第 18 回 IT ソフトウェア翻訳士認定試験

<1次試験> 　2014年4月27日（日）10：00～15：00

問題 1・2 の両方について解答のこと。選択ではありません。

<問題 1> 　全文を訳して提出してください。

Challenges facing widespread implementation of multi-touch technology

Touchscreen-based interactivity has rapidly progressed from being a desired feature to an almost mandatory requirement for displays utilized in all manner of equipment. Vending machines, home appliances, vehicle control consoles, and industrial instruments increasingly feature a touchscreen. The evolution of human-machine interfaces (HMIs) and computer interfaces (HCIs) is underway, with simple button on/button off controls giving way to advanced gesture-based screen interaction requiring so called multi-touch operation. This presents system designers with a way to add functionality and differentiate their products.

Multi-touch technology enables more complex gestures, such as a pinch, zoom, a rotate or a flick, to navigate intuitively through menus and pages on a suitably designed graphic user interface (GUI). It also has the potential to allow multiple users of a screen to share information collaboratively. Already a great deal of progress has been made in applying multi-touch operation in portable and home computing devices, such as smart phones, tablets and all-in-one PCs. However, these devices are primarily designed for personal use and, therefore, the number of touches actually required to operate most applications is two or possibly four – how many fingers can one user put on a 3-inch screen? The need for more points of touch detection becomes critical as devices with larger displays add touch interactivity, such as demonstrated by

Samsung's SUR40 PixelSense – a 40" touch table for home/office use, and the follow up to Microsoft's groundbreaking original Surface tablet.

Out of home

With the increasingly widespread acceptance of multi-touch enabled consumer electronic devices, supported by computing operating systems optimized for touch and running suitable application software, a new range of non-consumer applications are opening up which could benefit from multi-touch operation if an effective solution for larger format displays could be found. Among these applications are; point of sale (PoS) systems such as vending machines, public information terminals, gaming and entertainment units, interactive digital signage, and touchscreen tables for retail, banking and educational use. The large form factor multi-touch screens to be found on the market at the moment are suitable for office and home environments, but there are serious question marks about their operational durability if deployed in more demanding environments.

<問題2＞　全文を訳して提出してください。

Exploring TMS pricing structures

Today's translation management systems (TMSs) handle structured translation processes are poised for much broader usage across the enterprise. Here, we explore the expanding scope of TMS and consider the pricing and business implications of sharing language tools and assets among the entire knowledge workforce.

Translation is fundamental to any global enterprise. Viewed from one angle, information moves from one language to the next in a formal process, wherein the company's messages get communicated and products are documented. A trained, professional staff manages this flow of words, projects and assets in a durable business process, often coordinated by a centralized team.

Viewed from another angle, translation is needed everywhere, every day and probably gets dealt with on an ad hoc basis using whatever resources are close at hand. In this decentralized context, disparate business units, functions and regions call up their own language resources to conduct their day-to-day activities. As the needs of global markets, supply chains and operations affect more functional groups within the enterprise, enterprises will grant access to centralized translation tools and processes to ever wider swaths of employees. From drivers to shop floor assembly workers, today's workers are all knowledge workers, and knowledge workers need language tools.

We expect TMS to play a central role even as shallower interfaces and simpler processes crawl out to an ever broader set of users, eventually achieving ubiquity in the enterprise stack. What does "ubiquity" mean in this enterprise context? It's when translation tools become an assumed part of any information system. This means authoring and software development interfaces, content management systems and production information systems, marketing automation and social management customer relationship management and enterprise resource planning, e-mail and

messaging, as well as proprietary information systems such as recipes, process documentation and service manuals.

This anticipated level of ubiquity poses a pricing and deployment challenge for enterprises. The transition of TMS from a tool used by a small cadre of specialists to an enterprise-wide deployment accessible by anyone with a language need will cause headaches for planners, procurement staff and the software suppliers they buy from. Negotiating the price for this ubiquitous service will be a challenge as both parties assign value to the resource. Common Sense Advisory research has shown a trend toward value-based or usage-based pricing models that charge a fee against metered volume, whether measured as words, bytes or transactions in the system. Curiously, the ubiquity argument can be used both for and against value-based pricing in TMS.

Let's look at the "for" argument that translation is a utility that must be metered. Every knowledge worker may need translation, but how much and what they need will differ. Many buyers will want to associate the cost of translation directly to the business function to which it is applied. For these users, value-based pricing makes the most sense. Functions that require more volume, higher quality and faster speeds will pay more. As with water or electricity, such translation can be metered - externally to optimize volume based discounts or internally to optimize expense allocation.

Let's also consider the "against" argument, that translation is a core function that should not be metered. Ubiquitous usage should drive costs low enough to grant universal access via site licenses. As a core technology exposed through any number of other content interfaces and business applications, it becomes a cost of doing business. Enterprises will simply buy a site license and allocate cost just as they do for payroll processing, human resources or facilities management. Metering merely creates unnecessary overhead.

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