

**Torindo** Innovative Document Solutions

[www.torindo.ne.jp/english](http://www.torindo.ne.jp/english)



# Torindo. Content for End Users.

Our performance is your advantage. Torindo delivers localized text that enhances end users' product, website, and software experiences.

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## Corporate Profile

**T**orindo is a Tokyo-based provider of multilingual translation and localization services. By leveraging three decades of expertise in documentation for domestic corporations, we provide superior translation and localization engineering for Japanese-language content into more than 40 languages, and for English-language content deployed to end users in Japan and other Asian markets. Through our growing operations in Shanghai, we also maintain a window into the vital China market.

<b>Company Name</b>	Torindo Co., Ltd.
<b>President</b>	Shiro Watanabe
<b>Head Office</b>	3F Kodama Printing Bldg. 1-8 Shin-Ogawamachi, Shinjuku-ku Tokyo, 162-0814 JAPAN
<b>Tel/Fax</b>	+81-3-5206-6725 / +81-3-5206-6719
<b>Capital</b>	40 million yen
<b>Offices</b>	Tokyo Head Office (Shin-Ogawamachi, Shinjuku-ku)
<b>Affiliated Company</b>	Shanghai Torindo Co., Ltd. (Shanghai, China)



## Double-Byte Characters & Asian Culture

The Japanese, Chinese, and Korean writing systems use 16-bit (2-byte) character sets. Correct enabling of these characters is absolutely critical in the localization of your content. Problems stemming from improperly-executed enabling include illegible or incorrect characters, incorrect word breaks and line breaks, inappropriate text fonts, and compromised layout – problems that are all too often encountered in the local websites of many foreign companies operating in Asia. The result: seriously undermined credibility.

Theoretically, DTP operators from cultures using single-byte character sets can be trained to manipulate double-byte text. But without instincts formed over years of daily contact with the character set in a wide variety of media, professional results are very unlikely. Torindo has unparalleled skill in adapting Japanese text to a wide variety of visual environments.

Torindo insists on native-speaker translators, editors, and localization engineers at every process stage. We guarantee that your website will be expertly localized, allowing it to stand alongside the best domestic websites.

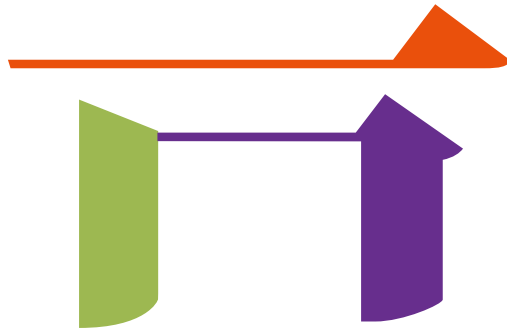
Torindo devotes the same meticulous attention to clients outside Japan that we give to clients in our Tokyo back yard. Close, regular communication with you is the keystone of Torindo's quality management process.

- You won't see a formal quotation from us until we understand your requirements in depth.
- Before starting work, we will carefully consider the best approach to integrating your existing processes, infrastructure, and training requirements into our process flow.
- As the project proceeds, we will conference with you regularly, via telephone or online, with progress updates. If necessary, we will visit you locally. Frequent contact ensures that your product knowledge and ongoing feedback are seamlessly integrated into the localization process.
- All information exchanges are tracked and documented to ensure error-free implementation of all project specifications.
- We will work to minimize the impact of time zone differences and maximize the window of time for contact and collaboration.
- Upon completion, we will invite you to participate in a post-project review, to assess and recap the localization experience.

Extracting meaning from one language and expressing it in another is the job of the translator. Yet translators with truly professional writing skills are surprisingly few. This is particularly the case when the target language is Japanese.

Torindo is constantly on the lookout for top-rank linguists with the specialized expertise to meet increasingly diverse client needs. For example, we continuously monitor a variety of published sources to identify exceptional translators, who may then be invited to work with us. We maintain rigorous standards for our linguistic professionals – roughly 5% of those we select for screening ultimately meet our requirements. And we elicit detailed client feedback on each translator’s work, allowing us to fine-tune our client/translator matches on an ongoing basis. This ongoing commitment to quality is integral to our localization process, and ensures that our clients receive localized text of the highest possible quality.

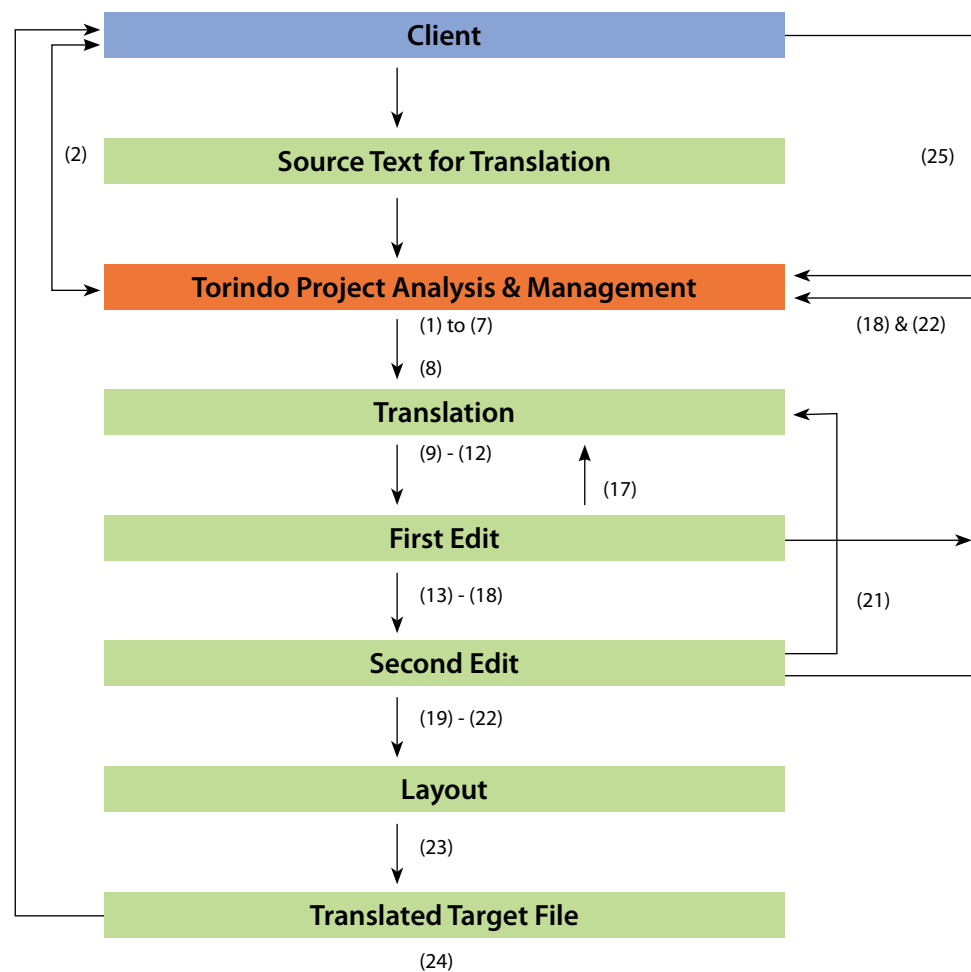
To convey your message effectively, culture-sensitive localization is a must. If we feel reauthoring would help your content reach end users, we will document any changes we make with back translations and a background explanation. Our integrated localization teams ensure that your printed materials, web content, and sales promotion tools are leveraged to achieve the greatest possible access to Japan and other Asian markets.



# Translation Process Flow

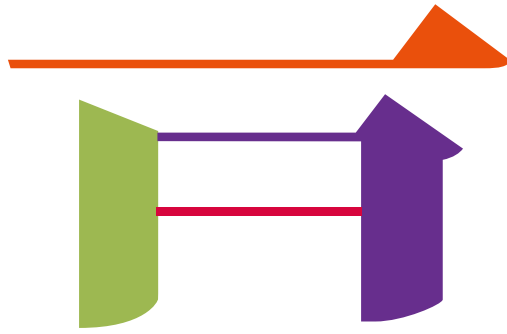
For Torindo, quality assurance begins before the translator puts words to page. Our process flow is the fruit of years of experience delivering high-quality localizations.

## Translation Process



## Work Flow for English to Japanese Translation

<u>Step</u>	<u>Work Process</u>	<u>Handled By</u>	<u>Control Form</u>	<u>Trados Tools</u>
(1)	Review/analyze client materials	Project Manager		Analysis Sheet
(2)	Obtain clarifications or further information from client as required		QA Form	
(3)	Research product information			
(4)	Create project schedule		Schedule Sheet	
(5)	Assign translators, proofreaders, editor, and operator			
(6)	Project team kickoff meeting			
(7)	Prepare (as applicable) Style Guide, Glossary, Translation Memory, reference materials, and translation/layout check sheet		Style Guide Check Sheets	Translation Memory MultiTerm TagEditor
(8)	Deliver source text and supporting materials (if any) to translators			
(9)	Review source text	Translator(s)		
(10)	Obtain clarifications or further information from PM as required		QA Form	
(11)	Feedback to translator(s)	Project Manager		
(12)	Text translation	Translator(s)		Bilingual File
(13)	Review translation for content/terminology errors; create Change History	Editor		Translation Memory MultiTerm
(14)	Check numbers, proper nouns, model names, etc.		QA Checker	
(15)	Check consistency of style and terminology			
(16)	Check conformity with Style Guide and Glossary			
(17)	Feedback to translator(s)	Project Manager		
(18)	Update Style Guide			
(19)	Review Change History			
(20)	Review translated document for grammar and style	Senior Editor		
(21)	Feedback to translator(s)	Project Manager		
(22)	Update Style Guide			
(23)	Adjust document layout	Operator		
(24)	Deliver translated file			
(25)	Obtain feedback from client and implement as required	Project Manager		



## Fields of Expertise

Torindo's localization teams cover a broad range of industries, with extensive expertise in product and software documentation and localization. For each project, we select the best translator from a pool of several hundred prequalified, professional linguists, each with a proven track record in their area of specialization. Here are just a few of the industries we cover.

Hardware and Software

Electronics

IT and Network

Telecommunications

Electrical Engineering

Medicine

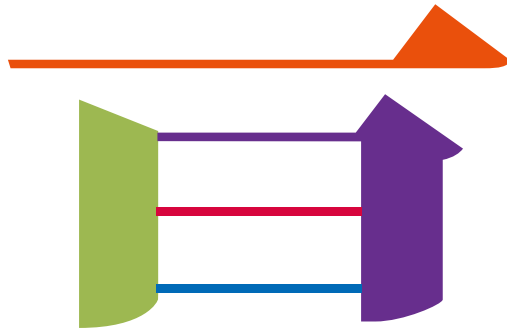
Mechanical Engineering

Pharmaceuticals

Automotive

Biotechnology

In addition, Torindo services a broad range of clients with translation needs in the fields of business and finance, law, arts and media, and tourism. Contact us for further information on how Torindo can help you with your translation needs.



## Artwork & Sales Promotion Tool Design

The impact of your sales promotion tools is critically dependent on appropriate fit with the local culture. Torindo's creative staff has extensive experience crafting sales promotion tools that really work, from culture-sensitive localization of existing materials to original illustrations for posters and pamphlets, as well as development of original characters to support your sales efforts in Japan and throughout Asia.



# Desktop Publishing

It's a given: the look, style and readability of your printed materials and online content determine your image, and in turn your credibility. Torindo pays special attention to achieving effective, impactful integration of text, graphics, and layout. Our non-Japanese output is rigorously reviewed by DTP-qualified native speakers of the target language.

Torindo's operators work with all major Windows and Macintosh DTP tools. We are extensive users of such standard applications as InDesign, FrameMaker, PageMaker, and QuarkXpress.

## **Our applications:**

### **Windows**

FrameMaker

InDesign

Illustrator

Photoshop

Acrobat Flash

MS Word

MS Excel

### **Macintosh**

PageMaker

QuarkXPress

Illustrator

Photoshop



# Clients and Testimonials

Here's just a sample of feedback received from clients who've discovered for themselves what Torindo has to offer.

## **From a US software vendor:**

"We have been using Torindo's localization services for over a year now and we have been extremely happy with the results. Torindo have helped us with software, documentation and marketing localization and we have received many compliments on the quality of the results from the marketplace. Torindo has been very accommodating with respect to last minute rush orders which inevitably occur and all orders have been delivered on time or early.

Our enterprise-level software is systems oriented and very technical. Torindo have worked closely with us to learn our software and business models and they have been able to accommodate our high volume and our special needs very flexibly. We have some requirements for regularly occurring translations that must be turned around urgently within a fixed time period and, after investigating many alternatives, Torindo have provided the best solution and at very reasonable prices.

Because Torindo understands our products they have also been very helpful in providing advice in cultural translation of marketing content as necessary to better fit the Japanese market. Torindo's array of services is very wide, and we have found their quality printing and publishing services very good as well. It has been a big plus to be able to do "one-stop-shopping" to address all of our needs while maintaining the same good quality. I look forward to continuing our partnership with Torindo into the future - they have been critical in our success in entering the Japanese market."

### **Doug Welch**

Japan Business Development and Global Localization Manager  
Bigfix Inc.

**From a Japanese software vendor:**

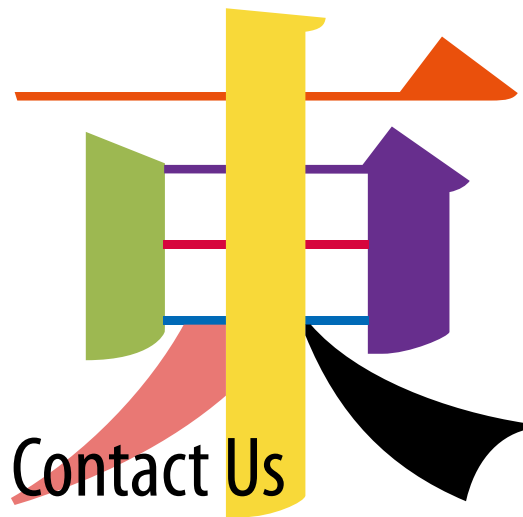
“Despite many schedule changes on our side and personnel changes during the project, your team ensured that everything went smoothly. Once again, you displayed the organization and professionalism we have come to expect from Torindo.”

**From an air conditioner manufacturer:**

“Your success in meeting a very challenging timeline was truly appreciated. The localized text was superior in every way.”

**From a Japanese venture business company:**

“We were extremely impressed with the quality of your translation.”



Torindo's clients include a cross section of industry leaders and rapidly growing enterprises whose international strategies demand best-of-breed localization solutions. Our services are tailored to the technical requirements and strategic objectives of each client, from comprehensive programs to one-off projects.

To inquire about our services or request a quotation, please contact us at [\*\*trans-info@torindo.ne.jp\*\*](mailto:trans-info@torindo.ne.jp). A Torindo professional will respond promptly with cost range information, and suggestions on proceeding to the next step.

If you would like to invite Torindo to participate in a request for proposals, we'd be happy to provide you with all the information you require to make your decision. We understand that what you most want to know from us is the quality you can expect, the total cost for the project, and the probability that we will succeed in meeting your expectations. Torindo is dedicated to helping clients ascertain this quickly and efficiently, without needless RFP boilerplate.



東輪堂