

WORDEXPRESS Spring 2007 QuickNews

Dear Client: In our **Spring QuickNews**, we would like to draw your attention to our Website Translation and Localization Services...

Here is a **Discount Voucher** to be used on your next order!

Please mention this Voucher Number when contacting the WordExpress Team.

Today's Topic: **Website Translation and Localization**

by Verena Jordan, from our Client Care Department

Reach a global market with a multilingual website! Undoubtedly, you will **attract new clients** from foreign countries if you present your **website in different languages**. While English is the *lingua franca* on the Internet, it appeals to any client to find information about your company, your products or your services in their **native tongue**. They will be pleased to see that you respect, understand and welcome their specific linguistic and cultural scenario. If they visit your website for the first time, this will **sway their purchasing decisions**, and if they have been doing business with you on a regular basis, it will **enhance their loyalty**.

WordExpress offers **website translation and localization services in more than 100 languages!** From our pool of seasoned linguists and localization experts, we carefully select those specialists best suited for your particular multilingual website project.

Experience the power of a multilingual website! Have our **professional translators and localization specialists adapt the language, content and design of your website to the specific linguistic and cultural environment of your target country**.

For your convenience, we offer our website translation and localization services in three different options:

OPTION 1: TRANSLATION OF WEBSITE TEXT ONLY

Our most straightforward and **economical service!**

WordExpress processes your website in the same way and with the same care as a translation document. Your website text will be translated into **highly accurate versions** of the target language(s). We submit the completed files in DOC, RTF or TXT format. Your webmaster integrates the translation into your website and produces layout, graphics, image editing and technical adaptation (localization).

Our most **nonular service!**

WordExpress translates your website into highly accurate versions of the target language(s) AND **keeps or recreates the layout** -- formatting and graphics, but not including image editing. We submit the completed files in HTML format. Your webmaster produces the rest -- image editing and technical adaptation (localization).

OPTION 3: FULL WEBSITE LOCALIZATION

Our **total service...**A multilingual website!

WordExpress **seamlessly integrates foreign language** content into your website -- text, layout and graphics, including image editing. We take care of the website localization and make sure that all the links work. **We do it all for you!**

Let our specialists turn your website into a successful **advertising tool** for your foreign markets!

WordExpress is in compliance with the **stringent quality standards of ISO 9001/2000**. Our quality control processes are **unmatched in thoroughness** -- our goal is always perfection.

**For a FREE QUOTATION on your next project,
please call us at (310) 260-7700, ext. 125 or (800) 570-0700, ext. 125,
or e-mail your request to: clients@wordexpress.net**

Visit our New Website for more information: www.wordexpress.net

**Upcoming Topics: Lost in translation?
The three types of transcriptions**

Please send us your feedback, or suggestions for future topics...