



Language shapes the way we think, and determines what we can think about.

Benjamin Lee Whorf

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www.idioma.com

News

Quality, Quantity, and Quickness

Multilingual documentation has become increasingly challenging over the years to maintain quality in translation while matching clients' detailed specifications accompanied with short deadlines. One translator can only produce so much in a day, and splitting projects on multiple translators usually affects the overall style and draw negative feedback from clients. As we accept clients' requests with increasingly shorter delivery terms, it is unrealistic to make translators remember each and every instruction and use reference material that overwhelm rather than help. We have taken this issue into serious consideration to be able to handle volume projects in short timeframes without this affecting the quality. Through extensive development and testing, we have developed an innovative TM solution called "iQube".

iQube is a smart TM solution developed in-house at idioma. It represents a 3-dimensional service: Quality, Quantity, and Quickness. Many TM tools exist in the translation industry and have different advantages that we have integrated in iQube. From experience we know that the majority of translators struggle in

a TM environment, many are lost in all the available settings and almost everyone have complained that tags in existing TM systems make actual translation difficult and postchecking even more so. Style, being another issue, is difficult to unify as every translator has different writing styles. As such



iQube was designed as a smart TM engine, where emphasis was on a clean work environment for the translator to make it easier to concentrate on the translation task and subsequent verification of translated documents. iQube accentuates Quality, Quantity, and Quickness in translation in the following ways:

1. idioma's QA application is completely integrated in iQube – each and every segment that is translated and verified is subject to mandatory QA checking to make sure Quality is not compromised.

2. iQube can be adapted to match client specifications – it notifies translators working on your projects about your preferences, even checking to make sure writing rules are respected.
3. If you have a tight deadline and are in a hurry, we can divide your project among multiple translators who will work in real time together against the iQube server so translators can check each others' work. This common way of working ensures unification of style in translated content.
4. As translation projects become increasingly complex with unification and detailed specifications constituting core issues, iQube systematizes glossary use, automates QA checks, and style sheet loading, this way contributing to Quickness. The end result to clients is shortened delivery terms.

iQube has positively changed the translators' work experience. Translators now receive maximum assistance and can focus on producing premium quality translation. As iQube manages the translators' work environment, we recommend generation of custom glossaries, style sheet creation, and to specify project parameters prior to

starting projects. We are determined to make your translation perfect. By combining iQube with our QA services, we can guarantee a completely differ-

ent quality dimension on your translation projects even when working with large volumes and short deadlines. To get to know more about iQube, please

contact one of our staff or call our office for further assistance.

iSync

Alignment Service of Original and Translated Documents

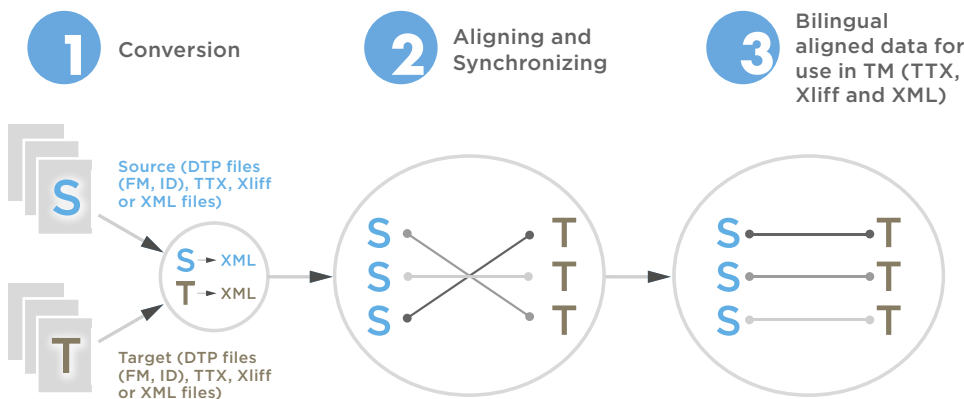


We have developed a unique service that can quickly pair text segments in translated DTP documents and other file types with the original language files, creating a bilingual file that can immediately be used in your translation memory (TM) for your next translation project. So when you don't have a translation memory, we build it for you, so it can be used in the translation process, saving you both time and money. Many times last-minute corrections

are only inserted in source and target language DTP files, while the same content in TM memory often is ignored due to lack of time. Instead of updating the memory and performing TM maintenance, the iSync service is a smarter and much quicker way to keep your memory up to date with your published documents. Simply send us your original and translated DTP files and idioma's professional native translators will confirm and create bilingual text files that can

be copied into your existing translation memory (TM) to update it. The iSync service can save your bilingual text segments in different formats, e.g. TMX, native Trados (*.ttx), xliiff and xml. Also as an option together with every project that we deliver, we can include a free analysis of your bilingual data made by our Quality Assurance application to inform you of possible errors, such as number mistakes, untranslated text, text consistency, glossary misuse, etc. in your bilingual files.

iSync is a new innovative way to create bilingual files and updated TM data. It is not only convenient, but we also offer the iSync service at a very reasonable price. If you have any queries or are interested in ordering an iSync project, please contact one of our project managers for further assistance or visit [www. idioma.com/about-iSync.html](http://www.idioma.com/about-iSync.html) about-iSync.html for more information.



Smart Language Solutions

idioma.com



Comma or period?

We are often approached to provide guidance on what is the most common way of using decimal dividers and thousand separators for the various languages that we translate into.

While everyone is aware of US English using periods for decimal division and commas to separate thousands in big numbers, the issue is somehow obscure when it comes to all the different languages used in Europe.

In US English, the value of pi is 3.14 while a million is written as 1,000,000 with comma separators. This system is also used widely throughout Asia and in almost all English speaking countries. In Spain, pi is written like “3,14” and everyone would like to win “1.000.000” Euro in a lottery. Many other European countries apply similar punctuation in numbers, but there are exceptions. In Germanic languages, i.e. German, Dutch, Danish, Norwegian and Swedish, the decimal comma is also standard and pi is written as “3,14”. However, while a million can be written like what is the custom in e.g. Spain, there is now a general trend to

instead use nonbreaking spaces and people like to win “1 000 000” Euro instead on the lottery. To complicate things, for the Germanic languages there is also a general preference to not use any divider in single thousand numbers. So you would e.g. pay “€1500” for a very good bicycle and “€9000” for a decent car. If you add German value added tax of 19%, the final price becomes “€10 710” (yes with a space) for the same car.

This trend of omitting the separator is also picking up in many other European countries, and it is a commonplace practice today. We have learned that many of our clients are not aware of this. As a result, we have developed special QA style sheets in which we have recommendations for all the 50+ languages we translate into.

Clients can accept these recommendations or enter their own preference for the various languages that projects should be translated into. It is even possible to enter non-standard practices, e.g. to omit all dividers in thousands and larger, for example when translating very technical documents where

numbers should simply remain the same in disregard of what language they are translated into. The information in the style sheets is passed on to our translators and proofreaders as ‘mini rules’ so they can adhere to your preferences while handling your projects. Please contact your project manager for more information on these style sheets and how you best can use them to your advantage.



Steen Carlsson
Prague Production Center
Managing Director



35 years experience in translation

Language Facts

Canadian French

At idioma we translate into more than 50 languages. Canadian French is one of these languages. French is a Romance language and Canadian French is a regional dialect, which slightly differs in style and vocabulary from European French. Its evolution has been influenced by the various immigrants who colonized this country, and who all came from different regions of France, each with its own patois.

There are over 9.5 million French speakers living in Canada, representing nearly one-third of Canada’s population. French is a minority language in Canada, but a majority language in the province of Quebec.



Château Frontenac in winter at night

Montreal, located in Quebec, is the largest French-speaking city in North America, and among the largest French-speaking cities in the world.

Canada is a member of La Francophonie, as well as the Commonwealth of Nations.

The French alphabet is the same as the English one, but includes diacritics: à, â, é, è, ê, ë, î, ï, ô, ù, û, ç.

Alphabet:

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v
w x y z

John

My name is John and I work at the idioma Tokyo office. In idioma I am responsible for coordination of multilingual documentation and communication between our international offices. Thanks to our innovative solutions, project coordination is streamlined giving me more time in creative aspects of our company. I concentrate on our online services and customer care, and I help enlighten our clients about our multilingual translation services. I have lived in Japan for most of my life and enjoy its fast paced experience filled with diversity. I enjoy the delicious Japanese seasonal cuisine, and when traveling around Japan the local cuisine



has become something I try not to miss. My favorite Japanese dish in the winter season for example is “Nabe”, a mixture of various meats and vegetables that can be enjoyed with many kinds of flavored soups and dipping sauces. Spring is one of my favorite times in Japan when the cherry blossoms bloom and we have Golden Week with time off and many people in a festive and lively mood. Now with our new exciting system iQube we have just launched, I hope we can contribute to problem solving and quality solutions to help enhance customer satisfaction.

John O'Connor

Epilogue

Sky's the limit

Cloud computing is a new concept of distributed computing whereby companies access centrally hosted software using the Internet rather than implementing it themselves. This is an industry that is climbing the technological ladder and many corporations are considering or have already started integrating cloud computing. idioma's custom-made Traffic Control system belongs to cloud computing, and



allows clients to help track translation projects in real time, including notifications and detailed progress reports, which are free of charge. Clients can log in with their user name and password for easy access to all our online translation services. These services include free estimates (word count, price, and delivery term), translation ordering, project tracking, document updating, QA checks of your files and

many more! Our goal is to make our translation services easily accessible to clients. Bringing cloud computing to your fingertips is one way to achieve this. Visit www.idioma.com today and see how our services can meet your translation needs.

Best Regards,
idioma team

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