



American Translation Partners<sup>SM</sup>



# Empowering Your Organization

## Through Language.

We'll work with you to determine whether your project needs an interpreter or translator, and we'll find the right language experts to help convey your message.

The following is a brief overview of our language services. If you would like additional information, please contact us at 888.443.2376.



# Interpretation



## Our worldwide network

of certified and accredited interpreters combines superior language skills with a thorough knowledge of subject matter, protocols and cultures.

Whether in a court of law or at an international conference, ATP interpreters remain virtually transparent. Following strict codes of neutrality, our language team members impart speakers' meaning and emphasis without embellishing the remarks or injecting personal opinions.

ATP interpreters attain certification and accreditation from several U.S. and international professional organizations, as well as from state and federal courts. Our court-certified interpreters have facilitated more than 100,000 legal proceedings in North America, including depositions, proffers, appeals, and jury trials, among others. ATP certified language experts provide interpretations in more than 200 different language pairs.

## Modes of Interpreting

### Simultaneous Interpretation

The simultaneous mode of interpretation requires the combined skills of listening to and comprehending one language, while speaking another language at the very same time. Typically provided at international conferences and multilingual business meetings, simultaneous interpretations are transmitted electronically to a group of listeners and speakers just a few seconds after the words or phrases are spoken in the source language.

### Consecutive Interpretation

Consecutive interpretation allows two parties to converse – even if they speak different languages. Attorneys, claims adjusters and independent medical examiners often use this mode to communicate with foreign language speakers. Each party speaks at length, relaying a “paragraph” of ideas that is then interpreted for the other party. Consecutive interpreters develop and utilize their own ideographic symbols for notes to retain the thoughts and ideas of the speaker.

### Escort Interpretation

Escort interpreters utilize a combination of the simultaneous and consecutive modes of interpretation to relay the speaker's message. Escort interpretation does not require electronic equipment and is spoken directly to an individual listener. This mode is used primarily when one or two individuals in a group speak a different language from the rest, or during informal conversations. In addition, tourists and foreign delegates often engage escort interpreters for various types of excursions.



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# Translation



Anywhere in the world, in any language, our network of translators offers reliable and accurate translations. American Translation Partners language experts are fully certified and accredited, often translating court documents, complex medical documentation and technical materials.

A single goal guides every translation project: to preserve the tone and message of the source material. Following client specifications, American Translation Partners ensures that the final product will address the target audience's language (or dialect) and reading level.

## Documents

### Text Translation

Unlike interpreters, who relay information instantaneously, text translators usually work remotely. They start with an existing document or prepared transcript and translate it into a target language. American Translation Partners tailors the format of the final product – whether electronic or hard copy – to clients' specific needs and requests. All of our translators uphold strict codes of confidentiality.

Our translators combine your background information – including glossary and style guide – with their own cultural knowledge, research capabilities and writing skills to produce the highest quality translations.

### Glossary Development

A glossary contains definitions of words and acronyms that are specific to a given industry or company. A translator needs this information to produce accurate, reliable and consistent translations. That's why American Translation Partners asks for a glossary at the beginning of every project. If you don't have one, we can help you build one. It's an invaluable resource, and it continues to grow as our team members learn more about your business. Once a project is complete, we provide you with the expanded glossary, and we keep it on file to help in future projects for your organization.

### Style Guide Development

Effective translations reflect not just your words, but also your style and document format. Working from your style guide, American Translation Partners produces documents that preserve your character sizing and placement, page-numbering conventions, copyright and legal notices, among other guidelines. If you do not have a formalized style guide, we will help you develop one.

### Review

Quality translations require proofreaders. Every document we translate undergoes close scrutiny – not once, but three times. We begin the review process with native tongue translators, then pass the documents along to editors and proofreaders. We offer this review as the last step in our internal translation process, or as a stand-alone service for already translated documents.



# Translation *(continued...)*

## Multimedia



### Desktop Publishing

Desktop publishing combines graphics, content and the right software to create powerful presentations and handouts. Our desktop publishing teams – multilingual typesetters, proofreaders and editors – work together to format your presentations in any language. We also offer guidance when choosing professional printers to complete your project.

### Web Site Globalization

“Globalization” is the process of making your Web site accessible and appealing to foreign users. American Translation Partners can translate all facets of your Web presence – including content, brand name, code structure and META tags – to give your company the power to reach an international audience.

### Voice-Over/Subtitling/Narration

Adding foreign-language audio or text to a video is a multi-step process. First, the video must be transcribed into the form of a script. Then the translation team translates the script into the target language, followed by a thorough review. Should you require a voice-over narration, a native speaker then records the audio portion. We select native speakers whose voice qualities and accents most appeal to your specified target audience.

### Software Localization

Just like speeches and documents, software needs to be customized to a local audience and appeal to users in their native language. ATP translates both the software itself (including style, graphics and cultural conventions) and the accompanying documentation.

### Audio/Video Tape Transcription/Translation

Testimonies, hearings, body microphone recordings, and wiretaps – these are just a few examples of audio and video tapes that often need to be transcribed and translated. ATP language experts translate tapes that originate in any language, including English, and produce a certified and/or notarized transcript with translation. In addition, a project manager can assist you with technical recording issues.

## Consulting



### Legal/Market/Cultural Analysis

Cross an international border and the business climate can change dramatically. Success depends on knowing the protocol, market conditions and legal precedents in each country where you operate. American Translation Partners offers consulting services that help you translate your success to foreign markets.

### Brand Name Analysis

The name may sound great in Peoria, but what effect will it have in Portugal? American Translation Partners can analyze your brand name to help predict its success in foreign markets. Our language consultants conduct a thorough survey of proposed brand names, evaluating qualities such as associations with particular images, confusion with similar sounding words, potentially negative connotations and the ease of pronunciation among your target customers.

At American Translation Partners, we recognize that each client is unique, and your needs may differ slightly from what we've outlined here. We're always happy to answer your questions and discuss the specific details of your project. Please give us a call at 888.443.2376.