



PREMIER FOCUS INC.

"To encourage international business growth, by providing interesting articles, bringing forth the importance of professionally communicating amongst a multitude of cultures and in various languages."

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News

International Translation Day

St. Jerome's Day, as International Translation Day is commonly known, is celebrated on September 30th.

For a long time, the days and weeks (and sometimes months) around 30 September have therefore been used by translators and interpreters (and their associations) to celebrate the occasion.

St. Jerome, the bible translator, who gave all his attention to the translation of the old testament, has always been considered to be the patron saint of translators and interpreters throughout the world. Since his own time, he has been associated with scrolls, writing, cataloguing, translating, etc. This led to those who work in such fields taking him as their patron — a man who knew their lives and problems.

Ever since FIT (International Federation of Translators) was



established in 1953, St Jerome's Day celebrations have been encouraged and promoted by the FIT Council and Executive Committee. It was not until 1991 that the Public Relations Committee of FIT launched the idea of an International Translation Day.

International Translation Day has developed into a genuine event in our profession. All over the world, translators take the opportunity to think with pride of their work and their achievements.

Oops!

T-Shirt Maker

An American T-shirt maker in Miami printed shirts for the Spanish market, which promoted the Pope's recent visit. Instead of reading "I saw the Pope" (el Papa), the T-shirts read "I saw the Potato" (la papa).

Gerber

When Gerber started selling baby food in Africa, they used the same cute baby on the label. In Africa however, companies put pictures on the label of what is inside, since most people can not read.

Translations

Machine Translation, Part IV

In the third part of this article we spoke about what needs to be considered before purchasing a machine translation system and what aspects need to be reviewed carefully.

This article will be the last article of this series, summarizing our look at machine translation systems.

Summary

The purchase of a machine translation system is in most cases a costly affair and requires careful consideration. As all systems can vary greatly, it is rather difficult to include all systems in a table and compare them side by side. Not only will you not be comparing apples to apples, but there are also too many aspects that influence the performance of these systems. Machine translation systems will perform differently in different translation environments.

Literature

Obviously our set of four articles just gave you a quick glance at machine translation systems in general. Please email us, to let us know if this article was of interest to you!

If you would like to find out more about this topic, we would like to recommend the following literature:

Introduction to Machine Translation
W. John Hutchins
Published by Academic Press
Hardcover

Machine Translation: A Knowledge-Based Approach
Sergei Nirenburg
Published by Morgan

Kaufmann Publishers
Hardcover

Readings in Machine Translation
Sergei Nirenburg
Published by MIT Press
Hardcover

Translation Engines: Techniques for Machine Translation
Arturo Trujillo
Published by Springer Verlag
Paperback

Online resources

There is an abundance of material available online, which you can browse through to learn more about the intricacies of machine translation systems. Some of the links below may be a good starting point for you:

Association for Machine Translation in the Americas
www.amtaweb.org

Asia-Pacific Association for Machine Translation
www.aamt.info

European Association for Machine Translation
www.eamt.org

European Forum for Speech and Language Technology
www.lang-tech.org

Language Technologies Institute
www.lti.cs.cmu.edu

Language Industry Monitor
www.lim.nl/monitor

Publications

Below you will find some machine translation publications,



which can be ordered / subscribed to online:

Multilingual Computing and Communication
www.multilingual.com

Machine Translation
www.ccl.umist.ac.uk/staff/harold/MTjnl

MT News International
www.eamt.org/mtni

Publications by John Hutchins
ourworld.compuserve.com/homepages/WJHutchins

Mailing lists

CATMT
groups.yahoo.com/group/catmt

MT List
www.pairlist.net/mailman/listinfo/mt-list

Upcoming Event

Langtech 2003
November 2003
European Forum for Speech and Language Technology
www.lang-tech.org

More Information

To read similar frequently asked questions about Translations, Proofreading or Localization, visit our website under "Translations".

Entertainment

Jokes

A young businessman had just started his own firm and rented a beautiful office. He saw a man come into the outer office. Right away the businessman picked up the phone and started to pretend he had a big deal working. He threw huge figures around and made giant commitments. Finally he hung up and asked the visitor, "Can I help you?" "Yeah, I've come to activate your phone lines."

Tongue Twister

A big black bug bit a big black bear and made the big black bear bleed blood.

This Month in History

1791 - Mozart's opera, "Die Zauberfloete," premiered at the Theater-auf-der-Wieden in Vienna.

1846 - Dr. Morton, an American dentist, was the first to use anesthesia in extracting a tooth.

1971 - The Soviet Union and the United States signed pacts that were aimed at avoiding an accidental nuclear war.

1980 - Israel issued new currency, the shekel, to replace the pound.

1997 - The United States and Cuba hold their highest-level talks in six years.



"I hope that I may always desire more than I can accomplish."

- Michelangelo Buonarroti -

Links

www.epicurious.com

This link will be interesting to those of you who enjoy spending time in their kitchen to whip up great meals for family and friends.

You will come to one of the greatest recipe collections available online and will have an abundance of choices.

You can browse through more than 16,000 recipes, add them to your own recipe box and even read reviews from people that have tried this recipe.

If however you feel that you are in need of a refresher course, step right in and have a look at their cooking classes for various meal ideas.

The interaction with other kitchen fanatics is possible by means of a wide range of forums.

Also don't forget to check out the interesting etiquette articles!

www.funology.com

If your kids are looking for something new and exciting to do, have them look at this site.

You will find interesting facts, quizzes, activities, science experiments for your kitchen, fun kids recipes for all meals of the day, magic tricks, jokes and it even contains review for the latest toys, games, puzzles and books that come flooding onto the market before Christmas time.

Kids can sign up to newsletters to receive monthly updates and ideas. Furthermore they can contribute by sending their own favourite recipe or joke to the site for inclusion.

The instructions for the various projects are easy to follow, the site is interactive and easy to navigate.

Next time your child is bored, give this site a try!

www.infobel.com/teldir

This site is of great interest to everyone doing business internationally or to those people who are looking for that long lost friend that moved out of the country.

Within an easy to navigate interface you will have access to white pages, yellow pages, business directories and email listings from all over the world.

Pick the country in which you are trying to locate someone and you will find a listing of directories which can be accessed with one click.

Currently this site has directories and listings from 184 countries worldwide. Even if you are looking for information from a business in China, you will be able to find your information in English.

Country Profile

India



Introduction

The Indus Valley civilization is one of the oldest in the world and goes back at least 5000 years.

Aryan tribes from the northwest invaded around 1500 B.C. The merger between these Aryan tribes and the earlier inhabitants created the classical Indian culture.

Arab incursions starting in the 8th century and Turkish incursions in the 12th century were followed by European traders, beginning in the late 15th century. By the 19th century, Britain had assumed political control of virtually all Indian lands.

Nonviolent resistance to British colonialism under Mohandas Gandhi and Jawaharlal Nehru led to independence in 1947. The subcontinent was divided into the secular state of India and the smaller Muslim state of Pakistan.

A third war between the two countries in 1971 resulted in East Pakistan becoming the separate nation of Bangladesh.

Fundamental concerns in India include the ongoing dispute with Pakistan over Kashmir, massive overpopulation, environmental degradation, extensive poverty, and ethnic and religious strife, all this despite impressive gains in economic investment and output.

Economy

India's economy encompasses traditional village farming, modern agriculture, handicrafts, a wide range of modern industries, and a multitude of support services.

Overpopulation severely handicaps the economy and about a quarter of the population is too poor to be able to afford an adequate diet. Government controls have been reduced on imports and foreign investment, and privatization of domestic output has proceeded slowly.

The economy has posted an excellent average growth rate of 6% since 1990, reducing poverty by about 10 percentage points. India has large numbers of well-educated people skilled in the English language; India is a major exporter of software services and software workers.

The severe monsoon of mid-2002 has reduced agricultural output by perhaps 3%. The World Bank and others worry about the continuing public-sector budget deficit, running at approximately 10% of GDP in 1997-2002.

Etiquette

There is a reverence for titles in India. Whenever you can, use professional titles such as "Professor" and "Doctor."

For those without professional titles, use courtesy titles such as "Mr.," "Mrs.," or "Miss." Wait to be invited before addressing someone by his or her first name. First names are usually reserved for close friends.

Status is determined by a person's age, university degree(s), caste, and profession. Moreover, employment in government service is considered far more prestigious



than private business.

Gifts are not opened in the presence of the giver. If you receive a wrapped gift, set it aside until the giver leaves.

Don't wrap gifts in black or white, which are considered unlucky colours. Instead, use green, red, and yellow, since they are considered lucky colours.

When invited to an Indian's home for dinner, bring a small gift of chocolates or flowers.

If you are staying with a family, feel free to ask them what they would like. Certain very basic, practical, items taken for granted in the West are unavailable in India. For example, electronic gadgets, computer disks, bandages, instant soup mix, and knives may be requested. Chocolate, disposable razors, perfumes, toiletries, and household items such as sealable plastic containers can also be welcome gifts.

If you are sure that your Indian counterpart drinks alcohol, imported whiskey is usually an appreciated gift. The best policy is to purchase whiskey on the airline or at the duty-free shop, to avoid being burdened with the 27% tax.

If you give money to an Indian,



Country Profile



**Taj Mahal
Agra, India**

ensure that it is an odd number. Usually this is done by adding a single dollar--i.e., \$11 instead of \$10. Gifts to Avoid

When selecting flowers, be aware that frangipanis are associated with funerals.

Muslims believe that dogs are unclean. Images of dogs are also considered unacceptable, so never give toy dogs or gifts with pictures of dogs to Indian Muslims.

Observant Hindus do not eat beef or use products that are made from cattle. Consequently, most leather products will be inappropriate gifts.

Indians of all ethnic groups disapprove of public displays of affection between people of the opposite sex. Refrain from greeting people with hugs or kisses.

The majority of Indians are Hindu. Most Hindus avoid public contact between men and women. Only Westernized Hindus will shake hands with the opposite sex.

A minority of Indians are Muslim. Traditionally, there is no physical contact between men and women. Moreover, if a religious Muslim male is touched by a woman, he must ritually cleanse himself before he prays again.

If a Westernized Indian, however, offers to shake hands, you should do so.

Language

English enjoys associate status, but is the most important language for national, political, and commercial communication. Hindi is the national language and primary tongue of 30% of the people. There are 14 other official languages: Bengali, Telugu, Marathi, Tamil, Urdu, Gujarati, Malayalam, Kannada, Oriya, Punjabi, Assamese, Kashmiri, Sindhi, and Sanskrit.

Hindustani is a popular variant of Hindi/Urdu spoken widely throughout northern India, but it is not an official language

News: Air Links Resumed

India and Pakistan agreed to resume air links and allow over flights after a two-year halt.

The move will lay the groundwork for India's prime minister to travel to Islamabad next month for a regional summit.

Pakistani President Pervez Musharraf offered on Sunday to end a ban on Indian flights over Pakistani territory, the main obstacle to resuming air links severed in January 2002 during tension over disputed Kashmir.

Indian Prime Minister Atal Behari Vajpayee is due to travel to Islamabad for the summit of the South Asian Association for Regional Cooperation (SAARC) from January 4 to 6.

A bus service connecting New Delhi with the Pakistani city of Lahore which was resumed in July is the only transport service between the neighbors.

Both sides have said they wanted to resume train services and discuss new links, including a bus between the Indian- and Pakistani-controlled parts of

**Visit our website
for more detailed
information about
this and other
countries.**

Kashmir and a ferry between Bombay and Karachi.

News: Cease-Fire

A cease-fire between India and Pakistan took effect along the Line of Control (LOC) last week, in a bid to end the two countries' decades-long dispute over Kashmir.

Indian and Pakistani forces routinely trade fire across the U.N.-drawn LOC that separates Pakistan-controlled Kashmir from Indian-controlled Kashmir.

Pakistan and India have gone to war three times since they were carved out of British colonial India.

Website

www.GOIDirectory.nic.in

Local Name	India
Capital City	New Delhi
Language(s)	15 official langs.
Nationality	Indian
Adjective	Indian
Population	1 049 700 118
Online	7 000 000
Percentage	0.67%
GDP	US \$2.66 trillion
Exports	US \$44.5 billion
Imports	US \$53.8 billion
Inflation	5.4%
Unemployment	8.8%
Phone Code	91
Internet Code	IN
Time Zone	+5.5

Website Development

Successful Websites - Part 2

This is the second part of a two-part article.

4. User Testing

So you have your website up and running. You have tested it and everything looks and feels right. Unfortunately, many website owners will stop at this point and wait for the sales to come in. User testing is a very important yet often overlooked aspect of website design. It is important to test your website on people who would use your site to find out any quirks that could be stopping them from making a purchase or enquiring about your services.

The best way to 'user test' your website is to find the most computer illiterate person you know and ask them to make a purchase or enquire about your services on your site. Watch over their shoulder and make notes of where they get stuck, if they get caught in a loop, if they get frustrated with the site, etc. These notes can then give you valuable insight into the areas your site needs improvements, to make it more usable and accessible.

The more people you get to test your site, the more valuable feedback you will receive.

It is equally important to keep a close eye on everything once a new system is made available to the public. If you receive emails from people who are not able to use the site as intended, it is important to deal with the situation as soon as possible. Remember, very few individuals will take the time to let you know that your site is not working correctly. Most people will simply move on to the competition. Any errors or problems need to be dealt with right away to ensure

that the site is functioning as needed.

5. Promotion

"Build it and they will come." This is a common misconception made by businesses when building their website. Simply having a website without a plan for ongoing promotion is just like opening a shop without bothering to put signs in the window!

A solid, well informed promotion strategy needs to be put into place once your website is developed to ensure ongoing traffic and exposure to local and global markets.



Advertise your website address and email address on every single piece of stationary you have. Your website address is just as important as your phone number, if not more so, and should be treated as such. Remember that many people find it much easier to remember a website address than a phone number so extra exposure (such as a sticker on your car, advertisement in a newspaper or even a TV or radio commercial) can increase traffic to your site and therefore give you a bigger return on investment.

Search engine submissions are also very important as they account for the majority of website traffic to any website on the internet. There are currently over 800 000 different search engines on the internet!

Obviously it would be impossible to manually submit to even a small portion of them. There are specialized services available to automate the entire process and to ensure that you never over-submit. Over-submitting can lead to becoming blacklisted on the internet. If your website becomes blacklisted, many people will not be able to send or receive emails from you, and they may possibly not be able to view your website.

6. Follow up

An important part of website success is the work you do once the site is up and running properly. As a site grows and content changes, it is quite easy for the site to become complex and difficult to use.

By doing regular 'tune-ups' or even occasional site upgrades or re-designs, you keep your site fresh, easy to use and relevant to your target market. Your site should evolve with your business to grow and prosper. It makes sense to review your site at least once a year and to budget for annual upgrades as well.

Another important point is to take advantage of your online market. Get a broadband 'always on' internet connection so you can answer email enquiries and process orders as soon as they come in. Your customers will appreciate this. Also consider a newsletter system such as Mailman to keep in touch with existing, potential and new customers. Weekly, monthly or quarterly newsletters on new products and services, special deals and other company news helps develop a relationship with your target market and is the most cost and time effective way of making new sales.

Destinations

Madrid, Spain

Madrid was conceived, planned, and built when Spain was at the peak of its confidence and power and the city became the solid and dignified seat of a great empire stretching around the world. Monumental Madrid glitters almost as much as Paris, Rome, or London and parties more than any other city. Although it lacks the spectacular Romanesque and Gothic monuments of older Spanish cities, Madrid never fails to convey its own sense of grandeur.

Poised on a plateau 2,120 ft above sea level, Madrid is the highest capital in Europe.

Madrid is a compact city, and most of the sights you probably want to see are concentrated in a downtown area 2½ km (1½ mi) across, stretching between the Royal Palace and the Parque del

Retiro. Broad avenidas, twisting medieval alleys, grand museums, stately gardens, and tiny, tiled taverns are all jumbled together in an area easily covered on foot. The urban texture is so rich that walking is really the only way to experience those special moments whose images linger in the mind.

The Plaza Mayor at the heart of Old Madrid is an attraction in itself with its mix of French and Georgian architecture. Pedestrians pass under the arches of the huge square onto the narrow streets of the old town, where you can find some of the capital's most intriguing restaurants and tascas, serving tasty tapas and drinks. On the ground level arcade of the plaza are shops, many selling souvenir hats of turn-of-the-century Spanish sailors or army officers.

It's the custom in Madrid to consume the big meal of the day



from 2 to 4pm. After a recuperative siesta, Madrileños then enjoy tapas--and indeed, no culinary experience would be complete without a tour of the city's many tapas bars.

All this nibbling is followed by a light supper in a restaurant, from 9:30 pm to as late as midnight. Many restaurants start serving dinner at 8 pm to accommodate visitors from other countries.

Website

www.MuniMadrid.es

Statistics

The Celebrity Top 15

How do you measure celebrity? Take into consideration earning power and then add media hits. Jennifer Aniston has a smaller paycheck than George Lucas, but shows up more often on the magazine rack.

Below you will find the top 15 celebrities for 2003, sorted by "power rank".

The complete list of 100 celebrities was compiled by Forbes and can be seen at their website www.forbes.com (Home > Lists > The Celebrity 100).

Jennifer Aniston:

\$35 million, 339,000 web hits

Eminem and Dr. Dre:

\$35 million, 1,900,000 web hits

Tiger Woods:

\$78 million, 504,000 web hits

Steven Spielberg:

\$200 million, 410,000 web hits

Jennifer Lopez:

\$29 million, 1,190,000 web hits

Paul McCartney:

\$59 million, 367,000 web hits

Ben Affleck:

\$36 million, 313,000 web hits

Oprah Winfrey:

\$180 million, 142,000 web hits

Tom Hanks:

\$55 million, 335,000 web hits

Rolling Stones:

\$66.5 million, 285,000 web hits

Will Smith:

\$60 million, 426,000 web hits

Osbourne family:

\$28.8 million, 288,000 web hits

Michael Jordan:

\$35 million, 542,000 web hits

Mike Myers:

\$38 million, 372,000 web hits

J. K. Rowling:

131.4 million, 271,000 web hits

Localization

Website Localization: What to watch out for, Part I

800 numbers

800 numbers can be called toll free from Canada, the U.S. and Mexico. In some countries calling a business with a 800 number will not be free, or, in many countries the 800 number will not connect. Sometimes a local 800 number can be arranged in the locale, which connects through to your U.S. based operators.

AM/PM

Most countries use a 24-hour

clock, instead of AM and PM. For example, 5:00 PM becomes 17:00.

Dates

In most countries the "month/day/year" becomes "day/month/year." For example, February 18, 2002 (2-18-02) becomes 18 February 2002 (18-2-02).

Decimal point vs. comma

The decimal comma replaces the decimal point in Europe and South America. The decimal point is used to denote the thousands place. For example, 4.5 becomes 4,5 and 5,000 becomes 5.000. This

should be considered when translating tables. Even if no actual translation is needed within a table, decimal points may need to be changed to commas.

Measurements

The U.S. is one of the few countries in the world that does not use metric measurements system. Including metric and American measurements in a text for countries using the metric system can be confusing and can unnecessarily expand the total amount of text within a translated manuscript.

About Us



**PREMIER
FOCUS INC.**

The importance of global communication continues to rapidly expand, together with international commerce.

The Internet today offers the possibility to make the smallest business have an international presence. In order to be competitive on an international level, your products and services have to be desirable and understandable by your audience in that cultural setting.

Proper communication is a valuable skill, some would even say an art. To correctly master any skill, it requires plenty of experience, the proper tools and a

respect for the industry.

Premier Focus helps you succeed, by effectively adapting your products and services to meet the demands of the global marketplace.

Premier Focus uses highly qualified language providers around the world, so you always receive the best quality translations of your products and services.

**More business is done over
the Internet than ever before!**

**Don't limit yourself to English
when you can reach the world
on the Internet!**

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Website Development
Website Hosting
Domain Registration