



An Extra-Consistency Approach<sup>®</sup>

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## E-C Translation & Localization

Since its establishment in April 1997, E-C Beijing has developed into one of the largest translation and localization service providers in Asia.

### Main Services

- Software and website localization
- Technical translation
- Software and website testing
- Patent translation
- Multimedia localization
- DTP (Desktop Publishing)/typesetting and printing

### Our Mission

To provide high quality localization services to global and regional companies through our extra-consistency approach, thereby ensuring the successful adaptation and growth of their products and services in the target local markets.

### Language Pairs

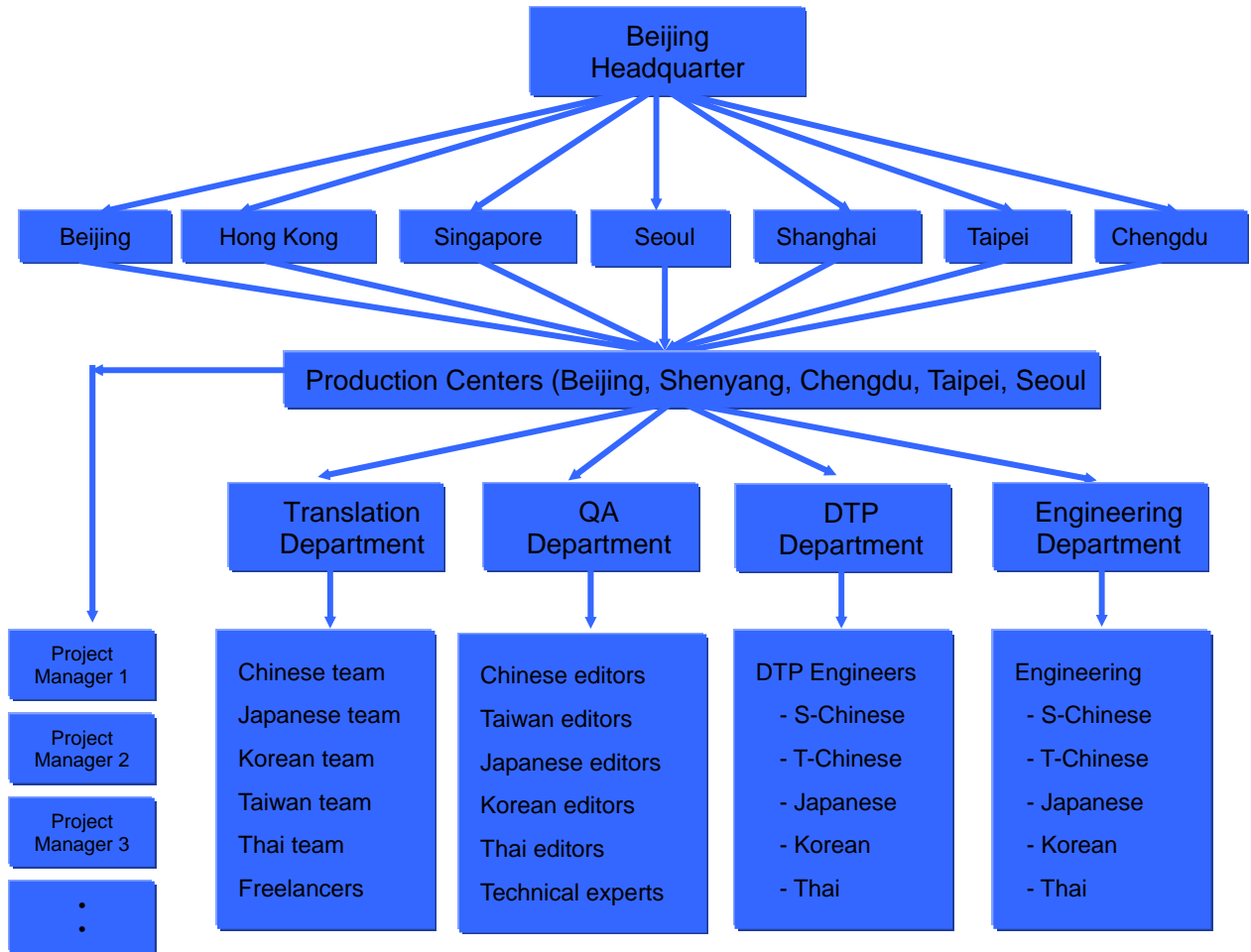
Core competencies in translating and managing the following language pairs:

- English <--> CCJK
- German <--> CCJK
- French <--> CCJK
- Spanish <--> CCJK
- Chinese <--> Japanese/Korean
- Japanese <--> Korean

CCJK = Chinese Simplified, Chinese Traditional, Japanese, and Korean

## Organization Chart

Our headquarter is located in Beijing, China, with China branches in Shanghai, Shenyang, Chengdu, overseas offices in Hong Kong, Singapore and Joint-venture companies in Taiwan and Korea. E-C has about 157 full-time employees as of June 2005 in Asia (we are using a freelance team with 9 members to do Japanese projects).



## Tools and Technology

By utilizing the latest world class technologies, we are able to meet the language and technology requirements of our clients.

We have the expertise in using the following authoring, translating and publishing tools:

- TRADOS 5.5/6.5
- SDLX 5.0
- TTT/PC for IBM AS400
- Catalyst 5.0
- Star Transit XV
- RoboHELP X3/X5
- RC-Wintrans
- Multilizer
- LocStudio
- TM/2
- FlexyTrans
- TrTool
- Webworks
- Dreamweaver
- FrameMaker® /6.0/7.0
- MS-Office®/97/2000
- IBM Lotus®2000
- SmartSuite
- QuarkXPress®4.0/5.0
- CorelDraw®9.0/10.0
- PhotoShop®5.0
- Illustrator® 9.0/10.0
- FrontPage® 2000
- Freehand® 10.0
- InDesigner 2.0 /CS
- Adobe®Acrobat®5.0/6.0.
- Flash MX2004
- Macromedia Director 8.0
- Ventura 8.0
- Authorware 5.0

## Important Clients

We provide translation and localization services for some of the top Fortune 500 global companies directly or through other agencies:

- 3Com
- Agilent
- Avaya
- AVL
- BEA
- BMW
- Bosch
- Bowne Global Solutions
- Borland
- CA
- Canon
- CISCO
- eBay
- Ericsson
- Fiserv
- Front Range Solutions
- GE
- GM
- HP
- ILOGS
- IBM
- Lionbridge
- Lucent
- Mapics
- Microsoft
- Motorola
- MTL
- Novell
- ORACLE
- PTC
- SAP
- SAS
- SDL
- Siebel
- Siemens
- SUN
- Sybase
- Volkswagen
- Waters

E-C Beijing has always received high rankings from our clients. Please visit our website at <http://www.e-china.com> for the testimonials from our clients.

## Capacity

Our daily standard translation capacity is approximately 100,000 English words.

All of our translators and reviewers are qualified native speakers with strong technical background and many years of experiences in translation. Unlike most translation vendors, 80% of our projects are completed in-house by full-time employees. We believe this is the only way to truly ensure the quality and timeliness of all deliverables.

<p><b>Capacity of Simplified Chinese:</b></p> <ul style="list-style-type: none"> <li>– 2 million English words per month</li> <li>– Average monthly DTP output is about 5,500 pages</li> <li>– Average monthly SW and website test: 1,600 hours</li> </ul>	<p><b>Capacity of Traditional Chinese:</b></p> <ul style="list-style-type: none"> <li>– 0.5 million English words per month</li> <li>– Average monthly DTP output is about 2,500 pages</li> <li>– Average monthly SW and website test: 1,000 hours</li> </ul>
<p><b>Capacity of Korean:</b></p> <ul style="list-style-type: none"> <li>– 0.6 million English words per month</li> <li>– Average monthly DTP output is about 2,500 pages</li> <li>– Average monthly SW and website test: 1,000 hours</li> </ul>	<p><b>Capacity of Japanese:</b></p> <ul style="list-style-type: none"> <li>– 0.35 million English words per month</li> <li>– Average monthly DTP output is about 1,300 pages</li> <li>– Average monthly SW and website test: 500 hours</li> </ul>

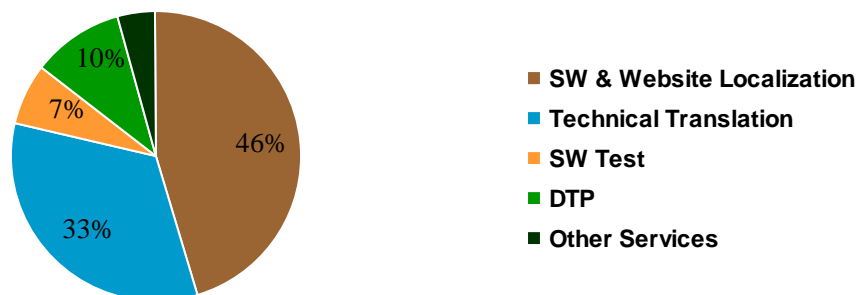
## Our People

Good team is vital to business success, we are proud of our excellent staff, without their hard working effort we cannot be where we are.

<p><b>Simplified Chinese Team</b>            16 Project managers            66 Translators/reviewers            14 DTP Engineers            6 SW Engineers            10 Administration and sales  <b>Total 112 full time staff</b></p>	<p><b>Traditional Chinese Team</b>            3 Project managers            12 Translators/reviewers            1 DTP Engineer            1 SW Engineer  <b>Total 17 dedicated staff</b></p>
<p><b>Korean Team</b>            5 Project managers            15 Translators/reviewers            2 DTP Engineers            2 SW Engineers            4 Administration and sales  <b>Total 28 dedicated staff</b></p>	<p><b>Japanese Team</b>            2 Project managers            4 Translator/reviewers            1 DTP Engineer            1 SW Engineer            1 Administration and sales  <b>Total 9 dedicated staff</b></p>

## Revenue Distribution

E-C Beijing services are divided into software and website localization, software and website testing, technical translation and desktop publishing.



## Client testimonials

"Actually the translation is the best one I have even seen for Tivoli."

- Feedback from **IBM**

"Please see the attached feedback for Simplified Chinese and Traditional Chinese you sent us. We are very pleased with your work!"

- Feedback from **PTC**

"I have gotten the feedback on the Simplified Chinese T991 guide. Once again they are satisfied with the translation and have no corrections!"

- Feedback from **PTC**

"I wanted you to know that the Chinese reviewer for GE Technicians was VERY pleased with your translation. This particular reviewer has worked on other GE translation projects in the past and he's been quite difficult at times, so I was very pleased to hear from him this morning."

- Feedback from **GE**

"I am forwarding part of my email exchange with my colleague in LA. He reports that the client is very pleased with the translation quality, and I explained to him what an excellent team you are! Just want to let you know that it has really been wonderful working with you!"

- Feedback from **Bowne Global Solutions (BGS)**

"Wade has been doing a fantastic job and, as you say, he is an extremely hard

worker. He managed to finish all the testing in the limited time he had as well as incorporate all changes before the reviewer arrived. We are very happy with the work he has done on this project. Thanks again for all your help with this project."

- Richard Forrest, project manager, **SDL**

Below is the email content from Resource Manager of **Lionbridge** Framingham office:

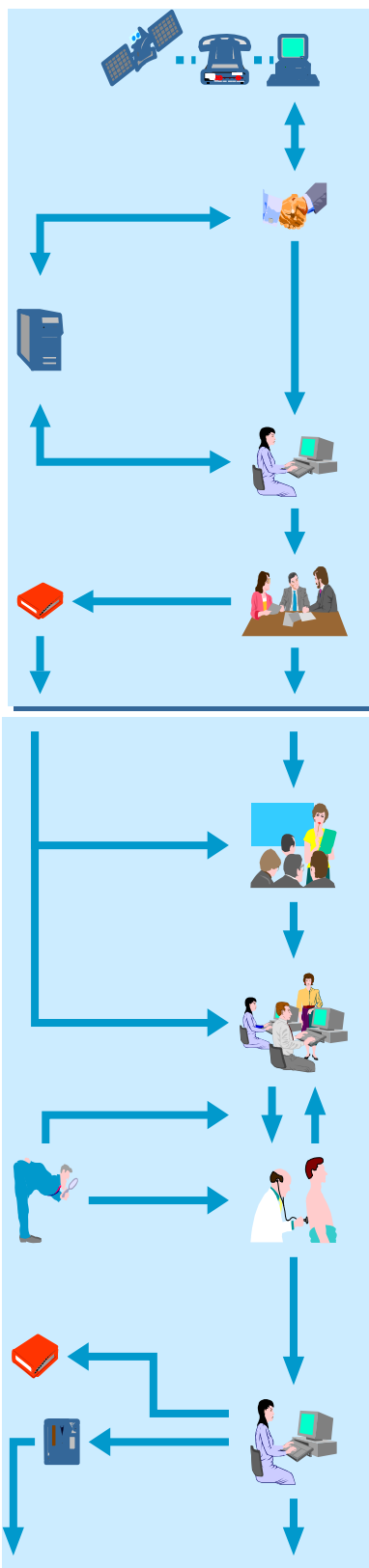
1. I like the streamlined organizational structure of E-C where Anson Lu is always the point of contact for Simplified Chinese in Framingham. When I need to handoff projects to them, I just need to send him and he'll redirect to the assigned PM.
2. All the PMs in Beijing E-C are efficient and know exactly what they are doing.
3. Cooperative -- Very cooperative. For example, the software testing project they conducted about one month ago required lots of attention to details, and flexible resource allocation. Hammer was able to piece everything together and get the job done. I was pleased with their work.
4. Follow through – take software localization project as an example again. Hammer checked the reassigned bugs from our engineer and fixed them on regular basis.
5. Follow instructions and ask questions -- E-C is one of the vendors who really follow instructions and ask questions if there is something they don't understand.
6. Deliver on-time - yes, they deliver on time! if not, they will give the valid justification to request for extension.

## **Why E-C**

- Well experience in recommending the right solution to meet client's localization needs
- Good quality reputation
- Extensive localization experiences and language capabilities
- Expertise in using state-of-the-art tools
- In-house dedicated team
- Competitive pricing structure
- High capacity and quick turnaround
- Extra-consistency approach

## E-C Workflow

Our project management system is ideal for developing and controlling projects to ensure that the required performance is achieved.



### Project kick-off

- Understand client's project scope and make sure that we are capable to meet client's requirement
- Client provides project specifications, including:
  - File list, word count, tools used, project duration
  - Software or other detail reference
  - Glossary or TM (Translation Memory), if available
- Assessment of workload and delivery schedule
- **E-C** Provides quotation and schedule for client approval
- The client issues an official PO, **E-C** assigns a PM for the project

### Project preparation (PM=Project Manager)

- E-C PM prepares project kit
- E-C PM confirms the workload and delivery schedule with the client
- E-C PM foresees any potential problems & provides feasible solutions
- E-C PM completes project kit for briefing the project team

### Appoints a team:

- Typical team members include translators, editors, proofreaders, QA, software engineers and DTP engineers

### Training (TEP=Translation, Editing and Proofreading)

- Provide technical training to team members if necessary

### Pre-TEP setup

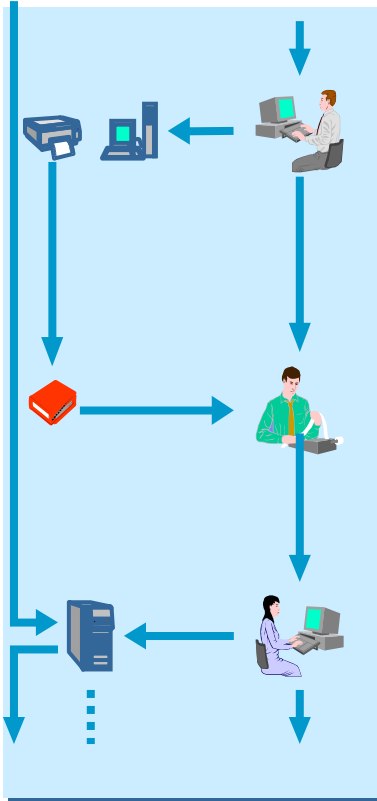
- Work out a glossary before TEP processes
- Create project folder on file server

### TEP processes

- Distribute files to translators together with translation checklist
- Regular project team meeting
- Produce query report if any and weekly report to client
- Editors review translations and modify translations by confirming with translators if necessary. Provide QA report to E-C PM.
- Technical experts proofread the translated work without referring to the source document to simulate end user acceptance test. Provide QA report to E-C PM.
- Compile and perform LVT (Language verification Test) if necessary
- QA Manager samples 10%-15% of total volume to evaluate the overall quality during TEP processes.

### QA Processes

- Random check on the translated and reviewed files
- Make sure all client's instructions are implemented and completed work meets the quality standard
- Double check the localized file list and its structure before delivery
- Check for virus-free files and uploads finished files to FTP server



## If it is SW or publication

### Dialog box resizing and document DTP:

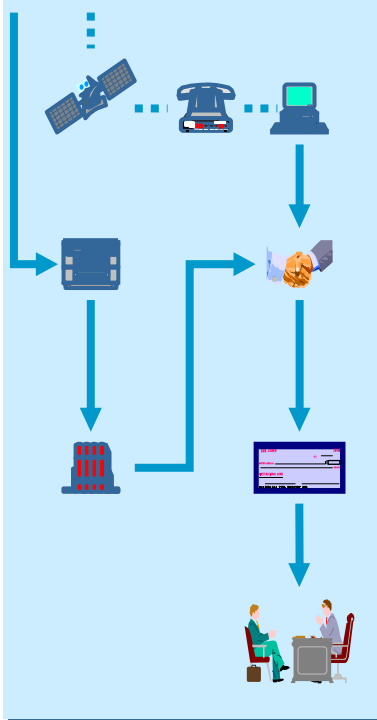
- Perform DTP If the output is to be presented in book form
- Create PDF or EPS based on project specifications
- Perform dialog box resizing if they are software resource files
- Perform screen capture if the localized software display screens are to be incorporated into the online help system, manuals and websites

### Engineering:

- Compile OLH (Online Help), then adjust its layout and test its links
- Build the localized software, perform LVT and FVT (Function Verification Test) if applicable
- Perform screen captures and replace English screens with localized screens
- Implement online/screen LVT, adjust dialog box if necessary

### Delivery

- Sign-off meeting among PM, QA manager, all other team members to make sure all clients' instructions are followed and all deliverables meet the quality standard
- **E-C** PM uploads final files to FTP server



**E-C PM informs client to download the localized files, if client encounters any problems, E-C PM will assist immediately to resolve the issues**

### Post-project review and preparation for the next upgrade version

- Evaluate the project quality Internally
- Evaluate the performance of team members
- Maintain TM, glossary for next release upgrade
- Backup of files, TM, glossary and related components
- Invite client to evaluate our service quality

### Financial Balance

- Our Financial Department will issue an invoice after project delivery (In phases in the case of large project); client may pay us within 30 days from the date of invoice.
- Down payment is required for large project contract

### New project



## QA (Quality Assurance) System

For E-C Translation, offering total high quality services has always been on the top of our company values and beliefs. Translating this value/belief into actions entails a strict and extensive Quality Assurance procedure.

The procedure is based on comprehensive Guidelines and Check Lists that cover all the tasks of a project. If the outcome of a task does not satisfy the criteria, it is to be reworked until the required level of quality is attained. In addition, our Quality Assurance Guidelines give us an overview of the status of the multiple tasks that make up a specific project. This enables us to keep track of any quality problem that might have occurred.

However, we are perfectly aware that our work is judged not only by the quality of the end product, but also by the quality of our communication, the professionalism of our presentation, interaction with the customer, and our ability to perform the work within the customer's budget.

Our Quality Assurance System requires us to complete all areas of a project according to the guidelines set forth in our Quality Manual. The latter includes standards and procedures for every single activity performed by our team, starting from the selection of the project team members and up to the translation details, including management and successive quality controls.

The continuous analysis of data and the results of our audits - both internal and external - allow us to permanently revise and update our procedures in order to deliver the quality that our clients not only expect but also deserve.

## Main Project References

Client name	Project name	Project Type	Volume (words)
<b>Financial and Banking Software/Business Management Software /Database Management/Developer Tools</b>			
CBL	Solomon IV	Financial SW Manuals	380,000
Mapics	International Financial Management	Software On line help	200,000
Mapics	Pointmen	SCM software localization	1.2 million
Fiserv	International Comprehensive Banking System (ICBS)	Banking Software localization, training manuals	3.8 million
Siebel	Siebel 2000 & 2002	CRM Software localization	450,000
IBM	Order Builder,	E-commerce Software localization	80,000
GE	Eorder,	E-commerce Software localization	60,000
Front Range Solutions	Heat6.0/7.0, website	ERP Software & website localization	1.8 million

SAP	R3	ERP software localization training	330,000
SPL	SPL Wordgroup	ERP software localization	300,000
ORACLE	ABAP/4	Database manuals	700,00
Sybase	ASE 12.5	Database Software localization and manuals translations	2.1 million
SAS	ETL, EG2.0	Data miner Software localization	180,000
SUN	SUN ONE, Netscape, Mozilla, Star Office Suite, Santafe, Excalibur, Grover	J2EE, Java, web browser, Software development Kit and other Software localization	1.5 millions
BEA	Weblogic	J2EE Software localization	320,000
<b>Office Automation</b>			
HP	Office Automation	All kinds of Software localization	1.3 million
Canon	Office Automation	Software and Manuals	1.1 million
<b>Telecommunications/Networking Software</b>			
Novell	NSSOS	Networking Software localization	160,000
Lucent	Mosaix, Mdaix	Networking Software localization	240,000
Ericsson	Mobile Phone and networks	Telecommunication Software localization and manuals	200,000
<b>Automotive</b>			
Rover/BMW	Land Rover	Auto manual	70,000
Bosch	ESI (Electronic Service Information)	Automotive maintenance system	600,000
Volkswagen	Passat, Bora, POLO Lupo TDI Engine	News and Auto and engine manuals	145,000
<b>Medical Equipment and Others</b>			
GE	Medical Equipment and Energy	Software UI and Manual translation	560,000
Siemens	Medical Equipment and Automation translation	Software UI and Manual translation	660,000
Philips	Medical Equipment	Software UI and Manual translation	340,000
<b>CAD/CAM/Project Workflow Management</b>			
PTC	Pro Engineer, WildFire, WindChill	Software, Online help and Training Guides	3,500,000
AutoDesk	AutoCAD	Manual and Marketing materials	50,000
Bentley	Microstation	Online help and manuals	200,000

## **Our Total Commitment**

We assure that our clients' projects will be handled not only by target language native speakers but also by topic specialists. Clients can expect and will receive the finest quality services and on-time delivery at competitive rates.

Please visit our website at <http://www.e-cchina.com> to find out more about us.

## **Contact Information**

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### **Oversea offices**

Hong Kong • Singapore • USA • Taipei (Taiwan) • Seoul (Korea)

### **Membership**

American Translation Association (ATA)

Chinese Translation Association (CTA)

Globalization and Localization Association (GALA)

Beijing Private Corporation Association (BPCA)

China Software Developers Association (CSDA)

Electronic Engineering Association of China (EEAC)