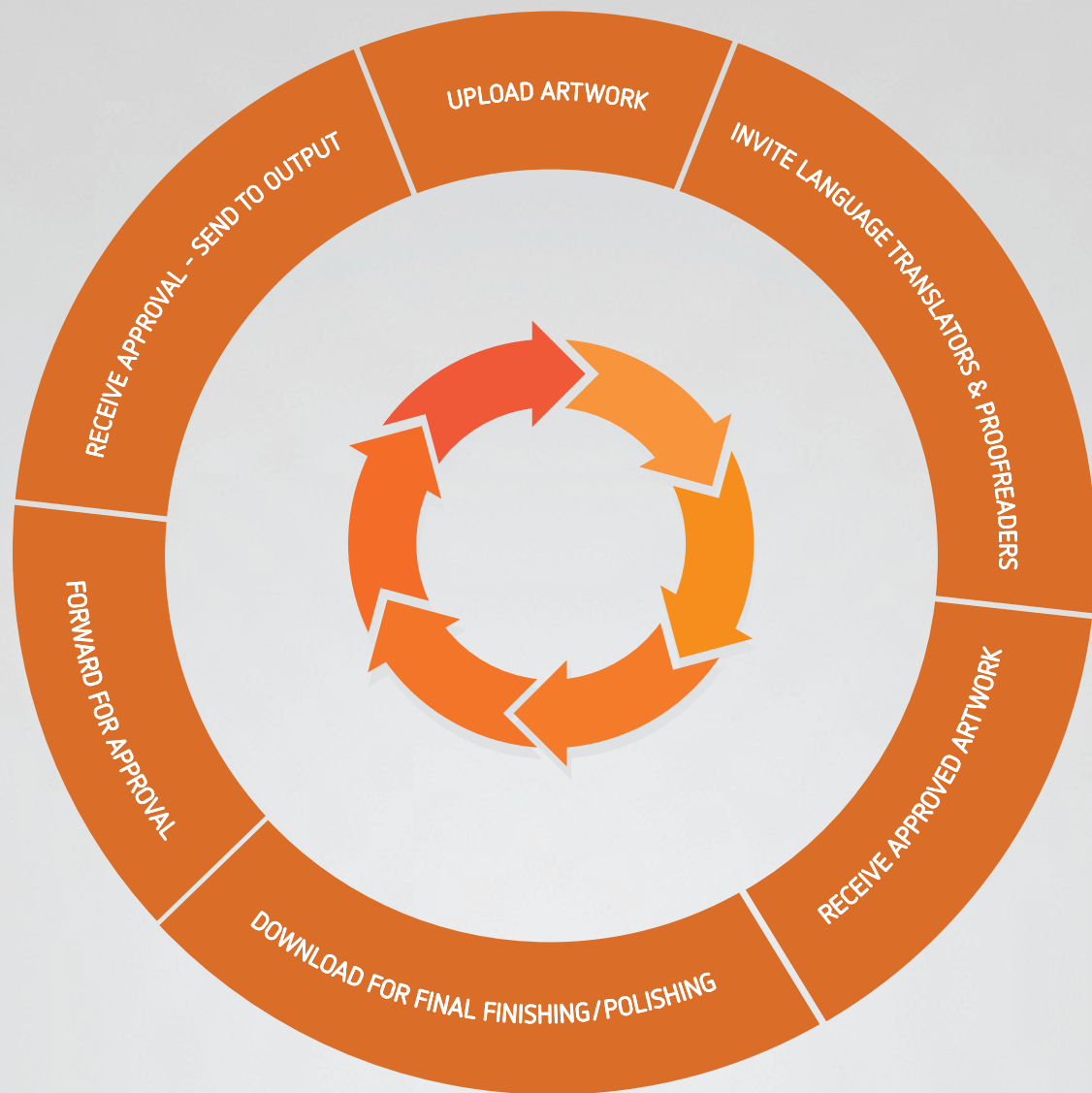


SIMPLIFYING YOUR TRANSLATION PRODUCTION PROCESS





One of the biggest issues in creating translations today lies not in the actual creation of the translated material, but in the production workflow process involved. Today it is a laborious, manually-driven practice that is prone to inefficiencies, ineffectiveness and human error.

Qarto is an online translation management platform that saves organizations time and money on translation projects. The system allows users to submit, translate, collaborate, edit, track and approve material online – instantly. With support of Microsoft® Office®, Adobe® InDesign® and QuarkXPress® files, and its innovative “Translation Memory” feature, Qarto saves you time and money from the first day you use it.

You do not even need to change your existing translation suppliers. However, if you need extra language capabilities – or for the times of increased production – then all Qarto users have free access to our exclusive community of 2500 certified translation professionals.



Reduced Production Time, Simplified Execution and Reduced Chances of Human Error

The entire translation workflow is created and monitored in real-time. The user creates a project (a translation campaign) and nominates the participants - project co-coordinator, translators, proofreaders, approvers, etc. Everything concerning the project can be accessed and actioned from the Qarto interface - no need to look-up phone numbers, chase content, search through emails, etc. Project participants can automatically receive email or SMS alerts (new campaign has been created, document requires proofreading, document requires content approval, etc.)



Translation Memory, Glossary and Phraseology

Qarto's "Translation Memory" feature substantially reduces ongoing translation costs by effectively "learning" your organization's particular vocabulary and applying previously-translated words or phrases to new documents. As a result, an organization's brand vocabulary is only ever translated – and charged for – the very first time it's submitted.

By setting up often-used words, phrases and terminology to be automatically replaced by the system, the word count for the particular document is reduced. Since translators charge by the word, this automatically results in reduced translation charges. One Qarto user saw their per-page translation costs drop by over 50% in the first six months of using the system, thanks to Translation Memory!



Direct Ingestion of MS Office, QuarkXPress and Adobe InDesign Files

As well as Microsoft® Office® files (Word®, Excel®, PowerPoint®), Qarto accepts files from professional layout applications such as QuarkXPress® and Adobe® InDesign®. Once the translation has been approved, users can download the translated file with the localized text already in place. This significantly speeds up production of localized material and reduces costs in terms of having to employ a designer to place the translated text within the new artwork.



Real-Time View

As a translator is working on the document, users can see the text being updated in real-time. An authorized user can log into the system and track every document - what's been submitted, what's been translated, what's awaiting proof-reading, what needs to be approved, etc. Since Qarto is a web-based application, this can be done from anywhere. Qarto even supports access from devices such as the Apple iPhone® / iPod Touch® / iPad®, Blackberry® and Google Android®.

For users who prefer to work while not connected to the internet, Qarto also offers an Offline Mode, where project participants can download a copy of the text component of the file. Any changes or edits are automatically applied when the file is uploaded into the system.



Use Your Own Translators – Or Access Our Translator Community

Qarto can be configured to use an organization's existing list of translation suppliers instantly allowing a more streamlined, managed and trackable content localization process than they currently experience. In addition, Qarto users have access to our community of approx. 2,500 experienced certified translators that, together, cover a wide range of languages and business sector specialities (automotive, finance, medical, agriculture, government, etc.)

Qarto offers your organization an easy-to-use, fast, secure, and flexible way of producing translated content.



QARTO FOR...BRANDS

Brand managers and copywriters can initiate content localization at any time within their production process, the resulting translated content automatically directed back into the main production workflow. Qarto can even link into third-party content management, asset management and brand management systems for a seamless content localization workflow. And Qarto's not just for collateral: It becomes the Content Localization Engine for your entire organization – Sales, Marketing, Support, Technical, Human Resources



QARTO FOR...PROJECT MANAGERS

Creating a translation project is quick and easy. Upload the source document, set the deadline and nominate translators, proofreaders and approvers – Qarto does the rest. Every stage of the process is tracked and logged – no more chasing project participants with emails or phonecalls.



QARTO FOR...TRANSLATORS

Translators can see the source artwork in its complete state (i.e. not just the text component) as they work, helping the translation process and often producing a better end result.



QARTO FOR...PROOFREADERS

Qarto monitors and co-ordinates the entire content translation process. Proofreaders are alerted by email or SMS message when a document requires checking. Accessing the system from any internet-enabled device, even a smartphone, Proofreaders can edit, amend, annotate and comment on the translated text.



QARTO FOR...APPROVERS

Approve and comment from anywhere – even from your smartphone. As soon as the project has been approved, Qarto informs the project participants and the approved file is available for download or automatic ingestion into third-party content management systems. Approving projects has never been so easy!



QARTO FOR...LAYOUT DESIGNERS

Rather than receive the approved translation as (for example) an email, requiring the creation of a new Adobe InDesign or QuarkXPress file, layout artists simply download a native layout file with the new text already in place. Qarto even allows users to resize/edit text and change reflow - online!*



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