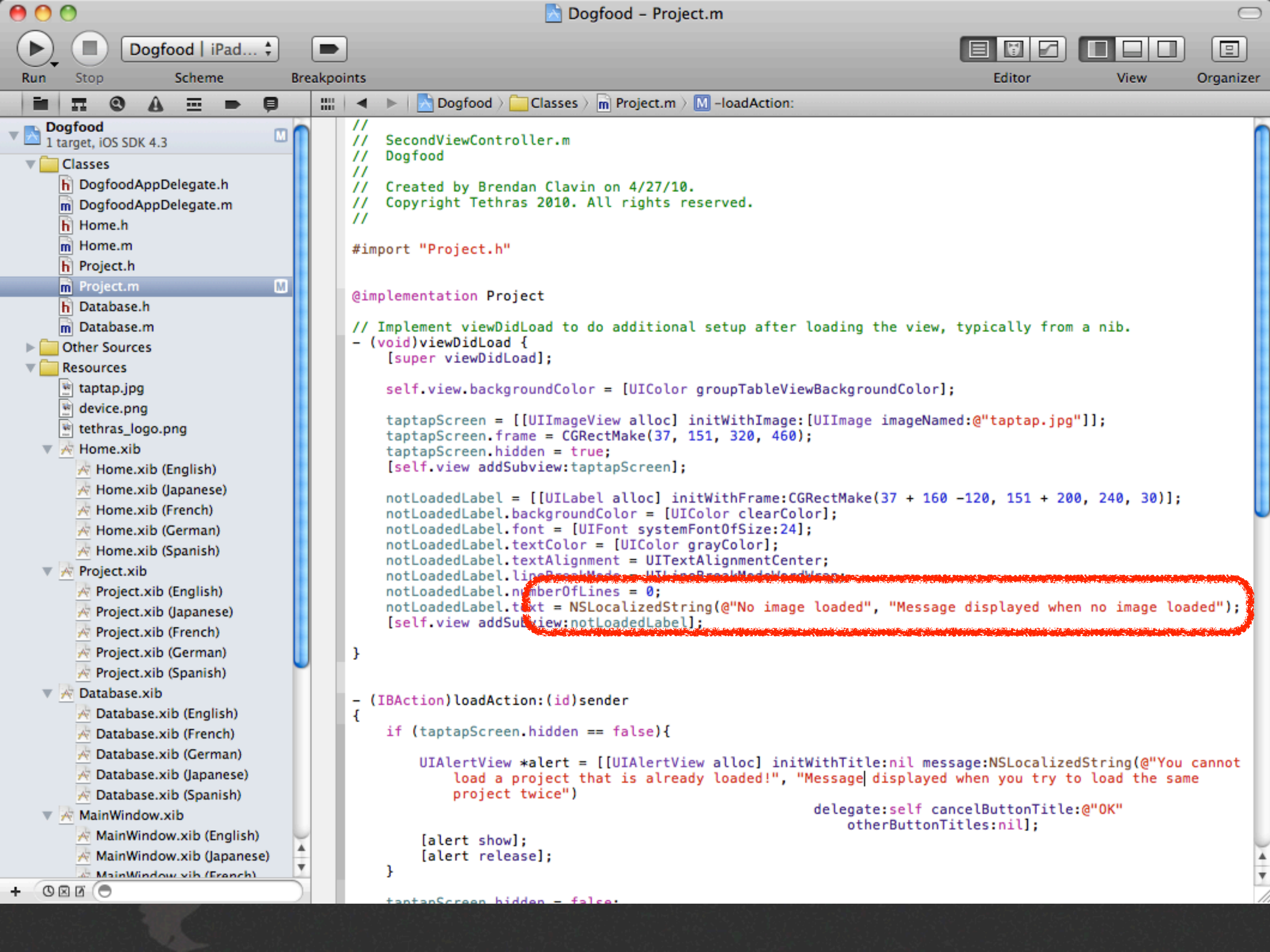



```
//  
// SecondViewController.m  
// Dogfood  
//  
// Created by Brendan Clavin on 4/27/10.  
// Copyright Tethras 2010. All rights reserved.  
//  
#import "Project.h"  
  
@implementation Project  
  
// Implement viewDidLoad to do additional setup after loading the view, typically from a nib.  
- (void)viewDidLoad {  
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    self.view.backgroundColor = [UIColor groupTableViewBackgroundColor];  
  
    taptapScreen = [[UIImageView alloc] initWithImage:[UIImage imageNamed:@"taptap.jpg"]];  
    taptapScreen.frame = CGRectMake(37, 151, 320, 460);  
    taptapScreen.hidden = true;  
    [self.view addSubview:taptapScreen];  
  
    notLoadedLabel = [[UILabel alloc] initWithFrame:CGRectMake(37 + 160 - 120, 151 + 200, 240, 30)];  
    notLoadedLabel.backgroundColor = [UIColor clearColor];  
    notLoadedLabel.font = [UIFont systemFontOfSize:24];  
    notLoadedLabel.textColor = [UIColor grayColor];  
    notLoadedLabel.textAlignment = NSTextAlignmentCenter;  
    notLoadedLabel.lineBreakMode = UILineBreakModeWordWrap;  
    notLoadedLabel.numberOfLines = 0;  
    notLoadedLabel.text =  
    [self.view addSubview:notLoadedLabel];  
}  
  
- (IBAction)loadAction:(id)sender  
{  
    if (taptapScreen.hidden == false){  
        UIAlertView *alert = [[UIAlertView alloc] initWithTitle:nil message:@"You cannot load a project  
that is already loaded!"  
        delegate:self cancelButtonTitle:@"OK"  
        otherButtonTitles:nil];  
        [alert show];  
        [alert release];  
    }  
  
    taptapScreen.hidden = false;  
    notLoadedLabel.hidden = true;
```









```
//
// SecondViewController.m
// Dogfood
//
// Created by Brendan Clavin on 4/27/10.
// Copyright Tethras 2010. All rights reserved.
//

#import "Project.h"

@implementation Project

// Implement viewDidLoad to do additional setup after loading the view, typically from a nib.
- (void)viewDidLoad {
    [super viewDidLoad];

    self.view.backgroundColor = [UIColor groupTableViewBackgroundColor];

    taptapScreen = [[UIImageView alloc] initWithImage:[UIImage imageNamed:@"taptap.jpg"]];
    taptapScreen.frame = CGRectMake(37, 151, 320, 460);
    taptapScreen.hidden = true;
    [self.view addSubview:taptapScreen];

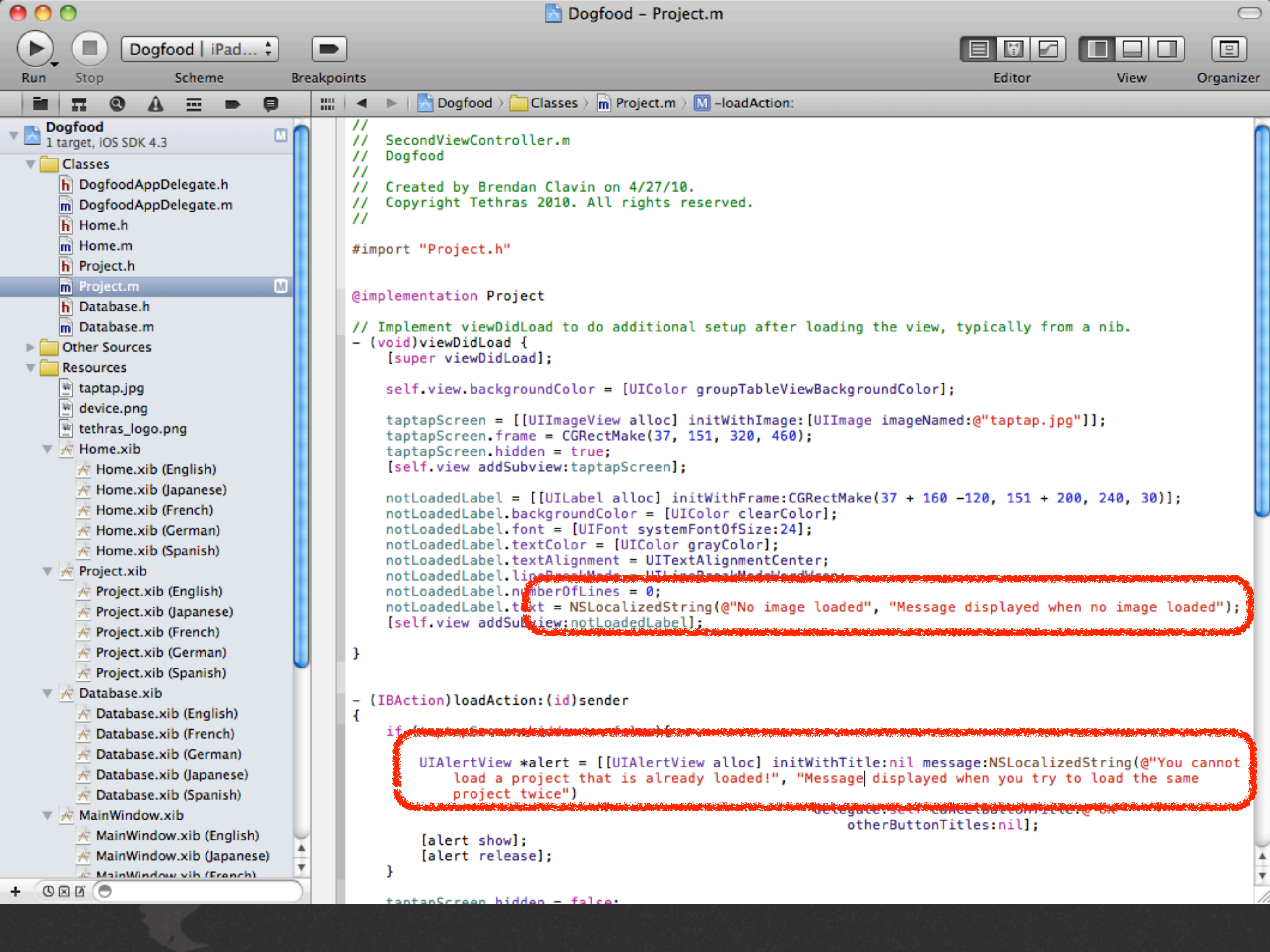
    notLoadedLabel = [[UILabel alloc] initWithFrame:CGRectMake(37 + 160 - 120, 151 + 200, 240, 30)];
    notLoadedLabel.backgroundColor = [UIColor clearColor];
    notLoadedLabel.font = [UIFont systemFontOfSize:24];
    notLoadedLabel.textColor = [UIColor grayColor];
    notLoadedLabel.textAlignment = NSTextAlignmentCenter;
    notLoadedLabel.lineBreakMode = UILineBreakModeWordWrap;
    notLoadedLabel.numberOfLines = 0;
    notLoadedLabel.text = NSLocalizedString(@"No image loaded", "Message displayed when no image loaded");
    [self.view addSubview:notLoadedLabel];
}

- (IBAction)loadAction:(id)sender
{
    if (taptapScreen.hidden == false){

        UIAlertView *alert = [[UIAlertView alloc] initWithTitle:nil message:NSLocalizedString(@"You cannot
        load a project that is already loaded!", "Message displayed when you try to load the same
        project twice")
        delegate:self cancelButtonTitle:@"OK"
        otherButtonTitles:nil];

        [alert show];
        [alert release];
    }

    taptapScreen.hidden = false;
}
```

- Dogfood
 - 1 target, iOS SDK 4.3
 - Classes
 - DogfoodAppDelegate.h
 - DogfoodAppDelegate.m
 - Home.h
 - Home.m
 - Project.h
 - Project.m
 - Database.h
 - Database.m
 - Other Sources
 - Resources
 - taptap.jpg
 - device.png
 - tethras_logo.png
 - Home.xib
 - Home.xib (English)
 - Home.xib (Japanese)
 - Home.xib (French)
 - Home.xib (German)
 - Home.xib (Spanish)
 - Project.xib
 - Project.xib (English)
 - Project.xib (Japanese)
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 - Project.xib (German)
 - Project.xib (Spanish)
 - Database.xib
 - Database.xib (English)
 - Database.xib (French)
 - Database.xib (German)
 - Database.xib (Japanese)
 - Database.xib (Spanish)
 - MainWindow.xib
 - MainWindow.xib (English)
 - MainWindow.xib (Japanese)
 - MainWindow.xib (French)

```

//
// SecondViewController.m
// Dogfood
//
// Created by Brendan Clavin on 4/27/10.
// Copyright Tethras 2010. All rights reserved.
//

#import "Project.h"

@implementation Project

// Implement viewDidLoad to do additional setup after loading the view, typically from a nib.
- (void)viewDidLoad {
    [super viewDidLoad];

    self.view.backgroundColor = [UIColor groupTableViewBackgroundColor];

    taptapScreen = [[UIImageView alloc] initWithImage:[UIImage imageNamed:@"taptap.jpg"]];
    taptapScreen.frame = CGRectMake(37, 151, 320, 460);
    taptapScreen.hidden = true;
    [self.view addSubview:taptapScreen];

    notLoadedLabel = [[UILabel alloc] initWithFrame:CGRectMake(37 + 160 - 120, 151 + 200, 240, 30)];
    notLoadedLabel.backgroundColor = [UIColor clearColor];
    notLoadedLabel.font = [UIFont systemFontOfSize:24];
    notLoadedLabel.textColor = [UIColor grayColor];
    notLoadedLabel.textAlignment = UITextAlignmentCenter;
    notLoadedLabel.lineBreakMode = UILineBreakModeWordWrap;
    notLoadedLabel.numberOfLines = 0;
    notLoadedLabel.text = NSLocalizedString(@"No image loaded", "Message displayed when no image loaded");
    [self.view addSubview:notLoadedLabel];
}

- (IBAction)loadAction:(id)sender
{
    if ([taptapScreen.hidden == false]) {
        UIAlertView *alert = [[UIAlertView alloc] initWithTitle:nil message:NSString(@"You cannot load a project that is already loaded!", "Message displayed when you try to load the same project twice")];
        [delegate:self cancelButtonTitle:@"OK" otherButtonTitles:nil];

        [alert show];
        [alert release];
    }

    taptapScreen.hidden = false;
}

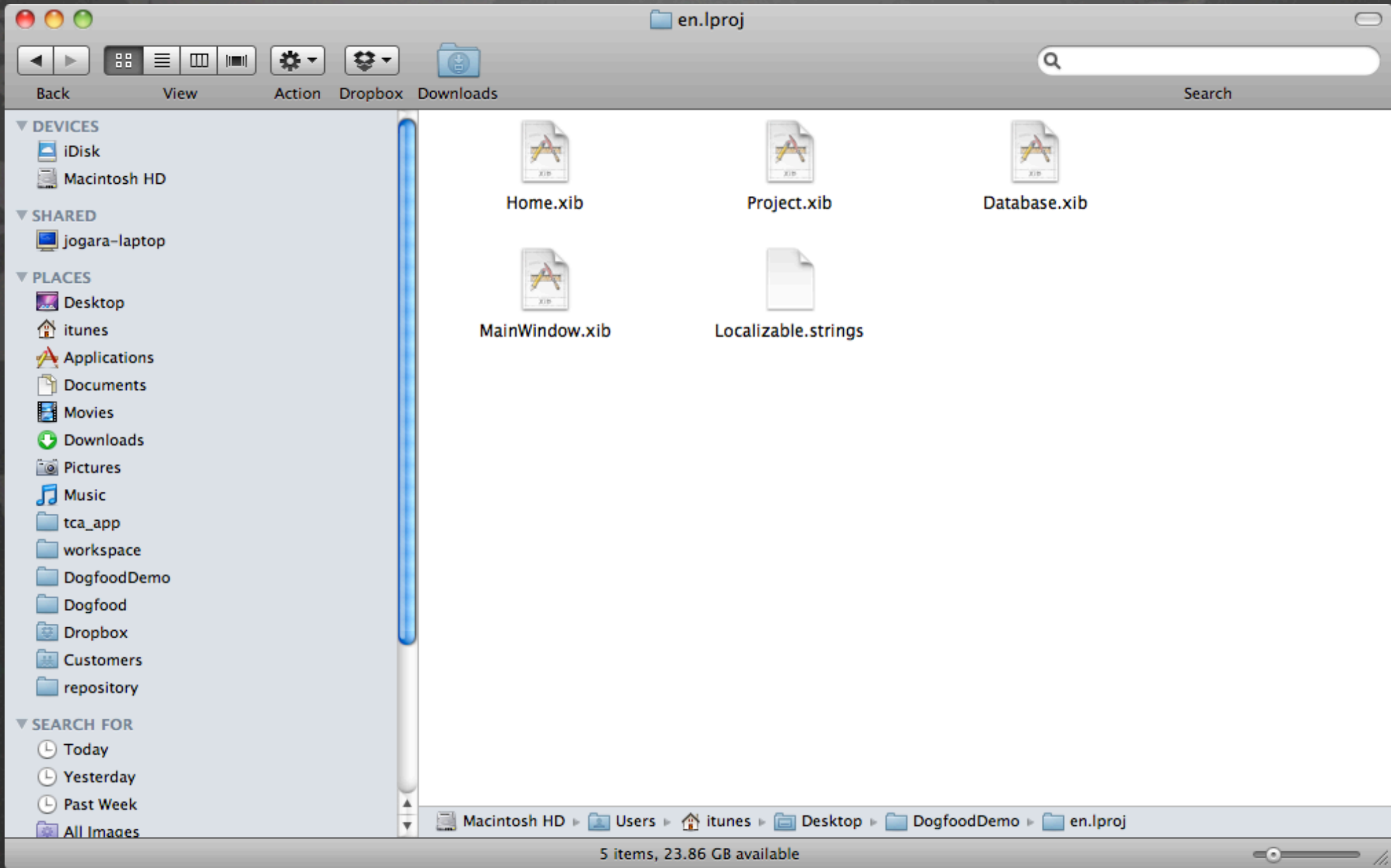
```

Terminal — bash — 90x24

```
a:DogfoodDemo itunes$ find . -name \*.m | xargs genstrings -o en.lproj
```


- Resources
 - taptap.jpg
 - device.png
 - tethras_logo.png
- Home.xib
 - Home.xib (English)
 - Home.xib (Japanese)
 - Home.xib (French)
 - Home.xib (German)
 - Home.xib (Spanish)
- Project.xib
 - Project.xib (English)
 - Project.xib (Japanese)
 - Project.xib (French)
 - Project.xib (German)
 - Project.xib (Spanish)
- Database.xib
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 - Database.xib (French)
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 - Database.xib (Japanese)
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- MainWindow.xib
 - MainWindow.xib (English)
 - MainWindow.xib (Japanese)
 - MainWindow.xib (French)
 - MainWindow.xib (Spanish)
 - MainWindow.xib (German)
- Dogfood-Info.plist
- Localizable.strings
 - Localizable.strings (English)
 - Localizable.strings (Japanese)
 - Localizable.strings (French)
 - Localizable.strings (German)
 - Localizable.strings (Spanish)
- Frameworks
- Products

```
/* Message displayed when no image loaded */  
"No image loaded" = "No image loaded";  
  
/* Message displayed when you try to load the same project twice */  
"You cannot load a project that is already loaded!" = "You cannot load a project that is already loaded!";
```



en.lproj

Back View Action Dropbox Downloads

Search

DEVICES

- iDisk
- Macintosh HD

SHARED

- jogara-laptop

PLACES

- Desktop
- itunes
- Applications
- Documents
- Movies
- Downloads
- Pictures
- Music
- tca_app
- workspace
- DogfoodDemo
- Dogfood
- Dropbox
- Customers
- repository

SEARCH FOR

- Today
- Yesterday
- Past Week
- All Images



Home.xib



Project.xib



Database.xib



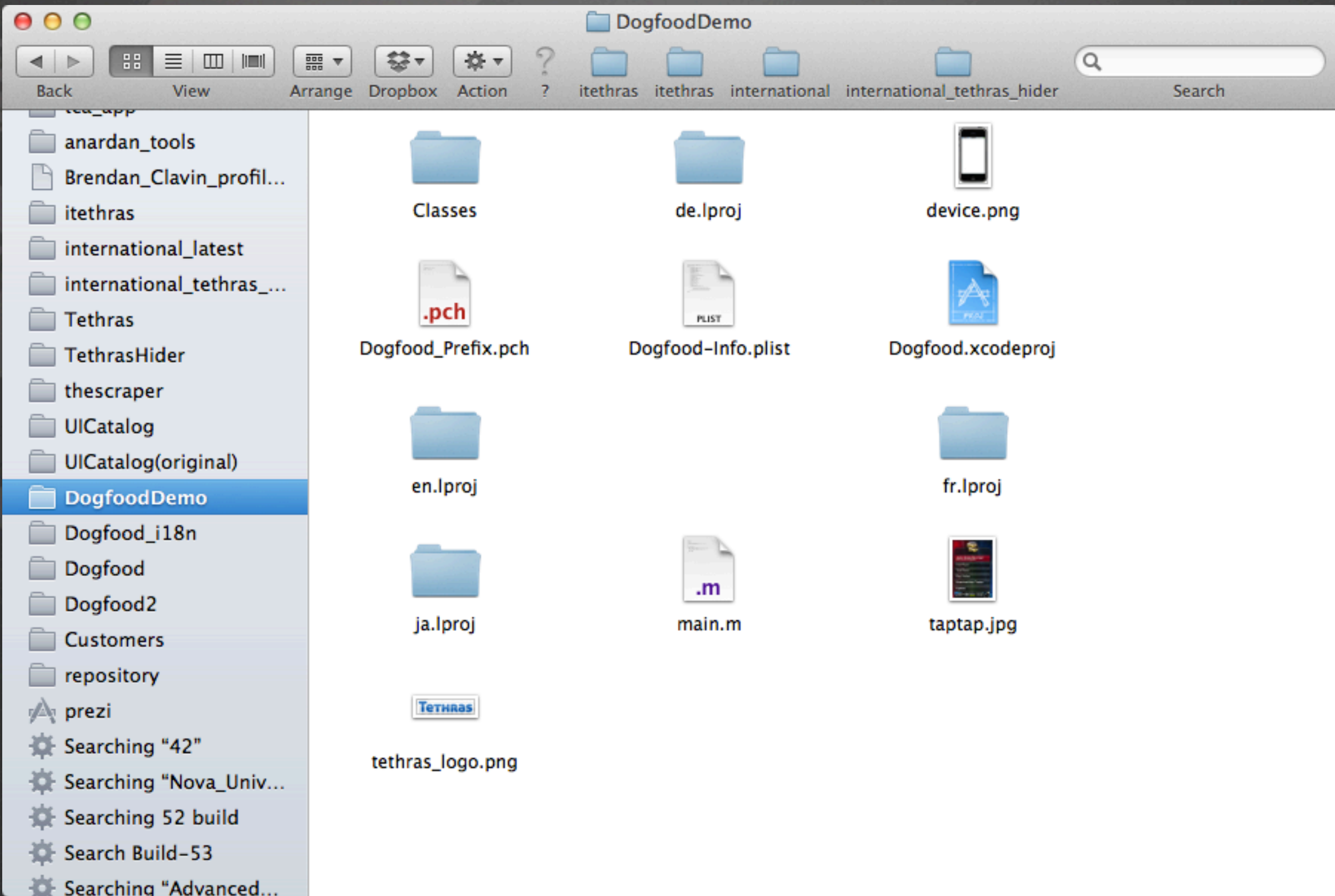
MainWindow.xib

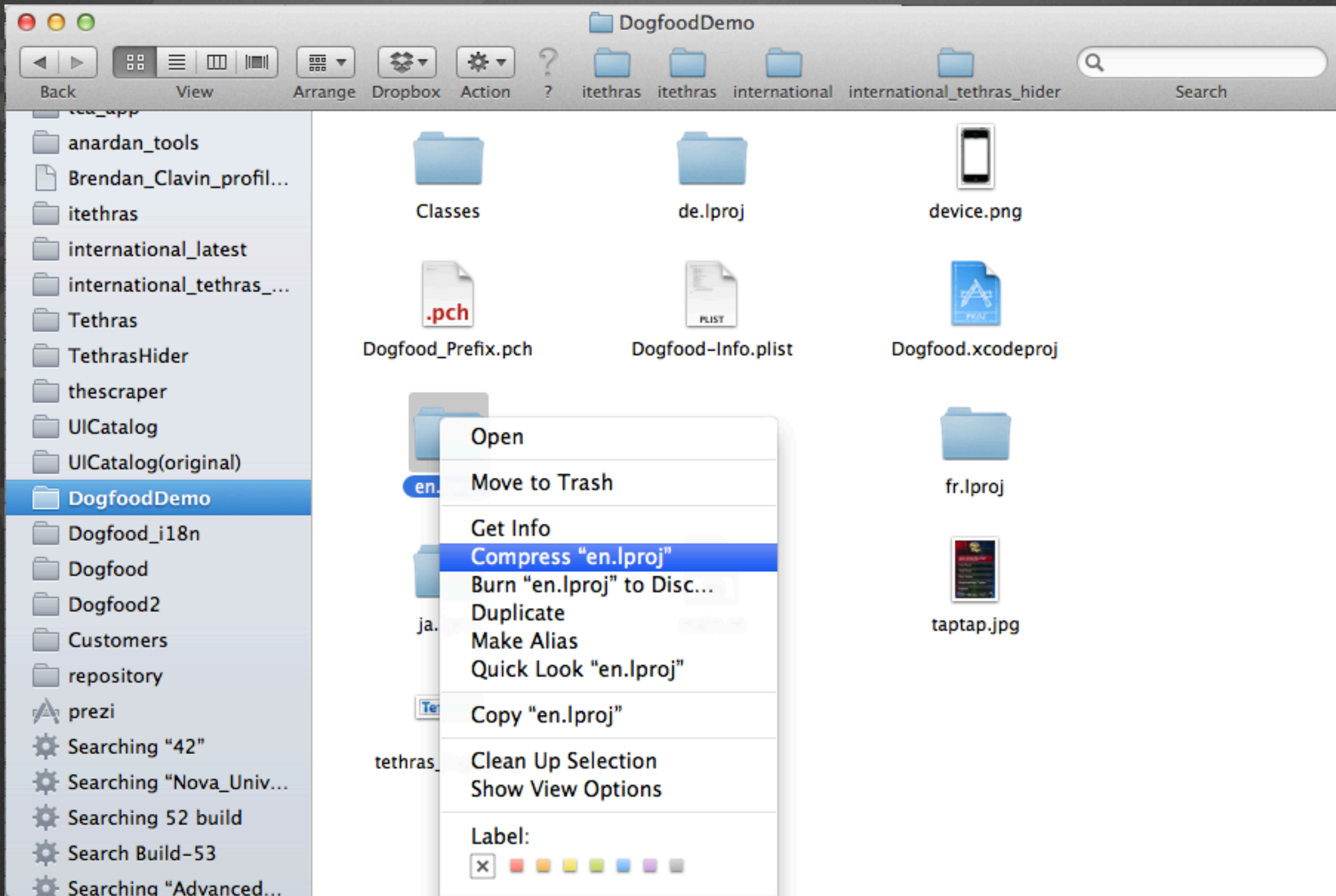


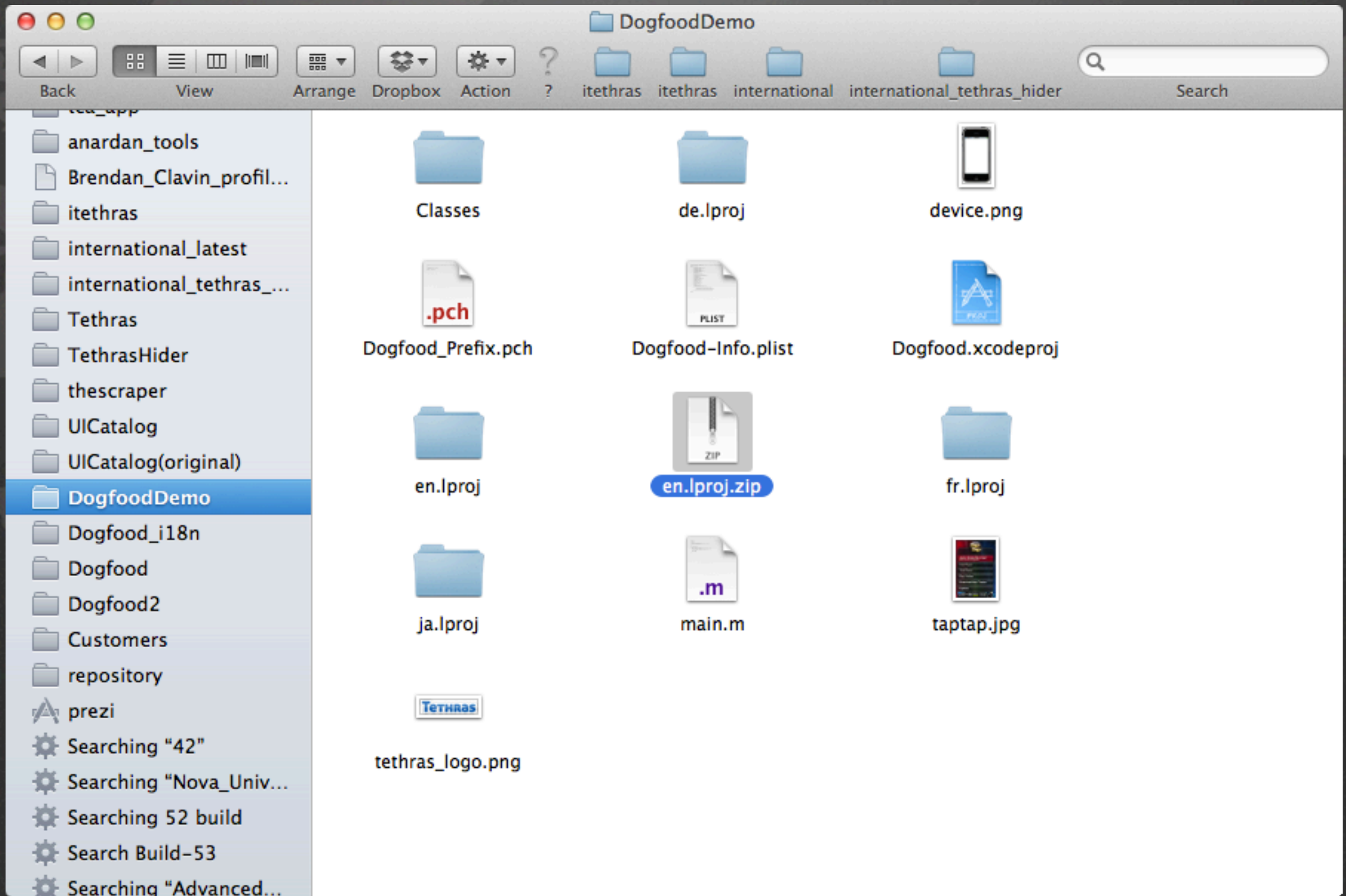
Localizable.strings

Macintosh HD > Users > itunes > Desktop > DogfoodDemo > en.lproj

5 items, 23.86 GB available









Now What?

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Add an App - Step 1 of 3

Upload your app to Tethras, we'll provide custom quotes for over 30 languages and a sample translation in ôúr tèst lángúágè, which you can use to compile and test your app.

[Learn More About Our Process](#) | [Read Our Privacy Policy](#)

App Title

Platform


Upload Method

 ZIP or SVN

Compress the contents of your localizable directory into a ZIP file. That's all we need to get started.

 en.lproj.zip

Helpful Tips

 Upload your app from either a ZIP file, or directly from SVN.

iOS/Mac OS: Upload the contents of your English.lproj (or en.lproj) directory.

Android: Upload only your values folder that contains your strings.xml file.

Mobile Phone: Upload your .resx files.

BlackBerry: Upload your localizable strings in your .properties files.

Other: Choose this option if your project is not specific to one of the above operating systems.

Your app name can't contain non-ascii characters or any of the following: /, \, ?, %, *, :, |, ", <, >, ., &, #, (,), ;

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Add an App - Step 2 of 3

Translate your **App Description, Keywords, What's New** text for iTunes Connect or additional text you would like translated.

If you have missed any of these files feel free enter them manually here, or include these files in your next upload.

You can choose not to have them translated by selecting **Ignore**.

Title	Status	
AppDescription.txt	Missing	 <input type="button" value="Ignore"/>
Keywords.txt	Missing	 <input type="button" value="Ignore"/>
WhatsNew.txt	Missing	 <input type="button" value="Ignore"/>

Helpful Tips



Be nice to our translators – avoid adding Franglais, Pig Latin, Americanizations, Pidgeon English or Bearlacas to your marketing files...

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Add an App - Step 3 of 3

Please review your files below

New files are files that you are introducing for the first time. **Updated** files are ones that have already been uploaded before. **Deleted** files are ones that you have uploaded in the past, but do not appear in your current upload.

Title	Status
en.lproj/Database.xib	New
en.lproj/Home.xib	New
en.lproj/Localizable.strings	New
en.lproj/MainWindow.xib	New
en.lproj/Project.xib	New

[Cancel](#)[Upload](#)

Helpful Tips



If reloading your app make sure you use the same file paths.

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MacTech Conference Demo (30 words)

View Log

Reload App

Delete App

Discussions (0)










File	Status	Word Count	
 en.lproj/Database.xib (view template)	Imported	1	 View Strings
 en.lproj/Home.xib (view template)	Imported	7	 View Strings
 en.lproj/Localizable.strings (view template)	Imported	12	 View Strings
 en.lproj/MainWindow.xib (view template)	Imported	6	 View Strings
 en.lproj/Project.xib (view template)	Imported	4	 View Strings

Translation Marketplace

Translation Levels

Translation Instructions

Checkout (\$0.00)

Language			
 Test Language	FREE	 View Files	 Download
 English	Get Quote		
 Japanese	Get Quote		
 Finnish	Get Quote		
 Romanian	Get Quote		
 Dutch	Get Quote		
 Chinese (Traditional)	Get Quote		

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Help

News

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Invite Friend

Admin

All Apps

Production

Sign Out

Strings List - en.lproj/Localizable.strings

Helpful Tips

- If you have a query with a translation, please feel free to start a discussion.
- A destination string should only be marked as verified if the translation is correct.
- If a string is locked it will not be editable by translators and the text will be populated with the source text.
- If a string is unlocked it will be passed through the translator manager again.

MacTech Conference Demo » [p_de](#) » [en.lproj/Localizable.strings](#) [\(view file\)](#)

2 objects [View All in QA](#)

< Previous File Next File >

				Id	Source text	Translated Text	Discussions
				27455696	No image loaded	Ñô ìmágè lôádèd ôñè twô	(0)
				27455697	You cannot load a project that is already loaded!	¥ôú çáññôt lôád á prôjèct thát ìs álrèád¥ lôádèd! ôñè twô thrèè fôúr	(0)

Dashboard

Help

News

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[Admin](#)
[All Apps](#)
[Production](#)
[Sign Out](#)

MacTech Conference Demo (30 words)



View Log

Reload App

Delete App

Discussions (0)

File	Status	Word Count	
en.lproj/Database.xib (view template)	Loaded	1	View Strings
en.lproj/Home.xib (view template)	Loaded	7	View Strings
en.lproj/Localizable.strings (view template)	Loaded	12	View Strings
en.lproj/MainWindow.xib (view template)	Loaded	6	View Strings
en.lproj/Project.xib (view template)	Loaded	4	View Strings

Translation Marketplace

Translation Levels

Translation Instructions

Checkout (\$142.47)



















Language			
Test Language	FREE	View Files	Download
German (set translation levels)	\$47.49	Remove	
French (set translation levels)	\$47.49	Remove	
Japanese (set translation levels)	\$47.49	Remove	
Arabic	Get Quote		
Catalan	Get Quote		

A dark, stylized world map in the background, rendered in shades of gray and black. The continents are visible as lighter gray shapes against a darker background. The map is centered and occupies most of the frame.

Magic Happens!

Translation Marketplace

[Translation Levels](#)[Translation Instructions](#)[Checkout \(\\$0.00\)](#)

Language			
 Test Language	FREE	View Files	Download
 German	PURCHASED	View Files	Download
 Spanish	PURCHASED	View Files	Download
 French	PURCHASED	View Files	Download
 Italian	PURCHASED	View Files	Download
 Japanese	PURCHASED	View Files	Download
 Chinese (Simplified)	PURCHASED	View Files	Download
 Arabic	Get Quote		
 Catalan	Get Quote		
 Czech	Get Quote		
 Danish	Get Quote		
 Greek	Get Quote		
 Spanish (LatAm)	Get Quote		
 Finnish	Get Quote		
 Hebrew	Get Quote		
 Croatian	Get Quote		
 Hungarian	Get Quote		
 Indonesian	Get Quote		



One More Thing...

Tethras App

The screenshot displays the 'Dogfood Dashboard' application. The main window shows a table of localization data for various source files across multiple languages. A 'Welcome to Tethras' dialog box is overlaid on the dashboard, featuring a logo and a list of recent projects. The dashboard also includes a sidebar with file categories and a summary panel on the right.

GENERAL

Dashboard History

STRINGS FILES

Localizable.strings

SOURCE FILES

Database.m
DogfoodAppDelegate.m
Home.m
Project.m
main.m

XIB FILES

MainWindow.xib
Database.xib
Home.xib
Project.xib
Preferences.xib
OtherWindow.xib
test.xib

IMAGES

device.png
button.png
tethras_logo.png

OTHER MEDIA

icon_pressed.png
icon_idle_034.png

Table: Localization Data

File	Strings	Price	French	German	Italian	Chinese	Japanese	Spanish
Database.m	8 strings	\$15.00	\$2.50	\$2.50	\$2.50	\$2.50	\$2.50	\$2.50
DogfoodAppDelegate.m	19 strings	\$33.00	\$5.50	\$5.50	\$5.50	\$5.50	\$5.50	\$5.50
icon_pressed.png	4 strings	\$7.00	\$1.67	\$1.67	\$1.67	\$1.67	\$1.67	\$1.67
icon_idle_034.png	No strings	\$0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Summary Panel:

- Dog Food
- 3461 Strings
- 82846 Words
- 7 XIB files
- \$185.00** Total
- Submit to Tethras

Welcome to Tethras Dialog:

- Recent Projects: Nova Univesal Build, Dogfood, UIKit, Chalk
- Buttons: Open an Xcode Project, Using Tethras, Developer Portal



Localization Made Easy



Tethras App is a powerful, workflow-friendly tool for iOS & Mac localization processes. Open your xcode project, use our String Externalization Wizard and build a Pseudo-Localized version of your application.

	French	German
\$2.50	\$2.50	\$2.50
\$5.50	\$5.50	\$5.50
\$1.60	\$1.60	\$1.60

Language Selection Dialog:

+ -

Add a Language

English

Dashboard Window:

GENERAL

Dashboard

PREPARE FOR TRANSLATION

Sign up for our beta if you'd like advance access.

 FOLLOW US

Beta Signup

<http://tethrasapp.com>

For more information find



@stroughtonsmith

here at MacTech



Thank You!

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