

Professional
specialised trans-
lations, terminology
work and language
services from
a single source

sprachenwelt 

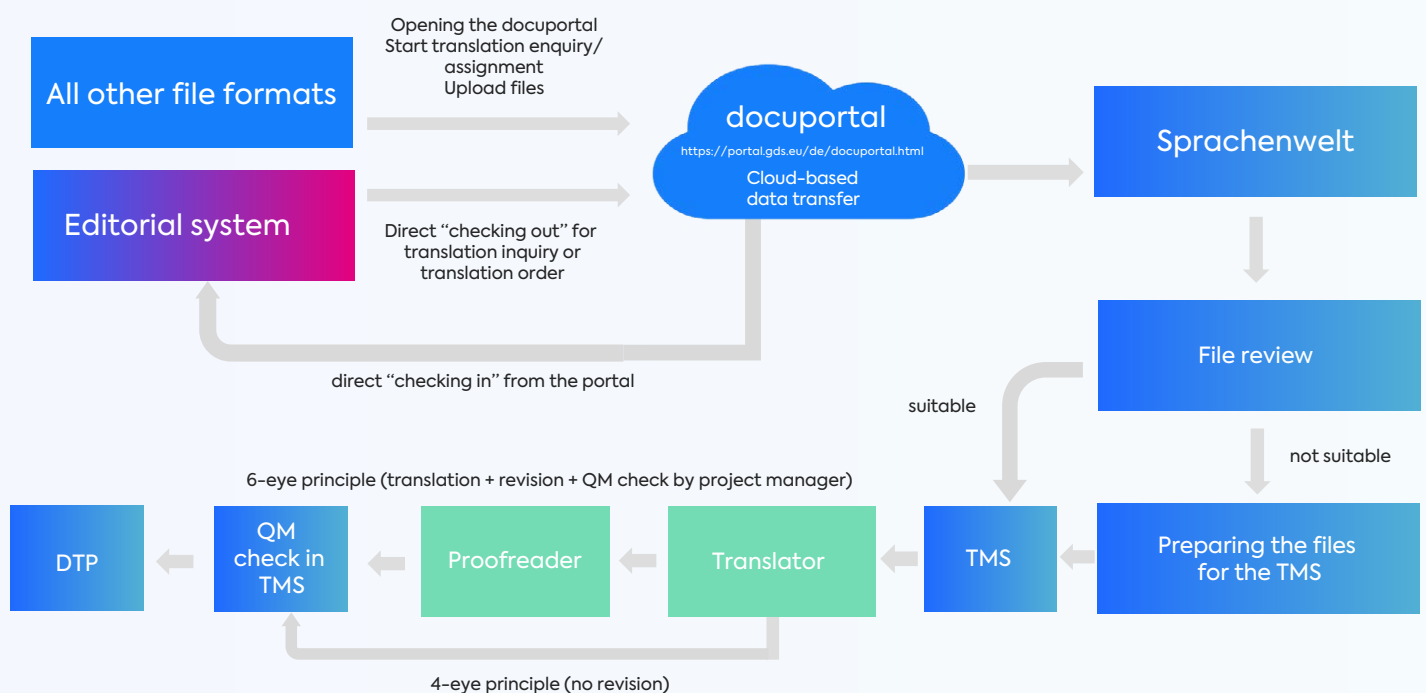
Specialized translations, localization, terminology & Co.

Why gds Sprachenwelt?

Convincing figures & facts

- Benefit from the experience of the market leader
Proven by more than 20 years of experience and more than 2,500 satisfied customers
- The fastest “Return on Investment” on the market
Highest efficiency and best price service ratio
- State-of-the-art CAT tools
Trados Studio, memoQ, Across Language Server, Transit NXT
- A large network of experienced translators and terminologists
Over 5,000 native speakers who live in the country into whose language they translate
- Excellent industry know-how
Linguists and transcreators with the necessary technical, cultural, linguistic and political knowledge of their field
- The success of your project becomes apparent after purchase
Our competent project managers will continuously accompany you until your goal has been achieved

Process-optimized translation management



What can we do for you?

Service overview

- Translations
- Terminology work
- Terminology extraction
- Localization
- Transcreation
- Training
- Audio file transcription
- Audiovisual translations
- Voice recordings
- Subtitling and video editing and production

Translation

The various translation workflows

- The four-eyes principle** – consisting of translation and quality check
- The six-eyes principle** – standard-compliant translation in accordance with DIN EN ISO 17100, with additional revision by one of our translators after the quality check has been completed.
- Hybrid translation** – in which we first check your document for MT (Machine Translation) suitability.

Depending on the language and subject area, we will either select a generic engine (e.g., DeepL, Microsoft, Yandex or Systran) or our in-house engine PLURAVOX, which has been specially trained in mechanical engineering.

After machine pre-translation, using the customer's TM (Translation Memory System) and terminology database, the complete text is postedited again by one of our translators.

CAT Tools

CAT Tools – computer assisted translation, also known as TMS (Translation Memory System)

CAT tools are used by the translator to produce software supported translations.

The customer's texts to be translated are imported, split up (= segmented) into individual sentences and then translated by a (human) translator. During import, filters can be set to, for example, exclude certain formats that cannot be translated ("NT formats" = non-translatable).

These translations are stored in the translation memory for future use and can be retrieved for future translations.

For each language combination and customer, we create a TM to store all translations and help to pre-translate new texts.

Identical/similar sentences are recognized and suggested to the translator. This results in the various match categories that we take into account when setting prices.

TMS have an automated quality assurance system that can check the translation for formal criteria (numbers, formatting, inconsistencies, punctuation, terminology, etc.)

The target file is a source file overwritten with the target language, so the layout is identical to that of the source file.

Machine Translation with AI

Post-edited machine translations – the right solution for your company

- Machine translations in 30 languages
- Including post-editing
- AI supported error analysis prior to post-editing
- Quality check following post-editing

Machine translation with connection to a generic engine

To provide you with customized translations of the highest quality, we rely on proven systems such as DeepL combined with our own innovative technology.

Before translating your text, we carefully prepare your technical terminology, create and then integrate a term database. This is how we ensure the accuracy and consistency of your translation. By integrating your translation memories (TM), text modules from previous translations can be reused.

Machine translation with connection to a trained engine

If you have a large translation memory and large volumes to translate, it pays to set up a customized, trained engine.

Large volumes of translation data are required for the development of customized machine translation engines. At least 20,000, ideally 100,000, segments should be available in the translation memory. The use of trainable engines is therefore particularly recommended for companies with high translation volumes.

Fully automated translations

Today, automatic text translation is used in various areas, including social networking, e-commerce, the provision of web support texts, internal communication, customer reviews and customer service. In these use cases, the use of machine translation may be sufficient.

Thanks to our many years of experience in the field of localization, terminology work and machine translation, we will jointly select the right engine for your company's requirements.

Terminology

Terminology and controlled language

Different sentences can reflect the same content. Uniform wording significantly reduces translation costs.

Why maintain terminology?	Why use controlled language?
<p>Many words – the same statement ...</p> <ul style="list-style-type: none">• A message on the screen now indicates that your PC is ready for operation.• A message displayed on the monitor now indicates that your computer is ready for operation.	<p>Many sentences – the same statement ...</p> <ul style="list-style-type: none">• Switch on the device at the main switch.• Switch on device at main switch.• The main switch is used for turning on the device.

- Term extraction for the development of term databases from existing documentation
- Creation and maintenance of term databases
- Training in “terminology”

Localization

Adaptation to target markets

Your text is not merely translated; we are also familiar with the corresponding target cultures and markets.

Our technically competent, native translators will carefully analyze the text beforehand. This serves to ensure that statements are easily understood and that the current choice wording is accurately translated into the required language. This allows you to position your products safely and successfully, even on foreign markets.

We will never deliver a literal translation, only fully developed, professionally competent formulations.

Cultural characteristics such as color schemes, numerical, chronological and date formats or measurement units are always given consideration.

Your graphics and symbols are analyzed for their international applicability and adapted, if necessary.

Training

Sharing knowledge

Prepare yourself for future challenges regarding text and language through external or in-house seminars led by our experienced coaches:

Terminology work

How does terminology work? Where do we start? Expenditure and benefit? Objectives? Which corporate areas does this affect? Who needs to be involved? Which processes have to be created and passed through? What are the required processing steps?

Terminology Management

Incremental development of terminological entries.

Terminological data, additional and administrative data and development of entries.

Translation-Oriented Writing I

How to increase efficiency and simultaneously reduce costs through well-formatted source texts.

Translation-Oriented Writing II

How to increase efficiency and therefore reduce costs by optimizing the content.

Transcreation

Cultural Context

Transcreation aims to transfer the text into the cultural context of the recipient country.

In contrast to a translation that sticks close to the original text, the result can be relatively far removed from the original text.

Relevant transcreations can include marketing translations (brochures, websites, etc.), where our translators can and should translate the texts very freely – in contrast to technical texts, where they must strictly adhere to the source text.

All about Audio & Video

Audio file transcription

Reasons for transcribing your video content:

Many companies use social media or video channels to address and reach not only the younger target groups, but also the masses.

It is therefore particularly important to work in search engine optimized manner.

It therefore makes sense to have the content transcribed, as search engines such as Google can identify the corresponding video as relevant in matching keyword searches, and will also display the video channel in the results lists.

Video Localization

When localizing a video, we adapt both the audio content (translation of the text, dubbing of the speaker, re-editing of the music and background sounds) and the video content (translation of on-screen texts as well as adjusting the playback tempo of each episode to match the speed of the spoken text) to the target market, taking into account cultural, social and economic factors.

In this regard, special attention is paid to the following factors:

- The meticulous selection of suitable translators or transcreators.
- Video customization in terms of visuals and sound, as well as the general atmosphere.
- The new content must be well suited to the existing material.

Objective: All stakeholders are able to understand and communicate the brand message, because this is the only way to achieve the desired effect.

Audio dubbing

Audio dubbing is a simplified way of localizing a video.

As this only changes the audio track, the source file is not required.

In this case the entire audio track is completely replaced by a recording of one of our professional and native speakers of the target language. A new music track and new sound effects will also be added.

Compared to localization, this method is much cheaper and less time-consuming.

Synchronization

Another and particularly inexpensive way to create a new audio track is to synchronize a video.

During synchronization, the volume of the original sound is reduced and the new voice track is simply superimposed on the existing video.

The original music and sound effects are maintained.

Subtitling

For simple projects or smaller budgets, subtitles are usually sufficient. When creating subtitles, we usually only translate the voiceover.

This is how subtitles are created:

- The voice-over text is transcribed, which means that the spoken text is written down.
- The voice-over text is translated and, if necessary, abbreviated so that the viewer has enough time to read the text for a particular section.
- The translation is synchronized with the video clip by dividing it into fragments of 5-15 words each. Each fragment is assigned a time code (the time in which the phrase appears and disappears). Synchronization is necessary so that each sentence in the subtitles corresponds either to the native language soundtrack or to a corresponding action on the screen.

Convincing benefits

One for all

- Guaranteed consistency in style and terminology
- Great price-performance ratio
- One contact during the entire translation process
- All project processors are trained linguists
- Translators and transcreators have at least 5 years of professional experience in their area of expertise
- The use of transcreators in Marketing
- Saving time and money
- A leading competence center for all aspects of technical communication and information management
- Research and development in the following: Terminology management, standardized data transfer (COTI), FILTERS for translation memory and localization systems

**Do you have any questions regarding our linguistic services?
We will gladly call you back.**



gds Sprachenwelt is your link to successful customer communication and product marketing across the globe.

A further plus: We are part of the gds Group and can thus benefit from the comprehensive knowledge of all other divisions, of course. That goes for both the optimization of all upstream and downstream processes and the use of tried-and-tested software tools which are thus available to you.

The gds Group provides a unique full service, encompassing technical documentation with a clear focus on efficiency increase and process optimization. The products and services can help you be innovative and successful. Perfectly tailored to your sector, the systems and services will help you achieve your goal easily and quickly – regardless of where in the content life cycle you may need assistance.

With our software and expertise in efficient, compliant and digital information management, translated into the language of your customers.

For your global success.

WE ARE ALWAYS THERE FOR YOU

Let's talk about it. In a personal conversation, we will discuss all of the opportunities available for optimizing and increasing the efficiency of your technical documentation. We will also be happy to visit you.

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