



WISE SerTech, Inc.

Company Introduction

August 2005

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Company Overview

- ❑ Founded in April 2001, Seoul, Korea
- ❑ Founder: Wise TaeWan Kim – over 20 years' experience in localization & interpretation industry, noted expert (Former General Manager of Bowne Global Solutions Korea)
- ❑ Services: Translation & Localization, Testing, HR outsourcing
- ❑ Company Website: <http://www.wisest.co.kr/>
- ❑ Commercial Websites:
 - www.freelancerkorea.co.kr – Pool of Translators&Interpreters
 - www.itfreelancerkorea.co.kr – Pool of IT related freelancers
 - www.meditrans.co.kr - medical translation service site



Company Track Record

- ❑ Has never lost a client
- ❑ Has achieved 100% of following orders from its clients
- ❑ Contracted with [Microsoft Korea](#) for HR sourcing (May 2001)
- ❑ Opened Freelancer Translator and Interpreter Site (June 2001)
 - FreelancerKorea (www.freelancerkorea.co.kr)
- ❑ Contracted with [Ahnlab, Inc.](#) for Product Localization (May 2002)
- ❑ Dispatched over 20 interpreters for 2002 FIFA World Cup Korea/Japan
- ❑ Opened Freelance IT Resource Site (July 2002)
 - ItfreelancerKorea (www.itfreelancerkorea.co.kr)
- ❑ Contracted with MS Korea for MSN 9.0 testing and localization (April 2003)

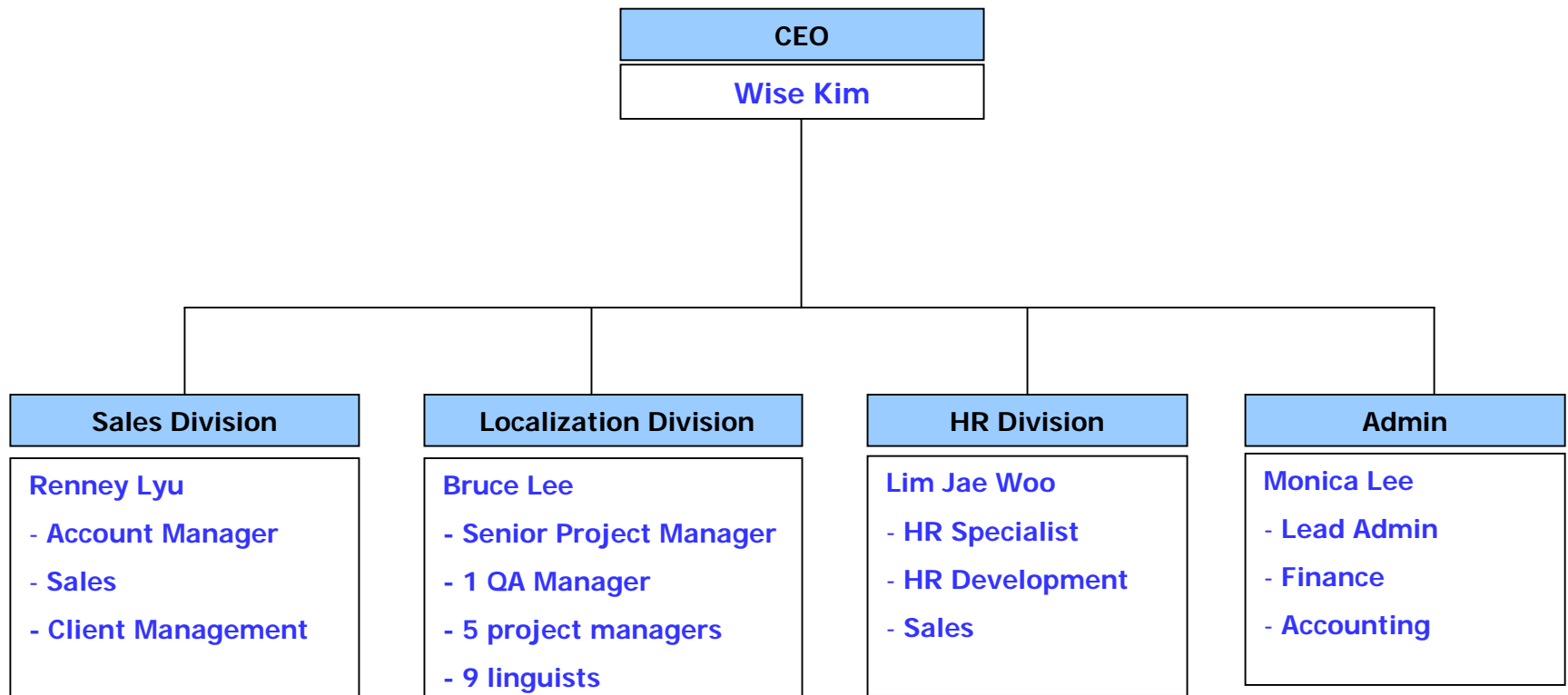


Company Track Record

- ❑ Contracted with MS Korea for full MSN product testing and localization (April 2003)
- ❑ Contracted with Lionbridge Technology for MS products localization (April 2004)
- ❑ Setup Medical Translation Division (October 2004)
- ❑ Setup Joint Venture Company, WISE-CONCETTI, JVC. in Vietnam (May 2005)



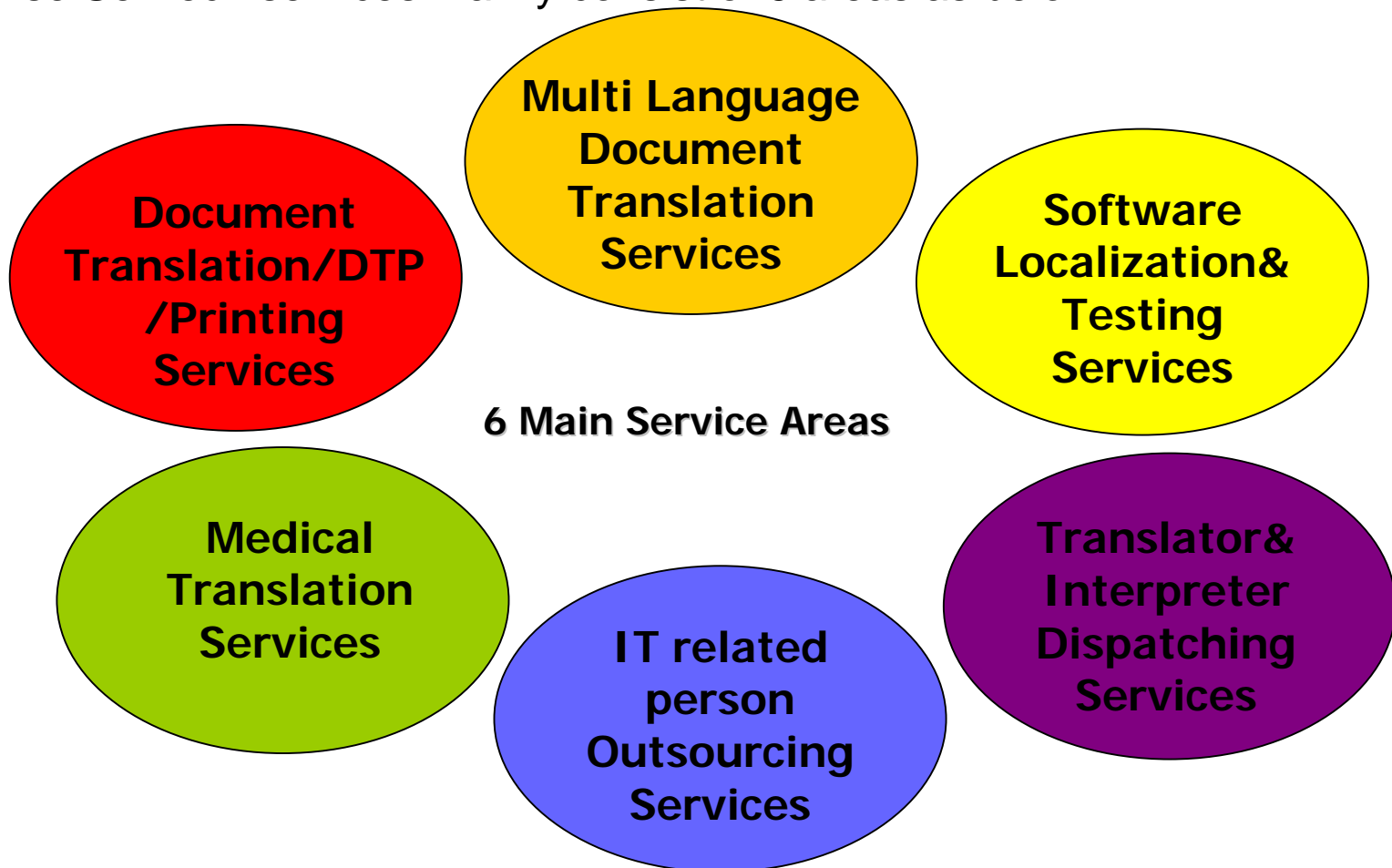
Company Organization





Wise SerTech Services

Wise SerTech services mainly consist of 6 areas as below:





Document Translation/DTP/Printing

Translation Services

- Type: Manuals, brochures, annual reports, contracts, text books, etc
- Area: IT, economics, finance, law
- cost effective service by using a TM tool (Trados)
- creates a glossary and style guide by client, translation area, and/or product
- assigns a dedicated project manager for long-term relationship clients

DTP Services

- Desktop publishing services by using various dtp tools for PC and Mac

Printing Services

- provides printing services by establishing a partnership with a printing service company



Medical Translation

- ❑ English into Korean translation service only

- ❑ Translation Area

We provide medical translation service for medical science, pharmacy, life science, and so on.

Some of the areas we work with are: diagnostic & medical equipment, medical information, dentistry, biotechnology, pharmaceuticals, orthopedics, cosmetics, pathology, surgical treatment, nutritional science, etc.

- ❑ Document Types

- General documents: manuals, brochures, medical journals, reports, testimonials, textbooks, etc.

- Web documents: html, sgml, xml

- Software: UI, help, user manuals

- ❑ Differentiator

- WISE SerTech is the first expert medical translation service provider using TM tools in Korea.

- qualified translators: MDs, nurses, medical graduates, life science majored translators

- creates a glossary and style guide by client, translation area, and/or product



Multi Language Translation

❑ Multi Language Translation Services

- If source file is in English, we can provide this service through a vendor in its target country.
- signs NDA with each vendor
- uses a tm tool for cost-effectiveness

❑ Native Proofreading Services

- provides native proofreading service through a native speaker in target country.

❑ Languages

- Asian: Simplified/Traditional Chinese/Japanese/Thai/Malay/Vietnamese/Bahasa Indonesian (Other Language Service available)



S/W Localization & Testing

- ❑ Software Localization
 - UI, Online Help(rtf&html), User Manual Localization
 - Translates the UI in run-time status of a program by using Catalyst
 - Online Help compiling by using Robo Help

- ❑ Website Localization
 - mainly for English/Chinese/Japanese sites (other languages available)

- ❑ Product Testing
 - White Testing & Black Testing services by expert localization engineer and/or test engineer

Interpreter & Translator Outsourcing

❑ Interpreter Dispatching

- simultaneous, consecutive and liaison interpretation services
- dispatches interpreter and staff for various events such as international conference, seminar, etc.
- all language combinations
- specialized interpreter search through [Freelancer Korea](#) site

❑ Translator Dispatching

- dispatches freelance translator to client's site



IT Related HR Outsourcing

□ IT Related Person Dispatching Services

- programmer, developer, project manager, tester, engineer, designer, etc.
- specialized applicant search through [ItFreelancerKorea](http://www.itfreelancerkorea.com) site





Company Differentiators

- ❑ Expert Group: know-how from the employees who have worked for the localization field at least 3 years and all they can do TEP and Project Management.
- ❑ [Freelancerkorea](#) Site: this human-resource pool will provide strong basis for each project. In this site, the project manager can check present status of each freelancer, and the client can contact the freelancer directly with a charge.
- ❑ Always follow translation-editing-proofreading steps by different 2 linguists in all projects.
- ❑ Translates Multi Language Projects in the target country
- ❑ Continual Update of Glossary
- ❑ Uses CAT system and TM tool



Working Infrastructure

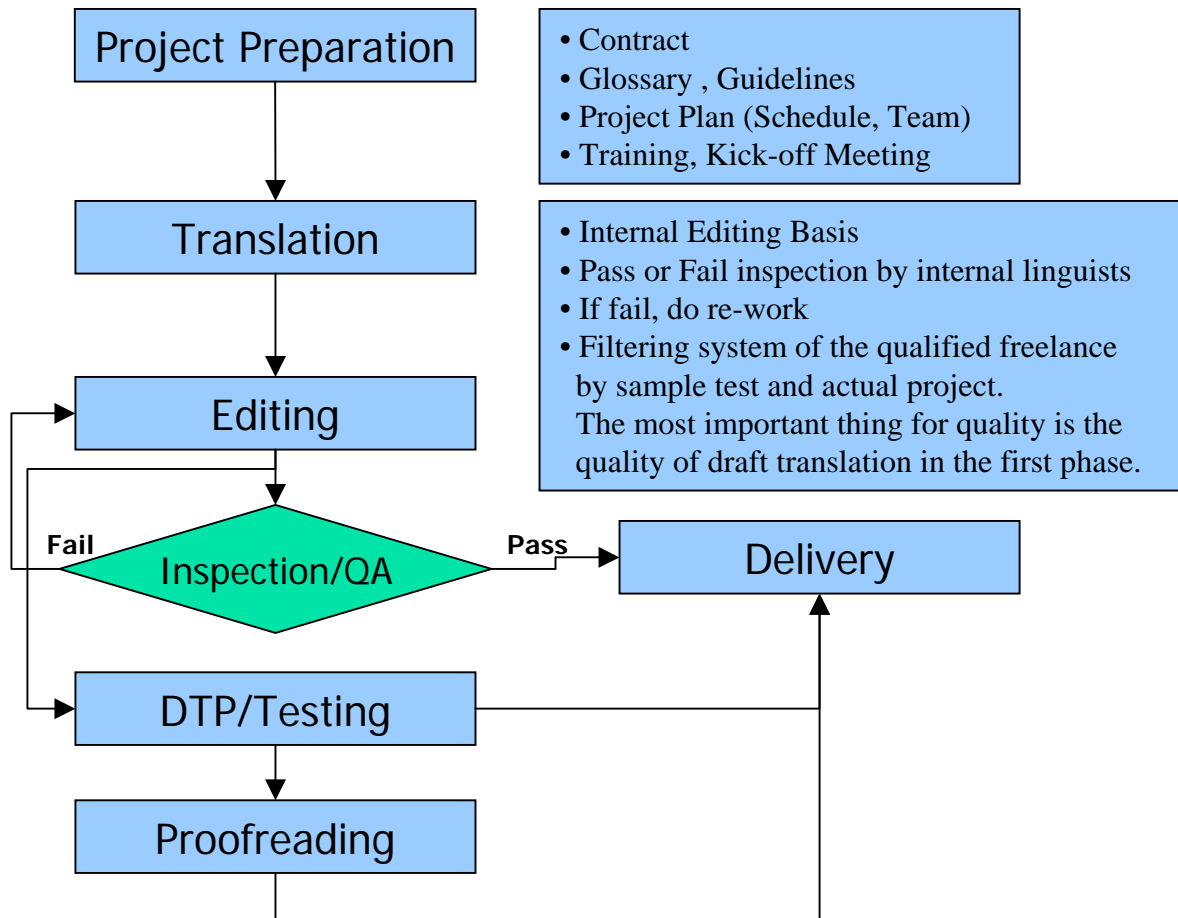
- P IV or higher PCs and PowerMac
- Digital Camera, Scanner, CD Writer
- 512K Leased line Internet (Assign static IPs to every employees), FTP
- Trados Workbench V3, 5.5, 6, 6.5, Catalyst V3, Locstudio, Hellium, SDLX, Sun Trans Edit
- Anti-Virus
- All PCs are on the a single network



DTP

- 3 Power MACs
- 1 DTP service partner and 2 freelancers
- QuarkXpress, Adobe Photoshop, Adobe Illustrator, PageMaker, FrameMaker, Indesign
- PDF and Postscript Generation
- CRC or Film Printout if needed

QA Process





Diverse Customers 1

- Software and Technologies

- Microsoft
- Ahnlab, Inc
- 3-Soft
- C-One Tech
- Inno-Digital
- Symantec Korea
- DreamIn Tech
- Netgates
- EMC Korea
- Intel Corporation
- Adobe Systems Korea
- GunJarm Digital
- WINS Technet
- VoiceTek
- Open Solution
- OmniMedia
- InkTek
- Inktomi
- Future System
- Digitalway



Diverse Customers 2

- Electronic and Telecomm

- Novera Optics Korea
- Sony Korea Corporation
- Anritsu Corporation
- Tektronix
- Giga Telecomm
- Motorola Korea
- DaeJin Semi-Conductor
- SeoHwa Telecomm
- E-RON Technologies
- Datacraft
- KT (Korea Telecomm)
- Olympus
- Sanyo
- Panasonic
- Cowon
- Epson Korea
- InkTek
- KoneTelecomm
- Future System
- Digitalway



Diverse Customers 3

- Medical and Biology

- ICU Medical
- Cheiljedang
- Life Science Korea
- Pacific Corporation
- BAT Korea
- Hex Care
- Hyunmun Publication

- Others

- Honda
- Renault Samsung
- ING Life
- Samsung Life
- Arthur-Andersen Korea
- AnJin & Co.
- Dongrim Consultant



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