### Conference At A Glance

**Monday, October 22, 2012**

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<th>TUTORIALS</th>
<th>Track 1</th>
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<td><strong>Morning</strong></td>
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<tr>
<td><strong>SESSION 1</strong></td>
<td><strong>An Introduction to Writing Systems &amp; Unicode</strong></td>
<td><strong>Internationalization: An Introduction (Part I, Character Encodings and Unicode)</strong></td>
<td><strong>Tutorial Web Internationalization - Standards and Best Practices</strong></td>
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| 08:30 – 10:00 | Richard Ishida  
Internationalization Activity Lead, W3C | Addison Phillips  
Globalization Architect, Lab126 (Amazon) | Tex Texin  
Chief Globalization Architect, Xencraft |
| **10:00 - 10:15** | **Morning Refreshments** | | |
| **Morning** | | | |
| **SESSION 2** | **An Introduction to Writing Systems & Unicode (Con't)** | **Internationalization: An Introduction (Part II, Enabling)** | **Using ICU Workshop** |
| 10:15 – 12:00 | Richard Ishida  
Internationalization Activity Lead, W3C | Addison Phillips  
Globalization Architect, Lab126 (Amazon) | Steven R. Loomis  
Software Engineer, IBM |
| **12:00 - 13:00** | **Lunch** | | |
| **Afternoon** | | | |
| **SESSION 1** | **Unicode – a Grand Tour** | **Developing an OpenType font for complex scripts using Fontforge** | **Internationalization and Localization in Ruby and Ruby on Rails** |
| 13:00 – 14:30 | Craig R. Cummings  
International Engineering Leader, Zynga, Inc.  
Michael McKenna  
International Engineering Leader, Zynga, Inc. | Pravin Dinkar Satpute  
Senior Software Engineer, Red Hat | Martin J. Dürst  
Professor, Aoyama Gakuin University |
| **14:30 – 14:45** | **Afternoon Refreshments** | | |
| **Afternoon** | | | |
| **SESSION 2** | **Unicode - a Grand Tour (Con't)** | **I18N in Javascript with ILib** | **The Road to World-Class Starts with World-Ready** |
| 14:45 – 16:15 | Craig R. Cummings  
International Engineering Leader, Zynga, Inc.  
Michael McKenna  
International Engineering Leader, Zynga, Inc. | Edwin Hoogerbeets  
CTO, JEDLSof | Michael Kuperstein  
Localization Engineer, Intel Corporation  
Loïc Dufresne de Virel  
Localization Strategist, Intel Corporation |
**Tuesday, October 23, 2012**

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<th>09:00 - 9:15</th>
<th>Welcome &amp; Opening Remarks</th>
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| 09:15 – 10:00 | **KEYNOTE PRESENTATION** – "Bit Rot" – A Disaster Waiting to Happen  
Dr. Vinton G. Cerf  
*Vice President and Chief Internet Evangelist, Google* |

### 10:00 – 10:30 Morning Refreshments

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<td>Input</td>
<td>Platform</td>
<td>i18n</td>
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| 10:30 – 11:20 | A Platform for "Screen To Text"  
**Yong Zhang**  
QE Developer, Adobe China R&D Center  
**Jing Lai**  
QE Developer, Adobe China R&D Center  
**Shiyao Bao**  
QE Developer, Adobe China R&D Center |
|             | New HarfBuzz Coming to a Device Near You  
**Behdad Esfahbod**  
Software Engineer, Google, Inc. |
|             | Globalizing Text Analytics Applications  
**Sudhakar Pandey**  
Computer Scientist, Adobe Systems |

| 11:30 – 12:20 | From Typewriter to Touch: Multi Platform Keyboards -- Challenges and Illustrations  
**Marc Durdin**  
CEO, Tavultesoft Pty Ltd |
| From Typewriter to Touch: Multi Platform Keyboards -- Challenges and Illustrations  
**Marc Durdin**  
CEO, Tavultesoft Pty Ltd |
|             | How To Achieve World(-Ready) Domination In ASP.NET MVC  
**Guy Smith-Ferrier**  
Internationalization Consultant, Capella Software Ltd. |
|             | Innovations in Internationalization at Google  
**Luke Swartz**  
Product Manager, Google Inc.  
**Mark Davis**  
Sr. Internationalization Architect, Google Inc. |

### 12:30 - 13:30 Lunch

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<td>Input</td>
<td>Platform</td>
<td>Languages</td>
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| 13:30 – 14:20 | Determining and Prioritizing Language Signals in Web Applications  
**John O’Conner**  
Globalization Architect, Adobe Systems |
|             | New In ICU  
**Markus Scherer**  
Unicode Software Engineer, Google, Inc.  
**Peter Edberg**  
Senior Software Engineer, Apple Inc. |
|             | Computer Typography Challenges of the Ethiopic Zaima Notation Practice  
**Daniel Yacob**  
Director, The Ge’ez Frontier Foundation |
### SESSION 4

**Internationalization Requirements for Indic Language Layout in CSS**
- **Swaran Lata**
  - Director, HoD, TDIL
  - Programme and Country Manager W3C India
- **Somnath Chandra**
  - Joint Director, Dept of Electronics & Information Technology, Govt of India

**Localizing Windows 8 Metro Apps Using The Multilingual App**
- **Guy Smith-Ferrier**
  - Internationalization Consultant, Capella Software Ltd.

**Arabic Typography**
- **Thomas Milo**
  - Partner, DecoType

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### 15:20 – 16:00 Afternoon Refreshments

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### SESSION 5

**Go Global But Not Alone – Multilingual SEO**
- **Anubhav Jain**
  - Computer Scientist, Adobe Systems

**Plural & Gender & More in Translated Messages**
- **Markus Scherer**
  - Unicode Software Engineer, Google
- **Mark Davis**
  - Sr. Internationalization Architect, Google Inc.

**Polyglots in the Mist**
- **Michael Erard**
  - Linguist

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### SESSION 6

**Bringing Multilingual PDFs to The Open Web**
- **Adil Allawi**
  - Director, Diwan Software

**Internationalizing the Core of JavaScript**
- **Norbert Lindenberg**
  - Internationalization Consultant, Lindenberg Software LLC
- **Nebojša Ćirić**
  - Software Engineer, Google, Inc.
- **Jungshik Shin**
  - Software Engineer, Google, Inc.
- **Suresh Jayabalan**
  - Program Manager, Microsoft

**Designing a Panlingual Dictionary**
- **Jonathan Pool**
  - Director of the PanLex Project, The Long Now Foundation
- **Susan M. Colowick**
  - Research Associate in the PanLex projects, The Long Now Foundation
- **Laura Welcher**
  - Director of Operations and Director of The Rosetta Project, The Long Now Foundation

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### 18:00 - 19:00 Conference Reception

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### Wednesday, October 24, 2012

### SESSION 7

**Internationalizing the Kindle Paperwhite**
- **Addison Phillips**
  - Globalization Architect, Lab126 (Amazon)

**Unicode and Legacy Representations of Emoji**
- **David Yonge-Mallo**
  - Software Engineer, Google, Inc.

**Show Me The Money!**
- **Michael S. Kaplan**
  - Program Manager, Microsoft
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<th>Time</th>
<th>Session</th>
<th>Presentation</th>
<th>Speaker(s)</th>
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| 10:00 – 10:50 | Session 8        | **What’s New in CLDR?**                                                       | Peter K. Edberg  
Senior Software Engineer, Apple Inc. |
|              |                  | **Supplementary Characters Revisited -- How Yahoo! Handles World’s Characters** | Linus Toshihiro Tanaka  
Senior Manager, Localization Engineering, Yahoo!, Inc. |
|              |                  | **Unicode Localization Interoperability: Overview**                         | Uwe Stahlschmidt  
Principal Group Manager, Microsoft |
| 10:50 - 11:10 | Morning Refreshments |                                                                                 |                                                                                                       |
| 11:10 – 12:00 | Session 9        | **Round Table Discussion: Locale Data Issues**                              | Mark Davis  
Sr. Internationalization Architect, Google Inc. |
|              |                  | **Normalization of Ideographic Description Sequence**                        | Taichi Kawabata  
Researcher, NTT Corporation |
|              |                  | **Features of Windows 8**                                                    | Michael S. Kaplan  
Program Manager, Microsoft |
| 12:00 - 13:00 | Lunch            |                                                                                |                                                                                                       |
| 13:00 – 13:50 | Session 10       | **ICANN’s Work on Internationalising The Domain Name System**                | Kim Davies  
Manager, Root Zone Services, ICANN |
|              |                  | **Bidi and RTL Language Technology at Google**                               | Luke Swartz  
Product Manager, Google, Inc.  
Adil Allawi  
Director, Diwan Software  
Roozbeh Pournader  
Internationalization Engineer, Google, Inc. |
|              |                  | **Testing Challenges for RTL Languages Support in Adobe Products**          | Rakesh Lal  
Globalization QE manager, Adobe Systems  
Srijan Sandilya  
Globalization Test lead, Adobe Systems |
| 14:00 – 14:50 | Session 11       | **Update on Internationalized Resource Identifiers (IRI) and Email Address Internationalization (EAI)** | Martin J. Dürst  
Professor, Aoyama Gakuin University |
|              |                  | **Socializing Bi-Di**                                                        | Adil Allawi  
Director, Diwan Software |
|              |                  | **Pseudotranslation: Where the Rubber Hits the Road**                       | Richard Gillam  
Senior Internationalization Engineer, Lab126 |
| 14:50 – 15:10 | Afternoon Refreshments |                                                                                 |                                                                                                       |
| 15:10 – 16:00 | Session 12       | **Who Are You? User Identity and Unicode**                                  | Yoshito Umaoka  
Software Engineer, IBM |
|              |                  | **Building the Phonetic Keyboard for Cherokee**                             | Michael S. Kaplan  
Program Manager, Microsoft  
Katsuhiko Momoi  
Staff Test Engineer, Google, Inc. |
|              |                  | **I18n Testing for Social -- Case Study from Google+**                       |                                                                                                       |
| 16:10 – 17:00 | Session 13       | **Attacking Globalized Software – and preventing it!**                      | Kshitij Gupta  
Computer Scientist, Adobe Systems  
Raymond Wainman  
Software Engineering Intern, Google, Inc. |
|              |                  | **LDML Keyboard Structure Proposal**                                         |                                                                                                       |
|              |                  | **Does it Hurt When I do This? Data for I18n Testing**                      | Tex Texin  
Chief Globalization Architect, Xencraft |