



## President's Message

### Removing Geographical and Language Barriers



**Wilson Teixeira**  
President

*Summer is finally here and the outdoor fun has officially begun! It is also a great time to plan those business networking events and lunch and learn seminars. We at Able Translations have invested in the right technology and infrastructure necessary for effective communication among a wide bilingual audience for events such as these with our **Simultaneous Remote Interpreting (SRI)***

*platform. You can execute your event seamlessly without having to allocate space for cumbersome, unattractive interpreting booths, incur expensive installation and rental costs and budget for interpreter travel and accommodation expenses.*

***SRI** will provide your organization with high quality interpreting regardless of the location of your event worldwide. There is absolutely no need to restrict attendance to your*

*conference, AGM and/or seminar based on geographical or language barriers as you can achieve high impact communication by simply employing our simultaneous interpreting system. We stand by the effectiveness and quality of our **SRI** system. Our corporate clients can attest to the significant contribution it has made to making their events successful as a result of removing geographical and language barriers.*

*I trust that you and your families will have an enjoyable summer together.*



## VRI is Here to Stay

**Video Remote Interpreting (VRI)** will improve the efficiency of your operations and significantly impact in lowering your organization's interpreting costs. VRI presents an option for a less impersonal interpretation experience than over-the-phone, and provides great flexibility as it can be accessed anywhere around the globe!

**VRI** is a great tool for offering all languages on demand, including American Sign Language. It can equally provide the richness and quality achieved with an onsite interpreter.

There is no need to doubt the utility that **VRI** provides. It is a convenient, secure platform delivered over a live Internet video connection. With professional interpreters, clear audio and high-quality video, it is as if the interpreter is in the room with you. **VRI** is certainly the right fit for schools, small meetings, legal and medical appointments. In summary, the benefits of **VRI** include:

- Remote access to professional interpreters in over 150 languages
- No travel costs and/or mileage
- High video and audio quality
- Safe and secure connections
- Less impersonal than telephone interpreting



## Getting Your Website Translated

Businesses now operate in a global environment and as such it is critical to be equipped with the right tools to effectively market your products and services to your target audience. Digital marketing is a growing medium and many persons first interaction with a company is through their website. It is therefore imperative that organizations position themselves to be able to effectively communicate with their audience in their mother tongue. It is no longer the norm to accept English as the universal language and, as such, it should be of primary importance being able to meet the language needs of your targeted demographic. Languages such as Spanish, Arabic, Chinese, and French continue to grow exponentially, with over a billion people speaking Chinese alone. This is not to be overlooked as the potential for growth in these markets, as well as locally, is tremendous and can significantly impact the profitability of your organization.

Having your website translated can also improve search engine optimization. This is because of the added content resulting from translating your content into multiple languages. This will yield a higher ranking search result and thereby lead to increased traffic on the organization's website.

Website translation is therefore absolutely critical for a business operating in the 21<sup>st</sup> century and should be a priority for every progressive company.



## ISO 17100:2015 Certified!

A new international standard for the provision of translation services was published by the **International Organization for Standardization (ISO)** on May 1, 2015.

**ISO 17100:2015 Translation services** - provides requirements for the core processes, resources, and other aspects necessary for the delivery of a quality translation service that meets applicable specifications. It also provides the means by which a translation service provider can demonstrate conformity of specified translation services to the standard and the capability of its processes and resources to deliver translation services that will meet their clients' and other applicable specifications. Applicable specifications may include the client requirements as well as relevant industry codes, best-practice guides, or legislation.

**Able Translations Ltd.** is proud to be among the first translation service providers in Canada and the world to be certified under **ISO 17100:2015**. This new standard is another step in our efforts to continuously improve our services and meet the highest language industry standards. We remain committed to offering quality service and this certification is only one of the many ways in which we have ensured that the best processes, checks and balances are in place to keep our service offering at an optimum level.



<p><b>Dates to remember</b>  <b>31</b></p>	<p><b>July</b> Dates</p> <ul style="list-style-type: none"> <li>1 Canada Day (National Holiday)</li> <li>1 Memorial Day (Observed in NL)</li> <li>9 St. Nunavut Day (Local holiday in NU)</li> <li>13 Orangemen's Day (Local holiday in NL)</li> </ul>	<p><b>August</b> Dates</p> <ul style="list-style-type: none"> <li>3 Civic Holiday (Local holiday in MB, NT, ON, SK, NB, BC)</li> <li>3 Heritage Day (Local holiday in AB)</li> <li>3 Natal Day (Local holiday in NS, PE)</li> <li>17 Discovery Day (Local holiday in YT)</li> <li>21 Gold Cup Parade (Observed in PE)</li> </ul>	<p><b>September</b> Dates</p> <ul style="list-style-type: none"> <li>7 Labour Day (National Holiday)</li> </ul>
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Call **Mr. Ricardo Batista, Account Manager** at **905-502-0000 ext. 7508** today to find out about our services and how Able Translations can enable your company to overcome linguistic and cultural gaps more easily and effectively. Able Translations — **Your local global partner.**™

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