



## You should know...

*Previous editions of this newsletter have provided tips for the translation process, to facilitate your experience when creating alternate-language versions of your videos, PowerPoint, web, print and interactive communications. Here are a few more things to keep in mind!*

- In many (but not all) languages, the usage of points and commas to separate decimals and thousands within numbers is reversed compared to US English. That is, instead of 1,000.01, they write 1.000,01. This is true for most Spanish varieties, for instance; except for Mexico, Panama, Puerto Rico and the United States itself.

As part of the process of creating your translations to and from any language, ASIST guides you through this and similar issues. Number formats are just one of the reasons we always ask, "Where is this translation going to be used?"

- Toll-free "800" numbers only work within the US and Canada! If you don't provide an alternative phone number, you've effectively made it impossible for anyone in other countries to contact your customer service, ordering or sales departments. Not such a great idea!
- Not all computer programs accept non-Latin alphabets. Right-to-left alphabets (such as Arabic and

Hebrew) and so-called "double-byte" languages (Japanese, Chinese, and Korean, for example) also can be problematic with many DTP programs. There are various strategies for overcoming this (including conversion of all text to outlines); be sure to consult with ASIST if you suspect this may be an issue. Incidentally, these character-set limitations are even trickier when using touchscreen displays or control panels on machinery!

- Various incompatible video formats are used throughout the world (mainly NTSC, PAL, and SECAM). Be aware that, after creating a dubbed or subtitled version of your marketing or training video in another language, you must also create DVD or videotape copies that are converted to international formats other than NTSC (used in North America). Hint: using web or CD-based video instead (for example, in MPEG, WMV or QuickTime format) allows a single version to be used in the entire world.
- English is a relatively compact language—most others will have higher character or word counts, by as much as 20–30%. When creating the English original for your multi-lingual documents, be sure to leave some extra space (or plan for font sizes being reduced somewhat), so that the content will fit onto the page. \*

## Famous Quotes

"Tell me how much a nation knows about its own language, and I will tell you how much that nation knows about its own identity."

– *John Ciardi*

"The mind is not a vessel to be filled, but a fire to be kindled."

– *Plutarch*

"If you reject the food, ignore the customs, fear the religion, and avoid the people, you might better stay home."

– *James Michener*

"This idea of service in business is the biggest guarantee of success that any man can have. It is not the employer who pays wages—he only handles the money. It is the product that pays wages."

– *Henry Ford*

"Never ruin an apology with an excuse."

– *Kimberly Johnson*



We always look forward to hearing from you. This is the ninth issue of our current newsletter. To e-mail comments or suggestions for future issues, click: [marketing@ASISTtranslations.com](mailto:marketing@ASISTtranslations.com)



## Language Interpreting in the Ohio Court System

*From an 08/04 report by the Interpreting Services program of the Ohio Supreme Court:*

- Cases requiring language interpreters increased by as much as 200% over the preceding four years.
- Top five interpreting languages used in Ohio courts: Spanish (81%), American Sign Language (7%), Somali (3%), Russian (2.7%), Arabic (1.1%). All other languages combined represent only 5.2% of the total.
- Ohio court records show about 60 languages were interpreted over the last year, versus 224 languages in California (the most linguistically diverse state in the US).
- According to records, language interpreting was performed about 18,500 times over the last year in Ohio courts, although the actual number may be much greater. \*

## ATM/Credit Cards and Foreign Travel

- Before leaving, call your credit card company to confirm your PIN number will work, so that if necessary you can make cash advances while abroad.
- Advise the card company of your travel dates. Otherwise, larger transactions and unusual spending patterns/locations could raise doubts about unauthorized use or fraud, holding up approvals.
- Since “800” phone numbers won’t work outside the US and Canada, obtain the emergency number for the countries where you will be traveling (required in case your card is lost or stolen).
- For extended travel, most card companies can debit your bank account for a specified amount on your next payment date.
- Leave store cards (and other unnecessary cards or identification) at home.
- In some countries, VISA is more commonly accepted than MasterCard, or vice versa. If possible, check beforehand, so that you can decide which cards to bring. \*

## Locks of Love

Many of our clients have collaborated with Jessica, Senior Project Coordinator at ASIST, on translation projects. However, since most of you know our production staff mainly through e-mail and the telephone, you may not have known just how long her hair was! To celebrate the 2004 holidays, Jes donated over 12 inches of her tresses to **Locks of Love**, a charitable organization that provides hairpieces to financially disadvantaged children suffering from long-term medical hair loss (from alopecia areata and other causes).

*To contact **Locks of Love** and obtain a list of participating salons in order to make a hair donation (and get a free haircut!), please visit [www.locksoflove.org](http://www.locksoflove.org). If you or anyone in your family is considering trimming 10 inches or more, we encourage celebrating your “new look” by contributing to this worthy cause. \**

## Mole Poblano (México)

*1 piece toasted bread, 2 corn tortillas, 4 each mulato peppers, ancho peppers, pasilla peppers; 1 large onion, 4 cloves garlic, 1 ripe plantain, 1 can whole tomatoes, 1/2 cup almonds, 1/2 cup peanuts, 1/8 cup sesame seeds (and a pinch of coriander seeds if desired), 1 tablet Nestle “Abuelita” chocolate, oil or lard for frying, turkey or chicken broth*

Cut onion into quarters and plantain into 1/4" pieces, set aside. Devein chiles, remove seeds.

Heat 1/4" of oil in a wide pan (or wok). Fry bread and tortillas until crisp. In the same pan, sauté remaining ingredients in batches, starting with chiles and ending with the tomatoes, nuts, seeds and chocolate. As ingredients are sautéed, set aside in a large bowl, mixing together as you go.

Puree all sautéed ingredients in a blender, thinning with chicken or turkey broth. Consistency should be fairly thick, just thin enough to blend into a smooth sauce.

Cook approximately two hours over low flame (or longer, in crockpot) until it turns a dark reddish-brown color. Stir to test mole for doneness; you should see the bottom of the pot after each scrape of the spoon.

Serve sauce over chicken, turkey, pork or sirloin tips, accompanied by Mexican rice and corn tortillas, Mexican rolls, or crusty French bread and garnish with a pinch of sesame seeds. \*

### Are you in Central Ohio?



*Click here for a map and driving directions to ASIST.*

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[www.ASISTtranslations.com](http://www.ASISTtranslations.com)

