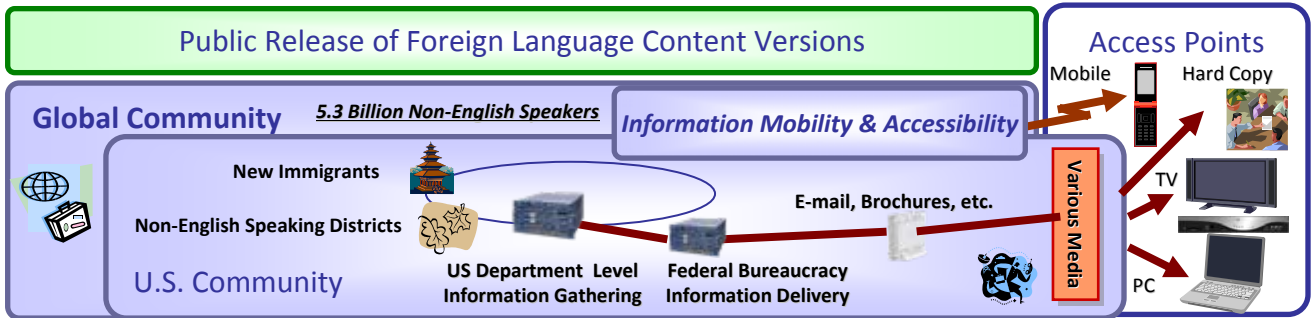
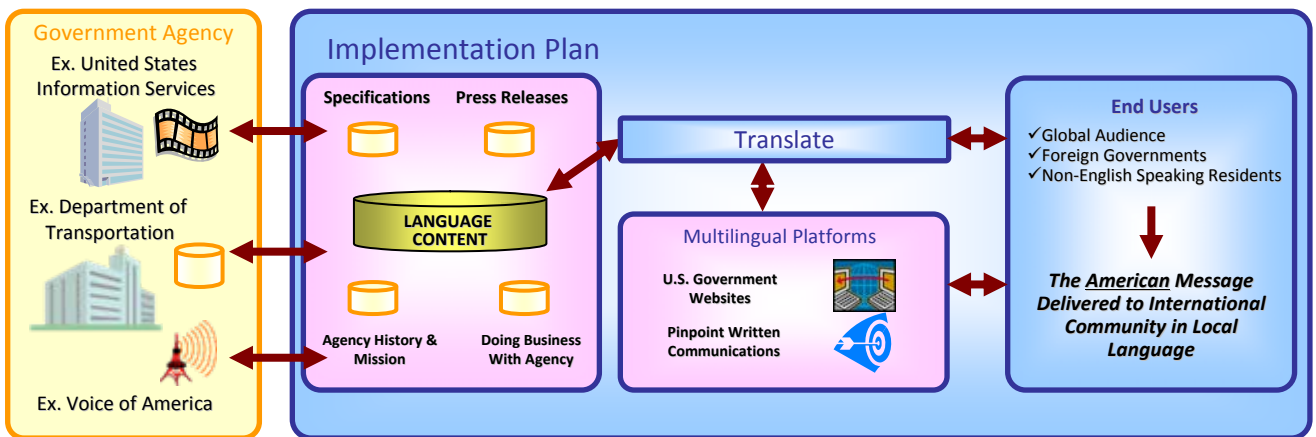


## The Translation Process

### Nichibeï's Solutions for U.S. Government



### Nichibeï's Vision for Our Enduring Republic

Multilingual information providing is a fact of life across the globe. From the European Union to Japan and beyond, our nation has fallen behind in the dissemination of our message in the language of the end user vis-à-vis virtually every other nation or international organization not based in the these United States.

The translation & interpreting of our nation's content goes well beyond security issues. In order for the 5.3 billion people who do not have working knowledge of English at a high level in our world to learn more about the history, culture, programs, policies, values and civilization of this Republic, it is essential that efforts to localize this content be made.

Nichibeï believes multi-language government websites, press releases, policy statements, action plans and other initiatives transmitted across various media can reintroduce the American experiment to the global community. Our nation has the foreign language resources necessary to complete this task, potentially creating thousands of new, quality jobs of substance and significance, becoming the global leader in multi-language information delivery.

## Why Is the U.S. Government Not Mandating Multilingual Platforms?

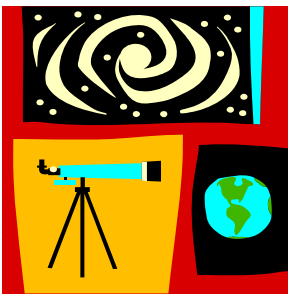


**GROUP THINK MENTALITY**

### **Conventional Wisdom in U.S.: The World Speaks English = ABSOLUTELY WRONG!**

Although many industrial countries teach English as a second language to their citizens, for the most part, their people are not using English on a daily basis. It is the same logic as U.S. students who study calculus. Even in developing countries, although the upper echelons of their society have strong command of English, they represent only 1% of their populations, and do we really want the 1% of the military government of Burma telling the other 99% of the Burmese people what the U.S. government said to them regarding human rights? After all these years and billions spent on winning the hearts and minds of the global community, how could creating multilingual platforms have slipped under the radar?

## Why Do Other Nations Take Foreign Languages Seriously?



**GLOBAL IS BIGGER THAN US**

### **Simple Answer: For the Benefit of America & Their Relationship With the World**

Every nation on this planet desires some relationship with the United States. These nations have taken concrete steps to ensure their message reaches their American audience. Yet, a reciprocal response from the American people, our businesses and government organizations is ad hoc at best. Disorganization and a lack of creativity on our part is resulting in lost opportunities to express our views in the language of the audience we are seeking to communicate with. When we provide information in the language of the recipient, we are showing respect for their nation and people, which opens far more doors than it closes. Speaking their language means we are relating to their circumstances, and our own.

## Fact: Virtually No U.S. Agency Has Multilingual Websites or Materials! What?



**REASONED APPROACH**

### **Simple Reason: BIAS-Foreign Languages Seen as Threat to U.S. Unity = WRONG!**

Translating documents and websites into Spanish, French or any other language does exactly opposite what many Americans think. Providing new immigrants with information in their language helps smooth their transition to life in our nation. Far greater than this noble effort, the rest of the world can know what is going on within our borders, because, for example, Spanish is also widely used throughout Latin & South America; i.e., once you're communicating in Spanish, you are now talking to billions upon billions of people not currently in the United States. Talk about winning the hearts and minds, start by mandating that U.S. agencies with global appeal and reach speak and write in the end user language.

## Fact: 300 Million Americans, 26,000 Linguists. Impossible! Why?



**REAL JOBS FOR OUR PEOPLE**

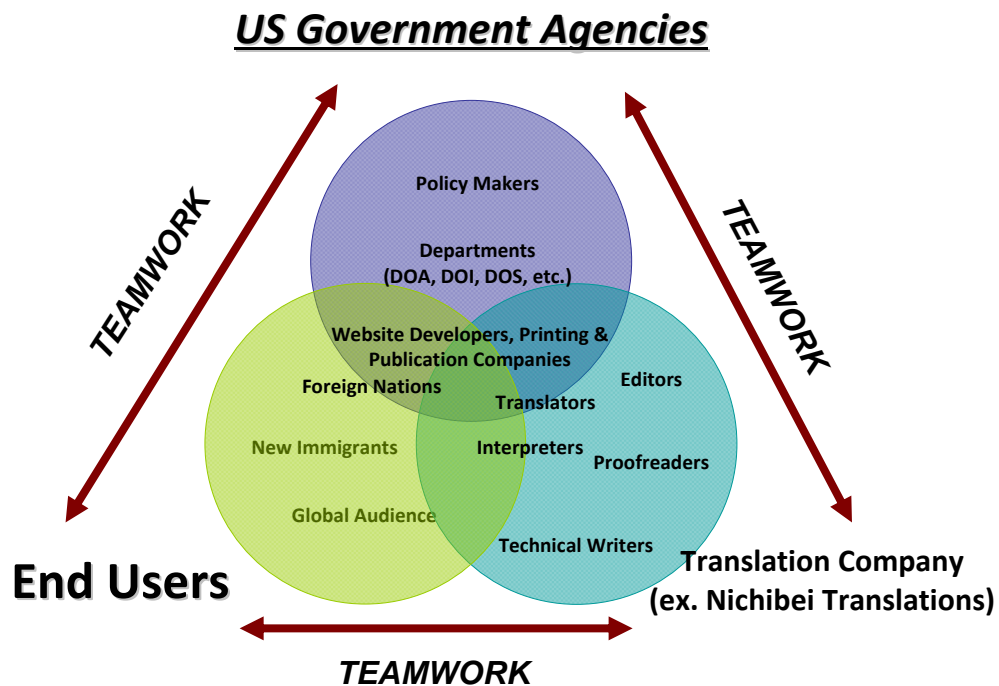
### **20<sup>th</sup> Century Ethos in 21<sup>st</sup> Century World**

The U.S. Department of Labor states in its statistical data that only 26,000 American people classify their occupation as linguist. With millions of Americans and immigrants mired in low paying jobs with no future, we could employ tens of thousands in the language service provider industry, making, on average, \$19.00 per hour. Let's employ this army of linguists to translate our materials. New York City's Borough of Queens, for example, is the most diverse county in the US, with over 200 languages spoken. Many of its residents have written and spoken fluency in their own language plus English. Queens could become the global nerve center of translation & interpreting services. Put our people to work which adds value to the Republic and our Union.

**E-mail: [contact@nichibeitrans.com](mailto:contact@nichibeitrans.com)**

# The Interactive Relationship

## How We Work Together: The Flow



## LET'S WORK TOGETHER!

In partnership, the U.S. government can make the difference in bridging gaps and building new ones. With a nationwide effort, our people can communicate with the world in their language. It's that simple, and it doesn't have to bust the bank.

Bringing together translation companies, printing & publication entities, website developers and the valuable input from the end users, we can make America the global leader in multilingual environments and platforms.

Nichibe has identified an obvious problem we have in the American way of doing business: we're not communicating in the languages we provide information, programs, products and services to.

With purpose already there in glaring clarity, creating a structure for this industry must be the next goal of policymakers and policy implementers. We lag behind the rest of the world, yet we have the latent capabilities to become the world leaders in sharing our ideas and values in almost any language spoken or written. Teamwork is not simply a concept, it can help resolve the details and the methods requires for realizing a multilingual capacity.

## Language Service Provider Solutions

Nichibeil Translations is more than a value-added translation & interpreting company, it is a vision of a 21<sup>st</sup> century America which realizes multilingual platforms for the customer, and information accessibility for the international community. Our goal is providing our world with the languages they use, and offering a structure for this American nation of ours to spread its ideas across the globe, in the belief that our system, our civilization and our enduring republic continues to lead us forward to a better tomorrow.

***'Your Language Service Solutions Provider'***

# Main Services

## Translation



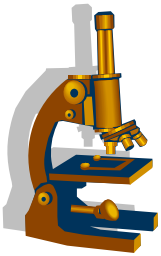
The art of translating one language to another is all about the end user. While our competitors worry about words and sentences, Nichibeï concerns most about the story and the substance the author of the original document seeks to convey in the target language. As our competitors spend much time and the customer's money on fancy schemes and terminology, we focus on the craft of translation, an industry which has endured for thousands of years. Our goal is to make the target translation as accurate to the original as possible, and as enjoyable to read for the end users. We employ translation tools, but it is the creative writing of our translators that sets us apart from the others in our industry who place their faith in machines and software that have yet to match or replace the human being.

## Editing



Once a document is translated, what matters most is the accuracy of the original to the target, corrections and revisions based on client reviews and Nichibeï's internal check process. This is where the translation begins its transformation from being a collection of words and sentences to a clear, coherent document consistent with what is expected in any original work. This step is a collaborative effort between us and you, the customer. Items such as grammar, structure, additions, subtractions, errors and omissions are dealt with, then the edits are approved or rejected.

## Proofreading



The final phase of the translation project focuses on the readability of the target document. A good translation may not be a good written document. Most translations will continue to have words and phrases that are unnatural to the native reader, thus the importance of turning the good translation into a work of art is essential, not just for Nichibeï or our customers, but the ultimate end user of the work itself. Technical writers employed by Nichibeï read the translated document and make the final stylistic changes so that the customer can know for sure that their end users will be satisfied, and that makes good business sense.

## Website Localization



Your website says as much about your product or service as it does about you. Are you satisfied with having an English-only website? Nichibeï Translations can help. The website is an entity, but when you provide users with a version of your site in the languages or global markets you serve, or intend to serve, saying it in the local language adds tremendous value to your company. The benefits of having your website translated into multiple languages and placed onto international search engines are incalculable. Our 21<sup>st</sup> century world is all about exposure. When you take your website content and add a foreign language, you have already distinguished yourself from 99% of American firms or government institutions. Using a similar process as the one employed for written documents, the translated content will result in global coverage for you and service to the customer the competition can only dream of.

## Interpreting



The conversion of the spoken word from one language to another is a specific skill often downplayed or misrepresented in the collective consciousness of our people. The risks involved are far greater than for the translation of the written word, and not because pencils have erasers and computers have a backspace key. Once something is said in interpretation, there is little room to go back and fix errors, omissions or misinterpretations. The skill of our interpreters is, above all, their experience in handling these high pressure situations.

## Transcription

Meetings or depositions often require textual versions be generated for a variety of reasons. Nichibei provides the customer with professional transcribers who listen to your tapes and, depending on the language, we either transcribe the communications, or, translate the transcribed materials, once again utilizing the same translation process Nichibei employs for the translation of written materials. We accept most media formats.

## Facts on the Language Service Provider Industry

### Translation Is a Creative Literary Art

Most of us in our daily lives never come across someone who works as, or is employed by, a language service provider. For centuries, individuals, be they monks in monasteries or Oxford professors, have toiled in this craft, many without fame or accolades. In the United States, foreign language skills are treated as an afterthought, or as a national security issue based on the language spoken by the enemy forces. Compared to the entire world, our nation lags far behind translation of the written word. A simple access of websites of entities in Europe, Asia and South America will prove this. According to U.S. government statistics, less than 30,000 persons in America classify themselves as translators & interpreters, meaning that the language service provider industry in the US is at the very formative stages of the creation of an entire new market in this area. Nichibei aims to lead the way in revolutionizing the way our nation does business.

### Language Skills Are Difficult to Master

#### Work Experience

Just because a persons studied a foreign language in high school, or their parents spoke to them in their native language is not enough of a prerequisite to translate written documents at an adult, professional level. Practical experience utilizing high level foreign language skills and the sheer volume of translations performed says more about competency and capability than fancy titles and complex in-company work processes.

#### Life Experience

A great translator must be by definition a good writer in their first or native language. Moreover, and more importantly, a full understanding of current events and a variety of subjects makes for a better translator and a higher quality translation. Do not be fooled by inflated resumes which purport fluency in a foreign language or a certification from an Ivy League school or a cryptic professional organization. Writing is a craft and is unlike science because sometimes perspective is more important than robotic knowledge of translating.

## Translation Company vs. Translation Agency: Think About It

When you or your organization desire translation, interpretation or localization for your future needs, one must consider what this industry is comprised of so that you as the customer can make an informed decision.

#### Translation Agency

Normally offer language services in over 100 languages. Translations are outsourced from the agency to smaller translation companies or freelance translators, which make up the largest percentage of those employed in the industry. Costs tend to be higher because the agency must pay others to do the actual work because they almost never have in-house linguists. Agencies are normally staffed by project managers or coordinators, who direct the project but in almost all cases cannot understand the languages they are managing. Data security is also a critical issue because agencies send documents for outsourcing to other companies or individuals, running a higher risk of leaks and loss of confidentiality.

#### Translation Company

Normally offer languages services in up to 10 languages. Translations are performed in-house translators who also handle the project management of the work. Data security is high because documents are kept in the company until submission to the client. Translation companies often receive outsourced materials from the translation agencies described above. These companies often possess certain specializations in technical, medical, legal or other focused area of translation in the languages they serve.

#### Freelance Translator/Interpreter

Perform most of the foreign language work in this industry, mainly through outsourced work from translation agencies. These individuals often specialize in one foreign language and a certain range of specialized fields.

# Your Multilingual Environment

## You the Client

Working in a 20<sup>th</sup> century way: Using English only, saying it slower & louder so that the world can hear.  
Working in a 21<sup>st</sup> century environment: Using the language of the customer to promote ideas and goals.

### Marketing Function

Distribute your foreign language brochures, pamphlets, catalogs, websites, business cards



### Business Development Functions

Market your ideas in the desired language



Sell your products in the market's language



### Accessibility

Localize to the Target



### Technical Functions

Create manuals, specifications, reports, essays, legal documents, etc.

Establish interactive, multilingual web presence

Grateful you reached them in their language, drives business to you, raises reputations, truly global

## Your End User

***Use Nichibei for all your language service needs.***

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