Translate to Evolve.

TRACKING THE EVOLUTION OF GLOBAL COMMUNICATION

ICDTranslation

The Why, How and What of Website Translation

WHY TRANSLATE A WEBSITE?

Perhaps sales are stagnant or sliding. Maybe you are experiencing growth and want the trend to continue. Marketing to consumers that are bilingual or reaching out to a broader, international audience can be a very productive approach to increase your sales.

Although English is considered a global language, most customers prefer to do business in their native language. A 2014 Common Sense Advisory survey found, "75 percent [of global consumers] prefer to buy products in their native language. In addition, 60 percent rarely or never buy from English-only websites." Further, a Harvard Business Review study revealed: "72.1 percent of consumers spend most or all of their time on websites in their own language. 56.2 percent of consumers said that the ability to obtain information in their own language is more important than price." Customers feel loyalty towards companies that speak to them in their native language.

There are over 7 billion people in the world but only 340 million are native English speakers. In fact, English is only the third most spoken language in the world, following Chinese and Spanish. Imagine the business possibilities that await companies that make the decision to translate their websites.

HOW IS A WEBSITE TRANSLATED?

Traditional website translation has long been the way businesses have gone about creating a global website. It can be a complex and costly venture since it involves so many steps: Hiring a web developer, exporting files from the website for quoting, processing the quote, manually translating each page (in which context can get lost), importing translated files back onto the website, reformatting the pages, post editing and testing, and then, finally, launching the new global website. Further updates are manual, requiring the process to begin again.

Machine website translation has become the more affordable alternative to traditional website translation. While it is a budget friendly option and has recently become more accurate, it has some pitfalls. Machine translation takes common words and phrases and translates them using restraints based on how they are "typically" used. This makes translations fairly consistent, but oftentimes inaccurate because a machine is unable to detect cultural nuances, specific context, grammaticism, sentence structure, and slang. With machine translation,

PASSPORT ℠

Driven by ICDTranslation

Seamless Website Translation.

Visit the Singapore Botanical Gardens

The Singapore Botanical Gardens is a UNESCO World Heritage Site. In its early years, the Gardens played a critical role in fostering agricultural development in Singapore as it collected, grew, experimented and distributed potentially useful plants, especially the Hevea brasiliensis, a major crop that brought prosperity to the region in the early 20th century. The milky latex material extracted from the plant serves as the primary source of natural rubber. The 200-acre Gardens holds a unique and significant place in the history of Singapore and Southeast Asia and will continue to play a role as a leading tropical botanical institute. ⌘ *Source: Singapore Botanical Gardens*

words, phrases and sentences can be mistranslated and not make sense or worse...offend your audience.

PASSPORT℠ Website Translation Proxy driven by ICD Translation is a new technology that levels the playing field for companies that want the whole package. PASSPORT℠ provides accurate and consistent human translation, boasts a 40 percent faster turnaround time and offers affordability of about 50 percent less than traditional website translation. Businesses can translate their website and keep it current without any development fees or costly, ongoing IT management.

WHAT IS PASSPORT℠ WEBSITE TRANSLATION PROXY?

Proxy servers are intermediary machines strategically placed around the world delivering web page requests and storing the content for future use to improve the overall request-reply speed of the data. PASSPORT℠ is a seamless, cloud-based proxy that uses human translators to translate websites into any language within an automated and efficient process.

Website data is directed through PASSPORT℠ and processed for translation. "Layers" for each language are created on top of the existing website layout. Human translators work right in-layout, helping to ensure that the translated content matches the English website for both context and visual impact, providing a live preview of the translation in real time.

PASSPORT℠ discovers content regardless of how the website was built or what CMS is used. It is built on a Google® platform, and is SEO-ready. Content appears for relevant translated keyword searches.

An automatic change detection feature monitors the content of the English website and sends any new content directly to PASSPORT℠ for translation. It is subscription-based and the schedule is set up based on your daily, weekly or monthly needs.

Cloud-based hosting eliminates the need to host and manage multilingual versions of the website. Therefore, minimal IT effort is needed. PASSPORT℠ provides human translation, which is more accurate and consistent, within an automated process, which saves time and money.

Are you ready to reach more customers and grow sales with PASSPORT℠ Website Translation? Call for a demo today. At ICD Translation, we can show you how to Translate to Evolve. ⌘

Sources: Common Sense Advisory; Harvard Business Review; Wikipedia.

Marketing to U.S. Spanish-Speakers

There are more than 220 million Spanish-speaking users online, and more than 20 million live in the United States. The purchasing power of Spanish speakers is expected to exceed $1.5 trillion in 2016. Marketing to this group is critical for growing any business. Surprisingly, there is relatively little content online for native Spanish speakers. It is estimated that only about 5 percent of top websites are in Spanish despite the fact that most users prefer to purchase products or services from websites in their native language. In order to successfully market to different Spanish-speaking audiences, you have to put in the time, energy and resources to learn about the Hispanic cultures you want to reach and then localize your content specifically for that market.
⌘ *Source: LinkedIn Pulse*

Coral Roads Span Island Paradise

Guam does not have any natural sand so the island nation's roads are primarily paved with a mixture of coral and oil. However, when the mixture gets wet, the oil floats to the surface, creating dangerous roadways. Because of this, the speed limit on most roads on the island is only 35 mph. ⌘ *Source: Hidden World Facts*

UNIQUE WORD: **Syzygy**
The alignment of three celestial bodies in a straight line, commonly the Earth, the Sun and the Moon. *Source: Merriam Webster*

Pompeii Scans Reveal Beautiful Ancient Roman Teeth

After being entombed in ash for nearly 2,000 years, recent CAT scans show the preserved plaster body casts of 86 victims of the eruption of Mt. Vesuvius in Pompeii. The most fascinating thing revealed by these scans is the excellent state of the Romans' teeth. Researchers contend that their teeth indicate that the Romans had a low sugar, high fiber and generally very healthy diet. The scans also showed that many victims suffered severe head injuries, mostly likely from falling rubble from the eruption's accompanying earthquake. ⌘ *Source: Daily Mail UK*

Recommended International Films

⭐⭐⭐⭐⭐

A Hijacking *(Danish, 2012)*

The cargo ship MV Rozen is heading for harbour when Somali pirates in the Indian Ocean hijack it. Amongst the men on board are the ship's cook, Mikkel and the engineer Jan who along with the rest of the seamen are taken hostage in a cynical game of life and death. With the demand for a ransom of millions of dollars a psychological drama unfolds between the CEO of the shipping company and the Somali pirates.

Trash *(Portuguese, 2014)*

Follows three Brazilian street teenagers; Raphael, Gardo, and Rat who spend their time picking through litter in the hope of finding useful waste. One day they discover a wallet whose contents will bring them into conflict with the brutal local police force as they find themselves unlikely whistleblowers in a city rife with corruption. Rather than turn the wallet over to the authorities for a reward, the kids seek the advice of a priest, Father Juilliard and an NGO-worker, Olivia.

Little Prince *(French, 2015)*

This is the first-ever animated feature film adaptation of Antoine de Saint-Exupéry's iconic masterpiece, The Little Prince. At the heart of it all is The Little Girl, who's being prepared by her mother for the very grown-up world in which they live - only to be interrupted by her eccentric, kind-hearted neighbor, The Aviator. The Aviator introduces his new friend to an extraordinary world where anything is possible. A world that he himself was initiated into long ago by The Little Prince. ⌘

Source: IMDB

Mannanafnanefnd Determines Name Compatability

Iceland's Naming Committee, Mannanafnanefnd, *(pronounced [man a napna n mt] and translates as Personal Names Committee in English)* **was established in 1991 to determine if new given names are suitable for integration into the country's language and culture.** A new name is considered for its compatibility with Icelandic tradition and for the likelihood that it might cause the bearer embarrassment. Names must be compatible with Icelandic grammar, must contain only letters occurring in the alphabet, and with only occasional exceptions, a name's grammatical gender must match the sex of the person bearing the name. ⌘ *Source: Wikipedia*

Delivering Craft Beers to British Workplaces

London-based company, Deskbeers, delivers a round of beer straight to their customers' desks at work, helping them seamlessly transition to the weekend. DeskBeers focuses on craft beers from small, local and independent London breweries and aims to deliver a new brand each week so their customers can try a wide variety of beers. ⌘

Source: Huffington Post

Wearable Translator Debuts

Introduced at CES 2016 in early January, the Ili, part of a new generation of digital translators, repeats back phrases in English, Chinese or Japanese. The Ili works like any other digital translator, but instead of text, it uses voice to generate the translations. The Ili does not require an Internet connection, which people on the go often find is unavailable when the need for translation arises. The creator of the Ili plans to add more languages in the future. The next version will include French, Thai and Korean while the third release will add Spanish, Italian and Arabic. However, the creators are in no rush as they are focused on producing accurate and precise translations. ⌘

Source: USA Today

UNIQUE WORD: Noon Ooh-soom

(Korean) Literally "eye laugh": the upward trajectory one's eyes take-from isosceles triangle to semicircle to arch. *Source: Merriam Webster*

Africa's E-Commerce Giant Delivers

MallforAfrica, an e-commerce website, serves as a middleman between African consumers and U.S.- and U.K.-based retailers. The company was born from a problem that many African consumers encountered: Online retailers based in the U.S. and U.K. would not deliver their products to African countries, forcing Africans to wait to purchase goods until they or someone they knew traveled overseas. MallforAfrica launched in Nigeria and plans to soon expand to other African nations. ⌘ *Source: Black Enterprise*

ICDTranslation

13040 West Lisbon Rd., Suite 600
Brookfield, WI 53005

ICDTranslation

Translate to Evolve.

ICD on the Road

MARCH 14-17, 2016
SeaTrade Cruise Global
Broward County
Convention Center
Fort Lauderdale, FL
WWW.SEATRADECRUISEGLOBAL.COM

APRIL 19-21, 2016
Prime Advantage
Caribe Royale Hotel
and Convention Center
Orlando, FL
WWW.PRIMEADVANTAGE.COM

MAY 20-22, 2016
Miacon Construction Expo
Miami Airport Convention
Center
Miami, FL
WWW.MIACOM.NET

JUNE 7-10, 2016
**IRCE Internet Retailer
Conference & Expo**
McCormick Place West
Chicago, IL
WWW.IRCE.COM

JUNE 18-22, 2016
**U.S. Travel Associations
Industries Premier
Worldwide (IPW)**
Ernest N Morial
ConventionCenter
New Orleans, LA
WWW.IPW.COM

JUNE 23-25, 2016
**National Association of
Music Merchants
NAMM Show.**
Nashville, TN
WWW.NAMM.ORG/SUMMER/2016