

Making sense the world over

Translation and multilingual production from WorldAccent

WorldAccent have over twenty-five years' experience in translation, multilingual typesetting, print and digital media services. We offer skilled and informed judgments about language projects and a practical approach to satisfying our clients.

Making sense the world over

Today, more people have better access to more sophisticated information than at any other time in history. With the internet and other new technologies evolving daily, the exchange of information is happening almost at the speed of thought. To keep up and make sense internationally, you need to translate into the language in which your audience thinks – as fluently, naturally and vividly as if they had thought of your idea for themselves! The same is true whether you are aiming at the general public, your customers, employees, shareholders or suppliers. You don't even have to be translating across borders; in many countries, public and community organisations as well as commercial enterprises find themselves addressing growing numbers of diverse linguistic communities. And the faster the world moves, the greater the need for quality translation that everyone can afford.

So what can WorldAccent do to help you get your message across in this fast-changing world? How can rapid, effective and competitive trans-lingual communication be achieved?

A successful multilingual project is the combination of:

- the expertise of the service provider
- the judicious application of technology
- a client on the team!

At WorldAccent, we pride ourselves on being experts in translation. We offer general, creative and technical translation in more than one hundred languages, covering a wide variety of subjects. Our multicultural studio 'translates' the look of your work too – from English through Chinese to Welsh, your message and your identity remain the same.

Technology is one of our most powerful tools, making us faster, more flexible and more effective every day. We update our systems continually to make sure we remain compatible with our most technologically advanced clients – without leaving anyone behind! No matter what system you use to communicate, you'll find us ready to respond. At WorldAccent we offer exactly the service you require – no more, no less.

"We have used WorldAccent to translate via our on-line web tool into nine different languages and have always found the service friendly, professional, efficient and very competitive. We will, without a doubt, continue to utilize their services."

Alice Ferguson, Account Director
Skybridge Group plc

Whether you want a simple printed newsletter, or a world-class website localisation, we believe in working together with you on our team towards a common goal: successful trans-lingual communication. In fact, we consider our clients to be our most useful friends, because their insight into their own world is as essential as our expertise in ours.

Working together with our clients is also business sense. Our commitment to the provision of rapid, effective, competitive translation and multilingual production remains consistent. And as our track record shows, many of our clients come back to us again and again – because at WorldAccent we strive to impress them in every sense.



see

At **WorldAccent** we see things from your point of view – and from your customers' points of view too. Having the international perspective means we understand how much of 'global' is actually 'local'.

We know that what looks like scribble to one person is sacred text to the next. We can advise you, for example, when it's risky to use capital letters for emphasis, since in many writing systems they simply don't exist.

In strictly practical terms, this means that if you wish us to adapt existing material to work in another language, we make sure that the spirit of the original design is maintained. We can also help you design a new visual layout that will work well across multiple languages. Working together with you, our client, we point out potential problems early and suggest tried and tested methods of sorting them out.

Looking good in another language – as good as in your own – is achievable. We have the technology, tools and the trained professionals to ensure that both typography and images are handled with total expertise and care.

Our in-house studio is staffed with a complete multicultural team of designers, typographers, computer artworkers and web developers. We house an extensive library of typefaces, covering all the major alphabets and writing systems. And we work in all industry-standard page make-up, graphics, multimedia and web applications for both Mac OS and Windows.

WorldAccent look after your project from beginning to end. We offer in-house pre-press facilities, including colour proofing, PDF workflow and experienced print management – all so that your finished language versions, whether printed or digital media, appear as fresh and sparkling as the original.

smell



"Longman Podręczny Słownik Polish Dictionary:
Thanks to you and your excellent team for handling
the special pages, prelims and endmatter for this our
first venture into bilingual dictionaries. Without your
contribution, a difficult production would have been
made a lot worse!"

Clive McKeough, Production Manager
Pearson Education

The sense of perfection is something instinctive, like the sense of smell.
At **WorldAccent** we aim to do work which registers as highly as possible
on our client's scale of what's good, what's better and what's best.

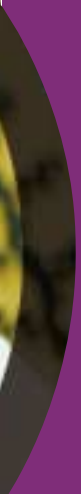
The most evocative of the senses, smell tells us when food is good, when air is clean, when rain is on the way. A bad translation is not just one with mistakes – it's one that is stylistically awkward or culturally insensitive, it 'smells' wrong. A good, accurate, appropriate translation is one that is satisfying to read, as useful and enjoyable as fresh bread or clean linen.

That is why WorldAccent employ only mother-tongue professional translators from around the world, selected on the basis of their language skills, educational background, subject knowledge and experience. A Spaniard will write better translations for Spain than anyone from any other country –

not simply because of the grammar and vocabulary but because of profound cultural insight, the sort acquired only from being born and bred in Spain.

At WorldAccent we all have a passion for language – not just our translators, but also our multicultural in-house staff, our project managers and the studio team. We all share a passion for accuracy, for effectiveness – and success, both yours and ours.

The sense of perfection is something instinctive, like the sense of smell. At WorldAccent we aim to do work which registers as highly as possible on our client's scale of what's good, what's better and what's best. Whether we are talking about a pristine page layout, an immaculate digital file, or the discovery of just the right word to express a particular subtlety in another language, our approach remains the same. A highly versatile team in every sense – linguistically, technologically and in customer service – our broad skill-base is rooted in an uncompromising attitude to quality and exacting standards in all our work.



The taste of a raspberry is the same in South Africa as it is in South Molton Street. It's one of those things that raspberry-eating humans have in common all over the world. In some countries, however, the taste of the raspberry will not be known and the translator's job is to substitute the nearest appropriate equivalent. The choice becomes quite literally a matter of taste. Expert translators are accustomed to making these decisions and ensuring that the essential message remains untouched. WorldAccent can advise you when these changes are appropriate, and why (for cultural, social or technical reasons) and ask what you prefer, or simply make a recommendation.

Personal taste is something that translation sometimes needs to embrace as well. Local client approvals can

become nightmares for the central client if not handled with diplomacy and sensitivity. Our translators and project managers are accustomed to dealing with differences in local business practice, as well as handling complications in the text. Their knowledge of how to treat the local representative in Dubai, for example, can be invaluable in accommodating individual taste while maintaining the integrity of the original message – and smoothing the way through an otherwise tricky and time-consuming revision process.

Choosing the nearest appropriate equivalent of a word or phrase becomes quite literally a matter of taste. At **WorldAccent** our expert translators are accustomed to making these decisions and ensuring that the essential message remains untouched.



taste

Staying in touch has several significant aspects for a company like WorldAccent. Most essentially, it means communications; using the very latest technology to stay in touch with our clients as well as with our network of translators 'on the ground' all over the world. We happily communicate via Skype and email, use FTP over fibre optic, and offer proofing via RTF and PDF formats that all our clients can read, no matter what software they use. We are as electronically compatible as we believe it is possible to be, because we know this improves the speed, accuracy and quality of communication – whether approving a translation draft or final artwork.

Moreover, as technology users, we keep abreast of the latest industry jargon, and make sure our translators do too. We know how to use the fast-moving 'new' technical language, whether liaising with a client's production department or translating computing dictionaries into Bengali.

Staying in touch with our clients means we maintain a thoroughly 'hands-on' approach. We update you regularly on exactly what's happening with your project, from first brief, through to final artwork and the management of print production. Our relationship is like an ongoing conversation – beneficial and relaxed. We invite your collaboration and welcome your comments, believing that dialogue should start as early as possible in the project, and go on till the end. That way we get to know your product, your organisation and your audience better, so that we can do a faster and even more effective job next time around.

WorldAccent stay in touch with the world as it changes too – every day. We keep up-to-date not only to improve our existing services but also to extend them, as we've done with the web.

"WorldAccent understand the needs and requirements of the public and voluntary sector. Their translation and typesetting of UK community languages has often been to tight deadlines and has always been of the highest standard."

Helen Lavelle, Operations Director
Synergy Communications Ltd



touch



hear

"Our work demands clarity, speed and excellent presentation. Whether translating a specialist report into French or typesetting a speech in Arabic for the UN, WorldAccent has consistently delivered the high level of service we need and expect."

James Hole, Publications Manager
Department for International Development

Listening to our customers is part of every project, but it is also the way we have built the business up over the years. We are continually looking for ways to do things better and cheaper. At **WorldAccent** we work to keep the quality up and the prices down – we hear what you say!

With this in mind we have also concentrated our service range in the areas where you need us most: translation and production of both print and digital media, with a comprehensive project management service. At WorldAccent we stay listening even after the project has finished, and follow up on our clients' invaluable feedback. The result of all this is that your message gets across to your customers more effectively too – better translations, better managed, delivered faster and in a more compelling form than ever before.

In an increasingly competitive world, we hope to remain the human face of international communications.

Accessible and affordable, we aim to be within everyone's reach – a business that makes as much sense for you as it does for us.

To ask us about a specific project or simply find out how we sound, call +44 (0) 20 7865 8300.

We look forward to hearing from you soon!

Amnesty International Audit Commission Balfour Beatty Barnardo's BBC English BBC World Service British Council British Museum British Red Cross Cable & Wireless Canterbury Cathedral Celemi Condé Nast Crown Greetings Coutt's & Co Deloitte Consulting Dennis & Beyond Department of Health Department for International Development Design Museum English Heritage Ernst & Young Eurostar Foreign & Commonwealth Office FutureBrand GKN Harley Owners Group Harper Collins Institute of Food Research Institute of Materials Interbrand Johansens John Brown Publishing Johnson Wax Professional Laura Ashley Landor Associates LIFFE Lloyd's of London London Stock Exchange Marie Stopes International MENCAP Morgan Stanley National Children's Home National Gallery National Trust Natural History Museum NSPCC Old Mutual Ove Arup and Partners Oxford University Press Pearson Education Penguin Ragdoll Productions Refugee Council Routledge Royal Academy of Arts RSPCA Royal Town Planning Institute Save the Children Fund Securities Institute Siegel Gale Siemens Synergy Taylor Woodrow Tektronix Texaco The Tablet TMP Worldwide UBS Warburg UNICEF UNISON Whittard of Chelsea

"Flexibility, efficiency and effective account management are as important to Air and its clients as accurate translation and industry-specific understanding. Not only do WorldAccent combine all of these attributes with good humour, they manage to deliver them with apparent ease."

Andy Litton, Partner
Air Creative Marketing



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"I have worked with WorldAccent for many years, both as creative director at a London-based design consultancy and now, working for the UK's leading children's charity. I can without hesitation endorse the company for their service, translation skills, general advice and all-round helpfulness."

Ted Trott, Studio Manager
Barnardo's