

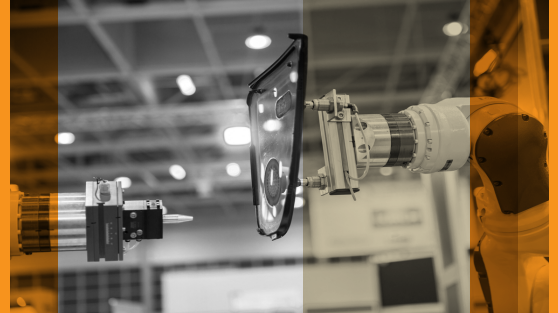
Your technical documents shouldn't be open to interpretation. Let us translate them for you.

TAKE THE WORD "OBSTRUCT"

A German technical dictionary offers six different translations, each one with a slightly different meaning. This is understandable since "obstruct" also has different connotations in English. For example, an obstructed pipe is clogged, whereas an obstructed roadway is blocked off. (A clogged roadway usually conjures up images of traffic jams.)

Likewise, offering your technical material in only one language could obstruct your readers from understanding critical information. This in turn could increase safety hazards and decrease sales. Why? Because technical material is full of words with very specific meanings. By not offering your technical documents in the reader's native language your intended message may not be understood. A potential customer reading your marketing material may lose interest, and an employee operating heavy machinery may become injured.

However, a good translation isn't a matter of merely searching for equivalent words in a dictionary. In fact, it's far from that. A good translation demands consistency, cultural knowledge, brand familiarity, and subject matter expertise. Only then can you drastically reduce misunderstandings and misinterpretations.

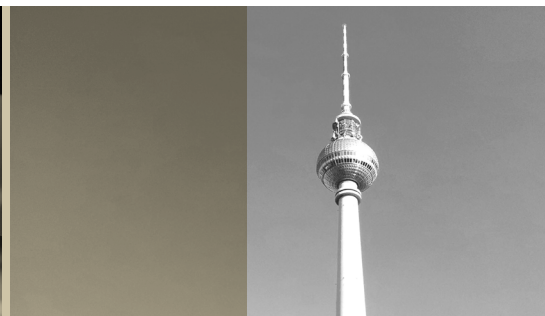


Technical translation in any language and format

We understand that technical translation requires in-depth, thorough knowledge of both language and industry, and a firm grasp of your company's terminology.

Here's what you can expect from us:

- » A dedicated project manager
- » Native-speaking translators with technical expertise
- » Innovative translation technology
- » Integrated workflows
- » Personal service and availability



WE MAKE YOUR COMPLEX & INNOVATIVE PRODUCTS RESONATE

The first thing we do is evaluate your source files and propose the optimal translation process for you. To maximize efficiency, we use custom interfaces to connect our translation system directly to your content management system (CMS).

Then we roll up our sleeves and get to work. We not only translate your documents as per your needs, but also adapt them to cultural and technical norms. Plus, we take care of desktop publishing and layout, terminology management, and quality assessment. On top of that, we ensure that you meet your launch and publication deadlines and stay within your budget.

With text&form, you'll have a language service partner you can count on and who will grow with you. We're confident in our skills, and so are our customers. Here's what one of them has to say:

"Whether we have an urgent marketing text, a press release, texts for product packaging or operating instructions – with text&form, we can rest assured that our new products are always on the market on time – and in 25 different languages!"

– Communications Expert, Hama GmbH & Co KG

Why choose text&form?

text&form has enabled leading brands to effectively communicate to worldwide markets since 1996.

The company's industry-leading reputation has been built on consistently high-quality deliverables and responsive customer service.

We help our customers reach markets all across the globe in the languages their customers understand best: their own.

text&form is a top 100 Global Language Services Provider and was named SAP Language Services Supplier of the Year 2014/2015.