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Questions:

1) Internationalization deals with designing software to be easy to adapt to various regions and languages with no changes. Localization deals with adapting the software to a specific region and/or language.

2) With the economy being global, the global consumer wanting to use various software services that another country uses has become more common. A decent example of a software service used at a Global level is the Steam platform for games. This platform has to support the US, European countries, Russia, and various Asian countries. Internationalization is essential here so that they have an easy method of delivering to a new region and this makes localizing to the new region easier.