



A word from our founder...



Unlike a traditional translation agency, I.D.O. designs and implements end-to-end solutions for your projects with attentiveness, forethought, creativity and professionalism. On the basis of key characteristics identified in close collaboration with you – such as field, technical environment, lead-time, cost and quality objectives, internal and/or external participants and their roles – we design and implement **your solution**.

We are providers of solutions and the architects of **your projects**.
Jérôme Marina-Mediavilla, Founder and CEO

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A win-win relationship

We provide support for your projects and deploy our extensive know-how to contribute to their success – and in so doing, to yours – to the success of your teams and your company. In return, you ensure the long-term viability and reinforcement of our dedicated teams and also contribute to the energetic development of our company.

Our strengths

- Service
- Professionalism
- Responsiveness
- Quality
- Compliance with deadlines
- Confidentiality
- Teamwork
- Service with a smile

Your benefits

- You have a solution that meets your needs
- You are dealing with experienced professionals
- You get what you need when you need it
- You are completely satisfied
- You will never be caught off guard
- You have peace of mind
- You can rely on us
- You will always feel welcome

To reach us

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What our clients say about us

The reflection of our uncompromising standards

"...The consistent quality of the translations over the years..."

In addition to the flawless technical quality of the translations we entrust to I.D.O., I appreciate the subtle choice of terms that never distort the spirit of the original text, which is often quite specialized, as well as the consistent quality of the translations over the years, whether they are translated into a Western language or a more exotic language such as Chinese or Korean. RHODIA POLYAMIDE

"...The time saved is invaluable..."

With other translations, our product managers spend so much time rewriting them that the final cost is doubled or tripled. The time spent on corrections leaves them that much less time for their professional priorities. With I.D.O., our documents are translated according to our expectations. The time saved is invaluable. DELL

"...Expertise and quality..."

I have found that I.D.O. has the expertise in technical terminology and in-depth understanding required to place each sentence in just the right context for its target audience. The result is consistent quality. STONESOFT

"...A responsive, understanding team that delivers faultless quality..."

I have entrusted I.D.O. with a wide variety of complex translation and formatting projects for illustrated books, and working with them was a real pleasure. The responsive and understanding I.D.O. team consistently delivers faultless translation quality and unfailing compliance with deadlines. ÉDITIONS DE LA MARTINIÈRE

"...Professionalism, human qualities and peace of mind..."

I.D.O. has become more than the translation agency we were always looking for; it is a partner with an attentive ear, whose advice can always be relied upon. Their consummate professionalism and gracious human qualities ensure that our highly technical projects are conducted with utmost peace of mind. It is a pleasure to work together. QUALIAC

Our Translation Department

Our company has been providing language services for over 16 years (in the areas of translation, transcreation, adaptation, interpreting and training), as well as related services (page layout, rewriting and subtitling) in the context of both monolingual and multilingual projects.

We work in a wide range of fields, including technical translation (software localization, documentation), marketing and communication (brochures, advertisements, websites, press releases, newsletters), sales (calls for tenders, specifications documents), legal (contracts, non-disclosure agreements), education (course material) and publishing, including the translation, adaptation and page layout of illustrated and fine arts books (such as *The Simpsons*, *La Tour Signal*, *Pleyel* and more).

Follow the link below for additional examples:
http://www.idolondon21.co.uk/tradplus_us.php

We manage a highly diversified range of projects:

- From one sentence to several million words
- From utter simplicity to extreme complexity
- For information or for publication

We value your business regardless of the size or complexity of your projects!



What good is a good translation?

Quite simply, its purpose is to communicate clearly.

There's nothing like "persuasive" language to "convince" your audience. In this age of global communication, speaking clearly and getting your message across is not only critical, it is also an art. The decision to translate a message into another language and distribute it internationally represents an investment.

It deserves to be well translated, adapted and localized to give it the punch and power required to reach – and be perfectly understood by – as many people as possible. The messages you want to get across – regardless of the audience, language or culture you are targeting – convey your image. And that image must set you apart from the competition.

In today's world, it is a must to translate your website – your window on the world – and your press releases, for example. Written communication is just as crucial as visual communication to convincingly convey the quality of your company, products and services.

What we say about ourselves

No unpleasant surprises

"...Respect for our commitments..."

Respect for defined project specifications, including:

- **Lead time:** delivery on agreed dates, including intermediate deliveries if mutually agreed
- **Price:** invoicing at quoted price, no add-ons or supplemental charges
- **Quality:** respect for agreed quality criteria
- **Deliverables:** respect for agreed file formats

"...Responsiveness/Proactivity..."

As soon as we receive your files for evaluation or translation, we identify several fundamental points and those requiring confirmation or clarification:

- Target language(s)
- Source and target file formats
- Files to be used for translation (format, accessibility of text and graphics, etc.)
- Target audience for translations
- Your time requirements
- Availability of reference documents or specific terminology requirements

"...Reformulation of your objectives for approval..."

Different people may interpret terms or expressions differently. For example, an "**Urgent**" project may mean in three months for one customer or tomorrow for another. In the same way, such expressions as "**large volume**", "**quality**", "**complexity**" and "**cost**" mean different things to different people.

We therefore need to come to an agreement on objectives, especially at the start when we are learning to get to know one another.

"...Definition of your project environment..."

Two main aspects need to be considered:

✓ **The organizational aspect**

Do you have the time and flexibility to get involved in the project? Can we ask you questions or do you prefer that we manage the project independently? Here's a simple example: even for a quote, if we base it on a PDF file with graphics, not knowing whether we will have access to the native files or if we should deliver a formatted or unformatted translation, the estimate may vary by as much as 30%, or even more if we must retrieve the text from the PDF, "capture the graphics" and approximate the page layout as closely as possible.

✓ **Project objectives**

Defining and prioritizing your project's key points:

- **Lead time** (a mandatory deadline for the release of a new version, publication for a trade show or a response to a call for tenders, for example)
- **Cost** (a pre-defined or limited budget)
- **Quality** (e.g. a translation for wide publication, a contract, etc.)
- **File formats, identifiers and variables** (for reintegration into your environment via IDs, variables linked to data in your environment, encoding specific to your environment).

What is a translation project?

Project scope

At the start, a translation project is an equation comprised exclusively of variables, which we will define with and/or for you.

You know the values of many of the variables (such as language combinations, the nature of the "source" files, desired start and end dates, quality level, whether the translation is for information only or for publication, the type of files to be delivered and so on).

On the basis of the values that you know, we will set the others and solve the equation by proposing one or more solutions.

Definition of tasks

One of the first things we will define with you is the extent of your potential involvement in the project.

Do you have the necessary time and flexibility? This is particularly important since certain tasks can be internalized, with the objective of not only saving time and money, but also to allow you to retain a certain amount of control over the project.

Conversely, we can handle the whole project and provide a turnkey solution – our specialty and preference by inclination, conviction and experience.

Prior evaluation

The more carefully the project is prepared, the better the outcome will be.

Moreover, clear two-way communication based on a close and open relationship is one of the secrets of a successful project. It allows us to perfectly pin-point your expectations.

That is why we devote time to the study of your files and projects before they are launched. We anticipate any missing elements that might be required to facilitate the translation process or enhance the result.

At the same time, we set up the ideal team, with regard to both technical and terminological aspects and to linguistic and stylistic aspects.

We can even go so far as to generate pseudo-translations to test their reintegration into your environment before starting the actual translation process. We can also test file formats and encoding or the specifications of the files to be sent to your printer.

"...We also excel in simplicity..."

The explanations and examples of projects provided in this document may seem complex to you, or unrelated to your own situation. Please be assured that we also manage and appreciate more simple projects!

During the project

Depending on the nature of the project, we may occasionally have points of terminology to discuss with you. If you wish, we can keep you informed of our progress. If you have tight deadlines, we can also set up intermediate delivery dates.

After delivery

We update your reference database with any special instructions or terminology preferences.

Some recent examples of our work...

Technical projects

Multilingual, in the field of communication

Key points:

- From French to **less familiar languages**
- Complex field
- Files requiring page layout in less familiar languages

Our teams translated a "Communication Kit" from French into seven languages: German, American English, European Spanish, Korean, Polish, Brazilian Portuguese and simplified Chinese.

Excel and PowerPoint files comprised an overall volume of +/- 12,500 words.

The project was finalized in about two weeks (including translation, quality control and reformatting).

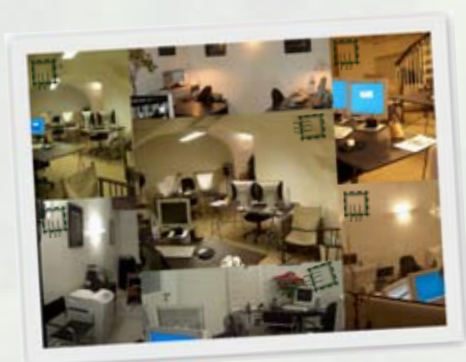
Monolingual (French to British English), in a technical field

Key points:

- Since the total volume is in excess of 5 million words, the project is spread out over several years.
- Two batches per year since 2005
- Management of a substantial reference database, which grows with each project
- Coverage of all fields of management IS

Our teams translate the technical documentation for an ERP system, encompassing numerous fields (accounting, finance, production management, project management, inventory management, etc.) and requiring specialized business and application knowledge.

We manage contextual terminology for the various subfields and consistency with the translation of the different software modules. We also manage and update the reference base.



Creative projects

Monolingual (American English to French), in the field of comics publishing

The Simpsons/Futurama Crossover Crisis

✓ Key points

- Overall lead time of about two months
- Over 250 complex page layouts reformatted in DTP – four comics plus a bonus album including a new edition of the "Collector's" issue
- Volume: adaptation of about 22,000 words
- Page layout files delivered directly to the printer



Our teams adapted a special edition boxed set from American English to French.

The boxed set comprises several comic books combining two different worlds – The Simpsons and Futurama –, plus a reproduction of the first Simpsons comics.

We reformatted the layout of comics and text, and delivered the prepress files directly to the printer.

Monolingual (American English to French), in the field of journalism (comic strips), featuring Woody Allen from the inside out

Dread & Superficiality - Woody Allen as Comic Strip

✓ Key points

- Woody Allen – a character with an incredible sense of subtlety
- Over 250 page layouts reformatted in DTP, including 210 complex comic strip pages



- Adaptation of about 20,000 words
- Over 10GB of files handled
- Delivery of formatted files ready for press

Our teams adapted a compilation from American English to French, including a selection of the best comic strips published in American and international newspapers between 1976 and 1984, dealing with every topic imaginable! We reformatted the layout of comics and text, and delivered prepress files.

A few words about organization

As soon as your project is announced, it is incorporated into our workflow/scheduling management system, which was adapted in-house to our specific organizational structure. Each project is assigned a unique identifier (Client/Year/No. in year).

The state of progress is symbolized graphically and the project files can be directly accessed via our interface (subject to user rights).

A single contact person is designated to interact with you on a dedicated basis.



The project objectives are defined (lead time, translation/adaptation, quality and proofreading/quality control level). The instructions are combined into a single document that can be updated during the course of the project. The complete project history is thus available for future reference.

Your files are stored on our in-house servers. Your project's confidentiality is ensured through strict management of access rights: only authorized personnel have access to your data. Each client has one or more reference bases (for specific terminology, preferred style and so on).



Fields and tools

Perhaps you thought this document would contain an interminable list of specific references, fields, language combinations, tools and software applications. Don't waste your time looking for it; there isn't one!

We are not specialized in a specific field, language combination, tool or software application – nor do we wish to be.

On the contrary, we aim to specialize in your projects. Our approach consists in identifying and understanding **your** issues with the objective of building **your** solution – a solution that involves specialized teams, appropriate tools and specific processes and objectives.

Our added value lies in the **creation of your own specific solution** and its **implementation by our expert teams**.

What about price?

"...If you pay peanuts, you get monkeys..."

In addition to the sly humor behind this popular saying – which is hardly reassuring since we're talking about our "distant" cousins, after all –, it is nonetheless true that you can always **find a cheaper price**.



But it is also true that the quality of the service and work performed has a cost; if those who perform that work are underpaid, you take the risk of compelling them either to take on more work (and thus work faster and less accurately), or to circumvent the law. Although poorly understood by the general public, the occupation of translator is a genuine profession that requires years of rigorous training and experience.

Working on a tight budget?

The main thing is to let us know!

If the budget constraint is more important than the project's other aspects (lead time, quality, and so on), you need to define the available budget, and we will make proposals accordingly on the other aspects, such as lead time, number and nature of checks or level of quality. You may be able to perform some of the tasks yourself to reduce external costs.

You want to know **how much** the translation is going to **cost**, and that is perfectly natural. But **also** ask yourself:

- 1/ **How much would a poor translation cost** due to time spent making corrections in-house, delays, or the impact on your company's image?
- 2/ **How much would a good translation yield** in additional revenue?

In short, our objective is to weigh all of your requirements and offer solutions that are in your best interests, because **we are ready to share your challenges**.

