and translating texts in languages other than your native one.

There is also the promise of the dictionary being included within a computer application that translates or otherwise helps users with different language tasks. For instance, we frequently spoke of the opportunities in selling dictionaries in digital form with Microsoft products. Looking at past initiatives, the most successful enterprises were having our content combined with software, packaged with hardware, or offered with that of other publishers. While we probably sold over a million digital dictionaries, the revenue per product was always extremely low. On the other hand, we also observed that software products, especially when developed and marketed as a single product, had only a very short life-cycle.

If we look at all the available platforms there is a difference:

eBooks: you cannot switch easily between the book you are reading and the dictionary. A dictionary for this platform is therefore not efficient. In the beginning it was also difficult to have a useful search function, but nowadays the possibilities have evolved, including widgets, and a user-friendly interface is workable on certain platforms.

CD: not as a stand-alone product, we combine cd-rom with books. The interest of the public is waning, however, and selling a product as a download seems a better solution.

Apps: developing for tablets and smartphones is an interesting development. Prisma recently entered this market with a steep sales rise, I am curious to see how it will continue.

Online: there is potential with subscription for organizations, whereas offering content behind a login (even free) has limited commercial value for private users. The only digital products people seem to want to spend money on are those that can be placed on their own device as an app, but most dictionaries on the internet are free.

Books: we still earn 95% of our income through books, and not digital dictionaries. The number of books sold is still the same as several years ago. This is led by the number of students, and not the economy,which however forces us to use different distribution channels, with correspondingly different prices.

With an eye to the future, it is clear that there will always be a need for well structured and well edited lexical data. The way we earn our money, though, will be completely different. The development of free online dictionaries by the traditional dictionary publishers (as well as newcomers) is unstoppable, and we will be selling more of our products in the slipstream-online and increasingly less often in stores. What we need is a new entrepreneurship to create new products for new users, doing what we have always done: helping people to write, learn and understand language, working closely together with scientists and programmers to finally step into the digital future.

ASIALEX 2013 in Bali

The 8th International Conference of the Asian Association for Lexicography (ASIALEX) has attracted participants from 35 countries. It will be held in Bali, Indonesia, on 20-22 August 2013, and its theme is **Lexicography and Dictionaries in the Information Age**.

The conference is expected to contribute to the development of lexicography and dictionaries in Indonesia, as well as in Asia in general, where the number of languages is significantly higher than that in other parts of the world. According to data from Ethnologue.com (accessed on 21 May 2013), out of 7,105 living languages in the world, 2,304 are in Asia. Indonesia has 706 living languages, of which only 21 are institutional, 97 are developing, 248 are vigorous (i.e. used for face-to-face communication), 265 are in trouble, and 75 are dying.

The conference topics include the evolution of dictionaries into multiple information sources, lexicography as an interdisciplinary research field, development of online and mobile dictionaries, features of pocket electronic dictionaries, printed dictionaries in the information age, dictionaries for minority languages, advances in dictionary user surveys, and dictionaries as language learning resources

Featured speakers include Dr. Diah A. Arimbi (Indonesia), Prof. Henning Bergenholtz (Denmark), Dr. Adam Kilgarriff (UK), Prof. Robert Lew (Poland) and Prof. Yukio Tono (Japan), and there are 75 parallel papers and software demos.

The conference is jointly organized by ASIALEX and the Faculty of Humanities of Airlangga University in Surabaya. The proceedings will be published by Airlangga University Press and distributed to selected universities in Indonesia and worldwide.

The conference will be held at Bali Dynasty Resort, a premier beachside resort at Kuta Beach, renowned for its warm Balinese hospitality. The conference room is very spacious and has high teakwood ceilings, a permanent stage, and the latest in audio-visual equipment – to ensure the comfort of the presenters and the participants. For further information see http://asialex2013.org/.

Deny A. Kwary
deny_ak@yahoo.com