



# Helping you find your global voice™

Translation  
Localization  
Terminology  
Translation Technology



**MultiLing**  
Language Services and Technology



# Find global success with MultiLing

One of the biggest roadblocks to expanding internationally is the language barrier. However, resisting global growth will leave you in the dust of your competitors. By partnering with an experienced translation services provider, this roadblock becomes just another pebble on the side of the road to business success.

Since 1988, MultiLing has provided premium foreign language services at prices that are easy on your budget. This seeming contradiction of low prices and high quality is made possible by combining MultiLing's expertise and patented translation technology.

Our highly qualified teams of translators work with one of the most innovative translation memory systems in the world: the Fortis®/Semantis® product family, developed by MultiLing. This enables us to efficiently complete even the most complex projects.

The result: Perfection in translation and localization from almost any language into almost any language—reliably, rapidly and with exceptional, personalized customer service from beginning to end.

We have exceeded the expectations of our customers worldwide, and we'd be happy to do the same for you.

## MultiLing's global network

The sun never sets on MultiLing's international network. We currently operate offices in the United States, Latin America, Europe and Asia. To ensure translation excellence, a team is always working for you where native speakers live their language on a daily basis. From our language centers, we select specialized translators who meet all of the essential criteria for your project.

Over the years, we have proven the success of utilizing translators in the target markets. This ensures that your documents, software, Internet presence, or any other company requirement is custom tailored to match each market.



# MultiLing - quality without compromise

When you hire us, you can expect to receive more than just your words roughly translated into a new language. With strict quality management, we guarantee perfect results due to our quality assurance checklist and the following high-level requirements:

- Only highly educated, experienced native speakers of the target language work on your files—and only in the target region.
- Each of our translators has relevant professional experience in the related specialized fields including law, marketing, medicine, technology, and many others.
- Every translation is verified against a custom terminology database designed for you—for a perfectly uniform image.
- The final proofread is accomplished strictly by our salaried, native-speaking reviewers in a MultiLing office.
- We regularly evaluate our translators to update their profiles and to reassess their specializations and expertise.

In short, this means translations by MultiLing will meet even your most stringent requirements, will read fluently and will exceed your expectations every time.

It's no surprise that leading companies around the world trust us for their foreign language services.

**OLYMPUS**

**SAMSUNG**

*Procter & Gamble*



**DELL**



**LSI**

**SIEMENS**



**IBM**

**FUJITSU**



**AMD**

## How do you want to say it? Let us count the ways...

Arabic  
 Bulgarian  
 Chinese (Simplified and Traditional)  
 Czech  
 Danish  
 Dutch  
 English  
 Finnish  
 French  
 German

Greek  
 Hebrew  
 Hungarian  
 Italian  
 Japanese  
 Korean  
 Polish  
 Portuguese (Portugal and Brazil)  
 Romanian  
 Russian

Slovakian  
 Slovenian  
 Spanish (Spain and Latin America)  
 Swedish  
 Thai  
 Turkish  
 Ukrainian  
 Vietnamese  
**and many more!**

# A good translation opens doors to the world

Anything seen by the public becomes the face and first impression of your company. Grammatical errors or cultural faux pas that sneak into second-rate translations can have disastrous results. Take a poster campaign for an American detergent manufacturer as an example. The company wanted to advertise its products in the Middle East. On the left of the ad was a basket of dirty laundry and on the right was a sparkling white pile of clothing. Unfortunately, Arabic is read from right to left—needless to say, the campaign fell flat.

At MultiLing, we don't simply replace the words of one language with those of another. We analyze the entire project to ensure the translation conveys the right meaning. Before our translators begin work on your material, they first ask a number of questions, which may include the following:

- What is the text supposed to convey; what is its intended purpose?
- Who is the target audience; what should be the tone?
- For what medium (i.e. Internet, print, audio) is the text intended?
- What cultural distinctions or taboos in the target country must be taken into account?
- Does the customer use company-specific terms, spelling or expressions? If so, how can they best be conveyed in the new language?

One of MultiLing's specializations is patent translation where every word, comma, and technical term is critical. This same attention to detail is put into practice with all translation projects as errors in advertising, technical handbooks and daily correspondence are embarrassing, and can mean significant revenue loss for you and your company.

MultiLing's quality translations work perfectly in any target language because each project is tailored to meet your individual needs. We assign your projects exclusively to native speakers with years of experience in your particular field. To provide consistency even with short deadlines, we utilize our own company-developed translation memory system.

Thanks to our expertise and first-rate technology, you can expect affordable, high-quality translations from MultiLing.



## Specialization is critical

No matter what you need translated, awkward sentences in a poor translation engender distrust, and twisted facts or incorrect details deter business.

Numerous specifics have to be clarified so the translation will work in the target country and, if necessary, can be officially recognized by the target country's government. MultiLing's qualified professionals can translate a wide range of projects for you including patents, contracts, medical documentation, instruction manuals, technical documentation, software, brochures and much more.

## Experts in patent translation—technically and legally correct in every detail

Translating patents poses great challenges to translators. These legally binding documents must be extremely accurate in their descriptions of the patented product. After all, even a single incorrectly translated term or expression could potentially cost you millions. MultiLing makes certain that this doesn't happen to you. We ensure patent translation accuracy by employing teams of specialists that are knowledgeable in both the legal and technical aspects of their respective specializations. They also know the target country's current patent law provisions. It also goes without saying that we only use native speakers to tackle this kind of work for you. That is the MultiLing quality guarantee.

## Capturing your company's technical terminology

Business credibility greatly depends on the accuracy of the company terminology used in corporate documents. With MultiLing, you have the security of knowing that your valuable

information will be represented correctly. We work with intelligent databases in which all your company's technical terms and linguistic preferences are defined.

Each new translation project makes use of the stored terminology, matching the text to the glossary. Used in conjunction with our translation memory tool, this technology saves an enormous amount of time and ensures the accuracy you need.

## Desktop Publishing: Keeping your documents in shape

Upon starting a project, our desktop publishing specialists are the first to get to work. They check the source text for inconsistencies in formatting, and extract any parts of the text, including captions within graphics, that cannot be automatically processed. The text "discovered" in this manner is sent through Fortis® and translated. The program analyzes recurring text passages, recognizes special terminology and ensures maximum consistency and quality.

After the project is translated and edited, MultiLing desktop publishing experts polish the finished foreign language document. A proofreader also works closely with a desktop publishing specialist to check for crucial details in formatting and layout, so that the translated document matches the professional design of your original file.

When localizing website content, our experts devote special attention to discovering text in buttons, graphics, pop-up windows and error messages that can be easily overlooked. Once again, you can rely on the experience of our teams and on our highly developed processes.

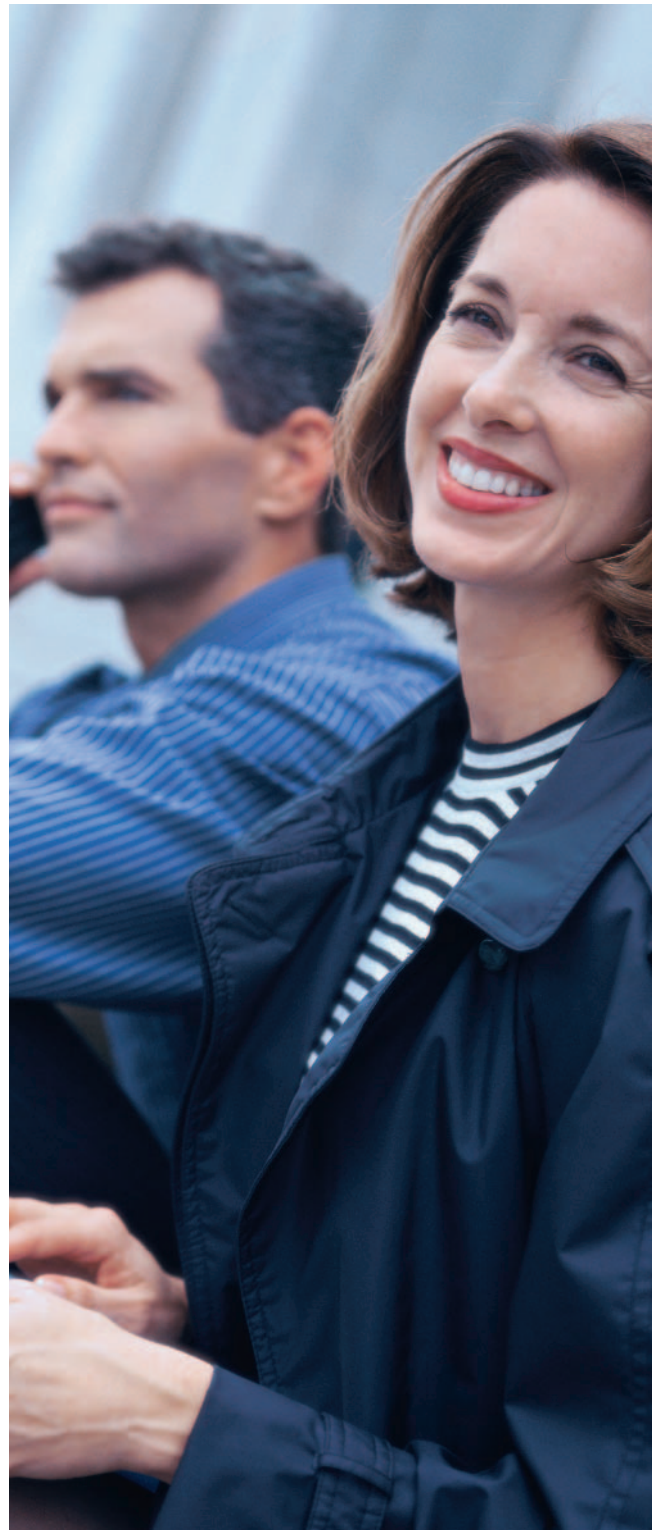
# Worldwide experience, "local" expertise

When you market your products internationally, every detail has to be right. The potential for misunderstandings in localization is high, and it's not enough to simply translate into the target language. Specific cultural and technical standards must be observed, localization nuances must be considered and translators must be aware of other technical pitfalls that vary from country to country.

MultiLing offers professional localization of your products in any medium. We help ensure your products get the positive attention they deserve in your target markets.

We provide localization services for many platforms including the following:

- Software
- Web
- Multimedia



## Software localization: Our expertise at the service of your global users

In software applications, words not only have a communication function but also a technical function. Thus, special care has to be taken when localizing software. From simple string translation to the complete overhaul of an enterprise product, MultiLing specialists can assist you with this effort. The result is a user-friendly product in any language.

At MultiLing, experienced specialists consistently translate both the style and the content of your software. Our work not only consists of translation of resource files, but also includes work on graphics, buttons, error messages and pop-up windows, as well as customizing character display, dates, numbers and currency.

While maintaining the most rigorous quality standards, we can evaluate your product down to the smallest detail. Our goal is to help you meet your schedule so you can concentrate on your core business, rapidly capturing the intended market successfully with your new product. To assist us with our work, in addition to MultiLing-developed software products, we work with a variety of localization tools including Microsoft Visual Studio, Linux/Unix development environments/compiler, Catalyst, help system compilers, QC checkers and many other tools.

### Your benefits at a glance:

- Assistance with projects at every stage of development
- Assistance with text display and support, and with isolating software code and language resources
- Assistance with optimizing layout for menus, control elements and reports, with special attention paid to regional esthetic preferences
- Reliable testing and analysis prior to delivery

## Web localization: Achieving the "wow" factor online

The Internet has long since become the world's primary information medium. Companies operating globally must offer their information internationally as well. Web text differs from print in brevity and concentration of information because Internet users typically have no time to spare. How can you express yourself quickly and elegantly in another language without twisting the facts or losing the ideas?

As with software localization, we follow a carefully structured process to localize your online material, test the functionality of the files, and offer additional testing options as well.

In short, MultiLing's team makes sure that your localized web material is more than just an international facade.

## Localizing multimedia: Mastering the complexity

The localization of audio and video content presents special challenges because most foreign language translations are longer than the original English. However, because space is limited and only precisely defined speaking time is available, creative solutions must be found. MultiLing's experienced specialists have mastered

this complex task. We pay close attention to synchronization, timing and audiovisual conversion, so the resulting product lives up to MultiLing's distinctive high quality.

## Localization of e-learning: Engaging your employees worldwide

As companies branch out into other regions, employee training requirements increase as well. In order to remain globally consistent, the corporate office's successful training programs must be made available to new locations in their own languages. This cannot be done with a simple translation. It must be tailored to the new cultural context.

At the same time, the corporate perspective cannot be watered down and must maintain an effective training curriculum. Gone are the days of slide shows and paper handouts. Today, training content appears in so many forms that this process often includes dubbing, animation and software development, all of which must be localized as well.



This complex service can only be provided by those with the requisite sensitivity and expertise. MultiLing's years of experience in the localization sector makes us your perfect partner.





# Translation technology: Catalyst for efficiency, quality and speed

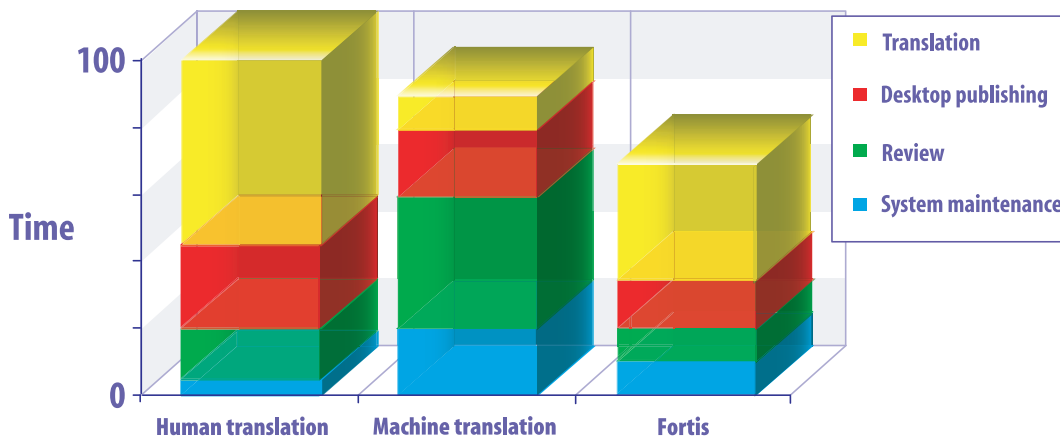
Computer-assisted translation saves time and money, but also eliminates errors and ensures professional uniformity of your company material.

developed for translators by translators, who have to constantly prove themselves under changing conditions. Furthermore, the more we translate for you, the more you save.

MultiLing belongs to an exclusive circle of translation providers with its own technology, the Fortis®/Semantis® product family. As a customer, you profit from the fact that our programs were

Hard to believe? We'd be happy to discuss it with you and prove it to you.

### Translation productivity



## Fortis®: Empowering translation professionals

Multiling's translators are the best in the industry—and through using Fortis®, their efficiency is unmatched. Our unique translation system, Fortis, streamlines the translation process as follows:

- Fortis recognizes frequently used, customer specific text passages and terms, saving time in subsequent translations.
- Fortis creates and manages translation memories, and ensures exact use and replication of text and formatting during the translation process.
- Fortis ensures accuracy through integrated quality assurance (i.e. automatic approved terminology check, automatic format check).
- Fortis works with most languages and with numerous file formats.
- Fortis regularly provides a 20% to 60% savings depending on file specifics and frequency of orders.

In addition to the many features available with Fortis, the integrated Fortis Alignment Tool™ makes it possible to draw upon previous translations completed before working with Multiling. This reference material can be incorporated into our system to boost leveraging and consistency, once again saving you time and money.

## Semantis®: Intelligent terminology management for maximum consistency

If your company has its own terminology, consistency is essential. Technical terms, company nomenclature and established expressions have to be uniformly used across all files and all languages.

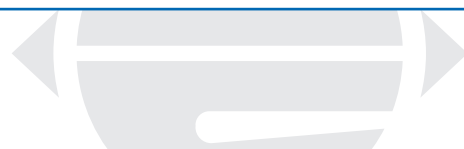
That is why Multiling developed Semantis®. This easy-to-use, fully integrated terminology management tool analyzes the integrity of the existing terminology, helps create new terminology databases and gives the user multiple options to efficiently employ customer-approved terminology.


## GoldenEye®: Complex projects under complete control

GoldenEye® is Multiling's individually tailored project management tool. It precisely tracks every step taken by each employee involved in translation or localization projects. Project managers, team leaders and customers can access this globally distributed work report via an Internet browser for maximum efficiency and a complete overview of a project's progress.

GoldenEye's functions include budget spending and project scheduling in real time as well as optional updates through e-mail status reports. As a customer, you benefit from knowing that your projects are completed on time and on budget.

When can we demonstrate our outstanding services to you?  
We look forward to your inquiry!





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