

Languages & Locales

The latest in the world of language & technology

IN THIS ISSUE

Case Study
&Beyond

Meet the Team
Jade Zheng

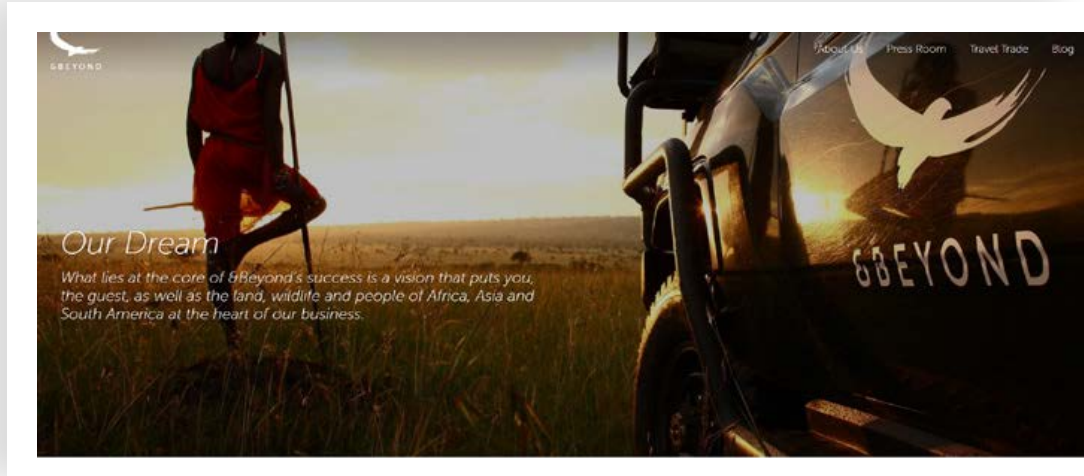
Tools & Tips
Translation
Memory Tools

Curation Corner
Media
Localization
Talent Shortage:
A Wake-up Call

Language Facts



To know Chinese, you have to know over 2,500 characters.



Case Study

Translation and Multilingual Desktop Publishing Project for &Beyond

Globalization Partners International (GPI) provided translation and multilingual desktop publishing services in Portuguese, Spanish, Swahili (Kiswahili)-Tanzania, Swahili (Kiswahili)-Kenya and Zulu (isiZulu) for a variety of &Beyond human resources training materials and policies, as well as destination itineraries and descriptions generated from a proprietary web content management system.

GPI worked closely with &Beyond's Human Resources and Training Department and their web publishing and reservation teams to translate HR policies and publish web-based camp descriptions and guest itineraries.

Services Included:

- › Website Translation
- › Document Translation

Platform:

- › WordPress
- › PHP

Tools:

- › Globalization Project Management Suite
- › GPI's Translation Services Portal
- › Microsoft Word
- › Adobe Creative Suite
- › Trados Studio Translation Memory

“**GPI’s domain expertise in both training and human resources subject matters coupled with their ability to work in challenging languages such as Swahili and Zulu led to successful translations of our key training materials. GPI had a very innovative, documented and comprehensive localization and quality assurance process which was required on such important content for our employee training programs throughout Kenya, Tanzania, Mozambique and South Africa.**”

– Linda King, &Beyond’s Group
Human Resources & Training Director

About &Beyond



&Beyond designs personalized high-end tours in 15 countries in Africa, 5 in Asia and 4 in South America, offering discerning travelers a rare and exclusive experience of the world as it should be. They own and operate 29 extraordinary lodges and camps in iconic safari, scenic and island destinations in Africa and South America. This enables &Beyond to positively impact more than 9 million acres of wildlife land and 3,000 kilometers of coastline. Established in 1991, &Beyond strives to leave the world a better place than they found it through their care of the land, wildlife, and people, and the delivery of extraordinary guest experiences. &Beyond has established an intimate relationship with some of the world’s last remaining unspoiled natural places and the communities that surround them. In combination with their highly-skilled guides and rangers, this allows &Beyond to deliver extraordinary guest experiences that feel profoundly meaningful.

[Download case study](#)

Meet the Team

JADE ZHENG Global Project Services Manager

Jade is a native Chinese speaker from Guangdong, China. She has a degree in English (Advanced Translation and Interpreting) from the Guangdong University of Foreign Studies. Her experience includes providing Chinese translations and consecutive interpretations for global clients and events in the fields of travel, hospitality, finance and investments. She has served as a journalist/writer for MediaMost Publishing, a banking relationship manager at RAKBank and has completed freelance content work for Dubai Tourism and Condé Nast Traveller.



“**Outside work, I enjoy traveling, short excursions to other Emirates, swimming, watching movies and playing table tennis.**”

[Read her blog](#)

Translation Memory Tools

Translation Memory (TM) technology allows translation teams to store and reuse both source and target language content for any translation project. GPI's translation teams utilize Translation Memory tools in order to create and maintain multilingual glossaries and translation memories for our clients. These glossaries and memories are the proprietary property of our clients and can be provided as part of any project's deliverables. Tool use is client-driven and GPI can work with all of the commercially available TM technologies.

The screenshot displays the SDL Trados Studio interface. The main window shows a list of translation files with columns for Name, Words, Status, Progress, Size, Usage, File Type Id., Path, Local State, and Checked Out. Below the file list, the Confirmation Statistics table is visible, showing a summary of translation levels.

Confirmation Level	Words	Characters	Segments
Not Translated	8	54	1
Draft	0	0	0
Translated	0	0	0
Translation Rejected	0	0	0
Translation Approved	0	0	0
Sign-off Rejected	0	0	0
Signed Off	0	0	0
Total	8	54	1

The benefits include:

- Consistency across all channels of communication. Even the smallest project benefits from TM use to ensure that the preferred term/terms are used whether it is marketing, web, software, manuals, and etc.
- Productivity and accuracy improvements.
- Reduced costs of translations by offering leveraged pricing on repeat and fuzzy match text.
- Revision projects can be handled in the most cost-effective, time-efficient manner.

Note: Translation Memory is not machine translation (MT). Machine translation (MT) is a technology that produces very raw, draft translations automatically. Machine translation requires extensive upfront glossary development, strict adherence to controlled source language authoring and qualified translators to post-edit the raw translations that are produced in order to achieve acceptable quality. GPI utilizes human translation and editing teams who work with translation memory tools, NOT machine translation.

[Discover more!](#)

Media Localization Talent Shortage: A Wake-up Call

Article originally published on

<https://slator.com/what-to-do-about-the-talent-crunch-in-media-localization/>

The media localization industry continues to face the challenge of ever-rising streaming content supply while the talent availability to meet the service demand is not increasing. The roles in demand are voice-over actors, dubbing directors as well as subtitlers in new language combinations. **Industry experts predict that this crunch will get worse** in the upcoming months, and will drain the existing pool of subtitling talent. So, how are industry leaders dealing with the media localization talent shortage?



With increasing media demands on a global scale, the “grass should be greener” more than ever in the media localization field. However, most talents see widespread stress and burnout due to the long hours of work needed to meet production deadlines. More often than not, localization projects handed to the “freelance community” require delivery within “a third of the amount of time”, and with fees which are not enough to match the skilled translators’ rates. To make things even harder, media companies do not treat localization as a valuable aspect of their media package. Resorting to machine translation (MT) is the ultimate blow to media localization talents as the cost is low (bots don’t need bread). Naturally, machine translation output threatens not only the quality of subtitles and dubbing but more importantly the talent supply of language professionals.

Needless to say, the creative **human element is important to keep content integrity** and preserve the art of localization. To address this looming talent apocalypse, there are companies who are making their offers more attractive, sometimes by paying double normal rates and providing better working conditions. Additionally, Jorge Diaz-Cintas, Professor of Translation Studies at University College London suggests that academic-driven initiatives such as specialized courses and training on **audio-visual translation (AVT)** – could also help solve the talent crunch and attract more people to media localization industry.

[Discover more!](#)

GPI Translation Services

- › Document Translation & Copywriting
- › Software Localization
- › Multilingual Desktop Publishing & Design
- › Audio/Video Localization
- › Website Localization
- › Global Digital Marketing

TRANSLATION
BUDGET CALCULATOR

QUOTE IN A MINUTE>



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