



Intel needed 30+ brochures, white papers and Flash files each translated into 6-13 languages, all with layouts, and most with voiceovers.... All in three weeks.

## We met Intel's Go-to-Market release goals. How can we help you?

With nearly 20 years' experience helping high-tech companies like Intel, Microsoft, Fujitsu and others prepare for global initiatives, we know what it takes to be successful globally. Make us your one-stop resource for all your localization requirements.

### The Auerbach Advantage

- 3x ValueStar Award Winner for Customer Satisfaction!
- 20 Years' Experience
- 80+ Languages
- Fastest Deliveries Humanly Possible
- Pre-screening Acculturation Review
- Global Marketing Focus
- Content Editing to Maximize Savings
- Tiered Pricing
- Personal Service

**Satisfaction Guaranteed!**

### FULL-SERVICE LANGUAGE AND MARKETING SOLUTIONS

- Translations into 80+ languages
- Website Localizations
- Multilingual Desktop Publishing
- Interpreting (conference and phone)
- Overseas executive interviews
- Market-intelligence research
- Cultural Quality Assurance
- Cultural Training and Negotiation

### TYPES OF COMPANIES

- General IT
- Hardware
- Software
- Systems Design
- Semiconductors
- Networking
- Equipment (routers, peripherals, etc.)
- Data Storage

### TYPES OF PROJECTS

- User Manuals
- Getting-Started Guides
- Website Localizations
- Operating Systems
- Software Strings
- Educational Software
- Applications Software
- Activity Guides
- Help Files
- Release Notes
- Brochures
- Product Data Sheets
- Newsletters
- Press Releases
- PowerPoints
- Flash presentations
- Screenshots
- Employee-reward Programs
- DVDs/Multimedia/Scripts
- Voiceovers
- Global market-research surveys
- Global market-research interviews

## Questions? Call (415) 592 0042

Request your FREE quote now at: [www.Auerbach-Intl.com](http://www.Auerbach-Intl.com) or [translations@auerbach-intl.com](mailto:translations@auerbach-intl.com)

### Sample Technology Clients



Microsoft®





## TECHNOLOGY CASE STUDIES

**Intel Corporation** turned to us to meet a critical product series release date to generate over 33 brochures, white papers and Flash presentations, each going into six-13 languages... and all in three weeks. To meet this challenge, we assembled a global team of Semiconductor-speaking translators, editors, proofreaders and layout artists who worked around the clock across all world time zones. We also prepared Flash presentations requiring the translation of the company's English scripts plus voiceover and recording talents in our state-of-the-art sound studio. As a result, we were able to deliver fully laid-out, four-color camera-ready electronic files and fully recorded CDs to serve Intel's global customers — all by the target delivery date.

When **Apple Computer** wanted to release its quarterly financial statements in six languages within three hours of its US press conference, they turned to Auerbach International. We assembled multi-lingual teams who spoke Computerese and Finance and arranged for them to translate, edit and proofread the final versions within Apple's short window of opportunity. In that way, the US announcements made the same-day editions of business newspapers and media around the world in each target language... a successful solution to Apple's critical timing and concerns.

**Microsoft Corporation** asked us to localize its OEM Connect on-line publications for South America in the new XML standard. Translation memory technology was important in this on-going project to ensure consistency of terminology and key sentences so as to speed up the translation process. Our technical staff had to create the DTD setting files for each periodic batch of .xml files. This method enabled our Spanish and Portuguese translators and editors to work with the leading translation memory tool, Trados, without altering the code and be armed to provide our typical, high-quality final output.

**Fujitsu** was behind schedule on launching five new products. We were under contract to translate product manuals, each with several hundred pages, and five corresponding trifold brochures. All were scheduled for printing & shipping prior to product launch, which started in one week. We received the source files with a third of the production lead time discussed previously. Prior consulting with the client helped us line up our translation-editing-proofing teams for a fast turnaround. Translated files were then sent to our DTP department which used new translation tools and helper programs to recreate the final design on time. Thanks to efficient planning and workflow, we delivered on time despite the rush schedule — and kept costs within original budget!

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