



**January 2005**

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# Global**by**Design

*Web Globalization News & Analysis*

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## Taking the Web Worldwide

January 2005

### Did You Know...

**HP** saves \$6 million annually due to translation memory and workflow tools.

In the past three months **eBay** launched two new country Web sites.

Apple **iTunes** has been localized for 12 European markets with Japan going live in 2005.

### About GlobalbyDesign

Every month, *Global by Design* explores the art and science of content globalization. Our primary focus is on Web site internationalization and localization and emerging best practices. We cover the latest technologies and innovative vendors and strategies.

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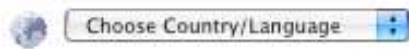
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## Emergence of an Icon

*A humble icon graduates from "cliché" to "critical"*

Web designers often call it a "visual cliché" and attempt to bury it at the bottom of the Web page. But there's no denying it – the globe icon is slowly emerging as a critical navigation tool. Visitors to a Web site may not be able to read the "Choose Country/Language" bar if it's not in their native language, but they should have a pretty good idea of what the globe means, regardless of what language they speak.



In the year ahead, I expect many more Web sites to begin using an icon to denote the global gateway. And, as more Web sites adopt this icon, Web users will become conditioned to look for the icon on other Web sites. Over time, this icon will become as commonplace as the shopping cart or shopping basket icons.

In this issue, we round up a number of major Web sites that are using the globe and similar icons right now. If your company is planning a redesign, make sure you include a globe icon next to your highly visible global gateway. If Web designers resist, tell them that the globe icon is no more a cliché than a street sign.

Questions? Comments? Please send them my way.

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