

# Languages & The Media

7<sup>th</sup> International Conference & Exhibition on Language Transfer in Audiovisual Media

October 29 – 31, 2008 • Hotel InterContinental Berlin

Press release, September 2, 2008

## Quality Audiovisual Media for All

*Quality standards of subtitling and translation are high on the agenda of this year's Languages and The Media conference*

Berlin, Germany. The conference programme of Languages and The Media has been finalised. The 7th International Conference and Exhibition on Language Transfer in the Audiovisual Media will take place from October 29th – 31st at Berlin's Hotel InterContinental.

Bringing together delegates from more than 20 countries, the conference will contribute to the international debate on inclusion and universal access to mass media on a global scale.

The event focuses on the translation and transfer of language in films and on television, as well as in interactive media such as computer games and the Internet. Experts from the fields of media, translation and academia from all over the world are invited to discuss current developments in the media industry and exchange their expertise.

The conference programme offers insight into quality standards of translation, synchronisation and subtitling. Further topics are the localisation of content, as well as the effect of new tools and future technologies on the transfer of language, like machine translation and speech-recognition captioning.

Localisation refers to the process of adapting digital content to culture, locale and linguistic environments at a high quality. Carmen Mangiron, who is one of the localisers of the Final Fantasy series into Spanish, will show how language barriers in video games can be overcome through audiovisual translations and editing techniques.

Subtitling and audio description enable the deaf and hard-of-hearing, and the blind or partially sighted audiences to access media. Bernd Benecke from Bayerischer Rundfunk – Germany's only full-time editor for audio description – will offer insight into this rare discipline in a pre-conference workshop.

The conference will be accompanied by an exhibition, showcasing vendors and manufacturers of language technology products and providers of language services.

Further information: [www.languages-media.com](http://www.languages-media.com)

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Participation fees: € 400; supporting organisations: € 310; students: € 190

Organiser: ICWE GmbH, Leibnizstr. 32, 10625 Berlin, Germany

Contact: Ms Astrid Mendoza, Tel: +49 (0)30-310 18 18-0

[info@languages-media.com](mailto:info@languages-media.com), [www.languages-media.com](http://www.languages-media.com)