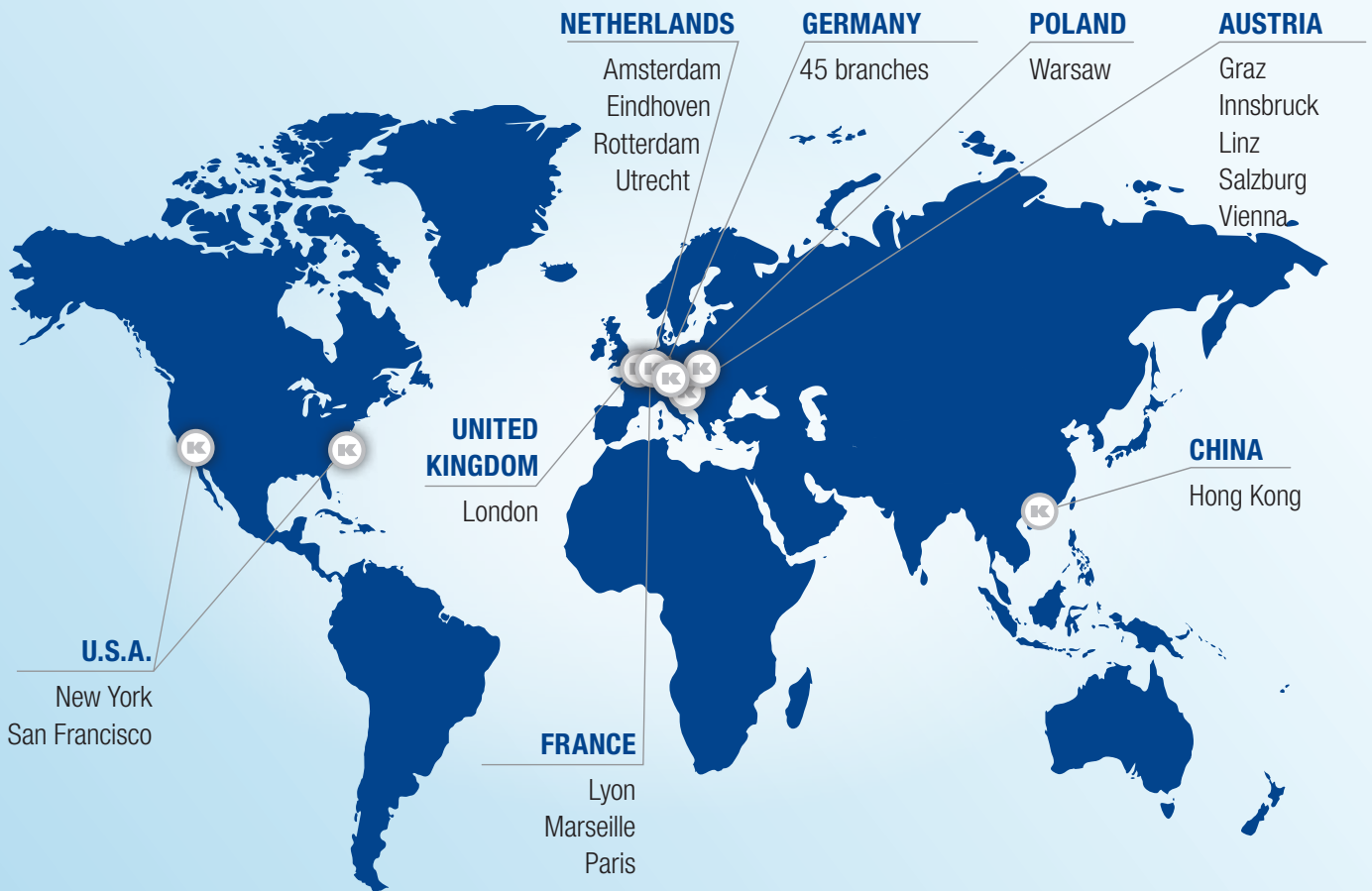


A background image showing a man in a blue suit and tie smiling and gesturing with his hands while talking to a woman whose profile is visible on the left side of the frame.

## Global Language Services

Translation and Interpreting  
Terminology Management  
Technical documentation  
Desktop Publishing  
Language training



**Coming soon...**

Further locations are being planned: Barcelona, Stockholm, Chicago and many more

**2005**

Expansion following the addition of nationwide KERN Language Training to the KERN Group

**2000**

Introduction of company-wide IT project management tool – SaaS Model

**1995**

Online data exchange – our first Internet solution

**1983**

Expansion abroad: branches opened in Amsterdam, Paris, London, New York, Hong Kong and many other cities

**1980**

Expansion in Germany: branches opened in Duesseldorf, Stuttgart, Munich, Hamburg and many other cities

**1969, KERN is founded...**

...in Frankfurt am Main as a translation and interpreting bureau // Managing Director Manfred Kern, KERN GmbH



**Over 60 branches worldwide**



**Over 1 million pages translated every year**



**Family business**



**Michael Kern**  
Member of the Board of Directors



**Birte Kern**  
Chairwoman of the Supervisory Board



**Manfred Kern**  
Chairman & CEO



**Dr. Thomas Kern**  
Member of the Board of Directors

## KERN GLOBAL LANGUAGE SERVICES

**KERN has stood for competence and reliability in global communication for over 50 years now**



*Our Frankfurt branch, Schillerstrasse 1 (Hauptwache)*

With over 60 branches located across Europe, America and Asia, KERN is a leading provider of language services. We've been successfully offering our comprehensive foreign-language communication services to the industrial, economic, political and cultural sectors for over 50 years.

Thanks to our organic and sustainable growth in all areas, as well as our constant and innovative development of our systems and processes, we are able to meet the growing demands of the market and help our clients achieve their own goals.

KERN offers a broad range of services:

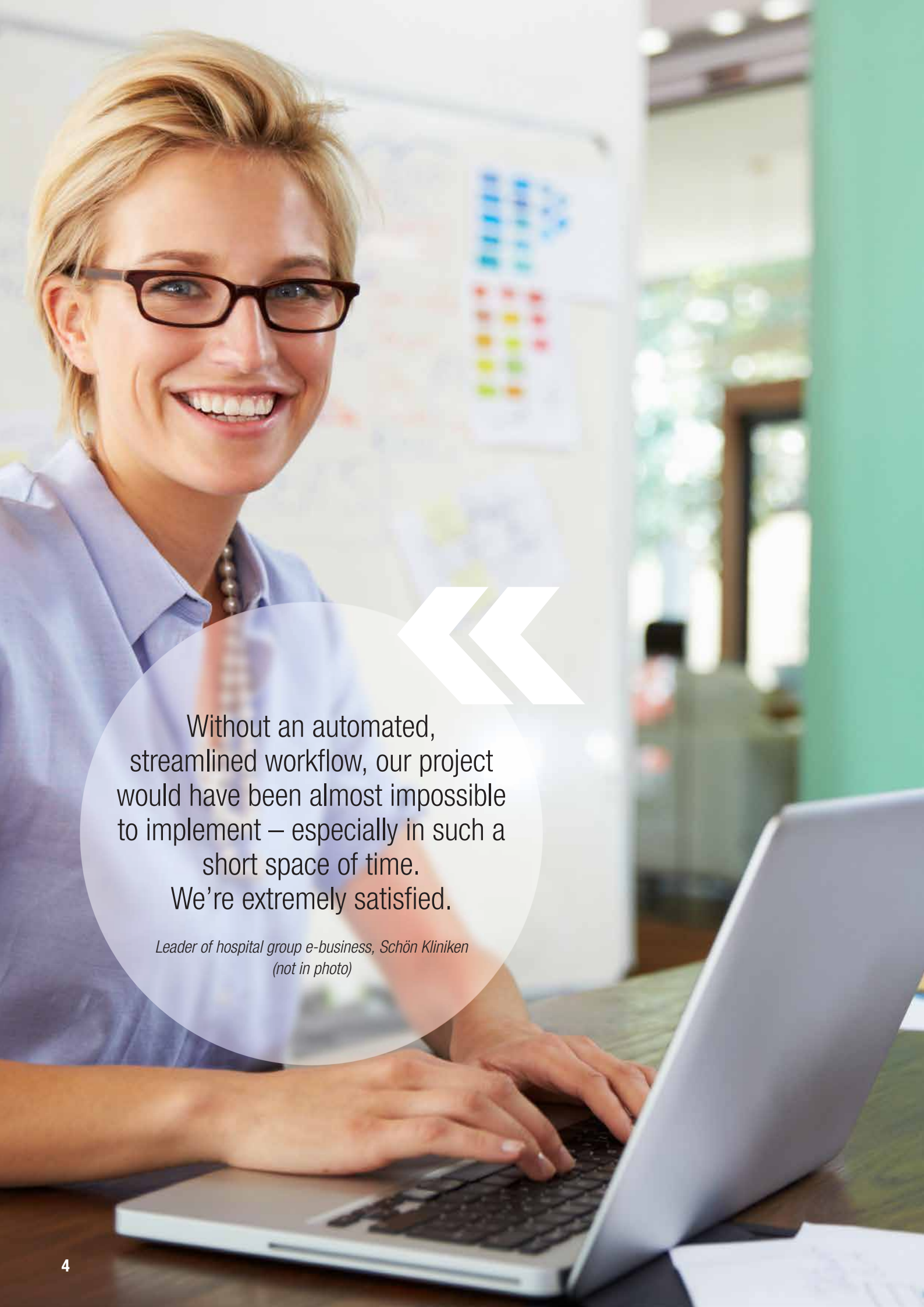
Translation and interpreting into all world languages, translation memory and terminology management, workflow consultation and training, portal solutions, desktop publishing, software and website localization and the publishing of foreign-language documents. Professionals can receive practically oriented and subject-specific language and intercultural training either in our language schools or right within their company.

We are always happy to help our customers in all of our offices – after all, customer success is our goal.

-  Unique Selling Points (USPs) **5**
-  Project Management **5**
-  Specialized Translations **7**
-  Portal and Solutions and Process Automation **7**

-  Machine translation **9**
-  Technical documentation **9**
-  Software and Website Localization **11**
-  Desktop Publishing (DTP)/ Foreign-Language Typesetting **12**

-  Foreign-Language Voice Recording **13**
-  Interpreting **13**
-  Consulting, Training and Workshops **15**
-  Language Training and Intercultural Training **15**



Without an automated, streamlined workflow, our project would have been almost impossible to implement – especially in such a short space of time.

We're extremely satisfied.

*Leader of hospital group e-business, Schön Kliniken  
(not in photo)*

# UNIQUE SELLING POINTS (USPs)



- ✓ Certified quality management in accordance with ISO 9001:2015
- ✓ Certified translation processes in accordance with ISO 17100:2015
- ✓ We offer a comprehensive range of language services
- ✓ Personalized services – each company is assigned a contact partner
- ✓ Customer oriented
- ✓ Preferred LSP partner
- ✓ Industry knowledge
- ✓ Short decision paths
- ✓ Innovative, modern client and server solutions for translations and portals and interfaces
- ✓ Conveniently located for the customer thanks to our global presence
- ✓ Knowledge management consulting

## PROJECT MANAGEMENT

KERN's knowledge and experience guarantee the reliable management of your project

In times of increasing transnational trade, the management of translation processes and projects is becoming more and more important. Translations into more and more target languages, an increasingly shorter time-to-market and more complex document and system designs call for translation projects to be seen not as the isolated task of individuals, but as a process which is part of an integrated system of upstream and downstream workflows in which several people are involved. Project managers therefore require "signposts" and guidelines to coordinate their projects. Having been a partner to the industry for many years now, KERN has a diverse knowledge of project management for all kinds of multilingual translation projects.

### Seven Steps to the Successful Realization of your Project



The KERN advantage at a glance:

- ✓ Project evaluation
- ✓ Project calculation/cost assessment
- ✓ Project/data preparation
- ✓ Workflow optimization
- ✓ Process automation
- ✓ Tool management
- ✓ Resource and staff management
- ✓ Progress control
- ✓ Question management/ Q & A coordination
- ✓ Communication management
- ✓ Project coordination



Certified quality management in accordance with ISO 9001:2015



Certified translation processes in accordance with ISO 17100:2015



Our enquiry was processed quickly, efficiently and in a very friendly manner. KERN provides services of the highest quality and we have no compunction in recommending them to anyone.

*PORR Deutschland GmbH  
(not shown)*

# SPECIALIZED TRANSLATIONS

KERN translates over 1 million pages every year in various language combinations

## Professional in all areas

KERN's specialized translators boast in-depth knowledge of their languages and fields of expertise, a firm grasp of current usage and a stylistic touch to produce adequate translations for:

- **Medicine, industry and technology:** Research documentation, instruction manuals, data sheets, training material etc.
- **Trade and publicity:** Business correspondence, press releases, annual reports, customer magazines, staff bulletins etc.
- **Media and tourism:** Foreign-language voice recording, dubbing, subtitling, information packs etc.
- **Law and patents:** Contracts, Commercial Register certificates, legal papers etc.

## Certified Translations

KERN works with specialized sworn translators. KERN's international network of branches guarantees that even documents intended to be translated for public authorities and institutions can be legally certified and – if necessary – apostilled to meet the laws of the target country.

## Text Creation and Foreign-Language Adaptation

KERN creates documents according to your specifications, such as advertising and publication texts, slogans, press portfolios, presentations and instruction manuals. Texts are translated to suit the target country and adapted to their target group.



The KERN advantage at a glance:

- ✓ Express translation service
- ✓ Specialized mother-tongue translators
- ✓ Quality control through the four-eyes principle
- ✓ Proofreading and editing
- ✓ Use of translation memory and terminology solutions
- ✓ SSL-encrypted portal solutions
- ✓ Confidential handling of your documents
- ✓ Knowledge of the industry

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# PORTAL SOLUTIONS AND PROCESS AUTOMATION

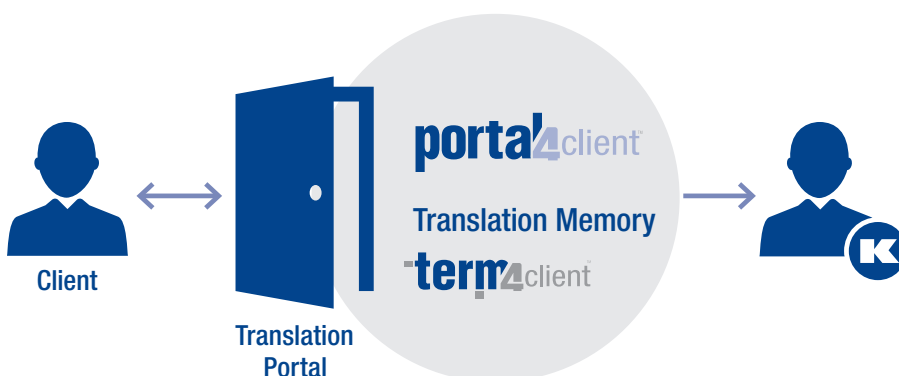
Efficient translation management and customer-specific terminology


In the area of process management, the KERN Group has developed the portal solution **portal4client™**. It aims to improve the processes of order placing, communication and document and translation management processes whilst including all those persons involved in the process. Using the server-based platform alongside translation memories is particularly advisable for the central management of projects that contain a large volume of translation. We integrate the terminology portal **term4client™** to manage terms in all languages and to guarantee the consistency of our translations.



The KERN advantage at a glance:

- ✓ Customer-specific solution to every enquiry
- ✓ Encrypted access
- ✓ Individual configuration
- ✓ Translation memory and terminology databases
- ✓ Extraction and collation of terminology
- ✓ Real-time analyses and status tracking
- ✓ Browser-based, central, location-independent





By implementing contemporary technical documentation, we use integrated concepts to reduce long-term costs

Success  
Solution  
Business



# MACHINE TRANSLATION

**MT4client™** – the machine translation solution from KERN

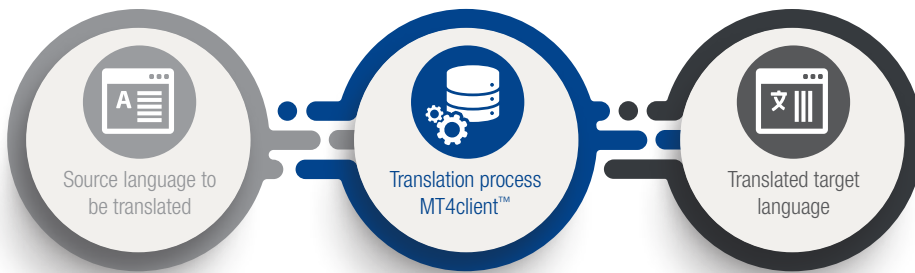
Fully-automatic translation is already being carried out in the most varied of sectors nowadays. These include social networking, providing support texts on the internet or accelerating internal communication within companies.

**MT4client™** is the machine translation solution from KERN and it is based on the latest developments from artificial intelligence and hybrid technology. The machine translation system is geared to the individual needs of our customers. This generates much better results than can be obtained from the well-known, free-to-use online translation tools.



The KERN advantage at a glance:

- ✓ **MT4client™** – based on the latest developments from the field of artificial intelligence
- ✓ 100% data protection and data security.
- ✓ Quality through post-editing
- ✓ CAT tool integration
- ✓ Connection via an API interface is possible
- ✓ Connection to **portal4client™**
- ✓ Integration of terminology databases
- ✓ Online GIST translator



# TECHNICAL DOCUMENTATION

Full service in the entire documentation process

Because the creation of suitable, high-quality technical documentation requires a greater effort than it did several years ago, holistic solutions are a particularly good choice. With this challenge, we would like to offer our comprehensive support, and, therefore, our holistic solution approach.



The KERN advantage at a glance:

- ✓ Intelligent, target-group-oriented and legally compliant documentation
- ✓ High quality requirements
- ✓ Wide range of knowledge in various specialist areas
- ✓ Creation, design of graphical content
- ✓ Editors with many years of experience
- ✓ Sustained service

## Services

- Instructions for use and operation
- Software descriptions
- Assembly instructions
- Spare parts catalog
- Training documents
- Marketing material
- Product design

## Consulting

- Process optimization
- Document checking
- Workshops
- Editing guidelines
- Content Management Systems
- Documentation according to the requirement specification
- Conformity assessment





90%

of Internet users in the  
EU prefer websites in their  
mother tongue.

*Eurobarometer, European Commission*

# SOFTWARE AND WEBSITE LOCALIZATION

Localization is more than just pure content translation

## The following aspects must always be taken into consideration during the localization process:

- Text in script files, e.g. Java or ASP script
- Creation of hyperlinks in the target languages
- Representation of special characters and scripts in the target language
- Inspection of layout and fonts in the current web browsers and on various screen sizes
- Creation and editing of text in buttons and graphics
- Consistency of terminology and style

KERN takes care of all the stages of the work processes that you require in the target-language and target-country localization of your website or software, adapting this to the cultural and technical conditions of the target market so that your online presence is guaranteed success or your software can be successfully introduced to the international markets. KERN utilizes state-of-the-art methods and tools to achieve this.

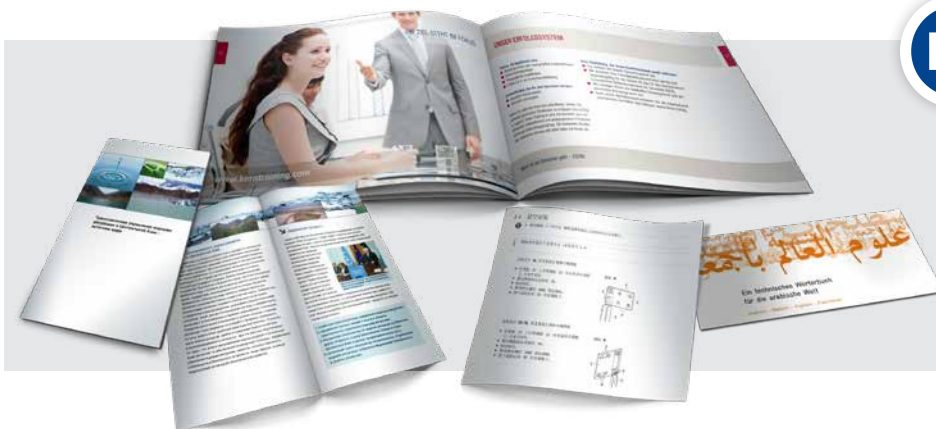


## The KERN advantage at a glance:

- ✓ Analysis of source data against international standards
- ✓ SEO conversion of website content in all languages, including text optimization all in one place
- ✓ Text extraction and re-integration, e.g. from software and websites
- ✓ Resizing of user interfaces, e.g. buttons, dialogue fields, menus
- ✓ Multilingual product texts for e-commerce, user interfaces, documentation, online support etc.

# DTP / FOREIGN-LANGUAGE TYPESETTING

Creating professional-looking multilingual layouts is more than just the formatting of texts



## The KERN advantage at a glance:

- ✓ The use of kernshare.com for secure data transfer
- ✓ Editing of texts from DTP programmes
- ✓ Professional foreign-language typesetting directly in the files supplied by you or in layouts designed by KERN
- ✓ Conversion and compilation of texts
- ✓ Pre-press/proofs as required
- ✓ Printing process


KERN offers foreign-language typesetting and DTP in European, Oriental and Asian typefaces in all the current layout programmes and takes care of every step in the process of creating foreign-language documentation, such as instruction manuals, annual reports, brochures, catalogs and other documents.

## Online Media Systems

Creation and editing of DTP data in system landscapes, such as CODIN® and One2Edit®, and with the use of translation management systems.

## Programmes and Formats

InDesign, QuarkXPress, FrameMaker, PageMaker, Illustrator, FreeHand, Visio, CorelDraw, Quicksilver, PowerPoint, Word etc.



Information is shared  
most quickly online  
as a video.

# FOREIGN-LANGUAGE VOICE RECORDING

Multilingual voice recording for film or audio material by native-language speakers



The KERN advantage at a glance:

- ✓ Data from DVD or Blu-ray, Betacam SP, DV etc.
- ✓ All current file formats, e.g. MP3, Wave etc.
- ✓ Foreign-language voice-over on films
- ✓ Foreign-language subtitling
- ✓ Foreign-language dubbing and the employment of foreign-language voice-over artists
- ✓ Transcriptions

The distribution potential of video communication over several internet platforms allows you to quickly reach your target group.

By simultaneously linking up further interactive or static media, even complicated and complex content can be communicated.

## Potential Areas of Application

- Films
- Radio advertising
- Classic promotional films
- Video guides
- Entertainment facilities with added informational value
- DIY clips and explanatory videos

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## INTERPRETING

KERN's outstandingly trained and experienced specialist interpreters and conference interpreters are employed at negotiations, conventions, symposia and international conferences in one or two working languages

### Simultaneous interpretation equipment

KERN hires out and installs tried-and-tested mobile infrared simultaneous interpretation equipment for international conventions and conferences, regardless of whether our technology is required by 30 or more than 3,000 participants.

KERN's professional teams are always on hand and meet the highest quality standards.



### Book your Interpretation Technology

- Mobile infrared simultaneous interpretation equipment
- Tour guide systems
- Conference system equipment
- PA systems and sound technology
- Video equipment and visualization technology
- Overhead projection facilities, e.g. screen
- Even more audiovisual equipment available on request



The KERN advantage at a glance:

- ✓ Liaison interpreting
- ✓ Escort interpreting
- ✓ Conference interpreting
  - consecutive interpreting
  - simultaneous interpreting
- ✓ Telephone interpreting
- ✓ Whispered interpreting
- ✓ Interpretation technology



«  
Communication  
is always about  
cause and effect.

*Paul Watzlawick*

# CONSULTING, TRAINING AND WORKSHOPS

For in-house translators, technical editors, project managers, specialized workforces and executives

Thanks to our many years of experience with complex translation and localization projects, KERN offers a comprehensive range of consulting and training services.

From coaching and theoretical principles to workshops and consultation services tailored to specific companies and individuals: KERN's consultants work together with you to establish the best possible way of implementing your global business strategy.

KERN's trainers boast many years of practical experience in classroom teaching and online coaching and can share their knowledge of how to best carry out your translation and localization projects.

- Centralization of translation tasks with full cost and workflow transparency
- Terminology and translation memory management, use of current DTP solutions
- System-independent comparison of diverse tools
- Simple and cost-effective processes to create and utilize foreign-language media



The KERN advantage at a glance:

- ✓ Analysis and documentation of your company's foreign-language communication goals
- ✓ Workflow and cost analysis of your company's various business areas
- ✓ Outsourcing concepts, (partial-) automation of processes with the incorporation of portal solutions etc.
- ✓ Implementation of new, company-wide and customer-specific workflows

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# LANGUAGE TRAINING AND INTERCULTURAL TRAINING

Companies with a global presence require eloquent staff



The KERN advantage at a glance:

- ✓ Large selection of courses
- ✓ In-house training and coaching
- ✓ Seminars and workshops
- ✓ Virtual Training (**KERN Virtual™**)
- ✓ Blended learning
- ✓ Intensive/extensive learning
- ✓ Conversation training
- ✓ Telephone training
- ✓ Authentic material taken from your everyday work environment
- ✓ Individualized course design

## Language Training

The 12-level training programme is based on the CEFR (Common European Framework of Reference for Languages), which goes from A1 to C2.

- Internationally recognized certificates and preparatory courses for TOEFL & TOEIC, ELSA (LCCI), TFI, TELC
- Our courses are recognized by the examining board of the LCCI (London Chamber of Commerce and Industry)

## Intercultural Training

The aim of intercultural training is to understand and anticipate the expectations and behavior of business partners from other cultures.

- Business ethics/business culture standards, behaviour at meetings
- Negotiations and purchasing behavior
- Types of communication and conflict
- Leading international teams

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