

# CONTENTECH PROFILE

## Go Global, Stay Local

With over twenty years' experience in Translation, Localization and associated services, Contentech is now considered an industry leader for businesses wishing to make robust and diverse communication links in the Middle East and Africa. Our mission is to enable your business smart development within this complex region of disparate local languages and cultures.

We have developed an extensive industry specific expertise in IT, telecommunications, automotive, electronics, medical and legal, localization in software, hardware, mobile phones or documentation so linguistic skills are fundamentally linked to knowledge of your business and the digital arena.

## Project Management Customised To Your Specific Business Requirements

In order to provide a unique customised solution for your business, all our resources are ISO Certified and we only ever use in-house professional, native translators. Your project will be overseen by your own individual project manager whose aim is to follow strict monitoring guidelines in order to tailor their strategies to your brand's specific needs and requirements and ensure the highest quality assurance.



## Our Translators Must Meet The Highest Standards

We know at Contentech that our success has been founded on the superior language and translation services we provide in the Middle East. We therefore ensure our translators must meet the strictest standards. For instance, you can be reassured that each of our translators:

- Has appropriate qualifications and/or a degree in his/her target language.
- Has a minimum of three years of verifiable experience as a professional language translator.
- Experienced in translating a minimum of 1000 words of similar content
- Translates only into their mother tongue and are located in-country (unless second generation translation is required).
- Will be appropriately qualified with three years' experience in the target industry in which the translation service is to be provided.
- Has a minimum of two references from a minimum of two previous projects.

## A Diversity Of Services To Meet All Business Communications

- Translation
- Localization
- DTP
- Transcription
- Testing
- Template Design
- Illustration & line art
- Engineering & software





## Translation and **Localization**

Contentech offers a first class language translation service for businesses in all major world languages at competitive prices. Our in-house translators have experience and backgrounds in a broad range of sectors and industries which means our services are customised to meet the highly technical requirements of business communications. As well as working with a diverse range of industries we present texts in various formats and documentations. These include but are not restricted to:

### **Desk Top Publishing (DTP)**

At Contentech we provide more than translation and localization of the written word. We pride ourselves on providing a completely holistic service which takes into account cultural issues and linguistic barriers. Our unique experience specialising in desk top publishing and Middle Eastern and African Languages has informed us that graphics, colours, icons, images and even fonts and bullets can be culturally dependant. Therefore, as well as providing a superior translation service on hard copy we will also ensure it is customised and fits correctly into the formatted page.

**We cover all types of business documents, including:**

- Reports
- Presentations
- Charts
- Manuals
- Catalogs
- Proposals
- Brochures
- Printing
- **Ask us!**

We are therefore able to take on design work such as design and development of graphics, illustrations and overall appearance of a set document. This includes reproducing technical drawings relevant – such as medical artwork - to the target language. To create precision solutions, we use the major cutting edge Desk Top Publishing brands and tools available today such as Adobe, Coral, Quark and Web Works.

### **Localization**

Localization skills and experience is fundamental to any business translation service. At Contentech, your assigned project manager will match you with a translator who not only has experience in your industry but will have knowledge of the culture and linguistic nuances of the target language. Our qualified team can customise solutions to language specific geographical areas and the translated text will subsequently will be precise, fluent and on-message.

## Translation and **Software Engineering**

As communications technology advances rapidly in the 21st century, superior translation and localization services can only be provided in tandem with skills in IT, design and telecommunications. It is essential that translated text sits perfectly within unique software or its online structure and still precisely conveys the original commercial message.

“At Contentech, software localization processes are strictly coordinated with quality assurance protocols to ensure the maximum cost-saving, fastest time-to-market and greatest consistency in the final product for our client”

We not only offer qualified translation and localization services but our skilled engineers and computer experts can also restructure the online environment, negate the need for third party intervention, offer highly competitive prices and create a stunning presentation to match your message.

### **Maximum Benefits from Software Localization**

Contentech uses industry best practices and cutting edge digital tools, software and technologies to facilitate, automate and present bespoke quality solutions for software localization. This brings the following benefits:

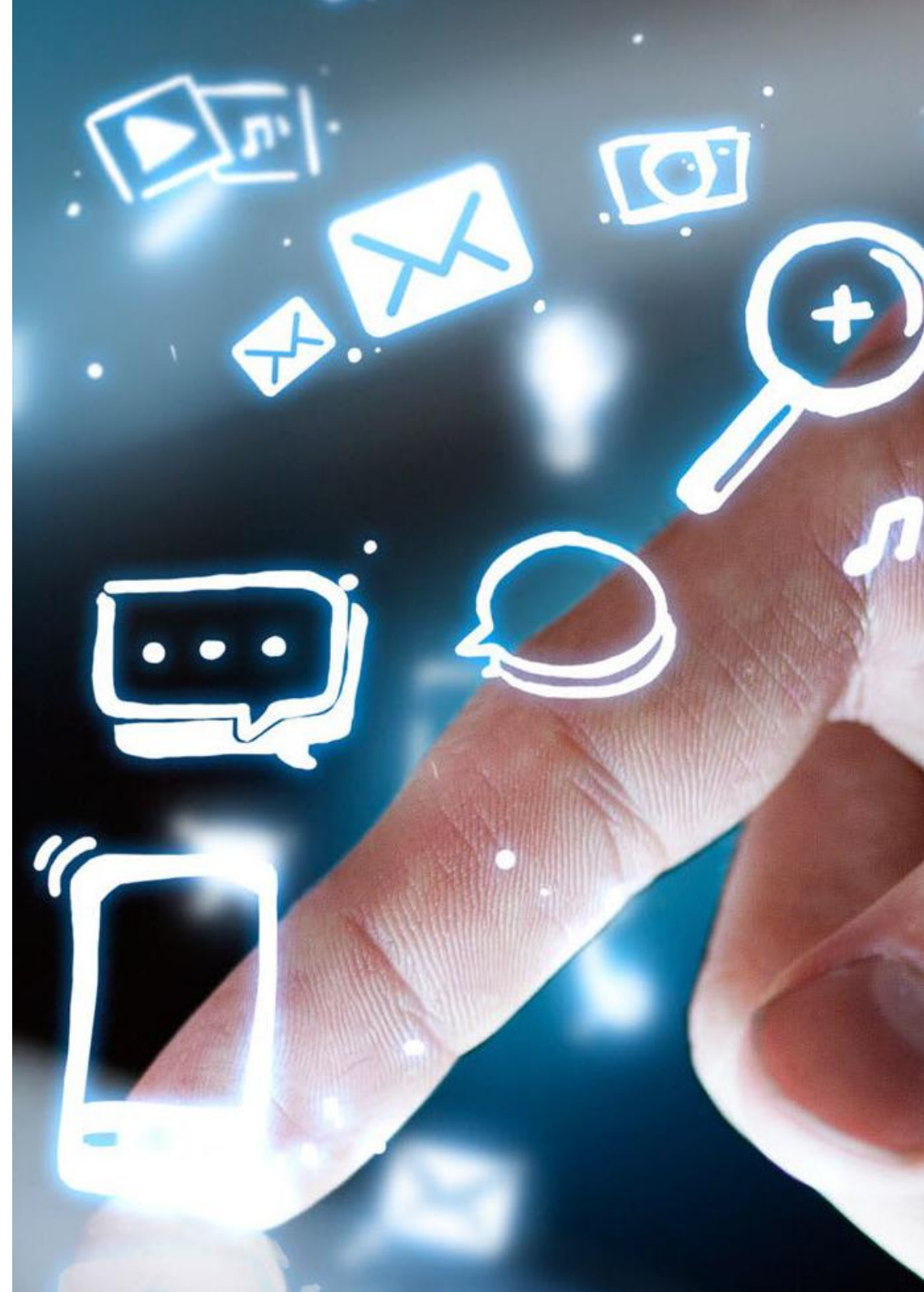
- With the addition of localization data, the same executable can run worldwide
- Textual elements are stored in the source code and therefore retrieved dynamically
- Support exists for new languages without the need to recompile
- Culturally dependent data such as dates and currencies, appear in formats that conform to the end user's region and language

### **Digital Software, Hardware & All Major Platforms**

We have gained extensive experience in the localization of software applications which are supported by all the major platforms. Also, as well as the localization of digital hardware products such as cameras, scanners and modems, Contentech also offers a full range of services in the field of e-learning.

### **Audio/Video**

We are proud to provide complete turnkey solutions covering translation and voice over of audio/video presentations, computer games and other multimedia products.



# Contact Us

For further information about any of our services, for a quote or qualified guidance form one of our consultants on moving forward with your project, please do not hesitate to contact us.



[info@contentech.com](mailto:info@contentech.com)



[www.contentech.com](http://www.contentech.com)



+202 3762 5037



+202 3760 8966



10 Abdel Rahman El Rafaie  
Dokki 11311 Giza – Egypt



**CONTENTECH**  
Content Localization Partners