

# Bedford Translations

*We're talking your language*

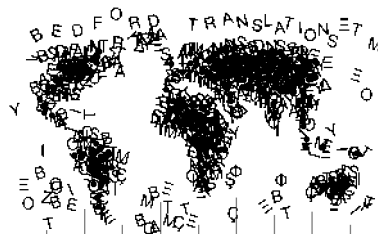
Translation for your markets

Legal translation

Translation tools

Technical translation & software

Electronic publishing & the web



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## Translation for your markets

**Websites, sales leaflets, brochures, datasheets, product catalogues, press advertisements, exhibitions, videos....**

Your company website and advertising material are a vital part of your marketing effort. Translations of publicity and advertising material potentially give you unlimited rewards and open whole new markets. Equally, the consequences of a bad translation can be disastrous.

Rest assured that Bedford Translations only employs native speaker translators. You can be confident that your marketing material for a foreign language sales territory will be indistinguishable from that produced within the territory concerned. It will not read "like a translation". Translators who work into their mother tongue can confidently express the style and idiom that is vital to put over your message effectively. Your customers can choose your product or service knowing that it is being marketed effectively - it doesn't stand out as an "import".

### **Localization**

Marketing your product or service outside your home market brings into question the content of what you are having translated, as well as how it is done. Sometimes there may be aspects of product marketing at home that are not applicable elsewhere. There may be legal or cultural aspects that are unique to the country concerned. We can advise you as to how to adapt your message in an appropriate manner for the market concerned.

### **Project management**

Many of our clients have subsidiary offices in various countries, or established relationships with local agents and distributors. It's sometimes felt that local offices can be persuaded to carry out translation at no cost or as part of an agency agreement. This is an approach that rarely works. You're best to leave your translation to professionals and let your local office staff review the results. That is to say, liaison with your local people on translation projects takes relatively little time and means that they are kept "on board" as the project progresses. It's good business practice and it can produce practical advantages - sharing glossaries of specialist terms, for instance.

**We are always prepared to talk direct with your local offices so as to ensure that complex translation projects progress smoothly, on time and within agreed budgets.**

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## Legal translations

**With the rapid growth and globalisation of today's legal market, the need for professional and accurate legal translations has never been greater.**

Solicitors' practices, barristers' chambers, government departments, local authorities require legal translations. As do company secretaries, accountants, tendering managers, export managers...

We employ specialist legal translators. The majority have at least ten years full-time experience gained in a variety of different translation contexts - legal correspondence, articles of association, terms and conditions of sale/purchase, writs, expert opinions, contracts, distributor agreements, pleadings, proofs of evidence and so on. They possess good language degrees and appropriate postgraduate qualifications. They are Members of the Institute of Linguists or of the Institute of Translation and Interpreting, or equivalent national professional bodies. And of course they are native speakers - professional translators only work into their mother/native tongue.

Naturally, we can if required supply signed certificates bearing the signature of the translator together with his/her name and qualifications. Or we can arrange for the translation to be sworn by a notary.

### **"Time is of the essence"**

Court schedules can mean tight deadlines for translation - the translation must arrive on time or it may be useless. And in commercial tendering situations the invitation to tender is, in effect, the beginning of a countdown to the final tender date. The translation has to be done as quickly as possible so that the offer and conditions can be worked out. Then the tender itself often has to be translated back into the source language. We have plenty of experience in tendering situations, and of meeting deadlines time and again.

### **You can trust us:**

- **To employ appropriately qualified translators**
- **To deliver the work back to you more quickly than most of our competitors (and we can prove it),**
- **Never to promise a delivery date unless we are confident that it can be met.**

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## Translation Tools

Two main types of program are used to speed up translation and to increase consistency:

**Translation programs** such as Systran™ now do much more than translating texts mechanically. The latest programs translate sentence by sentence to produce grammatically correct translations. They provide for automatic inflection of semantic units - singular to plural - infinitive to conjugated form, etc. In addition, they can identify the meaning of synonyms by checking the sentence context. For instance the German word "bank" can mean both "bench" (he sits on the bench) and "bank" (she cashes the cheque at the bank). The verb "tragen" can translate as "carry" when it refers to a bag or "wear" if it refers to clothes.

**Modern translation programs can cope with these subtleties quite easily. But even with the improved programs and today's powerful computers, it is rare that any better than 80% accuracy is achieved. A careful post-edit is still required to work through and correct where the computer has made the wrong "guesses". We employ professional translators who have the language skills to pick up any machine errors and ensure that you receive perfect, idiomatically correct translations.**

**Translation memory programs** such as Trados™ are often directly applicable to the needs of our high volume technical translation clients. Typically, operating and service manuals, parts catalogues, product databases etc. contain a high degree of duplication. A fork truck, for instance, can lift from the front or side, have various types of mast and engine, be fitted out with various attachments and accessories. Translation memory allows us to store post-edited translations in the form of sentence pairs. During subsequent translations this archive is searched for similar or identical matches, which are then used as the basis for new translations. This means that the translator does not have to rely on his own memory as to how a particular expression was translated previously or spend time searching for previous instances. In short, it can vastly speed up the translation process. Greater consistency makes for more professional technical publications and documents that are easier and safer for your clients to use.

**Trados is also ideal for any material that has elements of duplication or that is revised from time to time - in fact most translation requirements! Websites, software, product brochures, specifications and so on all benefit from this approach.**

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## Technical translation & software

**Is the translator an engineer? Or can he handle software? These are favourite first questions that our clients ask.**

**The answer is "Yes".** We can access well qualified specialist translators in numerous subjects - automotive engineering, telecoms, printing machinery, paper conversion, food machinery, storage and materials handling, logistics and transport, metrology, electronics and integrated circuits, steam and gas turbines, diesel engines, medical equipment, pharmaceuticals, etc. Selection of the right translator is the vital first step in our quality control procedure. Our extensive, well-maintained database allows us to search for translators with appropriate qualifications. And we can monitor and record their performance on a project-by-project basis.

**Is the translator a native speaker?**

**The answer is "Yes".** Your clients expect translated technical material to be indistinguishable in quality from the source text. If technical publications read "like a translation" then you will not show your products or your company in the best light. Our technical output is translated and proofread by nationals at every stage.

### **Software localisation**

Translated software should be accurate, consistent, unambiguous, and (often) abbreviated to fit predetermined fields.

We are accustomed to working with resource files and string tables - on or off site - as suits your requirements. We provide advice about related software considerations – choice of code page, time and date formats, currencies etc. We can if necessary build and run a test rig to prove that your software will run in various languages.

Bedford Translations has vast experience in MMI issues - control screens and displays, - status, error or help messages. Consistency is vital so that displayed messages use the same terminology as user instructions or specification sheets. Translation memory programs such as Trados Translators Workbench™ enhance our ability to ensure consistency throughout the project and as upgrades take place. MultiTerm™ is our program of choice for building terminology databases that are infinitely extendable depending on your particular project or product range.

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## Electronic publishing and the web

We possess ample experience of Internet and Intranet publishing tasks in a variety of technical, publicity and media contexts. Either we supply simple text for your own designers/editors or we work directly in HTML or graphics applications to provide translated equivalents of your source files. Browser applications can provide a quick route to internationalising your information, especially with respect to double byte code system character sets such as Arabic, Japanese and Chinese. Translation and design should form part of a seamless process and the earlier we advise you the better final solution we can achieve. For instance, bi-directional languages often demand that visuals also work from right to left, demanding a flexible design concept from the outset.

Technical authors appreciate the range of applications that we can handle - Word, FrameMaker, Corel, PageMaker, Illustrator, AutoCAD and so on. We use any number of other page make-up, illustration and flowchart packages. Our service includes scanning pictures, incorporation of captions, graphs, and screen dumps, producing PDF's, and CD production. We can hold your manuals in electronic form for updating in future years, take over responsibility for revision checking, or even manage all your technical publications for you. The advantages of using our DTP service are many:

- Our skilled operators are used to working in various languages.
- We are accustomed to the particular problems of foreign language DTP; hyphenation, copy fitting, choice of fonts, and so on.
- You reduce queues for your in-house resources or avoid hiring subcontract staff. If you are translating your technical publications for the first time there may be a once-and-for-all increase in DTP time required to get from raw text to made-up pages.
- Typeset drafts are proofread by nationals.
- Last but not least, the service is quick.

### Editorial and design

If you do not have time to write up your manuals, our editorial department can take on this responsibility. We have vast experience of tech pubs content, layout and design - we've seen the best and the worst! We are accustomed to working with technical specialists to ensure that source texts are clear and concise without losing necessary detail.

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