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## Welcome to the Spring 2007 edition of the Comms Multilingual newsletter



### Comms on the move

Due to increased customer demand, we decided that we needed to move to larger premises and we have now moved into our new offices in Epsom in Surrey. We are very pleased with the office and our location, which is right in the centre of the town.

For our customers outside the UK, Epsom is located on the South-West fringes of London and it takes half an hour to reach Central London by train. Epsom itself is famous for the Epsom Derby, a horse race that is held every June and which was first run as long ago as 1780!

Each edition of the newsletter will look at a different aspect of translation services, including translation itself, typesetting, web site localisation, voice-recordings etc. In this edition, we will focus on translation itself.

### Translation

According to Wikipedia, Translation is the interpretation of the meaning of a text in one language (the "source text") and the production, in another language, of an equivalent text (the "target text," or "translation") that communicates the same message.

Being able to communicate with your customers in their own language provides you with an enormous advantage. Although English is a world language, communicating with your customers in their own language shows that you are serious about doing business with them and that you respect them.

Additionally, in some industries it is a legal requirement to translate things like Instructions for Use and User Manuals into the languages used where the product is to be sold.

At Comms, we provide translations into and from more than 100 languages and we cover a wide variety of subjects. What information do we need from you in order to provide you with a quotation for translation? Please provide us with the following:

- Original language (also called source language)
- Languages into which the document should be translated (also called target languages) and the countries
- A copy of the document(s) to be translated
- Original file format
- Delivery file format if different. Note: a PDF may be required rather than a Word document for languages such as Urdu, Arabic and Chinese, where people may not have the fonts to read the document in Word.
- Subject matter and target audience (formal, informal etc)
- Whether the document will be used for internal purposes only within an organisation or not
- Your deadline

With this information to hand, we will carry out a word count and let you have our quotation quickly. Please contact us on [sales@commsmultilingual.com](mailto:sales@commsmultilingual.com)

### Hot Tips

When writing text that will need to be translated, please try to make the text as straightforward as possible to eliminate possible misunderstandings and mistranslations. Write for an international audience and avoid jargon, slang etc.

### Next Newsletter

Our next newsletter will feature information on a translation and typesetting project for a leaflet on Housing that we carried out for Liverpool City Council, via the Marketing and Communications Agency, QSMR ([www.qsmr.co.uk](http://www.qsmr.co.uk)).

Simon Bray from QSMR had the following to say about the project:

*"When consulting and engaging with local communities, accessibility is key. It was vital for us to provide high quality materials in specific languages - materials that reflected the same professional layout and finish as the original printed versions. Comms Multilingual gave us exactly what we needed and a service that added real value to our overall communications programme".*

If you have any questions about translations at all, please contact Comms either by phone or via the following e-mail address:

[sales@commsmultilingual.com](mailto:sales@commsmultilingual.com)

Thank You

Sue Orchard

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