



- Spanish (Panama)
- Poulaar
- Kunama
- Tzutujil (Mayan)
- Fujian
- Tongan
- Samoan

As we reach the final stretch of 2018 we want to say THANK YOU to all our clients, voice talents and linguists for making 2018 a successful year.

As always, we remain at your service for all your translation, subtitling and recording needs.

Inside this issue:

- Additions to our Website
- Website Translation
- 2018 Norwegian Olympic Team
- Localization
- Generic vs. Localized Translation
- Snow

***“Words travel worlds.
Translators do the driving”***

— Anna Rusconi



Additions to our Website:

This year, we are proud to announce that we have translated our website into eight languages.

Click on the language to be directed to the website:

- [Arabic](#)
- [French](#)
- [German](#)
- [Japanese](#)
- [Mandarin](#)
- [Portuguese \(Brazil\)](#)
- [Russian](#)
- [Spanish \(Latin America\)](#)



Website Translation:

Being in the translation business means that the international market is our platform for clients. There is no better way to reach out to clients than connecting through the Internet. However, cultural and language barriers can exist if the content of a website is not understood. While many people speak English, English speakers only make up one part of the global marketplace. When you reach a website in a different language, there is an easy way to simply translate it into your own language: just click on the ‘Translate’ window that normally pops up or do the following:

1. On your computer, open Chrome.
2. Go to the web page written in another language.
3. At the top, click “Translate”.
4. Chrome will translate the web page this one time.

Remember the Norwegian Olympic team in 2018?

The translation is never 100% correct but often gives you enough insight to understand the basic content of the website. Besides this website auto-translator there are also various apps available to translate individual text into another language or dialect. But be careful to cross check to make sure that the translation is correct. Remember the Winter Olympics 2018 where the Norwegian Olympic team in South Korea used Google Translate and instead of 1,500 eggs they received 15,000 eggs.

[Click Here](#) to read more!



Localization:

Localizing a translation means to adapt the translated text for a specific region or country. When the target audience is Quebec in Canada, a French translator native to Quebec will be used to handle that text and not a translator from France. Another example is Spanish for Latin America vs Spain, where the country-specific differences are quite big. While countries in Latin America, Mexico and Puerto Rico use the same written language and follow the same grammatical rules, differences exist in the spoken word. It is easy to hear the differences between a voice talent from Mexico and one from, for example, Argentina.

Generic vs. Localized Translation:

Some companies require a localized version for an individual country. While a generic translation is always acceptable, there can be slight differences between countries.

This year we localized projects in Arabic for use in Germany, Israel, Sweden and Spain; Russian for use in Israel, the Ukraine and the Baltic countries; Spanish for use in Mexico and for every country in South America; Chinese for use in Malaysia; German for use in Austria and Switzerland; Hindi for use in Hong Kong; English for use in Canada, the United Kingdom, India, New Zealand and Hong Kong.

Snow:

Snow is snow, right? Not so fast! Snow comes in a variety of consistencies, from wet snow to powdered snow, from icy to corn snow, from sleet to graupel. There are apparently no two snowflakes alike, so why should snow always be the same? Countries with a cold climate where it snows quite a bit, have come up with many words to describe snow. The indigenous people of northern Canada, parts of Greenland and Alaska, the Inuit, have 51 words for snow, but did you know that Scots has 421 words for snow? Can you imagine, 421 words for snow?

Scots is one of the three indigenous languages of Scotland, along with English and Gaelic.

[Click Here](#) to read more!

Projects in 2018 worth mentioning:

We had a great 2018 with many projects that we will remember for a long time. Besides the many translation, recording, subtitling and desktop publishing projects we have completed so far this year, the list below shows a variety of not-so-ordinary projects.

- Marshallese and Chuukese website, including voice recording
- Tamil and Yoruba recording
- Commercial in Swiss German, French and Italian
- Voice over in Hmong
- Zambian voice over with a teenage girl
- Translation of an official letter to a Royal Highness in the Middle East and the inscription on a plaque to show a client’s appreciation
- Wedding vows in Arabic
- Audio translation from Swiss German into English
- Translation and recording in Bangla
- Transcribing interviews from Tzutujil into English
- Translation of a dissertation into Mongolian
- Translating hand-written letters from Amharic into English
- Review of a Bemba translation of a holy book
- Localizing a Plastic Moulding Certification eLearning course into Latin American Spanish

**There is an app for it!
Speakin Redneck:**

Definition of redneck from Wikipedia:

***Redneck** is a derogatory term chiefly but not exclusively applied to white Americans perceived to be crass and unsophisticated, closely associated with rural whites of the Southern United States.*

We previously listed redneck medical terms in the 2017 newsletter and received feedback to continue with more redneck terms.



For \$0.99 you can download an app called “Speakin Redneck” that claims to convert any regular sentence into Redneck English.

Here are a few examples:

- “I ain’t no redneck because I speak American real good.” – does not require a translation
- “Varmit”- Wild animal
- “Tater”- potato
- “Bammer”- The state west of Georgia, Alabama.
- “Jawjuh”- Georgia
- “Artery”- The study of paintings.
- “Umurkin”- A person who lives in the United States of America.
- “Packet”- What you do before going on a trip.
- “shevuhlay” Chevrolet
- “Youz just down rite ignert”- You are significantly ignorant.

We wish everybody a happy holiday season and peace on earth!



WE SPEAK YOUR LANGUAGE!

Contact us today to discuss all your translation needs

Tel. USA 800.270.7674 | Outside USA 678.367.3781