

## Arabize Mini Profile

Since 1994, Arabize has been the Arab leader in the Content ecosystem. We have been the gateway to the Arab market for all top-notch clients promoting their products or services in the region. Our offices in Cairo & Alexandria host over 100 highly-skilled employees. The company has also become a member of ASAP Globalizers group of companies, and a Trados Authorized Reseller.

Keeping our commitment to top-quality services, Arabize has implemented the most rigorous quality assurance standards; including ISO 9001 and ISO 17100. Moreover, we have adopted six sigma methodology and continuous improvement strategy which led to our operational excellence and long-term partnership with our clients.

### Our Services

#### ▪ Localization & Translation

Arabize has specialized in translating and localizing content into Arabic. This specialization makes us the clients' go-to when they want to expand their business and reach out for Arabic-speaking nations. We have in-depth expertise in various fields & project types including; state of the art content, educational content, software, marketing, financial, legal, medical, automotive, military, and psychology content besides games and movies.

Delivering **State of the Art Content** to the Arab nations, coining new terminology, explaining new concepts, and promoting latest products and technology are things we live for. We see translation as an art; hence you will have your translated content as authentic as an Arabic written content.

#### ▪ Content Development

We skillfully craft content that resonates with your target audience and that connects them with your product or service. We provide your potential clients a crystal clear view of your business and how it can help them. Our Team has diversified experience in copywriting and technical writing which gives us the edge of crafting different types of content for different purposes. This include; website content, marketing publications, e-Gov portals, user guides, online and web help, training materials, procedures, and business proposals.

#### ▪ Transcreation

Transcreation is about getting the same audience reaction in each language, which is to buy your idea, product, or service. It is maintaining your brand tone and intent while we recreate the content in our mother-tongue language. Understanding this very well, we are your chosen vendor to convert your existing set of promotional messages into Arabic.

#### ▪ Cultural Intelligence

We keep the key essence of your brand; meanwhile we adapt content tone, images, controversial implications, level of humor, and idiomatic expressions to your target audience. We also offer culture consultancy on choosing brand names intended for ME region.

- **AVT Translation**

We have extensive knowledge and know-how of the various services that fall under the AVT umbrella including; transcription, subtitling, and voice over.

- **DTP**

We ensure your localized content is adapted adequately into any desired layout; ranging from static images, interactive charts to enhanced graphical elements. We offer new layout creation, layout adjustment, typesetting, and file conversion to almost every language except for the far-east languages.

- **Translation Asset Management**

We leverage your old translations into categorized & clean translation memories (TMs). We also collect & verify terminology in integrated termbases. This leaves you with a hassle-free translation process that guarantees better quality at lower costs.

- **Machine Translation Post Editing**

Achieving the best results of MT requires managing the translation output through post-editing. In this process, translation output is reviewed and corrected by our professional post-editors to bring it up to the required quality standards. We also have our own optimized process that result in top quality and minimal cost.

- **AI Integration**

AI integration is becoming a crucial factor in optimization. We can integrate your current processes with AI tools to boost productivity and enhance quality. If you offer services like ours but didn't figure out how to integrate AI yet, we can guide your way.

- **Total Solution**

If you combine our Asset Data Management service with the Machine translation services you will get the **Total Solution**. This service offers you our 30-year experience in a nut shell. We will provide the "How to" and will train your team to implement it.

- **Start-up Assistance**

This service is intended for startups in our content and localization industry. It is a step-by-step guidance to create your own brand, strategy, quality management system, strong operations, hiring criteria, etc.

Contact Us:

Email: [info@arabize.com](mailto:info@arabize.com)

Website: [www.arabize.com](http://www.arabize.com)

Our Initiatives:

