



UNLIKE THE MAJORITY OF FIRMS IN ITS SECTOR, SimulTrans is not in the commodity business of “translating words.” Differentiating SimulTrans, first and foremost, is the ability to develop customized long-term, strategic relationships with clients who have ongoing language needs and who place a premium on value-added localization services.

In choosing SimulTrans, companies gain a stable, long-term, cost-effective localization partner. Exceeding customer expectations is SimulTrans’ central goal, one that the company accomplishes by recognizing the importance of customizing programs that conform to both the client’s unique needs and SimulTrans’ proven processes.

From SimulTrans’ Founder

SimulTrans is able to maintain lasting relationships with clients because it constantly evaluates and improves its processes and services, without losing a foundation of quality and a history of solution range. SimulTrans distinguishes itself through a diverse collection of localization-related services and language offerings, experienced project managers, and a renowned engineering group that emphasizes technological superiority in production.

Unlike the world’s other ten largest globalization firms, SimulTrans is privately held and funded. The company is neither controlled by holding companies or venture capitalists whose focus is irrelevant to localization, nor dominated by one major customer at the detriment of other clients. Because SimulTrans wholly controls its own destiny, its clients can be confident that their priorities and SimulTrans’ priorities will be one and the same.

I would be happy to talk with you personally about how SimulTrans would be able to create a customized globalization solution for you. For more information about our worldwide production centers and offices, please visit the website at www.simultrans.com, or contact us via email at info@simultrans.com. We look forward to working with you.

Sincerely,

A handwritten signature in black ink that reads "Mark Homnack". The signature is written in a cursive, slightly slanted style.

MARK HOMNACK

President and C.E.O.
SimulTrans, L.L.C.

About SimulTrans

SIMULTRANS OFFERS THE FOLLOWING SERVICES:

- ◆ SOFTWARE LOCALIZATION AND ENGINEERING
- ◆ DOCUMENT TRANSLATION AND FORMATTING
- ◆ SOFTWARE TESTING AND QUALITY ASSURANCE
- ◆ WEBSITE AND MULTIMEDIA LOCALIZATION
- ◆ ON-LINE HELP TRANSLATION AND ENGINEERING
- ◆ SOFTWARE INTERNATIONALIZATION
- ◆ ON- AND OFF-SITE PROJECT MANAGEMENT
- ◆ GLOBALIZATION CONSULTING AND TRAINING

For over fifteen years, SimulTrans has been creating long-term globalization solutions for organizations all over the world. SimulTrans builds and sustains strong client relationships by providing quality comprehensive services, and devising scalable strategies unique to a client's industry and needs.

Every year, SimulTrans enables thousands of businesses to successfully enter into new international markets, while growing their presence in existing markets. SimulTrans helps clients build comprehensive local and global strategies, localize products, globalize websites, and translate technical documentation and computer software.

In an industry undergoing constant change and frequent mergers, acquisitions, and IPOs, SimulTrans is distinguished by its independence—an independence that, above all, enables aggressive company growth without sacrificing the quality of its work or client relationships. SimulTrans has grown organically, from the bottom up, and each year, becomes more comprehensive in its abilities and presence. Not many firms can boast the fact that their original founder not only remains President and C.E.O.,

but will also take the time to personally consult with customers and contribute to their strategies and solutions.

Headquartered in California's Silicon Valley, SimulTrans has full production centers on four continents, and offices throughout the world. Experienced project managers, industry-specific translators, engineers, and local-language experts come together in each region to best meet the needs of clients.

SimulTrans was founded in 1984, while Mark Homnack, President and C.E.O., was pursuing his Ph.D. in German Literature at Stanford University. Mark recognized the growing demand among local companies for professional translation services. Utilizing both Stanford University's resources and the multinational student community that existed there, Mark started a small business offering translation services to companies throughout Silicon Valley. SimulTrans has grown to become the world's largest independent globalization firm, **DISTINGUISHED BY ITS COMMITMENT TO CREATING CUSTOMIZED FLEXIBLE SOLUTIONS FOR EACH CLIENT . . .**

How Can SimulTrans Customize a Globalization Solution for You?

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Contact us at info@simultrans.com.

solution for you?

Project Management

THE BENEFITS OF CUSTOMIZED PROJECT MANAGEMENT:

- ◆ CONSISTENT PROCESS AND QUALITY ACROSS MULTIPLE PROJECTS
- ◆ FLEXIBLE, TAILORED COMMUNICATION PROCEDURE FOR PROJECT REPORTING
- ◆ THOROUGH RISK ANALYSIS AND FINANCIAL EVALUATION
- ◆ EXPERIENCED INDUSTRY-SPECIALIZED PROJECT MANAGERS

SIMULTRANS ENSURES EFFECTIVE PROJECT

MANAGEMENT BY PROMOTING CONSISTENT

COMMUNICATION, ASSEMBLING EXPERIENCED

TEAMS, AND RESPECTING CLIENT GOALS.

The Project Manager

Project managers at SimulTrans play a pivotal role in maintaining client relationships and leading a project from start to finish. Project managers are dedicated to the success of their clients and are assigned to projects based on their industry knowledge and experience. They work to harmonize the efforts of the SimulTrans project team, ensure quality, meet deadlines, and coordinate with the internal client staff. SimulTrans' project managers tailor their management approach to create a solution that meets both the needs of the client and the goals of the project.

Communication

Project managers work with their clients to create collaborative reporting procedures, ensuring that information is provided in a useful, accurate, and efficient format. Communication tools include regular issues lists, addressing outstanding project tasks or problems. In addition, updated schedules chronicle project deliverables and milestones. Daily production meetings and weekly project meetings are held to keep team members informed and guarantee task completion. SimulTrans is extremely flexible in determining the best solution for project communication.

Flexibility

SimulTrans has the flexibility to place project managers where they will be most effective interacting with clients. SimulTrans draws from a staff of international managers and determines with clients the best way to manage each project. Project managers relocate regularly within the company to the SimulTrans production center closest to a client's project and team. They also work on-site with clients, promoting prompt communication, close control over project deadlines, and a greater exchange of knowledge.

Diversity

The greater project management team at SimulTrans consists of professionals with specialized backgrounds in translation, engineering, quality assurance, desktop publishing, and management. Each member brings a unique talent to the team and plays a vital role in the success of SimulTrans' project management. SimulTrans aims to offer clients a project management team that has an ever-growing range of skills sets and a broad knowledge base.



Training

SimulTrans promotes the ongoing development of its project managers by providing induction programs, industry training, and peer knowledge sharing. Project managers are encouraged to both diversify and specialize their knowledge within multiple industries and technologies.

“SIMULTRANS’ PROJECT MANAGEMENT TEAM HAS TAKEN THE INITIATIVE TO IMPROVE OUR PROCESSES, CREATE A DATABASE TO ORGANIZE INDIVIDUAL PROJECTS, AND HAS ESTABLISHED GOOD RAPPORT WITH OUR WRITERS, INSTRUCTORS AND ADMINISTRATIVE STAFF.”

To learn more about SimulTrans' Project Management offerings, please visit the website:

<http://www.simultrans.com/projectmanagement>

solution for you?

Linguistic Services

THE BENEFITS OF CUSTOMIZED LINGUISTIC SERVICES:

- ◆ HIGH AND MEASURABLE LINGUISTIC QUALITY ACROSS MULTIPLE PROJECTS
- ◆ UTILIZATION OF TRANSLATION MEMORY DATABASES FOR COST-EFFECTIVE, CONSISTENT TRANSLATIONS
- ◆ SCALABLE SOLUTIONS TO ADDRESS MULTIPLE LOCALIZATION NEEDS
- ◆ ONGOING TRAINING PROGRAMS FOR BOTH CLIENT AND LINGUISTIC TEAM

SIMULTRANS DELIVERS QUALITY, COST-EFFECTIVE

LINGUISTIC SOLUTIONS TO ITS CLIENTS BY

REQUIRING A STANDARD OF EXCELLENCE FROM ITS

LINGUISTS, TECHNOLOGIES, AND MANAGEMENT TOOLS.

The Linguistic Team

After fully assessing a client's linguistic needs, SimulTrans selects a combination of in-house and in-country linguists, and freelance translators best suited to the goals of the project. Members of the linguistic team are chosen based on their expertise, past performance, and subject matter knowledge, and are organized according to the requirements of the project. SimulTrans provides extensive training for each linguistic team to give them sound knowledge of a client's product, services, company, and industry. Utilizing a diversity of language-expert resources enables a greater level of project scalability.

Communication

Communication between each member of the linguistic team is frequent; therefore, integral to the quality of translation. SimulTrans selects translation teams with long-term client goals in mind. Project managers frequently assemble linguistic teams and individual translators who are known to communicate well with one another, and are familiar with a client, its industry, and its products.

In addition to centralized schedules and regular verbal communication, an exclusive electronic discussion group is created for each project team, keeping information exchange frequent and trackable.



Knowledge

During each phase of translation and development, SimulTrans works closely with clients to train staff, exchange insights into product intricacies, and explore the best methods for process efficiencies. The frequency and format of client training is unique to each project and company. Linguistic teams participate in one-on-one client-site training, or in large, more formal product training programs. SimulTrans also holds frequent training sessions for clients on the translation process and linguistic review expectations.

SimulTrans' translation team receives regular training on methods for maintaining high levels of translation quality and insight into cultural and industry-particular standards.

Courses reviewing advances in translation tool technology and the effective use of translation memories are offered on a regular basis to linguists and project teams. All of these programs work to ensure the quality and cost efficiency of linguistic projects.

Consistency

When determined valuable to a client's project and strategy, SimulTrans utilizes translation memory tools for the management of linguistic services. Terminology glossaries and translation memory databases are developed for every client. This process ensures

consistency between translations across multiple projects, and reduces the time to research and review correct terminology. Ultimately, both project cost and turnaround time is kept at a minimum.

SimulTrans' translation teams work with the industry's leading translation memory tools from TRADOS, Corel, and other providers. Known as standard in linguistic database management, these tools are compatible with most popular editing and publishing environments and are able to recycle existing legacy translation memories. While more and more localization firms are working to create their own proprietary translation memory tools, SimulTrans believes in the value of utilizing the most universal solutions, thus giving its clients greater flexibility over multiple projects and initiatives.

"SIMULTRANS HAS DONE AN EXCELLENT JOB ENSURING THE ACCURACY OF TERMS, THE QUALITY OF TRANSLATION, AS WELL AS THE TIMELINESS OF MATERIAL DELIVERY."

To learn more about SimulTrans' range of linguistic services, please visit the website:

<http://www.simultrans.com/linguistic>

Multilingual Publishing

THE BENEFITS OF CUSTOMIZED MULTILINGUAL PUBLISHING SERVICES:

- ◆ UTILIZATION OF CURRENT TECHNOLOGY, INCLUDING APPLICATIONS AND TOOLS
- ◆ EXPERT PRODUCTION TEAM, INCLUDING ASIAN-LANGUAGE SPECIALISTS
- ◆ QUALITY ASSURANCE PROCESS THAT ADHERES TO CLIENT-SPECIFIC REQUIREMENTS
- ◆ GREATER ACCEPTANCE OF LOCALIZED PRODUCT INTO NEW TARGET MARKETS
- ◆ ON-SITE SERVICES AND TRAINING PROGRAMS

SOPHISTICATED TECHNICAL ABILITIES, A RIGOROUS

QUALITY ASSURANCE PROCESS, AND AN EVER-

INCREASING RANGE OF EXPERTISE DISTINGUISH THE

MULTILINGUAL PUBLISHING GROUP AT SIMULTRANS.

The Production Team

Multilingual publishing represents a significant component of most localization projects, and increasingly, represents the delivery channel or interface with the end user. SimulTrans' worldwide production team offers capabilities in technical document creation, documentation analysis and translation kit preparation, creation of screen captures, and output generation of final language documentation. The multilingual publishing group plays an integral role within a project, following a formal work and communication process that synchronizes with the goals of the greater SimulTrans team.

Range

Every day, SimulTrans' production team works with a wide range of communication media, including manuals, online documentation, brochures, websites, computer-based training, and multimedia titles. They are masters of all common publishing applications from Adobe, Interleaf, Macromedia, Microsoft, and Quark. Team members receive ongoing internal training in every application area and are encouraged to develop their skills through outside coursework and workshops. Production artists often work on-site with clients to train staff and manage projects close to company resources and knowledge.

“SIMULTRANS HAS AN EXCELLENT TEAM WORKING ON OUR PROJECTS. THEIR STAFF IN THE KEY AREAS OF MULTILINGUAL PUBLISHING, ENGINEERING, AND PROJECT MANAGEMENT HAVE BEEN VERY PROFESSIONAL IN DELIVERING QUALITY PROJECTS ON TIME.”

Quality

SimulTrans secures quality formatting through a three-phase process that combines ongoing analysis, troubleshooting, internal testing, and quality assurance. This process is designed to meet the direct requirements of the client and the deliverable.



Specialties

SimulTrans' production artists represent a wide range of expertise, including publishing for games, multimedia, HTML, and technical documentation. Many have knowledge of and experience working with the intricacies of Asian-language design.

On-line documentation and website globalization are growing specialties at SimulTrans. The company has forged several long-term relationships with the best web software management companies, as well as Internet leaders including Netscape and Lotus, enabling internal production artists and engineers to sharpen their web publishing skills.

The production team at SimulTrans receives ongoing training in several tools to facilitate fast and accurate updates of multilingual sites. SimulTrans has the localization expertise to adapt content technically and culturally, further ensuring the acceptance of websites in new target markets.

Content-rich applications, both in the consumer market and corporate world, increasingly contain sound, video, and animation elements. SimulTrans has extensive experience localizing multimedia applications and works with numerous specialized partners to ensure quality and best use of current technology. The production team at SimulTrans has mastered the industry's leading applications including Macromedia Director, Authorware, and Flash, as well as Adobe Premier and After Effects.

SimulTrans is known worldwide for its Asian-language publishing abilities. The company's specialized group has expertise in Asian-language publishing standards, software, and devices, and creates print-ready output for clients. Helping set the industry standard, SimulTrans' team produces compound PDF files, which contain both Asian and Roman script. Ultimately, this format allows text to be viewable and printable on single- or multi-byte platforms. SimulTrans also offers design and consulting capabilities to fully prepare products for launch and long-term acceptance into Asian markets.

For more information about SimulTrans' multilingual publishing capabilities, please visit the website:

<http://www.simultrans.com/publishing>

Localization Engineering and Quality Assurance

THE BENEFITS OF CUSTOMIZED LOCALIZATION ENGINEERING:

- ◆ ONGOING RISK ANALYSIS, ELIMINATING ADDED PRODUCTION TIME AND COST
- ◆ COMMUNICATIVE AND RESPONSIVE ENGINEERING TEAM
- ◆ CUSTOMIZED, THOROUGH PRODUCTION PROCESSES
- ◆ RIGOROUS TESTING AND QUALITY ASSURANCE PROGRAMS

THE LOCALIZATION ENGINEERING GROUP AT

SIMULTRANS ADHERES TO A CUSTOMIZABLE

FOUNDATION PROCESS, COMPREHENSIVE FRONT-

END ANALYSIS, AND THOROUGH SOFTWARE TESTING.

The Engineering Team

Engineers at SimulTrans share the company's philosophy of fulfilling client expectations through strong communication and reporting structures, and creating adaptable and flexible processes to meet the needs of each client and its projects. SimulTrans' engineering group recognizes the importance of fully understanding the unique localization process that is involved in every type of software. For each project, an engineering team is assembled with backup resources available to cover any absences or need for additional knowledge areas.

Capabilities

Engineers at SimulTrans use a wide variety of localization applications, compilers, and tools to support Windows, UNIX, Macintosh, and other platforms. SimulTrans is a member of several developer associations, providing access to beta and multilingual operating system versions for localization testing and analysis purposes.

SimulTrans' team is also able to work with the unique complexities of Asian-language localization engineering.

Collaboration

Project flow includes a thorough front-end analysis allowing SimulTrans' engineers to identify and resolve problems once in the source materials, rather than in each target language. The entire engineering and quality assurance team receives comprehensive training in the client's product before beginning its work. SimulTrans' engineers also work to integrate and coordinate, when necessary, with internal client engineering resources.



Communication

Both SimulTrans' production and quality assurance engineers make certain that information is communicated accurately and regularly to both the greater project team and the client. Each team member has access to and input into building the history and sign-off documents, which chronicle the details and development of each client's international products. The engineering team adheres to the greater project schedule, ensuring that milestones are met, and holds daily project update meetings to keep all members informed and involved.

Process

SimulTrans follows professional and documented engineering processes for each stage of a project, in addition to devising individual testing and quality

assurance programs that best fit the client's project, product, and timeline. Each phase of the localization engineering process ensures that all components of a product are correctly localized. The ultimate objective is to deliver top-quality, shippable products that require very little, if any, additional client testing.

“THE ENGINEERING GROUP AT SIMULTRANS DEVISED A CUSTOMIZED PROCESS THAT MET THE UNIQUE LOCALIZATION NEEDS OF OUR SOFTWARE, INCLUDING RIGOROUS TESTING AND QUALITY ASSURANCE PHASES. THEIR RESPONSE TIME WAS EXCELLENT, HELPING US ADHERE TO SCHEDULE AND PROJECT GOALS, AND ENSURE THE QUALITY OF OUR PRODUCT.”

The quality assurance process at SimulTrans begins with a full, product test pass, which includes a logging of all bugs. Engineers and quality assurance specialists fix and regress all tracked bugs and complete the process with a final product test pass.

In addition to these quality assurance phases, SimulTrans engineers conduct internationalization testing. This process focuses on finding errors in original source code that may cause problems in other locales, such as character encoding and input formats. Functionality, compatibility, and component tests are also performed to verify that the product is compatible with international operating systems and applications.

To learn more about SimulTrans' localization engineering capabilities and its software localization process, please visit the website:

<http://www.simultrans.com/engineering>

Globalization Consulting and Internationalization

THE BENEFITS OF CUSTOMIZED GLOBALIZATION CONSULTING:

- ◆ SCALABLE STRATEGY THAT MEETS BOTH SHORT- AND LONG-TERM GOALS
- ◆ INTEGRATION OF A SINGLE CODE BASE THAT WILL FUNCTION CORRECTLY IN ALL INTERNATIONAL LOCALES
- ◆ COOPERATIVE EDUCATION, TRAINING, AND ADVICE
- ◆ INCREASED KNOWLEDGE, RESOURCES, REVENUE, AND PRESENCE

SIMULTRANS' GLOBALIZATION CONSULTANTS TRAIN

CLIENTS IN CURRENT INTERNATIONALIZATION METHODS,

BALANCE INTERNAL AND PARTNER STRENGTHS,

AND CREATE LONG-TERM GLOBAL STRATEGIES.

The Consulting Team

The consultants at SimulTrans have backgrounds in all disciplines of globalization, localization, and internationalization. They are former project managers, professors, software engineers, linguists, business development executives, and desktop publishers. Each brings an in-depth knowledge of the industry and the client's individual needs, working cooperatively throughout all phases of a project's strategy, development, and planning.

Approach

The consulting team at SimulTrans respects the knowledge and experience of every client, while offering new insight into methods for educating staff, training managers, and developing both immediate project and long-term goals. The level of interaction and format of training is determined cooperatively by the client and SimulTrans' consultants, and is always open to reevaluation and change, if necessary.

How can SimulTrans customize
a globalization

SimulTrans' consultants help clients understand that well-internationalized products equal cost-effective timely launches, and greater chance for sustained success. Most software, for example, does not account for character set differences or changes in date and time formats. Proper internationalization eliminates those potential pitfalls. The ultimate goal at SimulTrans is to help clients create a true internationalization solution—one that reaches the world with a single, universal code base.



Range

SimulTrans helps clients reach their goals in several specialized areas. The company's consultants offer group and individual training, and cooperative problem solving in software internationalization and testing, documentation design and author training, multilingual website design and maintenance, and localization project management.

Leadership

SimulTrans is a global leader in internationalization consulting. The process of designing and developing products that support the local languages and cultural preferences of international users is an important one, and is proving to be a profitable investment for companies reaching out to new local and global markets. SimulTrans' consultants have helped lead companies from many industries into new target markets.

“SIMULTRANS HAS BEEN ABLE TO PROVIDE US WITH A RANGE OF SERVICES, FROM TRAINING TO ANALYSIS AND DESIGN, TO OUTRIGHT ENGINEERING, THAT ENHANCE THE INTERNATIONAL FUNCTIONALITY OF OUR CODE.”

To learn more about SimulTrans' globalization consulting programs, please visit the website:

<http://www.simultrans.com/consulting>

solution for you?

Educational Programs

THE BENEFITS OF CUSTOMIZED EDUCATIONAL PROGRAMS:

- ◆ INCREASED KNOWLEDGE AMONG STAFF
- ◆ FLEXIBLE OPTIONS FOR SEMINARS, WORKSHOPS, AND TRAINING THAT CATER TO THE UNIQUE NEEDS OF BOTH COMPANIES AND INDIVIDUALS
- ◆ SPECIALIZED INDUSTRY INSTRUCTORS WHO ARE ACTIVE PARTICIPANTS IN THE LOCALIZATION AND GLOBALIZATION COMMUNITY
- ◆ WORKSHOPS TAILORED TO THE SPECIFIC NEEDS OF PARTICIPANTS

THROUGH FLEXIBLE ON-SITE TRAINING, TARGETED

WORKSHOPS, AND MONTHLY SEMINARS,

SIMULTRANS PROMOTES GLOBALIZATION KNOWLEDGE

WITHIN THE HIGH-TECH AND BUSINESS COMMUNITIES.

Innovation

In 1996, in an effort to educate professionals in Silicon Valley and introduce firms to the benefits of localized products, SimulTrans began its free monthly localization seminar series. Four years later, the seminar program is run on both coasts of the United States and throughout Europe, and boasts authoritative industry speakers from leading high-tech companies and renowned universities.

Free Seminars

SimulTrans' evening seminars reach out to a diverse audience of international executives, localization directors, software engineers, technical writers, publication managers, and students. A limited audience size enables participants to ask questions, voice concerns, and share individual expertise with speakers and other attendees. SimulTrans encourages seminar participants to contribute to the program, and often chooses lecture topics based on the individual requests of clients and attendees.

How can SimulTrans customize
a globalization

Workshops

In addition to its monthly seminar program, SimulTrans provides customized workshops for its clients on topics such as publishing for a global audience, software internationalization, localizing websites, utilizing translation memory tools, and project management.

SimulTrans' workshop instructors are unique in that they aren't just lecturers or academics, but real localization and internationalization specialists who are actively working and living the subjects they teach. Participants benefit from limited enrollment, multiple specialized instructors, and excellent take-home materials and references. Workshops are offered in one- or multiple-day lengths. SimulTrans tailors each workshop to help meet the unique goals of the participants.

Resources

SimulTrans maintains an online archive of seminar transcripts, as well as workshop syllabi and reference guides easily accessible via the Internet.



Expertise

Past speakers at SimulTrans' seminars have shared their expertise on many diverse topics, including the following:

- ◆ Building a Scalable Globalization Strategy
- ◆ Utilizing XML for Localization and Globalization
- ◆ Tips for Preparing your Document for Translation
- ◆ Cross-Locale CJKV Code Conversion
- ◆ Localizing Multimedia
- ◆ Identifying International Software
- ◆ Testing Requirements and Quality Assurance
- ◆ Building and Sustaining a Successful Global Website
- ◆ Internationalization Best Practices for Java and Solaris

“SIMULTRANS' SEMINAR PROGRAM PROVIDES LOCALIZATION MANAGERS AND OTHER LOCALIZATION PROFESSIONALS WITH AN OPPORTUNITY TO SHARE THEIR IDEAS AND EXPERIENCES ON A VARIETY OF TOPICS IN A WARM FRIENDLY ENVIRONMENT.”

To learn more about SimulTrans' educational programs, please visit the website:

<http://www.simultrans.com/education>

Globalization

Globalization, or “G11N,” is the process of making something worldwide in scope or application. It is the adaptation of management processes and infrastructures to support an organization as it expands its presence and products internationally. With respect to software, globalization involves the processes of localization and internationalization, and enables the greatest number of users, all over the world, to receive locale-specific applications. Globalization empowers companies to approach a diversity of audiences and meet their specific needs, without losing the organization’s core identity or brand strength.

Globalization Glossary

SimulTrans recognizes that a good globalization strategy and management process means savings, a powerful return on investment, greater brand recognition, and product distribution. Well-devised globalization strategies keep organizations poised for first-to-market international expansion.

Internationalization

Internationalization, or “I18N,” is the process of creating locale-neutral software, products, or websites. Well-internationalized software, for example, is designed to operate independently of language and locale-specific conditions, and will operate anywhere in the world. Internationalization removes all specific code that designates time, date, or currency, from a software’s source code, and queries information from operating system locale settings. User interface text is removed from code and stored in separate resource files or message catalogs. The user is then able to select the appropriate conditions and language, based on a location. The same theory applies for website users accessing the same site from multiple locations all over the world.

Internationalization at SimulTrans means creating products that are flexible and adaptable. Internationalizing a product once enables long-term savings, as each time an organization expands into a new target market, its product is already prepared to adapt.

Localization

Localization, or “L10N,” is the process of adapting all user elements of software applications to conform to the standards of any specific locale. Each locale has its own specific languages, cultural and social conventions, legal standards, and preferences that must be met in order to achieve acceptance. Localization includes translating text, adapting graphics, and changing the data and functionality of a software user’s interface.

Localization at SimulTrans means uniting the talents of in-country specialists and experienced staff—from multilingual publishers who adapt graphics and formats, to in-country translators and industry specialists that ensure proper translation, to localization engineers who assure software quality.

Customization

Customization takes localization to a new level of providing highly adapted and tailored user experiences. Customized packaging, websites, and other product offerings that respond to the unique needs and demands of a specific locale create rich user experiences, as well as build strong customer relationships. Customizing design templates or creating a new product for a specific user group increases a company’s growth in new regions.

SimulTrans believes in the power of customization not only for a client’s new audiences, but also for the client. Each client project is approached with its individuality as key, recognizing that every unique opportunity requires its own unique solution.

Personalization

Personalization is the process of allowing individual users to select elements within a website or software interface that further customizes their comprehensive user experience. Personalization empowers users to determine their experience through choice, and supports those choices with the appropriate quality of follow-through. Providing content based on personal choices is yet another way of fulfilling customer expectations.

Personalization is an important component of localization at SimulTrans, and one of the many ways that we believe clients can create cost-effective methods for sustaining long-term growth. Personalizing content not only for regions and groups, but also for the individuals within them, builds customer loyalty.