



ASIST Translations Achieves Milestone

Twenty-five years ago, Elena Tsinman identified a need and filled it with the creation of ASIST Translation Services, Inc. Today, the business is growing to meet the needs of the 21st century.

Technology may make the world feel smaller, but the demands for better communication are increasing.

ASIST continues to expand its range of services to meet those demands, including innovative uses of technology.

In its early history, ASIST was primarily involved in drafting analytical reports on current state-of-the-art technologies using information in foreign publications under the auspices of U.S. Federal Government agencies. The company was also active in translating highly technical materials into all major languages. The acronym ASIST stands for "Associates in Scientific Information Search and Translation."

In the following years, ASIST evolved into providing interpreting and translation services of all types. Responding to our clients' needs, our in-house pro-

duction department gradually added desktop publishing (DTP), audio-video and multimedia capabilities in order to ensure accurate and timely delivery of all content types into multiple languages.

As the Internet increased in importance during the 90s, translation services for website localization were also increasingly in demand.

After a quarter of a century, ASIST is among the largest professional translation services in the Midwest, servicing clients all over the United States and many other countries.

ASIST can provide interpreting and translation services in any language and any area of technical specialization.

In upcoming editions of our newsletter, we will look at several of the innovative solutions ASIST is developing to meet the complex interpretation and translation needs of the 21st century. 🌸



Economic Stimulus Payment Schedules

The Internal Revenue Service recently announced that it will begin sending more than 130 million economic stimulus payments starting May 2.

The IRS also announced the availability of a new online calculator to help people determine the amount of their stimulus payments.

To find out whether you qualify and to figure out your payment if you do, [click here](#).

For more information about the announcement from the IRS, you can read their press release by [clicking here](#).

"To receive an economic stimulus payment, people just need to file their tax returns as they usually do," said IRS Acting Commissioner Linda E. Stiff.

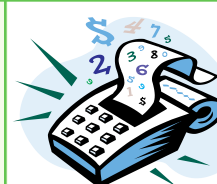
The press release also includes the schedules for economic stimulus payments related to tax returns processed by April 15, 2008. 🌸



Comment Corner

We always look forward to hearing from you.

To e-mail comments or suggestions for future issues, click: marketing@ASISTtranslations.com



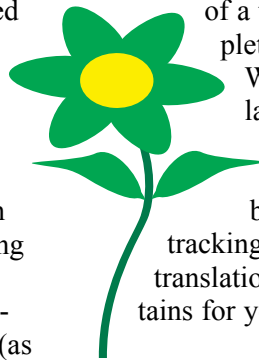
Request a Quote

Call **888-ON-ASIST**
(662-7478) and ask for
Marketing, or email
info@ASISTtranslations.com


Tips for In-House Review of Translations

When our clients' foreign offices review a translation, we always value their input. Their intimate knowledge of their customers, internal processes, vendors and industry terms in their specific market is very useful. As your company's coordinator for multilanguage translation projects, here are some tips that will help you make this process more productive:

1. Most of the time, reviewers are not professional linguists, and are not familiar with the laborious review and double-checking the translation process requires. It is important to emphasize that personal "style preferences" should be avoided. Even the smallest items typically require review by 2-3 people on the translation side alone—hardly a good investment, if the translated text wasn't "wrong" in the first place.
2. Like our linguists, reviewers must resist the temptation to add anything to the translated text that isn't in the English original. Any omissions or ambiguities in the English should be corrected at the source and addressed in all languages where appropriate. This is crucial for multi-language projects. Otherwise, as your company's in-house coordinator, it quickly becomes unwieldy to manage documents, and each translation could stray from the English meaning in its own way.
3. It would be helpful if reviewers provide you an explanation in English (as




a Comment in the translated MS Word file) for every suggested change—indicating exactly what each revision means and why it's necessary. As you can imagine, requiring explanatory comments in English reduces the number of non-essential changes! Most importantly, this gives you the chance to manage the process before returning suggestions for review, comment and approval by ASIST linguists. Indeed, some comments may suggest improvement that should be made to the English original (and then updated in the other languages).

4. Timing is important. In-house reviews of a translation should be completed in the source Microsoft Word document before page layout, audio recording and so on are made. This is not only more efficient, but also improves change tracking and consistency in the translation memories ASIST maintains for your projects. 

Spoken English: Say What?

Some things about English are easy. But pronunciation isn't one of them!

1. The bandage was wound around the wound.
2. The farm was used to produce produce.
3. The dump was so full that it had to refuse more refuse.
4. He could lead if he would get the lead out.
5. The soldier decided to desert his dessert in the desert.
6. Since there is no time like the present, he thought it was time to present the present.
7. When shot at, the dove dove into the bushes.
8. I did not object to the object.
9. There was a row among the oarsmen about how to row.
10. They were too close to the door to close it.
11. The buck does funny things when the does are present.
12. A seamstress and a sewer fell down into a sewer line.
13. The wind was too strong to wind the sail.
14. Upon seeing the tear in the painting, I shed a tear.
15. I had to subject the subject to a series of tests. 

Are you in Central Ohio?



Click here for a map and driving directions to ASIST.

Please visit us on the Web:
www.ASISTtranslations.com

