

**Machine Translation (MT)**

MT service envisages application of computers to translation of texts from one language to another. Automated translation tools have been around for many years, and recent developments in technology are boosting their performance. MT can be used to quickly get the gist or general idea of what the document is about. This method cannot be relied on to produce an accurate professional translation.

**Machine Translation with Minimum Human Touch**

This service adds quick “human” review to MT in cases where quick translation of large volumes of texts is requested by the Client, provided that accuracy and quality assurance is not needed. (e.g., a law firm preparing for trial wants to quickly review thousands of pages of documents in a foreign language to select the most relevant ones which contain certain key words). Although quality will be slightly better than in regular Machine Translation, this method still cannot be relied on to produce an accurate professional translation.

**Human Translation by a Non-Professional Translator**

This service can be useful in cases where the Client just needs to get an idea of what the text is about or when professional translator is not available (for example, in rare languages, for SMS / text messages, etc).

**Regular Translation by a Single Professional Translator**

This service may be used for many different types of documents that require translation into a foreign language and are intended primarily for information as opposed to publication. Professional translator should be able to accurately understand and interpret the meaning of the source text and to faithfully render the same message in the target language.

**TEP (Translation + Editing + Proofreading)**

TEP service is appropriate in cases where the Client’s documents will be highly visible or are intended for publication as opposed to information only. We provide high quality TEP service for legal documents, brochures, websites, and more. We can also provide our Clients edited text with changes tracked in color and an explanation of linguistic or terminology choices, comments and suggestions.

**Accurate. Precise. We get it right the first time - EVERY TIME!**

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**Quality Assurance**

Quality assurance service as a separate option focuses on the accuracy of existing translation, consistency of content and terminology and verification of compliance with the current translation standards.

**Expert Review**

Our expert review service is often requested by the Clients dealing with highly visible documents, i.e. high-profile court cases, major engineering projects, important investment decisions, launch of new products, marketing, PR and branding campaigns.

**Community Review**

Utilizing our numerous and diverse resources, we often engage local communities in a special review of our Clients' "community-oriented" materials to make sure they are appropriate for the target audience. The documents are reviewed by people who are native speakers of the target language but not professional linguists. They provide a layman's perspective on the readability / appropriateness of a particular text for a particular group of people.

**In-Country Review**

Regional dialects and variations of the same language can be very different and confusing. Our reviewers' linguistic expertise ensures implementation of the Client's goal to gain local acceptance for the product in the target market. We always ask our Clients operating in foreign markets to formulate their goals and expectations of the reviewers, thus ensuring consistent usage of glossaries, style guides, country-specific measurements and other standards, and compliance with the guidelines/instructions.

We offer assistance to our Clients in establishing such review guidelines/instructions to make those available as early in the process as possible. In case of multiple reviewers per language, it is always efficient to coordinate the reviewers' comments in a single document.

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### In-Country Research

Translation sometimes involves a risk of spilling-over of idioms or inappropriate usage from the source language into the target language. Before entering a new market or introducing a novel product into the pre-existing niche in the foreign market, our Clients often ask for our assistance in researching the semantic and other linguistic implications of their trademark/product names. We've been providing our Clients with an in-depth country-specific research and insight to ensure adequate usage of the language taking into account local culture and specific features of the region. Our linguists and researchers often act as an important component of the Client's market research team.

### Back Translation

Back-Translation is the process of translating a document that has already been translated into a foreign language back to the original language - preferably by an independent translator. For example, our Clients dealing with clinical trials know that their translation requires high level of accuracy. Translation errors can change very specific content of clinical trial information. Often regulatory requirements even make it necessary to file foreign language documents together with their back-translation. In cases where our Clients need a back-translation service, we engage a second translator that translates the foreign language document back to the original language. The original and back-translated texts are compared in order to verify the accuracy of the translation and avoid potential errors, missing text etc. Back-Translation might seem to be costly, but in very high risk-high return situations is well worth the investment.

### 3rd-Party Quality Evaluation

In a number of cases where there is a need for evaluation of the quality of translation by 3rd party, we always utilize our extensive professional contacts in relevant areas to provide our Clients with an unbiased evaluation / independent opinion.

### Transcreation

Quite often our Clients deal with the situations where they have to change/adapt their message to the target audience, as potential customers buy their products and services for completely different reasons than those in the home markets. If your project has challenges : web campaign that doesn't attract customers in other markets, wordplay-based ads, humor that is based on a single language/culture, products and services marketed to multiple demographic groups within the same market.

Your project requires transcreation! And our experienced linguists will either adapt a direct translation or completely rewrite the content in the local language to reflect your original message!

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**Adaptation**

As one of the component of our transcreation service this service is intended for texts requiring adaptation to local culture/customs (e.g., salary survey adapted to local currency).

**Copywriting**

Copywriting is the art and science of using language strategically to promote an idea or to convince the reader to take some action. In practical terms, it is very different from translation because in order to have the same effect, text often needs to be recreated from scratch rather than being translated. We have creative writers capable of making our Client's customers appreciate information on specific products, and what makes them different and unique in the market with the high level of competition.

**Transcription**

This service is often requested by the Clients dealing with Court cases or police investigations. We work with Clients' audio/video tapes and files to provide an accurate transcript of audio/video information in a timely manner.

**Custom Requests**

We are always willing to satisfy our Clients' needs and fulfill their custom requests, such as working in a specific software or in a certain prescribed way, any jobs with character or timing limitations (audio/video scripts, computer strings, error messages), special certification, filing or reporting requirements, etc.

**Rush/Urgent**

Our rush/urgent services are intended for the projects that exceed standard daily productivity, require work over week-ends, major holidays, overnight delivery, etc.

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