

Translation and Translation Tools

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Translation and Localization



Translation - straight translation of text

Localization - translation that includes localized dialect by native speakers (expressions, analogies, idioms, cultural context, etc.)

- ✓ Alternatives - “international” version of the language
- ✓ “Transcreation” - rethinking a marketing message for a brand or product for the intended audience in a different country, region, or language.

The **importance of local expertise** when transferring a message cannot be underestimated and sometimes creative writing is a better option than translation or localization.

SEO keywords **can't always be translated**, even with a localization approach. Keyword research needs to be done **in language, by native speakers using local search engines and tools.**

Humans vs. “Computer”



Human translation offers a **vastly superior product:**

- Nuances of language
- Attention to detail
- Judgment calls about writing and format according to a Style Guide
- ✓ Translation memory software is the best of both worlds; can offer some money and time savings.
- ✓ Auto translation with human proof, only if necessary budget wise.

Larger buys = better pricing

- Repetition
- Translation Memory Software
- Refreshes take less time
- Rates – vary from \$0.06 per word for automated translation with a human proofreader to \$0.60+ for specialist or technical translation of niche subject areas.
 - ✓ Generally good native speaker translation with a native speaker proofreader costs between \$0.25 and \$0.35 per word.

Industry Names

- Lionbridge Technologies
- SDL International
- EVG offers more competitive rates, faster set-up times and a more bespoke service

Notes

- ✓ Importance of working within existing brand guidelines and glossaries when they exist
- ✓ Consistency - ideally using the same translation team across a website, project or timeframe

Tools for Travelers



Google Translate –available from iTunes for iPhone and iPod

Translate words and phrases between more than 60 languages. For most languages, you can speak your phrases and hear the corresponding translations.

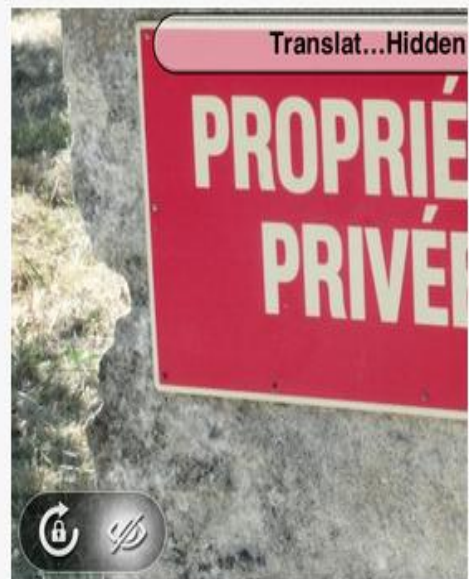


Tools for Travelers



**Word Lens – available on iTunes for iPhone and iPod;
questvisual.com/us**

Aim – Click – Translate!



Tools for Travelers



Jibbigo – jibbigo.com

Speech-to-speech translation application for iPhone or iPod. Simply speak a sentence, and it speaks the sentence aloud in the other language, much like a personal human interpreter would.

Features:

- ✓ State-of-the-art Speech Recognition Technology
- ✓ Vocabulary of 40,000+ words
- ✓ Statistical machine translation
- ✓ Natural voice output using SVOX speech synthesis technology
- ✓ Dictionary included
- ✓ No data roaming charges or connection necessary



Tools for Travelers



Other tools:

Tap-Translate - <http://tap-translate.blogspot.co.uk/>

SayHi - <http://www.sayhitranslate.com/>

SpeechTrans - <http://speechtrans.com/>



Thank You



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