

# LANGUAGE SERVICES



# Zero-Loss Translation and Localization

Translation is an English word that means to *carry across*, or *convey*. When translating content from one language to another, the meaning of the source content has to be accurately conveyed, while conforming to the rules and underlying culture of the target language. This is why translation and localization are both art and science - a blend of software skills, processes, methods, management, understanding of culture, and linguistic prowess. Iterative understands cultures, languages and mindsets, translation and localization, which allows us to communicate effectively in global languages and locales.

## Communication Across Borders, Cultures and Languages

Cultures, borders and languages can be a major barrier to effective communication between you and your customers, vendors, governmental and regulatory bodies. This in turn increases misunderstandings, costs, and complexity. The best way to overcome these is to use a language services provider who understands the languages and cultures that you need to interact with. When the original meaning and message of your content are changed or attenuated during translation, it causes loss in translation, which blurs your message so that it does not communicate effectively. It occurs more frequently than you might think.

## The Iterative Difference

Iterative has certified translators, localization experts, project managers, quality assurance, customer support staff, desktop publishers, and graphic artists to get your project delivered to you on time, with the quality you expect. Our processes and quality assurance methods make sure your content conveys the very same meaning and message you intend to convey, regardless of the language and locale you are translating into and localizing for. This usually entails more than merely doing a verbatim translation of your source content. We can advise you on how best to market your products and services in other locales. Our expert advice can make the difference between mediocre and stellar performance for your product and service information.

## Technical Translations

Iterative has experts in all major world languages, we can get started on your project right away and give you the results you need to keep your global customers delighted. We have expertise in the following technological domains:

- All Engineering Applications
- Packaging
- Machinery Manuals, User Guides
- Electronics and Computer Hardware
- Marine Engineering
- IT, ITES and Software Development
- Aerospace and Defence
- Healthcare and Medical Documents
- Legal Documents and Patent Applications.
- Software Technical Documentation
- Telecommunications and Mobile Communications Technical Documentation
- GUI Strings and Websites
- Aircraft Manuals



This wide experience allows us to understand the technical aspects of your content. Whatever your translation source is - marketing communications, patent applications, UI strings, forms and emails, letters etc., we have the expertise to accurately translate them for you.

We provide the following services:

- Translation
- Localization for Elearning, websites, marketing communications, software strings and GUI
- Voiceovers
- Subtitling
- Content Digitization into PDF, Ebook, XML, S1000D and DITA.

### What our customers say

“We got in touch with Iterative Solutions at a very critical time when we needed documents translated and proof read overnight as we had fast-approaching deadlines. The team at Iterative was great to work with and not only did they deliver all documents well in time but also gave us a rate that very few other agencies would give us. We hope to continue working with them in the future” *Shevika M at Ashoka: Innovators for the Public.*

### Rate Card for Translation

Call us on **+91 (0) 44 4859 8687** to speak with our language services representative to get the latest rates and language pairs.

Or email your query to us at [sales@iterative.in](mailto:sales@iterative.in)

