

Bulletin

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President's Message



Wilson Teixeira
President

It's hard to believe the year is already coming to a close. Time flies when you're having fun. In 2013, we made it our goal to further streamline our processes in order to serve you better and I'm very happy to say that we have accomplished this.

We are entering 2014 with a renewed sense of vigor and excitement. We are eager to find

new ways to support you as you continue to embrace diversity. This year alone, we've helped many of our clients by ramping up some key services including video remote, simultaneous remote, and telephone interpreting.

Additionally, our transcription service has really taken off. Clients are increasingly seeing the value in transcribing their audio files (phone calls, interviews, meetings, etc.), translating them, and then storing them for future reference.

We are committed to the continued development of innovative services that will help you address barriers to communication.

2014 also marks our 20th anniversary. I want to take this moment to thank everyone that has been a part of our success story. Working together, we've accomplished so much and I hope that we can continue to strengthen our relationship with you in the coming years. Thank you.

Interpreting is just a phone call away As low as \$1.35/min

Throughout 2013, Able Translations has been redeveloping our telephone interpreting system in order to provide you with a faster, more seamless service. Now more than ever, interpreting is just a phone call away.

For those of you who aren't aware, there are three major modes of interpreting: face-to-face, telephone, and video remote. Each of these modes, all available through Able Translations, is most fitting to certain situations. Face-to-face interpreting involves sending an interpreter on site to work with you and your limited English proficient client. This takes a bit more planning than the other modes but it is the gold standard. Video remote interpreting is similar to face-to-face in quality but because it is available on-demand, you have more booking flexibility.

Telephone interpreting is best used for shorter sessions. It is the most cost-effective and convenient mode. **Able Translations** uses a pay-per-use model so there are no upfront costs to you. Our rates can be as low as \$1.35/min subject to call volume.

Setting up the service is easy. Simply speak to an account manager by calling **1-800-840-5370**. They'll take care of everything.

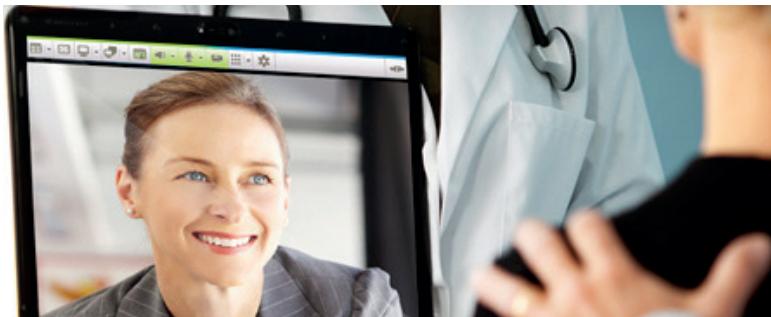


Simultaneous Remote Interpreting Takes Off

In 2013, we developed a new model for the provision of simultaneous interpreting. Traditionally, simultaneous interpreting involved renting soundproof booths and audio equipment as well as paying for interpreter travel and accommodations. Organizations that were looking to control costs while still being able to provide event attendees with the highest quality interpreting were left with few options. That was until the experts at Able Translations tackled the problem.

Together, with stakeholders, Able Translations developed Simultaneous Remote Interpreting. This solution offers a seamless way to provide conference interpreting while eliminating the extraneous costs. The interpreters no longer need to be at your event to perform their duties. Instead, they work from our office and deliver the service via proprietary software. Using high quality headphones, the event attendees can listen to the interpretation in real-time.

This solution has already been successfully deployed by government agencies and large corporations throughout Canada.



Google Translate Could be Hurting Your Ranking

Matt Cutts, the head of the Web Spam team at Google, announced that websites that are translated dynamically with Google translate do not help webmasters increase their search engine rank. These translations are not indexed or stored by Google thus have no chance of appearing in a search. Even more shocking was that Cutts said that sites that are auto-translated may appear to Google as spam, risking delisting from the search rankings. Further to the point, Cutts stated that Google would rather have a webmaster translate their site using a proper localization strategy because it is more easily read by human beings and that Google Translate often produces results that are contrary to Google's terms of service.

If you do business in different locales, we urge you to properly translate your website. This could mean the difference between major gains in market share or the headaches caused by a poor ranking website.

Matt Cutts



The December Season from Region to Region

In this segment of last year's holiday newsletter, we introduced you to several cultural holidays that are celebrated in December. If you missed it last year, go to the newsletter archive at abletranslations.com and read up on the Dongzhi Festival, HumanLight, and

Dates to remember

31

January

Dates

- 1 New Year's Day - International
- 1 Gantan-sai (New Year) - Shinto
- 6 Epiphany – Christian
- 7 Christmas – Coptic and Russian Orthodox
- 14 Makara Sankranthi - Hindu

February

Dates

- 2 Groundhog Day – Canada, USA
- 31 Chinese New Year
- 6 Waitangi Day – New Zealand
- 8 Parinirvana Day – Buddhist
- 14 Valentine's Day – International
- 15 Heritage Day – Canada
- 17 Family Day – Alberta, Saskatchewan, Ontario

March

Dates

- 2-20 Nineteen Day Fast – Bahá'í
- 8 International Women's day
- 17 Saint Patrick's Day – Christian (Irish)
- 20 Vernal Equinox – Northern Hemisphere
- 20 Nowruz - Persian New Year

Call Mr. James Treloar, Account Manager ext. 7282 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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Zamenhof Day. Once again, I invite you to take a moment and travel with me as we explore the December season from region to region.

Let's start our journey in Sweden. St. Lucia Day, which takes place on December 13th, is a celebration of a third-century saint. On this day, girls dress up as "Lucia brides". They wear long white gowns and red sashes — a tradition that dates back to the 18th century. The attire is accompanied by a wreath of burning candles on their heads. The girls wake their families by singing songs and offering coffee.

Bodhi Day, celebrated on the 8th day of December, is the Buddhist holiday that commemorates the day that the Buddha, Siddhartha Gautama (Shakyamuni), experienced enlightenment. According to traditional lore, Siddhartha had recently abandoned years of extreme ascetic practices and resolved to sit under a peepal tree and simply meditate until he found the root of suffering and how to liberate oneself from it.

Pancha Ganapati is a modern five-day Hindu festival celebrated from December 21st through 25th in honor of Lord Ganesha, Patron of Arts and Guardian of Culture. During each of the five days of Pancha Ganapati, a special sadhana (spiritual discipline) is focused on by the entire family. Because of the festival's importance as a new beginning and mending of all past mistakes, a shrine is created in the main living room of the home and decorated in the spirit of this festive occasion. At the center is placed a large wooden or bronze five-faced statue of Lord Pancha Ganapati.

We encourage you to take part in as many cultural activities as you can this December. Celebrating the diversity of one another is part of who we are as Canadians.

From all of us at Able Translations, Happy Holidays. Stay safe and warm.