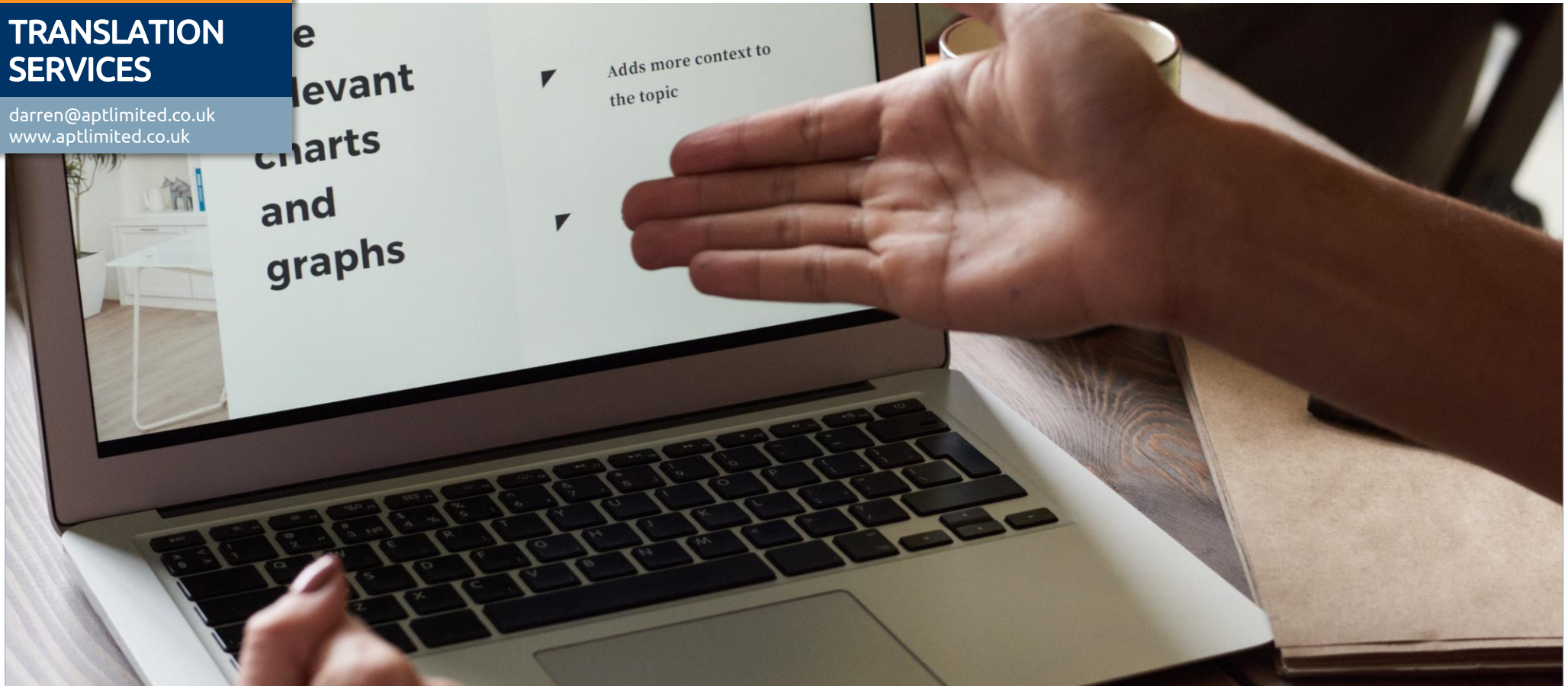


APT Ltd

## TRANSLATION SERVICES

darren@aptlimited.co.uk  
www.aptlimited.co.uk



## eLearning Translations

Courseware Translation, LMS/LCMS Localization, Multilingual Audio, Linguistic Testing  
Functionality Testing, Training Materials, Glossary Development





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## Our Capabilities

### Translation

- Translation
- Localization
- Back Translation & Reconciliation Process
- Creative Copy Translation & Localization
- Cultural Consultancy
- Editing
- Incorporation of Customer Amendments
- Glossary Development & Management
- Linguistic QA
- Patent Validation Consultancy
- Product Localization Consultancy
- Proofreading
- Terminology Management

### Publications

- Authoring
- Automated Graphic Text Extraction
- Desktop Publishing
- Print Management
- Technical Illustrations

### Audiovisual Services

- Audio Engineering
- Dubbing & Subtitling
- Multilingual Voiceovers
- Transcription

### Interpreting Services

- Simultaneous
- Consecutive
- Equipment Hire

### Technical Support Services

- CMS Integration & Web Workflow
- File Engineering
- Functionality Testing
- Linguistic QA
- TMX-Compliant Translation Memory Tools
- Web Globalization

## Our Company

Over the past 35 years, APT Transtelex Ltd has firmly established itself as one of the leading, most respected translation companies in Europe.

Our specialist, fully-trained production teams continue to provide an unparalleled level of service to our customers across all industry sectors including financial, legal, learning and technology, energy and life science, enabling them to successfully communicate with a global audience.

Providing all industry sectors with specialised translators gives APT a competitive advantage in the translation industry – this is why we constantly provide our customers with the services of professional linguists worldwide in over 140 languages.

APT's range of services includes website globalization, localization of software and learning materials, voiceovers, subtitling and interpreting. We provide services to a diverse range of companies from established blue-chip multinationals to companies expanding into new and lucrative export markets.

We are an ISO accredited organisation, and our services are fully supported by the APT Quality Assurance Programme. This ensures continued best practice in the supply of language services.

# ONLINE LEARNING

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DELIVER YOUR COURSEWARE TO A GLOBAL MARKET

## Learning Materials Translation

APT provides total translation and localization solutions to deliver your courseware to a global market, enabling the user to interact fully with your learning application.

The creation of training material in all its forms presents huge challenges for organisations which wish to develop a sophisticated localization model. Across the globe, your employees and customers require user-friendly localised courseware to achieve the optimum results in skill development and personal achievement.

We enable you to reach across markets and educate your workforce or customers to the same exacting standards, regardless of location and language. Recognising the social, political and cultural nuances can often be the difference between a very successful learning project or an average one.

Whether it is multimedia courseware or more traditional training materials, we are able to not only translate and localise the content for specific markets, but also ensure that the critical elements of training remain in place in courses in other languages.

Our specialised production teams understand the importance and relevance of previously translated and localised material that may exist within your organisation. By incorporating this legacy content, the complete language solution you receive from APT will include an assessment and integration of approved foreign-language documents.

Our attention to detail with terminology consistency using TMX-compliant Translation Memory (TM) applications gives you the confidence that we localise your software in accordance with approved terminology, retrieving repeated sections of standard texts and terminology, saving you time and money.





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#### LEARNING CASE STUDY

## Training and Learning Programme in 16 Languages

Operating in over 45 countries and 35 languages for more than 5,000 customers, a global training company was faced with the challenge of creating an exceptional training and learning programme in 16 languages.

The localization model had to provide a robust and proven workflow to the required standard. The training model focused on the traditional instructor-led course, but also included various web-based modules providing ongoing assessment and pre-training information.

#### Brief

To provide localization services for a 16-language training and learning project, including cultural checks and terminology management.

#### Solution

Agreed three-stage localization process. A complete end-to-end workflow was established by the APT project team prior to the project kick-off, which included numerous live online meetings with all members of the translation team.

All the translation, secondary editing and proofreading was provided by independent specialist linguists working in their mother tongue, experienced in translation of this type of subject matter.

All completed work was checked by the customer's in-country review teams using an efficient online workflow system, enabling any changes to be incorporated quickly and accurately into both the translated content and each translation memory.

Approved translated scripts were received within the original planned deadlines, allowing the APT project team to successfully schedule all the voiceover work, ensuring terminology was presented accurately to each local market following pronunciation guidelines.

#### Result

Simultaneous rollout of material for each market, ensuring a common strategy across all areas of the organisation.



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## Global Resourcing

Finding the talented linguists to provide you with the translations you need for your specialist industry or sector is a constant challenge and one that our resources team meets successfully.

Providing all industry sectors with specialised translators gives APT a competitive advantage in the translation industry – that is why we constantly provide our customers with the services of professional linguists worldwide, working in over 140 languages.

Our approach to retaining such a large number of specialist translators is based on constant research, analysis, testing and regular communication.

The linguists used to produce translations for our customers are well respected. As 98% of all our translation work is outsourced to our network of freelance professional linguists, we maintain an Ethical Code of Conduct that ensures all our linguists are treated with the care and respect required in order for relationships to be nurtured and maintained.

Sourcing linguists is carried out using APT:Share for testing, approving and re-testing work submitted online, although our resourcing team do visit independent freelance translators when it is necessary to do so. This can often be essential when putting large teams together for projects that require coordination on a global level.

We also extend our Ethical Code of Conduct to our customers – transparency and openness are essential in ensuring our customers are confident that our supply chain is sourced correctly, in accordance with our Corporate Social Responsibility and Environmental Policy.

In addition, we guarantee to our customers that the linguists we work with in developing countries are treated in accordance with the Ethical Code of Conduct and Best Practice, and that this is followed by the team at APT.

You can be assured that our translators are rigorously checked and must pass the APT Linguistic Certification Programme.



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## Specialised Production

Qualified and detailed, APT's translation production processes make the difference time and time again for companies which require the very best translation and localization service. Our customers have to be confident that the translation work they are paying for meets or exceeds their expectations and is delivered correctly and on time every time.

Our people are the heart of our company and really do make the difference. There is no doubt that at APT, the people who work with the organisation are central to the success and ambitious growth plans of the company.

Our business model is simple and extremely effective – we ensure that every major sector of industry is supported with specialist linguists who understand your products or services.

This is a tough job and our industry sector specialist production teams know only too well that you expect your translations to be produced by subject specialists with a minimum of three years experience translating in their field.

Why shouldn't you want these two prerequisites as a basis to start discussions with your new translation provider?

Of course you should – but you need your translation partner to go further, to give you the confidence that you have made the right choice. Not only do you need specialist linguists each time you require translation work, you need a translation partner who ensures that its production team is trained, qualified, continually assessed and monitored, and understands what your business is all about.

You can expect your specialist production team to start working with you immediately. As our relationship develops, we will have regular consultations on projects and you will always be provided with detailed and transparent explanations for all areas of your project work.

- Qualified and Talented Production Teams
- Specialist Production for each Industry Sector
- Specialist Translators for each Industry Sector