

“ Our vision:  
to provide trusted multilingual communication ”

## LOCALIZATION SERVICES



### BEYOND TRANSLATION

In today's global economy, companies must look beyond their own borders to stay competitive. Studies show that by localizing products and services for non-English speaking markets, companies can improve their overall profitability. The Internet offers a sizeable market opportunity. By 2010, studies show that non-English speakers may represent 79% of all Internet users.

Localization is about more than high-tech translation. It's about delivering an authentic customer experience, wherever your customers are. Sometimes that means opening the doors to new markets. Other times, it means reaching out to foreign-born, limited-English proficient (LEP) individuals in your own market. Either way, the goal is the same: to adapt your product or service to account for the differences in a distinct market.

Our localization service is a multi-faceted process that involves more than word-for-word translation. We start with an in-depth needs analysis, tailored to your budget, your business objectives and the market you're targeting. We review all the areas that may require text translation and physical modification. Just as important, we explore all the cultural issues and business customs that may affect how well the intended market receives your product or service. We also evaluate the impact that localization may have on your own business and technical processes.

### WEBSITE

The Internet gives companies of all sizes equal opportunities to market their products and services to worldwide markets. But, simply translating your existing website isn't enough to engage new audiences and drive sales. That requires in-depth technical knowledge and linguistic and cultural experience. With skills in all those areas, we can transform your website and help you generate new business.

### SOFTWARE

Our software localization process focuses on ensuring flawless usability for all your audiences. That requires separate and distinct workflows to adapt the user interface, Help files and technical documentation. Our engineers build in the highest quality at every stage: from identifying and extracting the elements that need localization to re-engineering and performing final testing on multiple language versions.

### AUDIOVISUAL

Audio adds an important dimension to multilingual communication. It can help you improve visibility, strengthen your message and increase learning retention. With a collective of experienced, native-speaking voice talents, voice directors and sound engineers, we're able to produce end-to-end, high-quality audio programs—in more than 100 languages and dialects.

### ABOUT US

CTS LanguageLink is a leading provider of language services, supporting a full suite of translation, interpretation and localization solutions. Founded in 1991, the company services nearly 240 languages and dialects, taking advantage of an extensive network of professional talent and partners, industry expertise and the latest technology under one roof.

#### PORTFOLIO

- Audio Files
- CMS
- DVDs
- eLearning
- Flash Movies
- Presentations
- Training Materials
- Websites
- Graphics

#### SERVICES

- » Cultural Analysis and Adaptation
- » Consulting
- » Engineering
- » Glossary Development
- » Style Guide Development
- » Testing/QA

“ Not only did they completely the project ahead of schedule but their team was very dedicated to the quality of their translations making sure they were appropriate for the culture of our target market. ”

— Gravitate Design Studio

### CONTACT US

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