



Translators & Interpreters

Desktop Publishing

Integrated Translation Services that help you communicate in multiple languages



Integrated translation and DTP delivers quality results quickly.

The people who create your content are not necessarily the right people to produce multilingual content that will be distributed in foreign markets, or locally to limited English speaking people.

Ensuring that the look and feel of translated content will resonate with the target audience requires a specific quality controlled process and specially trained staff.

EXPERIENCE IS REQUIRED TO OVERCOME CHALLENGES

Here are a just few examples of issues that typically arise:

- Increased document length of 15%-25% when translated;
- Languages such as Japanese and Korean use less vertical space than Latin characters;
- Languages such as Arabic and Hebrew are written right-to-left and require completely different page layouts;
- Monetary currency, date and time can change depending on location;
- Replacing fonts and character sets to better suit the locale;
- Variations in conventions and capitalisation of letters from language to language.

DESKTOP PUBLISHING SERVICES

- Consulting and creation of guidelines for target language DTP and multilingual typography;
- Extraction of source text for translation when editable source material is not readily available or no longer exists;
- Formatting and layout of translated elements to reflect the original while complying with target language standards;
- Supply of final files in same format as original source files, or generation of PostScript and/or PDF files for online and/or print publication;
- Production of templates for producing future online or print projects.

BENEFITS

Natural look and feel to the content

Faster turn-around time

Lower production costs

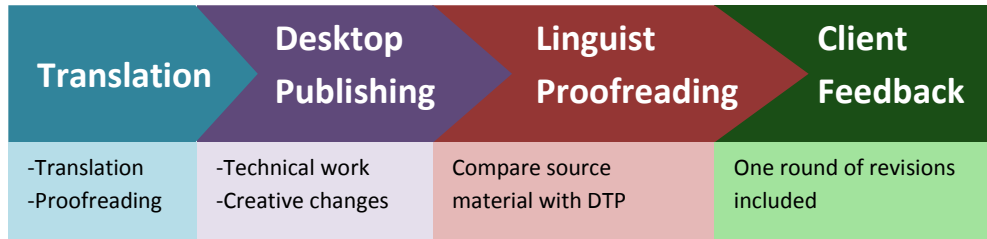
Simplified administration and production coordination

Quality control

Protects your brand by reducing errors

FULL SERVICE MODEL

In this scenario we handle all aspects of the project and will make creative changes at the DTP stage in order to comply with target language standards. Our DTP professionals will work closely with our translator(s) to ensure a high quality end product.



SHARED PRODUCTION MODEL

This is where we work with your internal team or outside partner to drop translated text over top of a copy of the original file. Your team will be able to see where adjustments need to be made



DTP SERVICES AVAILABLE IN MOST APPLICATIONS

- Adobe® Acrobat®
- Adobe® FrameMaker®
- Adobe® Illustrator®
- Adobe® InDesign®
- Adobe® Pagemaker®
- Adobe® Photoshop®
- CorelDRAW®
- Enfocus PitStop
- Macromedia Freehand
- Microsoft® Office

FOR MORE INFORMATION ABOUT DESKTOP PUBLISHING SERVICES, PLEASE SPEAK WITH YOUR ACCOUNT EXECUTIVE.