

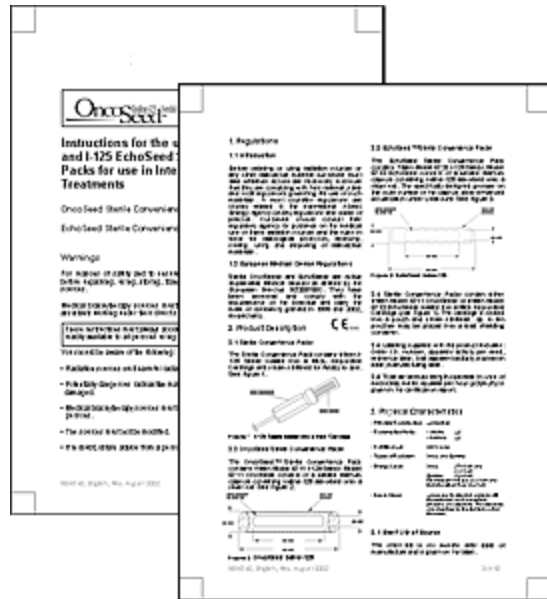
Case Study

Can you say “Rx” in 12 languages?

The client, a leading pharmaceutical provider of diagnostic and predictive imaging products relies on iLanguage for localization of its product marketing materials and labeling into 12 European languages.

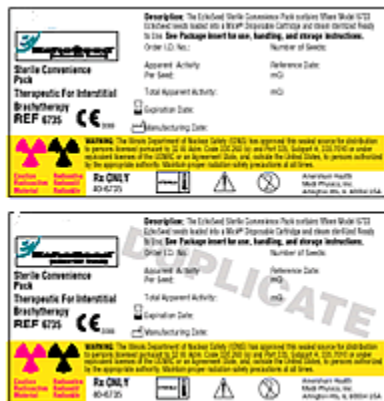
The Challenge

The company is dedicated to providing health care professionals with products that expand and improve their diagnostic capabilities and contribute to treatment of diseases. With a focus on products used for treatment of severe illnesses such as cancer, the client knows the importance of sending the right information for patients as well as for physicians. The company needed a partner that would accurately translate their vision by making that information available as precisely as possible.



The customer turned to iLanguage with the translation in 12 languages of brochures and directions for

OncoSeed™, a seed implantation treatment against prostate cancer. Tight deadlines, considerable Quark, PDF and Word files and “off the mainstream” commercial languages such as Icelandic, Greek, Norwegian, Finnish and Danish and the medical nature of content made this project extremely ambitious, but nothing that iLanguage could not handle.



The Solution

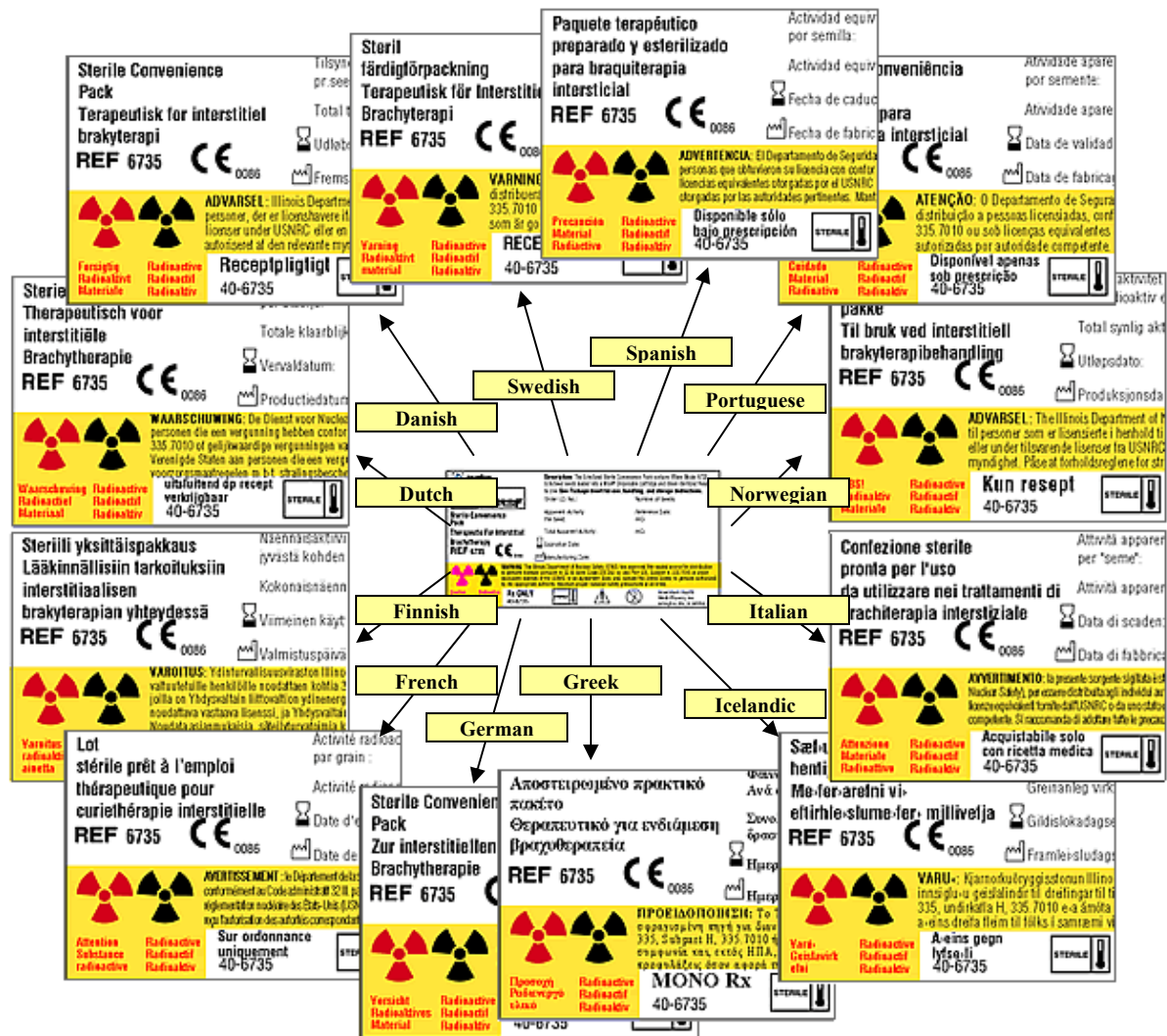
iLanguage was able to provide the solution the company was looking for: Project managers that know how to pull together the right people for the job, competent translation teams that translate in many different languages, validators with medical background and expertise, and dedicated graphic designers that can redesign, localize images wherever necessary. By using Trados translation memory tools, translators are able to leverage previous translations performed for the client. After the initial translation, a thorough proof reading is performed that the correct terminology is used throughout the project. The translated content is then reintegrated into its original format by iLanguage Graphic Designers. They are responsible for incorporating any last minute design changes. As a final step, the entire team meets to review and double-check every single detail of the project, ensuring that text and graphic messages are carried out in the most appropriate manner.

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The Result

Rigorous translation processes, teamwork and professional tools have helped iLanguage increase cost-efficiency, at no expense to quality and accuracy. The client was very impressed with iLanguage's flexibility and total commitment to creating value. The company's project managers know they can always count on their partner to add additional technical support to provide a full service, high quality translation, desktop publishing and graphic design services. iLanguage has once again proven why they have the reputation of delivering to their customer's satisfaction.

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