

# **Provision of**

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# **Multimedia**

# **Desktop Publishing**

# **Typesetting**



## Contact Details

### Chennai, India

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# Company Profile

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### A-Square Press

No: 14/7, 2nd Street, Paelnagar, Tondiarpet,  
Chennai – 600021 Tamil Nadu, India.

**Registered office address:** 14/7, Pattelnagar, 2nd Street, Tondiarpet, Chennai-600081, India

**Registration Number:** 33AWWPK4412G1ZH

# About Us

Established in 2015, A-Square Press has been in the localisation business for 8 years. We provide Typesetting, DTP Services, OCR conversion, Website Localisation, and Subtitling services to the world's leading Localisation Service providers. We offer a complete range of services at globally competitive prices.

A-Square Press has specialized primarily in the desktop publishing services over the last 4 years. We have also completed projects for eLearning; Video editing; Website Localisation; Subtitling; and typeset. We also provide text extraction and desktop publishing services to the translation and localization industry.

A-Square Press Identify the mistakes and define the error pattern, and severity to the process operators to make awareness of the projects instructions.

Following are some of the key features that make us stand apart in the industry:-

- Unique approach to multi-tasking, training and workforce education create flexibility and immediate scalability
- Personalized customer service; open and dedicated approach
- We offer 24 x 6 support, and 24 x 7 if required, and we are always happy to make flexible arrangements to suit the needs of our customers
- A proven all-round proficiency in handling localization, eLearning

# Professional Background

## E-Learning Translation Services

eLearning is more effective when delivered in the learner's native language. As part of business expansion, the global companies need to reach out to their audience and deliver the training in the language and culture they understand best. To achieve this, we work with you to recreate and transform your learning content to suit global markets.

A-Square Press is a recognized leader in eLearning translation, providing a full range of language and multimedia services to help you deliver instruction and content to employees, end users, and customers around the globe. Whether your focus is educating and orienting a global workforce or delivering on-demand research and collaboration, We have the expert knowledge and proven experience to help you make the most of your global learning and training programs. We provide fast turnaround times, unparalleled accuracy and dedicated customer support, with a proven track record of delivering projects on-time and on-budget.

## Desktop Publishing Services

Usually length of a translated text differs from the length of the original. It can land up being shorter or longer, depending on the combination of languages which means the layout doesn't match the original perfectly. The layout issues can either be minor or major – if a paragraph becomes longer in a translated document, for example, so the entire document lengthens. For scripting languages like Thai, Arabic, Hebrew and Asian Languages, time and skill are needed to fix the layout.

It takes years of experience and training to become proficient in any desktop publishing application. If your document's layout includes text, images and graphics, rendering these in a different language requires in-depth knowledge of special characters, correct word and line breaks, as well as appropriate artwork placement, or even replacement.

A-Square Press can handle all these challenges for you, with our ability to work in a broad variety of desktop publishing applications and formats for both PC and Mac. Our multilingual desktop publishing team specializes in re-creating text and artwork with a look and feel that is culturally appropriate in the foreign market. Our multilingual DTP services include typesetting, layout adjustments, proofreading and review of your documents, as well as full preparation for printing, however complex the original layout or the nature of the target language.

## Typesetting

We have experience in typesetting journals and books and have developed templates of various complexities.

Illustrator, Photoshop and Corel Draw are used for Artwork processing. The team are very competent in processing electronic artwork, scanned originals, etc. They take care of re-sizing, colour management and colour scanning and depending on the image quality, and re-labelling.

## Version Control Procedures

- Only one version of application file is maintained always on our production server
- Revisions are made directly into the application file which is stored on our production server
- After QC team approval, the final PDF is moved to the production location from where it is dispatched to the customer for review

## Confidentiality

All information, including but not limited to pricing, data, work practices, trade secrets or technology, provided by our customers, whether written or oral, shall be deemed to be 'Confidential Information'. We maintain strict confidentiality among staff together with security of systems and processes.

## Services Offered

The list of below Multimedia services we have been offering to the translation agencies worldwide is given below:

### e-Learning Services

#### File Preparation

- Exporting the file in to translated support extensions fromat
- Text extraction of images, other files using ABBYY FineReader into bilingual table
- Processing CAD diagrams
- File preparation and validation the Links

#### Artwork Handling

- Processing translated text callouts in source images and adopting in the E-Learning tools.
- Improve clarity/quality of line, halftone and colour images
- Conversion to any output format as per the requirement including colour conversions
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#### AV Synchronization

- Processing translated text callouts in source images and adopting in the E-Learning tools.
- Improve clarity/quality of line, halftone and colour images
- Conversion to any output format as per the requirement including colour conversions

#### DTP

- From any file format of translated documents
- Flexible platforms from Windows to Mac to work in all the applications

#### DTP-QA

- Layout check & matching content/layout against customer spec, special instructions and checklists
- Incorporation of corrections from quality assurance, linguistic sign off and after sign off checks Software Supported

## Localization Services

We lead the way in providing comprehensive multilingual desktop publishing services, which include:

- Formatting and layout of localised materials matching the original, complying with target-language standards
- Generation of Postscript and PDF files for online and print publication
- DTP quality assurance checks
- Creation and maintenance of specific target-language DTP and typographical guidelines
- Creation of templates and document designs for producing online or printed PDF outputs
- Extraction of content for translation from any DTP application or format
- Extraction of content for translation, where original editable source material does not exist

The list of services we offer to translation companies worldwide is given below:

### File Preparation (OCR conversion)

- Text extraction from editable PDF files using Solid Converter
- Text extraction from scanned PDF files using ABBYY FineReader
- Processing CAD diagrams
- File preparation and validation
- We use a combination of the most innovative double-key tool and the latest OCR technologies available in the market to capture text from hardcopy

### Artwork Handling

- Processing translated text callouts in source images
- Improve clarity/quality of line, halftone and colour images
- Conversion to any output format as per the requirement including colour conversions

### DTP

- From any file format of translated documents
- Flexible platforms from Windows to Mac to work in all the applications

### DTP-QA

- Proofreading against source file
- Layout check & matching content/layout against customer spec, special instructions and checklists
- Incorporation of corrections from quality assurance, linguistic sign off and after sign off checks Software Supported

## Pre-press Services

We provide a wide range of prepress, e-publishing and project management services including typesetting for scholarly books, journals and reference works. The list of services we offer to publishers worldwide is given below:

### Pre-processing

- File clean-up, pre-processing, tagging and conversion
- Maths and tables processing

### Artwork Handling

- Scanning from originals
- Line, halftone, colour

### Page Composition

- Flexible platform choice (Quark (PC), InDesign (PC & MAC), FrameMaker, MS Office)
- Template development (as per the customer DTD)
- Output to PDF

### Quality Control

- Proofreading against author manuscript
- Layout check
- Matching style against customer spec
- Final check before delivery

### Project Management

- Author communication
- Correspondence with customer
- Proof trafficking
- Managing the entire project until final delivery

## Software Supported

A-SQUARE PRESS offers a standard package of files for all customers and this package is built into the standard page price offered by the company. We provide highresolution print PDF files, low-resolution web PDF files, and application files (Quark, InDesign, FrameMaker), as favoured by the customer.

Applications	Versions
E-Learning Applications	Articulate Storyline 2, 3, 360
	Adobe Captivate 11.8
	Articulate Rise 360
WINDOWS	Adobe Acrobat 10.0, 11.0, DC
	Adobe InDesign CC 2018, CC 2019, CC 2020, CC2022, CC2023
	Adobe FrameMaker 10, 11, 12, 2017, 2019, 2020, 2021, 2022, 2023
	Adobe Illustrator CC 2018, CC2019, CC2020, CC2021, CC2022, 2023
	Adobe Photoshop CC2019, CC2020, CC2021, CC2022, 2023
	PowerPoint 2013, 2016, Office 365
	Word 2010, 2013, 2016, Office 365
	Excel 2010, 2013, 2016, Office 365
	Visio 2013, 2016, Office 365
MACINTOSH	Adobe Acrobat DC
	Adobe InDesign, CC2020, CC2021, CC2022, CC2023
	Adobe FrameMaker 10, 11, 12, 2019, 2022
	Adobe Photoshop CC2019, CC2020, CC2021, CC2022
	PowerPoint 2010, 2013, Office 365
	Word 2010, 2013, Office 365
	Excel 2010, 2013, Office 365

# Proposal

## Pricing

A-Square Press estimates the project cost based on the efforts involved by a senior resource. Scaling of the effort calculation by hours.

GST applicable.

## Additional Price Details

Our cost includes two subsequent amends implementations. However, from amend stage 3 onwards there will be an additional charge based on the number of linguistic amends from the customer.

Additional charges will be applicable for working on Sundays and Holidays. **Payments**

Invoices are raised on a monthly basis after completion of the project. Payment is within 30 days from the date of invoice.

**A-Square Press | [www.asquarepress.org](http://www.asquarepress.org)**



**A-Square Press**  
Publishing and Localization  
Services