

ASIST

Translation Services

Newsletter

Spring 2003

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



It's News To You!

The Top Ten Tips for Translation Projects

We can handle almost anything you throw at us—but consulting this list may help you avoid the most common pitfalls.

1. Identify the target audience for your translation, so that appropriate language dialect and weights & measures are used.
2. Translations are longer than the original by as much as 30%. Remember to provide sufficient "white space" for the extra room needed for the translation.
3. To facilitate a smoother translation, try to keep sentence length to a minimum.
4. Confirm the latest version of your document(s), before beginning the translation process.
5. Please provide files, fonts and graphics in their original, editable, electronic form.
6. Please provide specs for minimum point size and leading. Also, indicate if your graphics are fixed or able to be resized.
7. Please provide us with a contact name for any questions that may arise during the translation process.
8. Our 4-step process is designed to ensure maximum quality and accuracy. To meet your deadlines, forward each document to us as soon as it is completed and ready for translation.
9. Try to be realistic about estimating time required for your translation project. In addition to the time necessary for the translation process remember to include time to review and approve the final file(s).
10. If this is your first project with ASIST and consistency with previous translations is necessary, please provide a translation glossary for key terms, if one is available.



Travel Tips

In each country where you travel, at the very least learn how to say these ten things:

- | | |
|-------------|------------------|
| "Yes" | "Please" |
| "No" | "Thank You" |
| "Hello" | "Good Morning" |
| "Goodbye" | "Good Afternoon" |
| "Excuse Me" | "Good Evening" |

You will be amazed at how receptive people are, even if you can't carry on any further conversation from this point except in English!

The Top Ten Phrases

In each country where you

- | | |
|-------------|------------------|
| "Yes" | "Please" |
| "No" | "Thank You" |
| "Hello" | "Good Morning" |
| "Goodbye" | "Good Afternoon" |
| "Excuse Me" | "Good Evening" |



Coffee Break

- What do fish say when they run into a wall?
- Dam!



Say What?

We can't resist sharing some inexperienced attempts at translation! (P.S. this was not translated by us!)

"Please leave your values at the front desk."

(From a sign above the concierge desk in a Paris hotel)



International Recipes

Salmon in Cream Sauce, with Grapes and Moscatel wine (Spain, Catalunya region)

Ingredients (for 4 people):

- 4 salmon fillets
- 1/2 pound of peeled, seedless white grapes (about 40)
- 1 glass of sweet, dark moscatel wine (preferably Spanish)
- 2 ounces of butter
- 1/2 pint of heavy cream
- salt

Rinse the salmon fillets, and pat dry with paper towel. Salt lightly, and lay skin side down in a baking dish. Dot with butter. Spread peeled grapes over and around the salmon, and pour the moscatel wine over it.

Place in oven preheated to 375° F. for 5 minutes. Add the cream, return to oven for an additional 10 minutes.



Comment Corner

We always look forward to hearing from you. We constantly strive to improve our service and communication with YOU, our most valuable resource. How can we improve our service to you? What new services would you like us to offer? Do you have suggestions for future newsletters or any other observations you'd like to share?

E-mail your comments by clicking this link:

marketing@asisttranslations.com

We look forward to hearing from all of you!



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