Interplanetarization: Launching Yelp in the Klingon Empire

Friday, February 7th, 2014
3:30 PM - 4:30 PM
Location: Vertica Lounge in the Volen Science Center

iPAD RETINA RAFFLE GIVEAWAY
FREE FOOD FROM ONE OF YELP'S 4 STAR RESTAURANTS
SWEET YELP SCHWAG

Yelp helps everyone find great local businesses, whether you’re a lifelong native, a traveling tourist, or a business owner looking for other services. With a single web application serving twenty-four countries (and more coming soon), covering a wide variety of languages and cultural expectations, we need robust systems for translation and localization. Our Internationalization team ("i18n", for short) focuses on these engineering challenges.

Soon, Yelp will focus on the challenges of deploying Yelp on new planets. In this talk, Alex L. will share the process of launching Yelp in a new planet (Kronos, also known as Qo’noS, the seat of the Klingon Empire). He will review some of the technical challenges involved in supporting multiple languages, character sets, and digestive systems. He will outline how our translators’ work is integrated with our web application. He will also discuss how our Contextual Translations tool allows our in-house Klingon speakers to preview their translations in real-time.

If you’re interested in learning more about Yelp’s technical innovations, check out our latest projects on the Yelp Engineering blog: http://engineeringblog.yelp.com/

The fastest way to an epic summer internship or awesome new full-time position is by giving the Yelp recruiter your resume at our Tech Talk so you can be part of the raffle for IPAD mini. But if you just can’t wait, take a look at our college positions on www.yelp.com/careers! If you attended the Alumni Networking Career Fair on Monday and submitted your resume to GSAS or HIATT it will automatically be forwarded to Yelp. If you have any resume questions please contact GSASCareers@gmail.com if you are a grad student or HIATT at hiattcenter@brandeis.edu to if you are undergrad.

Lastly, please RSVP to Anne at gudaitis@brandeis.edu so we can get a headcount for catering.

Hope to see you all there!