



Localizing Echoes

Echoes

- Voice announcement/intercom app
- Sold in the Mac App Store
- Available in 9 languages
- English, French, Spanish, German, Portuguese, Italian, Japanese, Chinese (Simplified and Traditional)

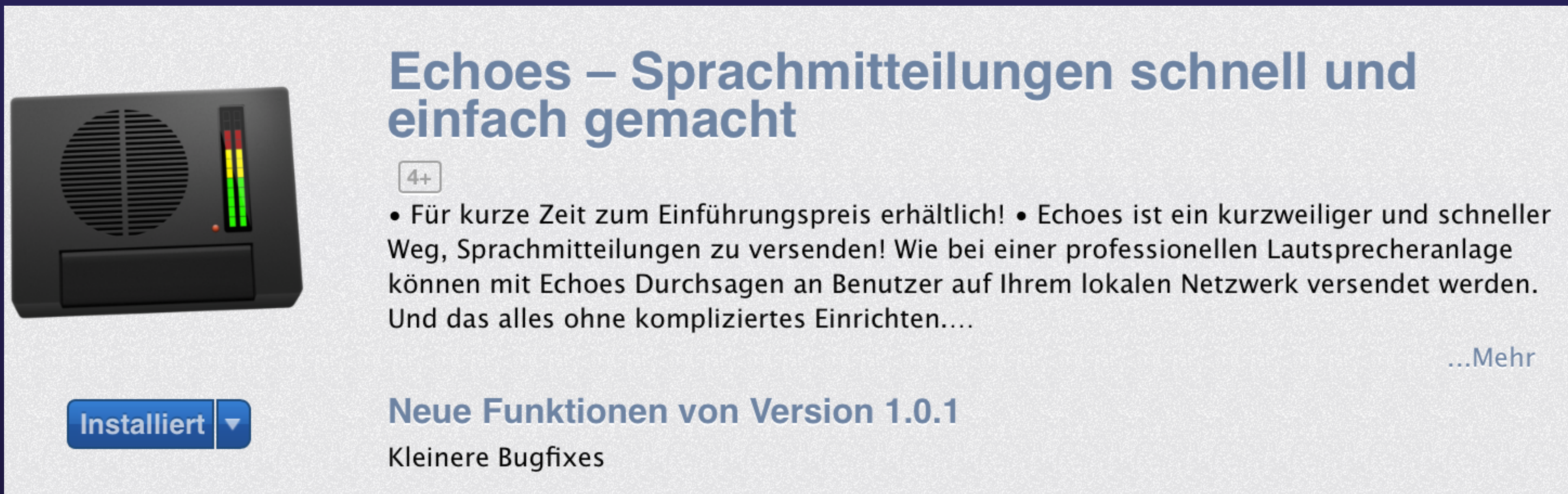


App Localization

- Localized whole customer App Store and app experience
- Text in XIBs
 - Labels, tool tips, buttons and controls
 - accessibility descriptions
- Text in code
 - Alert panels, error messages, etc..

App Store Localization

- description
- title (tagline, not the name)
- keywords
- screen shots



The screenshot shows the app page for 'Echoes' on an App Store. On the left is an image of a black, vintage-style speaker with a circular grille and a vertical display of three colored bars (red, yellow, green). Below the image is a blue button that says 'Installiert' with a downward arrow. To the right of the image, the app title 'Echoes – Sprachmitteilungen schnell und einfach gemacht' is displayed in a large, bold, blue font. Below the title is a small icon with '4+' inside. The description follows in a smaller black font, starting with a bullet point. At the bottom right of the description is a link that says '...Mehr'. Below the description, the text 'Neue Funktionen von Version 1.0.1' is shown in blue, followed by 'Kleinere Bugfixes' in black.

Echoes – Sprachmitteilungen schnell und einfach gemacht

4+

- Für kurze Zeit zum Einführungspreis erhältlich! • Echoes ist ein kurzweiliger und schneller Weg, Sprachmitteilungen zu versenden! Wie bei einer professionellen Lautsprecheranlage können mit Echoes Durchsagen an Benutzer auf Ihrem lokalen Netzwerk versendet werden. Und das alles ohne kompliziertes Einrichten....

[...Mehr](#)

Neue Funktionen von Version 1.0.1
Kleinere Bugfixes

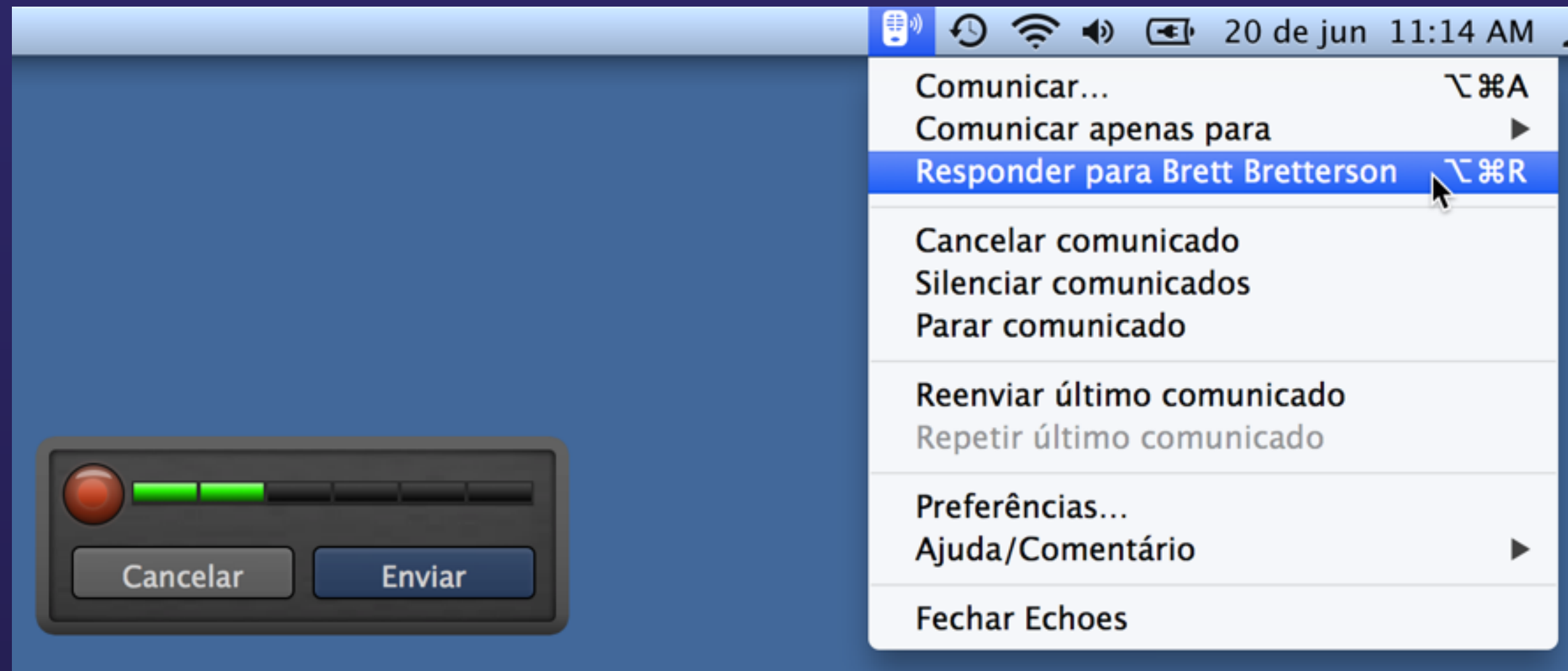
Not Localized

- Not needed
 - Internal logging and other support content
- Not done, but probably should!
 - Product web site
 - Advertising campaigns (banners, Google AdWords)
 - Press kit

Considerations

- Text can be shorter or longer
 - European languages up to 30% longer
 - Chinese can replace a long word with 2 characters
- Screen layouts need to reflect changing sizes
- Argument positional issues since text may need to be rearranged
 - `"Can't create folder to store broadcast audio. Error number = %1d, %@ - check if ~/Application Support folder is missing." = "No se puede crear la carpeta para guardar el audio de difusión. Error número = %1$1d, %2$@ - revisa si hace falta la carpeta de ~/Soporte de aplicaciones.";`

Shortest and Longest



Portuguese



Traditional Chinese

Solutions

- “Base” localization
- Auto Layout
- NSLocalizedString() and genstrings
- Translation services
- 3rd party tools

Old Way

- Manually manage strings files
- Make NIB files per-language
 - Send NIB files to translator

OR

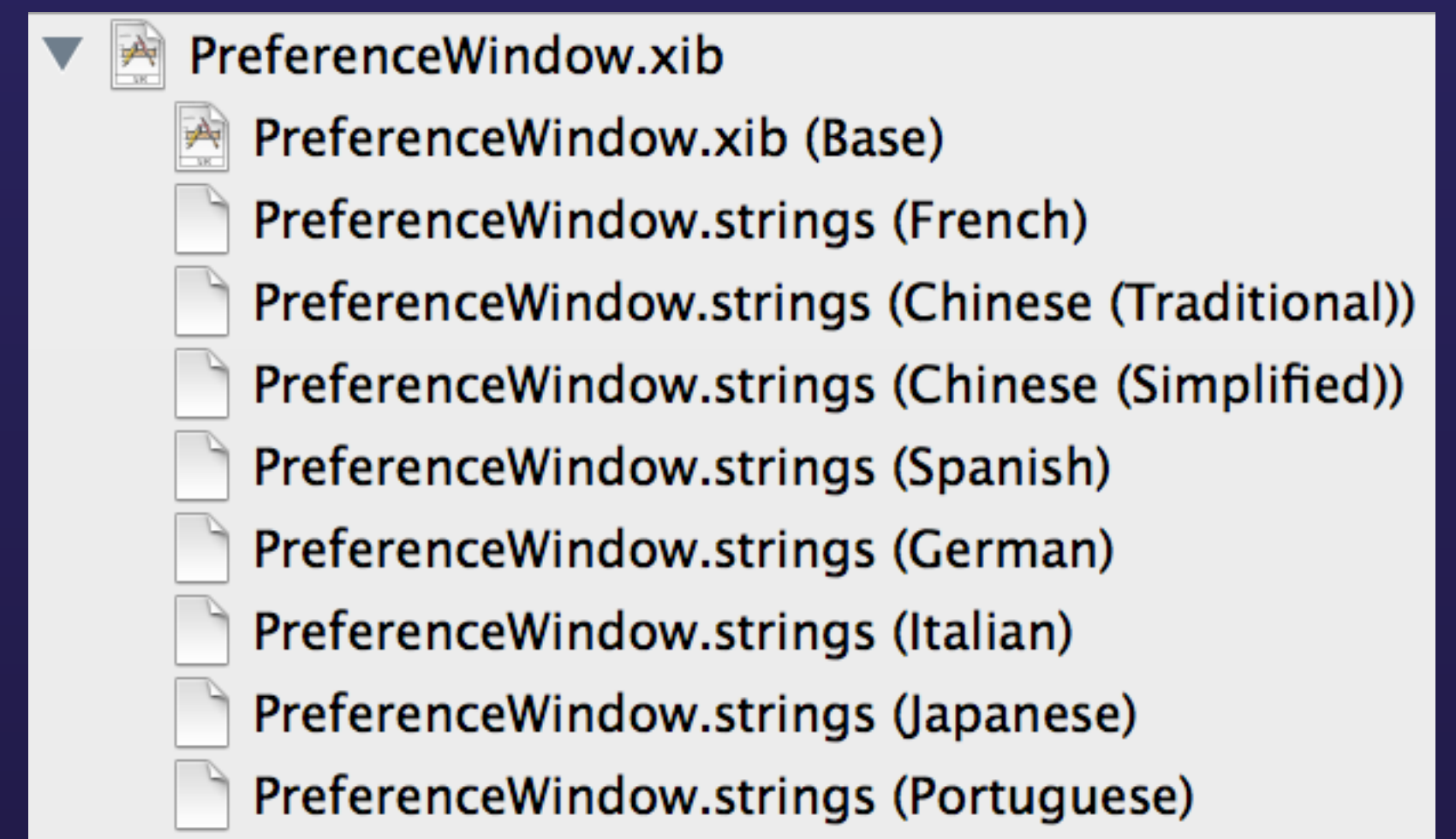
- Type in translations and fix layouts manually
- Change management is hard

New and Improved (Xcode 5)

- Base Localization
 - Localize XIB files using strings files
 - Only one XIB, one strings file per language
- Auto Layout
 - Resize UI flexibly based on text length

Base Localization

- Very simple concept for UI text
- Make one XIB in Base language (English)
- For every other language use a .strings file with translations
- System applies correct .strings translation automatically at runtime



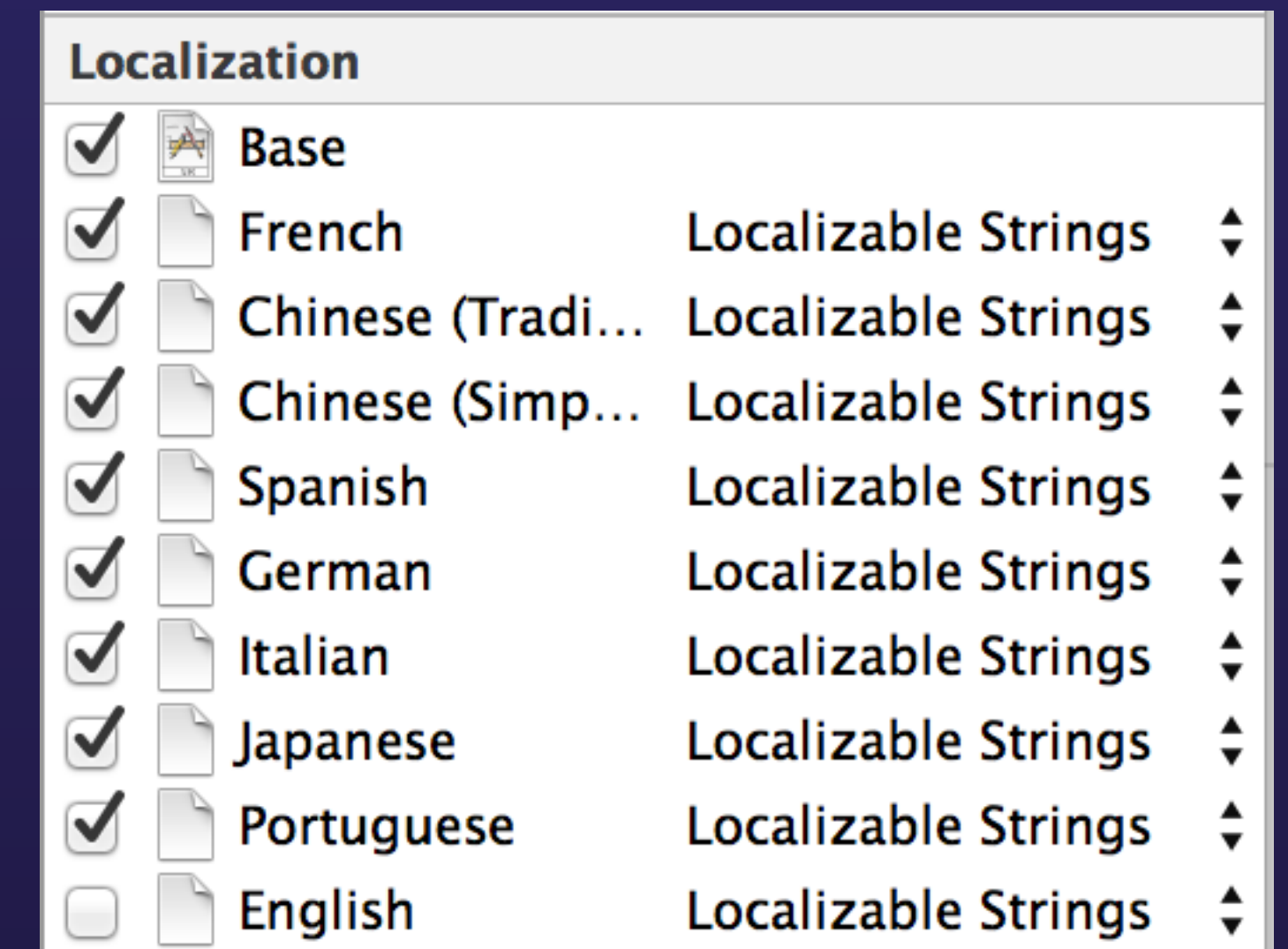
Base Localization

- Xcode can generate initial .strings file, just check the language box

- Create new base strings files:

```
ibtool --generate-strings-file
```

- For updates, we generate the base strings file with `ibtool`, submit to service



Base Localization Issues

- Diff management is manual
 - At least .strings files are text and ordered!
- IB doesn't have/put comments in strings files
 - no context for translators
 - our service asks for screenshots to work with

Base Localization Issues

- Xcode likes to “help”
 - Localizes files that may not need it, like InfoPlist.strings
 - Need to remove localizations for helper sub-projects that aren't user-visible
 - Interface Builder “leaks” unused labels and strings

Auto Layout

- Essential to using Base Localization
- System loads translations with XIB, no easy hooks to change layouts
- Auto layout resizes widgets, labels to localized text
- Design UI to expand or wrap for larger text
- EASY, AMIRITE?

Auto Layout Tradeoffs

- Auto Layout can be hard, may not be easy to create optimal layout esp. in tight situations
- Need to allow expansion, wrapping, reduced font to fit text
- Can still localize XIBs directly, per-file, per-language

Text in Code

- `NSString *NSLocalizedString(NSString *key, NSString *comment)`
- Use comments! Context for your translator
- Make the key the whole phrase
- `genstrings` makes `Localizable.strings` for you
 - key becomes the default value, base language for free!

Text in Code

- Can deal with arguments
- `self.versionLabel.stringValue = [NSString
localizedStringWithFormat: NSLocalizedString(@"Version %@
(%@)", @"For the 'about' panel, the software version and in
brackets the build number"), [infoDict
objectForKey:@"CFBundleShortVersionString"], [infoDict
objectForKey:@"CFBundleVersion"]];`
- Complex cases, like plural issues: `.stringsdict`

.stringsdict

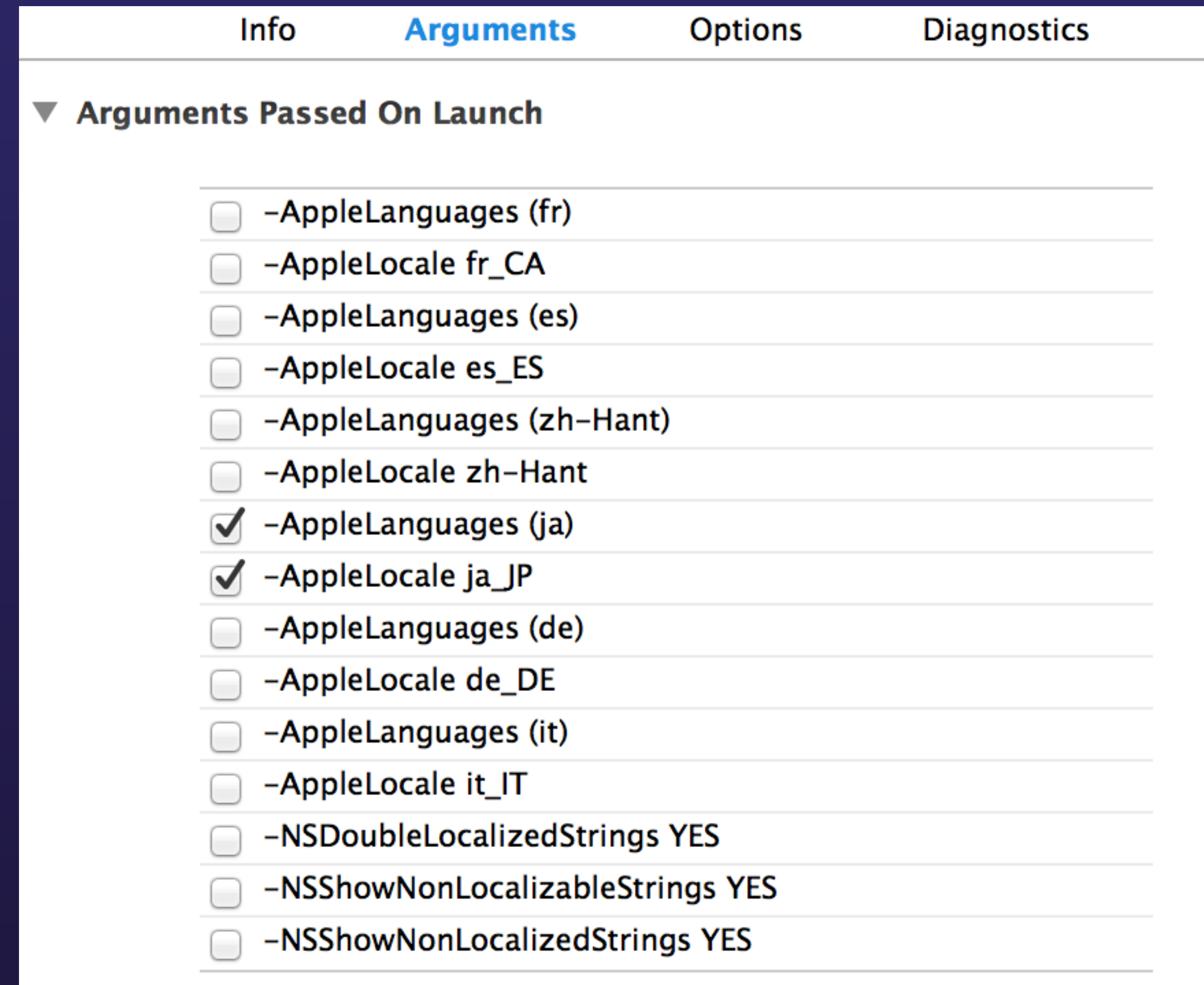
Not using in Echoes. Shamelessly taken from Apple's documentation:

Category	Example numbers	Localized string
one	1	1 file remaining
other	0, 2, 3, ...	2 files remaining 3 files remaining

Category	Example numbers	Localized string
one	1, 21, 31, 41, 51, 61, ...	Остался 1 файл Остался 21 файл
many	0, 5-20, 25-30, 35-40, ...	Осталось 0 файлов Осталось 20 файлов
other	2-4, 22-24, 32-34, ...	Осталось 2 файла Осталось 22 файла

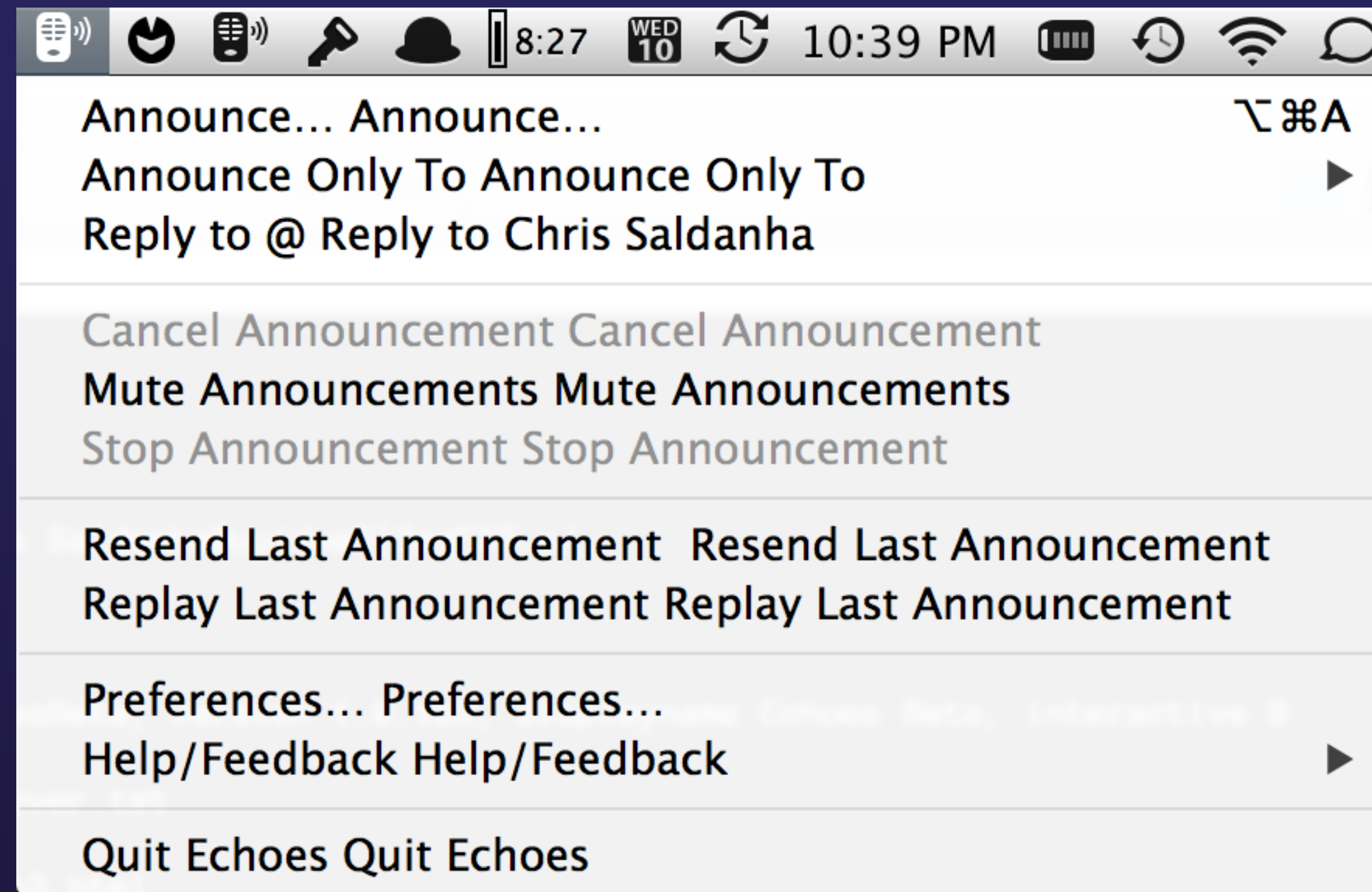
Testing Translations

- Xcode run arguments, set in Scheme editor for Run
- Pairs for language selection
- `-AppleLanguages ()`
and `-AppleLocale`
- *User localization prefs are unstable without a reboot*



Testing Auto Layout

- `-NSDoubleLocalizedString YES`



What's Missing?

- `-NSShowNonLocalizableStrings YES`
- `-NSShowNonLocalizedStrings YES`
- Supposed to help find missing translations
- Doesn't work in Xcode 5.1.1 with Base localization
- Gives ONLY false positives with strings-translated XIBs

Testing

-NSShowNonLocalizedStrings YES



[HTTP://WWW.ECHOES-APP.COM](http://www.echoes-app.com)

ECHOESBETA

VERSION 1.0.1B3 (141)

ACKNOWLEDGEMENTS:

This application uses the following open source components:

OpenSSL

This product includes software developed by the OpenSSL Project for use in the OpenSSL Toolkit. (<http://www.openssl.org/>)

This product includes cryptographic software written by Eric Young (eay@cryptsoft.com)

RHAdditions

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Pseudo-localization to the rescue!

Free service from Babble-on web site, upload strings files

The image shows a screenshot of a pseudo-localization window titled "préféréréñçéés". The window has two tabs: "Géñééràll" (selected) and "Grôûûps". The main content area contains several fields and checkboxes:

- A text field labeled "Lôçàà! ññétŵwôrķ îðééñtîîty:" with the value "Chris Saldanha".
- A text field labeled "Šhôrřtçûûť ķķéý tŵô ààññôôûñçéé tŵô à!!!:" with the value "ŵ A".
- A text field labeled "Šhôrřtçûûť ķķéý tŵô rrép!!ý tŵô !ààšť šéñððér::" which is empty.
- A dropdown menu labeled "Àûðñô ïñpûûť Đéévíççé:" with the selected value "Šýštŵem Đéffàû!tt".
- A checkbox labeled "pàûšsé ïŧûññés ððûrîîñğ àññôôûñççémjééñťš" which is checked.
- A checkbox labeled "Làûññçĥ àť Lôgîîñ" which is unchecked.
- A checkbox labeled "Šéñðð ûššàgée đàttà tŵô pparlîñañtt" which is checked, followed by a question mark icon.

At the bottom left, there is a button labeled "Àðvâañçééð" with a dropdown arrow.

Tips

- Have extra keywords for App Store, translate in order to make trimming easy
- Localize at the start but translate at the end!
- Consider how translators handle changes for updates
- Careful with file encodings, translated strings are UTF-16
- Localize at least one thing in English!

Translation Services

- We used Babble-on (www.ibabbleon.com)
- Had recommendations for:
 - e2f (e2f.com)
 - LocalEyes (localeyes.com)
 - Tethras (tethras.com)
- Many others, professional and crowd-sourced

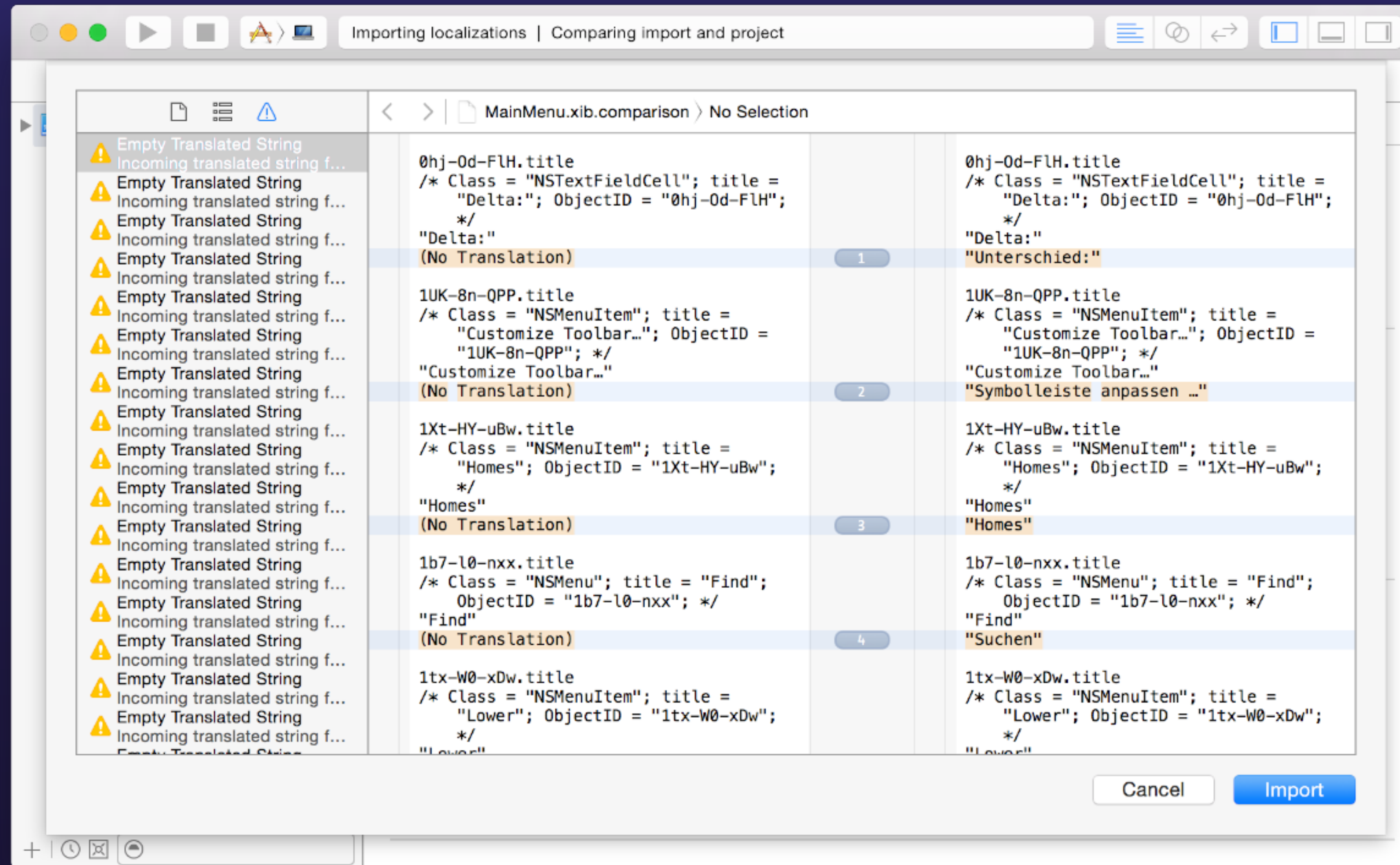
Tools

- Pseudo-localization from <https://www.ibabbleon.com/>
- **Linguan app**, shows side-by-side translations
- **Softmatic ScreenLayers app**, takes PSD layered screen shots
- **AppleGlott**, feels antiquated but includes complete OSX and iOS translations. Get from Apple developer downloads — Apple seems to use this.

Xcode 6

- New in Xcode 6: XLIFF support
- Xcode can export all your text into XLIFF format to send to translators
- Can include existing translations in export
- Diff support when importing translations into .strings files

Xcode 6

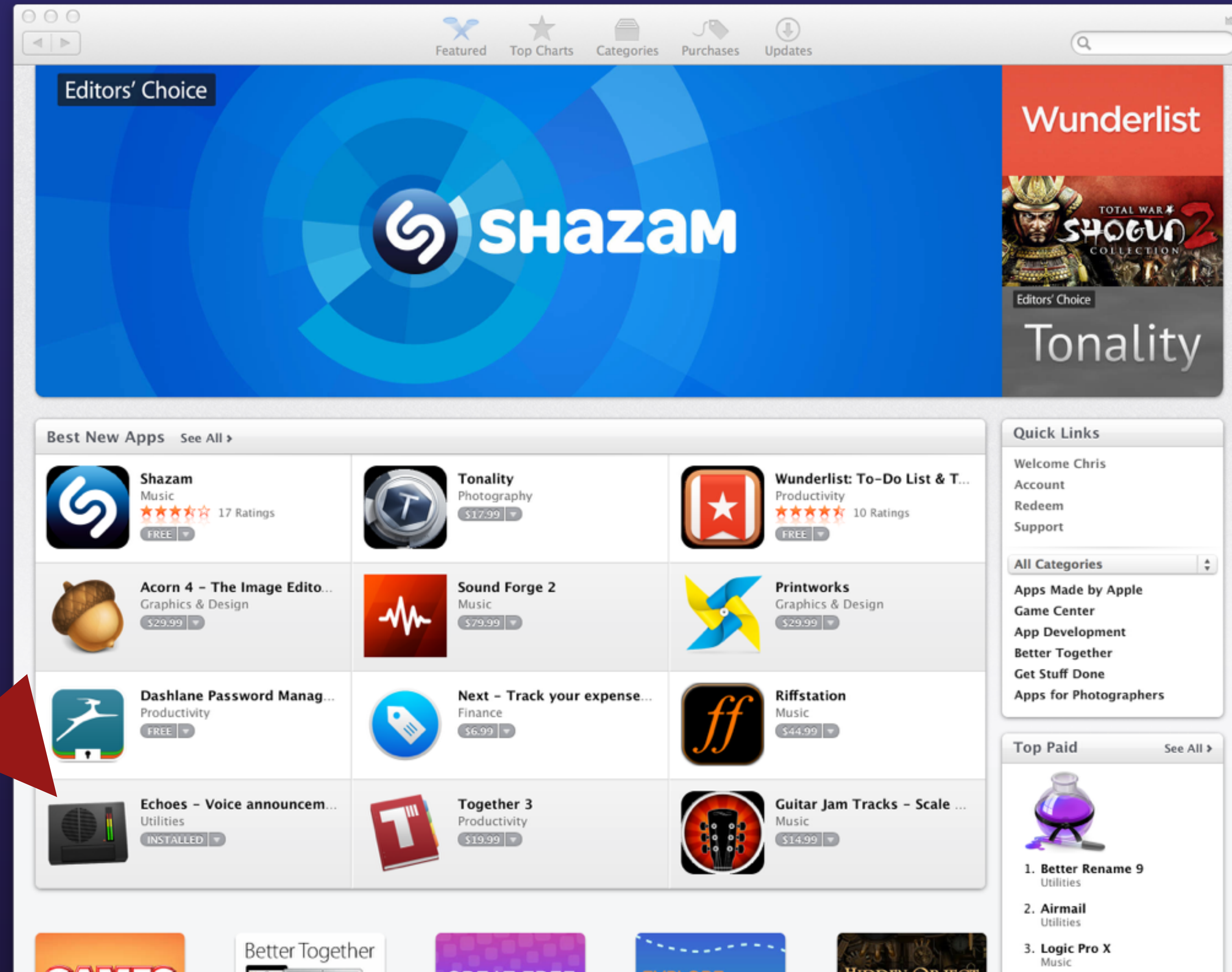


Is it worth it?

- Time will tell...
- So far, Echoes has:
 - 31% European sales
 - 14% Asia/Pacific
 - 2% Latin America
- Some indication that translation gets you featured more

Is it worth it?

Maybe!



Sorry, no “One more thing...”

@ChristoDeluxe

<http://www.echoes-app.com/>

Buy all our playsets and toys!