

## Multi-lingual Literature

### **Would your industry like to ....**

- *Communicate effectively in other languages?*
- *Manage written language in a flexible way?*
- *Produce multi-lingual documents at the touch of a button?*

### **A Practical Solution**

You can incorporate expressions into your own style of documents and then immediately access the correct translated output. It's simple using a database of translated expressions together with new low cost software. The software is available now; databases are starting to be compiled.

### **Where can it be applied?**

Any application that uses a routine set of expressions can benefit from this approach. This means any in which specific information needs to be understood by those whose first language is different from yours. Examples are safety instructions, business letters, emergency signs, menus etc., etc. but see the next page for examples in major sectors.

### **What is the benefit?**

This solution uses expressions that have been professionally translated for their specific context. It allows users to style documents as they want using prepared expressions and achieve immediate and accurate translated versions. It saves time and cost by avoiding the need for continual translations. The concept has been successfully used in the chemical industry for many years and has been adopted within the EU for its many languages. With the advent of new low cost software, it is now a viable option for wider use. An alternative approach is to use computer translation – free via the Internet – but this is notoriously inaccurate and can create uncertainty or provide the wrong information often in a laughable way. This is unacceptable if you want to communicate accurately and professionally.

### **What sort of expressions should be compiled?**

Expressions are normally sentences, descriptions or headings. They need to be designed for their specific industry and application then translated by professionals who specialise in the required languages. Many sectors are starting to assemble databases that can be tapped into – others need to be prepared.

### **How does the software work - What languages can be used?**

**Language2Office™** is a low cost (£100) pc application that allows translated expressions to be incorporated into Microsoft® Word or PowerPoint. It links directly to the compiled database of expressions which can be in any language that can be held on Windows – including Greek, Chinese etc - any which you are likely to want.

Language2Office™ is a GlobalMSDS Ltd product.

## Use in Industry Sectors

### Chemicals

Many businesses are currently using the software to produce multi-lingual MSDS (material safety data sheets) and labels etc – for their global sales so as to comply with national regulations. A large range of professionally translated expressions is available in over 35 languages.

### Tourism

An initial database of expressions (hotel accommodation terms) has been produced by Tourism NorthEast and is available on their web site (link can be supplied). The potential is that each local hotel, leisure centre, restaurant, museum or other centre is able to produce customer and staff information in any required language. Suggested examples are:

| GUEST/VISITOR INFORMATION   |   | STAFF COMMUNICATIONS   |
|---|---|--|
| <ul style="list-style-type: none"> <li>➤ Letters to confirm reservation</li> <li>➤ Contracts</li> <li>➤ Information on arrival</li> <li>➤ Registration Cards</li> <li>➤ Welcome Pack</li> </ul> | <ul style="list-style-type: none"> <li>➤ Notices in public areas</li> <li>➤ Signs</li> <li>➤ Tour Guide Literature</li> <li>➤ General advice on services and facilities in guest rooms</li> <li>➤ Fire/emergency instructions in public areas/guest rooms</li> <li>➤ Menus</li> </ul> | <ul style="list-style-type: none"> <li>➤ Staff Handbook/Terms of Employment</li> <li>➤ Staff Instructions</li> <li>➤ Staff Induction</li> <li>➤ Guidance and Training</li> <li>➤ Instructions in work place</li> <li>➤ COSHH/HACCP Advice</li> </ul> |
| Languages – those of customer   |   | Languages – those of staff   |



### Health

A multi-lingual set of expressions has been published on the internet by the British Red Cross for use in emergency medicine (link can be supplied). The potential is that initial patient communication using these phrases will help identify the need for immediate treatment whilst waiting for an interpreter – if needed.

### Other Sectors

Potential areas of interest are being pursued in the following sectors:  
Travel, Policing, Food & Drink, Construction, Sports & Leisure, Agriculture.

## ***Please contact us for more information***

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*And view the demonstration at*  
[www.language2office.com](http://www.language2office.com)

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