






## You should know...

 **Translation** communicates the meaning of the original *written* communication in another language. Web-based or machine translations simply use a word-by-word process, and usually produce inaccurate—and sometimes—funny or inappropriate translations. Real translation requires a deep understanding of the target culture and content of the original text, as well as the ability to judge the expected reaction of target audience.

 **Interpreting** is similar, but deals with the *spoken* word. Language interpreting can be either *consecutive* (speakers pause every few sentences for interpreting, which is the most common method for legal, medical and business scenarios, whether on site or via telephone) or *simultaneous* (nonstop interpreting, through headphones at a conference, for example).

 **Transliteration** uses characters from another alphabet to show the target audience how to *pronounce* a word as it sounds in the original (source) language. Often, as part of the ASIST translation process, proper names of employees, companies and products are transliterated. Instead of the Latin characters used in English and Romance languages, for example, Cyrillic, Japanese, Chinese, Hindi or Arabic characters, among others, are used to allow the non-English speaker to understand how to pronounce the word correctly. Exact matches are not always available, however—certain sounds may be problematic or simply nonexistent. Especially for company or

product names, an informed decision must be made between accurate and “market-friendly” renderings for the target culture. Needless to say, we must be very careful about transliterations that may have some inappropriate connotation!

 **ASIST offers enhanced file transfer services for clients**

Increasingly, ASIST clients need to exchange very large documents with us—for page layouts, web sites, audio and video projects, for example. ASIST has offered FTP access for years, and continues to do so. As part of the recent revamping of our server systems, however, we have also upgraded client access for file uploads/downloads, with a simpler web-based interface and increased security.

For uploading large audio-video or DTP files, for instance, we provide you a unique user name and password. With broadband access to the Internet you can often avoid overnight shipping and couriers—not to mention the uncertainties of e-mail and file size limitations of many e-mail servers.

ASIST’s file-transfer site can be accessed directly through your Internet browser. A link will be provided by your project coordinator to your project’s secure web page.

To plan the most efficient file-delivery method for your next desktop publishing, video or multimedia project in multiple languages, please discuss this with our Marketing Department at (614) 451-6744.

## Say What?

*We can't resist occasionally sharing "interesting" translations from around the world. Enjoy!*

Drop your trousers here for best results.

– *At a Taiwanese laundry*

Fur coats made for the ladies from their own skin.

– *In the window of a Swedish furrier*

Order your summers suit. Because is big rush we will execute customers in strict rotation.

– *At a Hong Kong tailor shop*

Not to perambulate the corridors in the hours of repose in the boots of ascension.

– *At an Austrian ski lodge*

Salad a firm’s own make; limpid red beet soup with cheesy dumplings in the form of a finger; roasted duck let loose; beef rashers beaten up in the country people’s fashion.

– *Restaurant menu in a Polish hotel*

ASIST supports the disaster relief efforts for the victims of hurricane Katrina. We encourage you to contact the following relief funds (or the organization of your choice) to make an online donation.

**American Red Cross**  
**Unicef USA**

**Bush-Clinton Katrina Fund**  
**United Way of America**



We always look forward to hearing from you. To e-mail comments or suggestions for future issues, click: [marketing@ASISTtranslations.com](mailto:marketing@ASISTtranslations.com)





## On Language

- The United Nations estimates that half of the world's 6,000 languages will disappear in less than a century. Roughly a third of these languages are spoken in Africa, and about 200 already have less than 500 speakers. Experts estimate that half the world's people now use one of just eight languages: Chinese, English, Hindi, Spanish, Russian, Arabic, Portuguese and French.
- The 2000 Census showed that in Franklin County, Ohio (ASIST is located in the city of Columbus) more than two-thirds of the Hispanic and Latino population hail from only three locations, Mexico (49%), Puerto Rico (15%), and Cuba (3.5%). The remaining 32% come from many different countries, including El Salvador, Honduras, Dominican Republic, Guatemala, Costa Rica, Ecuador and Venezuela.

## Caffè in Forchetta

This luscious "Coffee on a Fork" is from Italy's Tuscany region  
(6 servings)

- 1 Tbsp. almond oil (available at specialty markets)
- 4 large eggs
- 1/3 cup granulated sugar
- 1-3/4 cups whole milk
- 1/4 cup strong brewed coffee

Preheat oven to 350°. Brush a 9-inch square baking pan with the almond oil.

Whisk eggs and sugar together in a bowl until thick and well-blended, then gradually whisk in milk and coffee.

Pour this mixture into the prepared baking pan. Place this pan inside a larger baking dish. Add water into that dish, to a depth of one inch.

Bake the custard for 20 minutes, then cover with aluminum foil and continue baking until it sets—about 40 minutes longer.

Remove from oven, place baking pan containing the custard on a wire rack and allow to cool slightly. Run a thin knife blade around the edges to loosen, then invert onto a platter and serve warm. (Serving suggestion: dust individual servings with cocoa and/or put a dollop of crème fraîche or whipped cream on the side.)



## Travel Tips

<http://travel.state.gov/>

The U.S. Dept. of State maintains this website, which contains a wealth of information about passports/visa requirements, health care and insurance, crime and security concerns, roads and traffic, consular information and embassy locations. Current Travel Warnings and Public Announcements are also included, for countries where there may be some danger to U.S. citizen travelers. Also useful are Consular Information Sheets and Country Background Notes for virtually every country in the world. The no-nonsense, concise format of this website makes it an indispensable resource for the business traveler.

<http://www.cia.gov/cia/publications/factbook/>

The CIA World Factbook is another excellent resource for international marketing and travel. Along with historical, political and economic facts, demographic information is provided. This includes not only basic data like population, age distribution, income and unemployment, but also the number of radio/TV stations, Internet users and providers in the target country.

## More Power to You!

Many laptop computers and cameras are already equipped to support all voltages for AC power that you will encounter in your world travels. However, the actual power *connector* may require an adapter for certain outlet/socket types. Adapters are available in hardware, computer and travel stores. Be sure to bring some along!

If the AC power input to the device or its external DC transformer is marked "100-120V/200-240V, 50/60 Hz", it is universally compatible with all these voltage standards, and a simple adapter will be sufficient. On the other hand, if you see only "120V/60 Hz", this device is NOT usable with other voltages unless you use a *transformer*!

Light-duty voltage transformers (a.k.a. "step-down" transformers, used to convert from higher to lower voltages) are relatively inexpensive. Many also include adapters, between 2- and 3-pin American plugs and various 2- and 3-pin types used in the UK, Europe, Asia, etc.

In developing countries with poor electricity infrastructures, a voltage regulator may be advisable for high-wattage sound or lighting equipment, and also for some computer gear. This more expensive device keeps the level of electrical current steady, even while incoming voltages fluctuate.

## Are you in Central Ohio?



Click here for a map and driving directions to ASIST.

Please visit us on the Web:  
[www.ASISTtranslations.com](http://www.ASISTtranslations.com)

