JAPANIZATION

An Introduction to Software Japanization

" Diplomarbeit "

by

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Im Rahmen der Diplomarbeit soll untersucht werden, in welchem Grad Softwareprodukte an lokale japanische Verhältnisse bezüglich Sprache, Schrift, sozioergonomische Aspekte und weitere Merkmale wie Datumskonventionen angepasst werden können.

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Ich versichere, daß ich diese Diplomarbeit selbständig und nur unter Verwendung der angegebenen Hilfsmittel angefertigt habe.

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Abstract

In this thesis (" Diplomarbeit ") I will introduce the reader to the japanization (localization for the Japanese computer environment) of computer software systems. This means the adaptation of software to a Japanese language environment. Also I will show the main differences in the system structure. Besides that I will discuss which steps a software house should made to japanize a European or an American software product.

In the further outlook you will find an introduction to some of the japanization standardization approaches, which have been made in the last couple of years.

The project was started by world wide research in different libraries, databases and on CD ROM. Besides that I wrote several letters to companies and international organization's all over the world. After this preparation I was undertaking a research trip to Japan and stayed there as a guest of Hoechst Japan Ltd. in Tokyo. During the time of this research trip I contacted computer & software related companies and organization. Also I have made many interviews with EDP related people. After the collection of the data I wrote this evaluation of the material.

Regarding the fact that the Japanese market is the second biggest information technology market in the world. It is worth to adapt software products to this different, but homogeneous, market. Differences like different double byte character sets, Front End Processors and the Japanese culture make it difficult, but not impossible, to succeed in this market. In the last couple of years the fast developing technology made it much easier to adapt a product to this market. Also you could consider the japanization as a first step to enter the other Asian markets (adaptation to the computer environments in China, Korea, ...cause similar problems).

Keywords : *japanization, internationalization (I18N), globalization, localization, regionalization, kanjification, MNLS (multi national language support), Japan, DBCS (double byte character set), SBCS (single byte character set), Hiragana, Katakana, Kanji, Asia, standards*

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