

Dear Client:

In our **Summer QuickNews**, we would like to draw your attention to our review services: professional editing and proofreading.

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

Please mention this Voucher Number when contacting the WordExpress Team.

Voucher N° 101011: 15% Seasonal Discount on Your Next Project

Cannot be combined with yearly discount. Expires 09/20/05

Today's Topic: Our Editing & Proofreading Services

by Muriel Redouté, Marketing Manager and Serge Rocco, Project Manager at WordExpress Corporation

Naturally, all of our written translation projects are subject to a thorough review by our professional editors and proofreaders before they reach our clients.

In addition, WordExpress offers these review services on a stand-alone basis. For instance, your company may want to use in-house translators, but prefer an expert review in order to ensure the highest quality. This is where our professional editors and proofreaders are able to assist you. Our clients rave about our attention to detail!

▪ **What is Editing?**

Editing represents an all-comprehensive review process, whereby the document of the target language is checked for accuracy in punctuation, spelling, grammar, style and contents against the document of the source language. The editing process ensures that the original message is communicated faithfully, accurately and clearly.

▪ **What is Proofreading?**

Proofreading represents a limited review process in one language only, whereby the document is checked for accuracy in punctuation, spelling, grammar and style. Proofreading consists of a careful review of the final draft to ensure that all flaws have been eliminated.

When do you need to have your documents reviewed by the WordExpress Team?

▶ **When you use a machine translation:** Machine translations may enable you to produce rough drafts. However, they are usually riddled with flaws and **ALWAYS** need to be reviewed by professional linguists. The errors, misconceptions and misunderstandings produced by machine translations—with, at times, embarrassing consequences --are legend. Let us help you avoid these pitfalls!

▶ **When you use an in-house translator:** In order for a translation to be correct and accurate it **MUST** be subjected to a meticulous review process in which several editors and proofreaders scrutinize, refine and polish up your translation. To guarantee professional results, you must have these resources available to you. Most companies do not. Let us step in so you can get the most from your in-house translation!

▶ **When you use a translation bureau abroad:** Foreign translation companies may offer enticing prices, but their quality often does not live up to the standards expected in the United States. A review is **ADVISABLE** to find out if you have received a worthy product. Let us ensure the highest possible quality!

▶ **When your document contains specialized terminology, such as legal, medical, or technical:** Even if you have the experts available in-house, they may lack the linguistic skills. The professionals of

WordExpress combine the **NECESSARY** linguistic experience with expertise in many different fields. Let us select those translators, editors and proofreaders best suited for your particular document!

► When you translate advertising copy or any other material that is going to be published: Documents of that nature must be impeccable; therefore a thorough review process is **ESSENTIAL**. One mistake or inconsistency may lead to damages of thousands of dollars. Let us protect your investment!

Did you know? WordExpress provides a triple guarantee on all its services. Upon request, we not only certify translations produced by WordExpress, but also those submitted by you and reviewed by us.

Ensure your peace of mind! Rely on WordExpress to edit and proofread your translations!

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 or 800 570-0700, at ext. 125,** or e-mail your request to: clients@wordexpress.net

Upcoming Topic: Is WordExpress able to provide full Desktop Publishing (Layout) Services?
Please send us your feedback or suggestions for future topics!