



*A different language is
a different vision of life.*

Federico Fellini

WINTER 2014
www.idioma.com

News

Express translation – no minimum charges

idioma's Express translation service has become very popular with our clients in Europe thanks to a delivery guarantee within the next 4 hours and **no minimum charges**.



It doesn't matter how many languages are involved, our delivery is always on time and done by experienced native translators.

In Japan, clients can order urgent translation even late at night, and for smaller text volumes, the translation is in the email box first thing the next morning. And the service is very affordable – if you order only 2 words for translation, we only charge for 2 words.

Load up memories and glossaries too

Stream has now improved and you can include an existing translation memory and glossary with your order. Our automated systems will then pre-translate the original text against the memory, the translator will work with your glossary and you can be sure that what we deliver is consistent with

Stream New Online Translation Estimate

Job information

Job name	Contact person	Expected start date	Requested deadline
User Manual	Susan Warham	04-11-2013 12:55	11-11-2013 18:55

Languages

Source: English (UK)

Target: Dutch, Finnish, French

Files upload or text insert

Files upload | Text insert

Drag & drop files to this area

Original	Name	Size	Time	Words
Reference*	1. 130202-5_EN_Silicone.pdf	657,044	11/04/2013 22:15	3 556
	2. 129592-11_EN_Extremities.pdf	562,033	10/04/2013 00:18	2 863
	3. 144580-4_EN_knee.pdf	455,110	12/02/2013 01:22	2 266
TM*	4. 144580-4_EN_knee.docx	1 657,454	11/04/2013 06:20	12 051
Glossary*	5. 130202-5_EN_Silicone.docx	254,005	11/04/2013 06:21	1 280

* Optional

Get Free estimate

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the content and even style in already existing material. And as with all our deliveries, these orders are also subject to mandatory quality control in the form of our CrossCheck engine.

Try Stream for yourself at this address: stream.idioma.com and see how you can benefit with superfast deliveries of small translation orders.

Impressive aftercare

At idioma we often get feedback and inquiries on text we or others have translated. Issues arrive as annotated PDF files, Excel sheets with text extracts, Word files, scanned documents with handwritten comments and many other formats. To deal with this has been a work-intensive procedure.



We have now automated this process and launched Ask!, an online service where clients can post language inquiries.

Once online at ask.idioma.com, clients can type or paste source and target texts and click predefined questions to speed up clarification of the issue. The questions are passed on to idioma's linguists who will reply to the questions with predefined answers, possibly with comments and if necessary with corrected text.

Questions and answers are available in all the languages we cover, and the

replies are delivered in the form of a convenient html file you can open in your browser or office application. It clearly list the original source and target segments, your questions, our answers and when necessary the corrected segments.

The service is available in both an English and Japanese language interface, the latter to help all our Japanese clients. Similar to our Express translation service, for smaller inquiries we

also offer Express replies – within the next four hours.

This level of aftercare is a new angle on translation – we do not just translate, we also make sure any issues of concern are quickly followed up and straightened out. We aim to satisfy clients and build long-lasting relationships. So, the next time you have questions about translated text, log onto ask.idioma.com and watch how fast we will tell you what's right and wrong.

The screenshot shows the 'Ask Questions' interface. At the top, there are three question icons and a status 'Segments: 3, Questions: 3'. Below this is a form with 'Source:' (English (UK)) and 'Target:' (Danish (Da)) dropdowns. A 'Clear' button and three 'A' buttons are next to the source. The source text is 'After completing step 4, turn the lever clockwise to open the drain.' The target text is 'Drej håndtaget med solen for at åbne afløbet efter at trin 4 er fuldført.' Below the form is a '+ Add question' button and a 'Your question' box containing 'Is "clockwise" translated correctly?'. On the right, there is a list of checkboxes for QA criteria: Spelling correct?, Grammar correct?, Missing text?, Indicated translation correct? (checked), Superfluous text?, Translation unified?, Same translation for different source. Ok?, Brackets ok?, Change case ok?, Changes ok?, Unify translation., Translate indicated text., Use digits., Correct back to source version., and Others (See the comment.). A 'Get Free estimate' button is at the bottom right.

idioma Partner Program

idioma's Partner Program is open to translation vendors and other industry players and offers unique opportunities to your business to allow you to increase revenue and present competitive offerings to your clients.

idioma offers a suite of next-generation services, including superior technological translation solutions and resources, that can leverage your services in the market to really pay off.

The Partner Program enables you to outsource the entire translation process to idioma and save on overheads and assets, while you concentrate on staying competitive in the market with a clear

sales and customer focus. For the money you pay a single translator today, we offer more, including all necessary file conversions, pre-translation against memories, human translation, verification, internal QA and project management.

idioma Partner Program benefits

- Profit from 30+ years of experience, knowledge and technology in the international documentation industry.
- idioma Partners enjoy cost savings and become more competitive in the market.
- idioma Partners can draw on a broader range of language technology solu-

tions to enhance and promote their business.

The Partner Program is a comprehensive system that includes all facets of localization:

- Document analysis and estimates
- Project setup and coordination
- File conversions and project start-up
- Translation
- Verification
- Quality Assurance

To learn more about the program, please select the Partner Program at idioma.com.

Opposite translation

Translation Memory products constitute an excellent aid for translators and help them to translate bigger volumes in less time. However, there are dangers with using such products also. Poor memories is one thing, but translator fatigues is another that can lead to serious issues and very unhappy clients, especially when working with fuzzy matches.

At idioma we use our in-house developed iQube – a translation memory server with support for numerous file formats and a built-in Quality Assurance checker that is unmatched by any other product in the market.

One of its outstanding features is an ability that involves advanced morphology to detect opposite translation of key terms. If, for example, a German translator gets tired and misses changing e.g Rechts to Links in a text segment, the outcome could very well be a serious mistake in the final document. The second language reviewer

probably would detect this error, but human error is something that's difficult to completely stamp out.

To protect against this kind of error, we have programmed our CrossCheck tool, which is built into iQube, to warn translators and language reviewers whenever it detects a suspicious opposite translation. This semantic feature is supported in close to fifty different languages, in all imaginable combinations, and it includes warnings for wrong translation such as:

- Under instead of Over
- Before instead of After
- Disassemble instead of Assemble
- And many, many others – and of course also in reverse.

The Opposite Translation check complements all the other 50+ checks in CrossCheck to further improve quality assurance of translated text.

For those not familiar with CrossCheck, this is an application that is integrated in our translation workflow. It is a

mandatory process in all translation projects with 3-stage QA checking: by the translator, by the language reviewer, and finally by in-house QA staff.

It has cut down significantly on unnecessary human errors, especially those that involve fuzzy matches related to translation memory work.

A free version of CrossCheck is available at cc.idioma.com.



Steen Carlsson
Prague Production Center
Managing Director
35 years experience in translation



Language Facts

Simplified Chinese is the official language spoken by the world's largest population (1.3 billion people), namely the Peo-

ple's Republic of China, and the basic communication tool of today's most buoyant economy. It is also a working language at the United Nations.

Simplified Chinese

This language system, consisting of thousands and thousands of characters with each having unique meanings, is dramatically different from the western languages in terms of its wording, syntax and methods of expression. Apart from mainland China, Simplified Chinese is also an official language in Singapore and used daily by millions of overseas Chinese people living in various places on our globe. If you are seeking business opportunities or planning to explore markets in China or Singapore, it's definitely a winning strategy to send your messages in Simplified Chinese!

Alphabet sample:
欢迎您采用我们的翻译服务

Chinese dragon sculpture



Lubomír

My name is Lubomir and I was born in Hodonin, a small city in the Czech Republic very close to the border with Slovakia. This is where I spent a beautiful childhood. Besides playing games with other children and visiting the woods, I was fascinated with the first computer I saw – a Commodore 64. This was back in the 80s, I was very young, but I knew computers must be a part of my future career.

The first logical step was to choose the right university, so I had to move to Prague, where I met new friends and started to discover Prague's mystique as well as traveling around.

Since I graduated, I have been working at idioma as a software developer. It is really interesting and challenging, but also time consuming – I have to study a lot, because we are using many new and different technologies, and we continuously adapt new approaches in programming. That is really good, because it keeps you up to date with modern trends. Mostly I'm working on applications and web services related to Quality Assurance, e.g. the CrossCheck application, document processing and other parts of translation process. I'm happy that I make my living by doing things I really enjoy



Lubomír Eimut, Software Developer

Afterword

Less is more

Tablets are now outselling standard PCs and laptops, a trend that increasingly involves working more outside the office and on the road. This paradigm shift has changed how consumers and professionals use the web and it affects their behavior on what they retrieve and purchase through the web. Unlike PCs, tablets have apps that run a particular pro-

gram to assist with a specific function, all from converting measurements to navigating you on the road to your first visit at a restaurant. idioma has kept an eye on this trend for quite some time and has decided to jump into this new



realm. While we still have to release dedicated tablet apps, it is possible using a browser on your smart phone or portable device to log onto your account with us and get free estimates for translation, place orders and track projects in real time. So even with tablets taking over from PCs, translation remains a growing industry that requires close attention and reliable people – but with smart tools, we help you work more efficiently!

Best Regards,
idioma team

Contacts

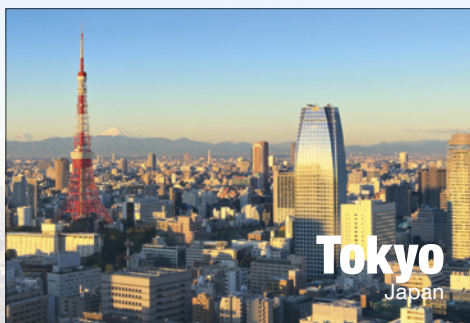


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