

Languages & Locales

The latest in the world of language & technology



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Language Facts



Sanskrit is one of the
oldest languages in the
world, dating back to at
least 1500 BCE.



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.

Service:

- 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

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 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](#)

GPI Translation Services Connector for WordPress (WPML)

GPI specializes in providing top-notch translation services seamlessly integrated with WPML, the leading multilingual plugin for WordPress. Our team of expert linguists ensure accuracy and cultural relevance in every translation project, empowering WPML users to effortlessly reach global audiences. Discover transparent pricing, swift project turnaround times, and expertise in various languages and industries. Plus, enjoy personalized benefits tailored to your region.



Connector Benefits

- Seamless integration with translation management directly in your WPML dashboard
- SEO-optimized translations for improved local search visibility
- Expert linguists ensuring culturally accurate and high-quality results
- Customizable solutions tailored to your specific needs and budget
- Versatility in content types, from website copy to marketing materials
- Dedicated support with expert guidance throughout the process

About WPML

WPML (WordPress Multilingual Plugin) is a powerful tool that enables WordPress sites to be translated into multiple languages. It offers seamless integration, easy management of multilingual content, and support for SEO, helping businesses reach a global audience with localized, search-friendly websites.

CMS Benefits

- Flexibility in terms of structuring and storing content
- Many third-party extensions are available to handle different business needs



Discover more!

LETICIA BARRERA

Localization Project Manager

Leticia is a native Spanish speaker from Totoras, Argentina. She holds a degree in Certified Technical, Scientific, and Literary English-Spanish translations from the Instituto de Educación Superior Olga Cossettini in Rosario.

She has worked in the localization industry for more than 9 years with localization company RWS Moravia. She also has provided Spanish language translation services to several agencies, NGOs, and TED Talks as a freelance Spanish translator. She has extensive experience using a variety of CAT tools including SDL Trados, Memsource, MemoQ, and Smartling, to name a few.

Over the years she has continued her professional development with courses including Medical Translation, Dubbing and Subtitling, Spanish > English Translation, and Python Basics.

In her free time she enjoys watching and playing football, watching TV series, and travelling.



“***As a Localization Project Manager, I oversee the precise adaptation of content and applications to meet the cultural and linguistic needs of global audiences...***”

Curation Corner

Apple Watch is Breaking the Language Barrier

Article originally published on [Fox News](#).

Star Trek fans are quick to point out when tech started as science fiction and Apple Watch, in its latest update, has made Star Trek's communicator with the universal translator reality with WatchOS 11's real-time translation.

Currently supporting up to 20 different languages, users can engage in real-time communications with speakers of other languages. Gone are the days of fumbling with phrase books and searching your smartphone to find where the train station is located.

If your Apple Watch is running at least WatchOS 11, you can easily set up and use the Translate app. By selecting the desired language combination, adjusting the playback speed, and enabling Auto-Play Translations, you can communicate in your native language, and they will listen in their native language without needing to read the screen. Whether for business or pleasure, entire conversations can be translated in real-time.

The world just got a little smaller.

To learn more about this exciting update, please see:
[Talk in 2 languages with Apple Watch's real-time translation.](#)



Discover more!

GPI's ARTEE 1000™-Artificially Intelligent Entity

In 2023, the GPI team designed, developed, and deployed our very own AI-powered translation project management copilot affectionately named the ARTEE 1000™ for “Artificially Intelligent Entity Model 1000”. With extensive experience applying translation best practices across thousands of successful projects into and from more than 200 languages, and a multidisciplinary project management and technology team at its core, ARTEE 1000™ utilizes years of best practices and metrics as the foundation of its training.

ARTEE is always ready to help us prompt a vast repository of translation, localization, and project management information. GPI's very own AI-powered co-pilot ensures your translation project management teams have all the latest information and help they need to ensure translation projects are delivered on time, on budget, and with exceptional quality.

Features Include:

- **Automated Workflow Management:** With the help of AI, several of our translation processes are now more efficiently assigned, tracked, and completed, resulting in faster and more reliable turnaround times.
- **Resource Allocation Optimization:** AI algorithms help project managers assign translation teams ensuring the right translators, reviewers, and subject-matter experts are assigned to each project, optimizing the selection and resourcing decisions.
- **Project Tracking and Transparency:** Real-time tracking and reporting are boosted by AI, providing more business intelligence and transparency into project progress, deadlines, and costs.
- **Translation Best Practices:** Our AI project management tools provide GPI's professionals with years of best practices, scoping, and scheduling guidance, as well as a vast repository of translation, language, culture, country, and commerce knowledge, all just a prompt away.

The screenshot displays the GPI ARTEE 1000 interface. On the left is a sidebar with navigation options: Home, Directory (Contacts, Companies, Vendors), Operations (Quotes, Projects, Billing, Reports), and Timesheets. The main content area shows a chat window with a prompt: "Dear ARTEE: I have a 4 language document translation project with English as a source language into Spanish, Russian, Simplified Chinese and Arabic. The content domain is training materials for construction. The document is 15,000 words and 60 pages. Use standard pricing of \$20 per source word for translation and \$10 per page for desktop publishing. I need the complete translations and desktop published outputs in 10 days. Include a Proofreading and QA step and a final review and approval. Can you build a schedule with tasks list and pricing per language. Please format your response as a table for tasks and schedule." The AI response includes a "Project Schedule & Tasks List" table and a "Pricing Breakdown" section.

Day	Task	Spanish	Russian	Simplified Chinese	Arabic
1	Initial Review & Document Setup	✓	✓	✓	✓
3	Translation (3750 words/day)	✓	✓	✓	✓
2	Proofreading & Quality Assurance	✓	✓	✓	✓
3	Desktop Publishing (DTP)	✓	✓	✓	✓
1	Final Review & Delivery	✓	✓	✓	✓

Pricing Breakdown (for 15,000 words & 60 pages)

- **Translation Rate:** At \$0.20/word, for 15,000 words, this totals \$3,000 for each language.
- **Proofreading & QA Rate:** Assuming this is 10% of the translation cost, that's \$300 for each language.
- **DTP Rate:** At \$10/page, for 60 pages, this totals \$600 for each language.

Total Project Cost for All Languages: \$18,000

Total Project Pricing (in USD) per Language:

- **Spanish:** \$3,000 (translation) + \$300 (proofreading & QA) + \$600 (initial setup) + \$600 (DTP) = **\$4,500**
- **Russian:** Same as Spanish = **\$4,500**
- **Simplified Chinese:** Same as Spanish = **\$4,500**
- **Arabic:** Same as Spanish = **\$4,500**

Overall Project Cost per Language: \$4,500

Neural Machine Translation Insights

Is Neural Machine Translation – AI right for your company and content?

GPI is versed in the use of Neural Machine Translation and Generative AI for providing language translations both from a translation and a project management application standpoint. Our in-house team of localization project managers, application developers, linguists, and digital marketing specialists are continually prototyping these ever-advancing technologies and the accuracy and cost-effectiveness under various translation scenarios.

To find out if NMT and/or GenAI is right for you and your content, please contact us for a “Comprehensive NMT and GenAI Research and Prototype Report”. The GPI team can test your content across selected NMT and GenAI tools to see if quality translation can be achieved at an even more cost-effective and time-efficient manner.

To learn more, visit: <https://www.globalizationpartners.com/tools/artificial-intelligence-and-machine-translation/>

Neural Machine Translation – AI	Notes	Grade A- acceptable B – w/HPE	B – w/LPE N – not acceptable
Google			
Amazon			
DeepL			
Systran			
MS Bing			



ISO/IEC 27001:2013 Information Security

GPI is an ISO/IEC 27001:2013 certified Translation Service Provider (TSP) and has passed all requirements for the core policies, procedures, guidelines, and associated resources and activities and other aspects necessary to protect GPI and our clients from business and legal risks through data management practices that are compliant with ISO 27001 standards.



ISO 17100:2015 Translation Services

GPI is an [ISO 17100:2015](#) certified Translation Service Provider (TSP) and has provided and passed all requirements for the core processes, resources, and other aspects necessary for the delivery of a quality translation service according to ISO standards. GPI has demonstrated conformity of its specified translation services to ISO 17100:2015 and the capability of its processes and resources to deliver a translation service that will meet its client's specifications.

GLOBAL OFFICES



GPI Translation Services

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

gpi translate

