Languages & Locales

The latest in the world of language & technology

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Language Facts

Paulo Coelho's The Alchemist holds the Guinness World Record for the most translated book by a living author, with 80+ languages and counting.

Place of Miracles

Case Study

Website Localization Project for Singita

Singita, a luxury African Safari lodge chain with 15 lodges worldwide, partnered with GPI to embark on a website localization project. Leveraging GPI's expertise and cutting-edge technology, Singita successfully translated and localized various aspects of their website, including the homepage, promotions, and lodge information.

GPI started the project with an initial review of the client's Contentful headless CMS resulting in several requested customizations to GPI's Contentful translation connector.

The customizations further enabled compatibility with the client's unique content model and allowed seamless handling of circular content references and embedded entries in rich text fields, among other items.

GPI's Website Translation Services Included:

› Website Localization

Languages:

› English to German

Tools:

› Contentful Headless CMS

› GPI's Translation Services Portal

› GPI's Translation Services Connector for Contentful
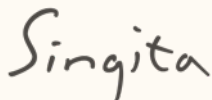
› Trados Studio Translation Memory

Case Study - *cont'd from page 1*

Results

"GPI's expert guidance, translation process, and support throughout the project, combined with the easy-to-use GPI Translation Connector interface, ensured a seamless and efficient translation of our webpages," says Adrian Kaplan, Executive Head of Marketing. "The GPI connector saved time and facilitated an easy export of the text to be translated and then just as easy was the import back into the formatted webpages."

About Singita

Singita

Singita is a conservation and ecotourism brand that has been helping to preserve Africa's wildlife and wilderness for almost three decades, offering guests exceptional safari experiences at 15 luxury, award-winning lodges, and camps across four countries.

In partnership with non-profit Funds & Trusts who implement strategic conservation projects in each region, Singita's 100-year purpose is to preserve and protect large parts of African wilderness for future generations.

Download case study

Meet the Team

AHMED EL-SABA
Director: EMEA Linguistic Services

Ahmed is a native Arabic speaker from Cairo, Egypt. He has over 15 years' experience in the translation and localization field working as a Hebrew – Arabic translator and editor. He has held positions as a Language Testing Engineer and Localization Project Manager. Ahmed has extensive experience in handling large volume translation projects for software and document localization. He has worked for a range of translation and localization companies including Microsoft, Babylon, Saudisoft, as well as several governmental authorities.

He holds a B.A. degree in Translation and Interpreting from Faculty of Alsun Ain Shams University and additionally is a certified Hebrew - Arabic translator with a High Translation professional diploma from the same faculty. He is a published author translating news articles and writing political analysis with contributions to an array of research centers and newspapers including AL Aharam, Beirut Political Centre, Aldiplomasy Magazine, and Lindro Italian News, to name a few.
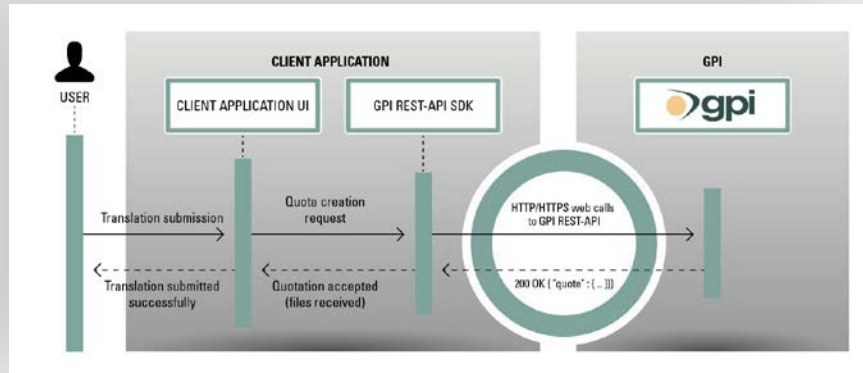

" **In a world divided by language, translation is the unifying force that binds us together."**

Read his blog

GPI Translation Services API

The GPI Translation API is a technology agnostic platform which enables companies from around the world to better work with GPI in providing high quality, professional translation services. The new API is capable of working with any type of system regardless of our customers' technology investments (i.e. Websites, Software, Mobile Applications or Content Management Systems).

By leveraging the GPI Translation API, you can easily integrate your applications directly into GPI's award-winning suite of translation services and tools including our Translation Services Portal. The GPI Translation API provides a flexible solution to manage a client's translation workflows and makes it easy and secure for users to import and export content (all digital assets) for translation anytime, anywhere.
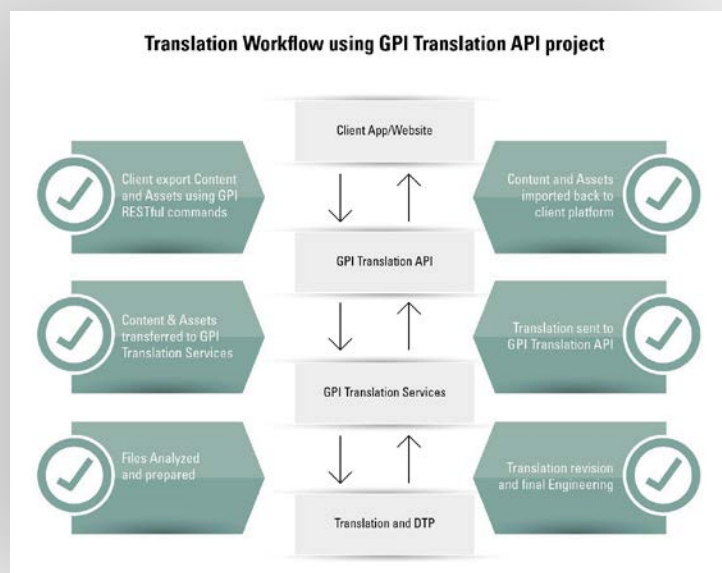

GPI's Translation Services API follows REST rules (Representational State Transfer) for platform independent consumption from any device and any programming language. This approach makes it very easy for developers to write and test their applications by just using an HTML client to deal with the GPI Translation API project. GPI Translation Services API RESTful project exposes simple instructions as seen below:

1. GET: Retrieve Items (i.e. list all translation projects or filtered by certain criteria)
2. POST: Add Items (i.e. add new project, new pages and/or assets)
3. PUT: Update Items (i.e. update a quote note)
4. DELETE: To delete Items (i.e. cancel a quote, remove certain pages or assets)

In order to facilitate integration between GPI's Translation Services API and a client's application, comprehensive documentation is available which details each REST method exposed along with different methods variations and parameters in order to make it easy for developers to simply review the GPI Translation Services API Client SDK and consume the API based on their needs. A .Net SDK is currently available and GPI is happy to develop the API for other programming languages as needed. PHP equivalent SDK and a Java SDK can be made available as well.

GPI Translation API Benefits

› Platform Independent: Application is installed on any device able to consume the service

› Secure: Our services makes use of API keys and authorization tokens to enforce security

› Flexible: Easy to be used with different translation workflows based on a client's needs

› Clear Communication: Developers can communicate with the GPI API project using any HTML client

› Well Documented: Quick start guide and reference material available

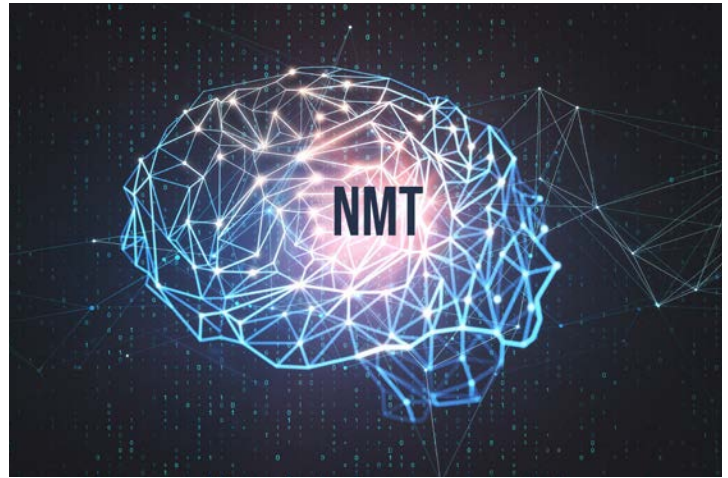› Digital Assets: Able to handle standard text-based content and digital assets such as images, etc.

Discover more!

Curation Corner

Texas Heart Institute Adopts NMT for its Websites

NMT, neural machine translation, is enabling the Texas Heart Institute (THI) to provide heart-health information to speakers of more than 100 languages through its website.

NMT is more accurate than machine translations, with an accuracy rate of 8.3/10, based on a 2021 study completed by the UCLA Medical Center. Comparatively, human translations have an accuracy score of 8.5/10.

Users will be able to select their preferred language from a drop-down menu on the THI sites. This will then enable them to interact with the site in their language. The translated site will be formatted closely to the original English.

Being able to readily provide timely medical information in multiple languages is a win for users. It will enable them to learn about heart health in their native language which will, in turn, enable them to make informed decisions, which should help reduce apprehension when needing to make choices about heart health.

As neural machine translation becomes more advanced, doors will open between researchers across the globe, allowing them to share their research in real-time, further advancements, and perhaps, foster collaboration without the language barrier.

To read more about how NMT is being used by the Texas Heart Institute, please see check out:
Houston health institute launches advanced translation platform to reach more patients online.

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>

gpi

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