



# PANORAMAS

## Autumn 2015



Hong Kong

### Enjoy the Panoramic View!

We are excited to introduce our new electronic newsletter to help keep you abreast of the trends, developments and opportunities occurring within the translation and interpreting industry. With more and more businesses and organizations 'Going Global', it's critical that you know how to communicate with your increasingly diverse audiences - whether at home or abroad. Remember, connecting with other cultures is more than just translating words. It also means knowing how to localize your message to fit the cultural and social context of the audience you are trying to reach. Our new Panoramas newsletter will play a helpful role in that effort. Our goal is, and always will be, helping you communicate with confidence - in any language, in any corner of the world.

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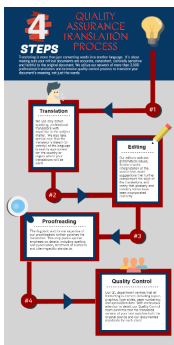
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### 'Going Global': Trends of Translation & Interpretation

Are you 'Going Global' with your marketing message? Your competitors certainly are. For businesses, government agencies or non-profits, Going Global can be as far-reaching as seeking out new markets in foreign lands or as focused as trying to communicate better with limited-English-speaking groups here in the United States. Getting the right balance between accurate translations, cultural sensitivity and fast turnaround is critical to how successful your multi-language communication efforts will be.

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## The Art & Science of Quality Translation

At ASIST, we combine art and science to ensure your original message is maintained throughout the translation process. Check out our infographic to see how our native-speaking translators with subject matter expertise (the art) are integrated into a system that eliminates errors or misinterpretations (the science). Our 4-step quality control process verifies that your actual message gets translated, not just your words.

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## New Logo, New Website, Same First-Rate Service



We're excited to show off our updated logo and website! The new logo is shown to the right, and you can click [here](#) to check out the new website - a more user-friendly version that better showcases how we can assist you. Read more about our recent changes and improvements in our recent [blog](#).

[View Website](#)

## Questo e Quello\*

**HAPPY HOLIDAY:** Korean Alphabet Day, known as Hangeul Day in South Korea, is a national Korean commemorative day marking the invention of the Korean alphabet by the 15<sup>th</sup> century Korean monarch Sejong the Great. It is observed annually on October 9.

**TRANSLATION TIP:** When visiting another country, you should at least learn how to say these 10 things in the native language: Yes, Please, No, Thank You, Hello, Good Morning, Goodbye, Good Afternoon, Excuse Me, and Good Evening.

**COOL FACT:** A 2013 Census found that the number of people speaking a language other than English in U.S. homes had climbed 158 percent in the past two decades. Top languages spoken by U.S.-born LEP population: Spanish, German, Chinese, French & Vietnamese.

*\*Italian: This and That*



Over the past 30+ years, ASIST has grown into a global resource for translation and interpretation needs. We help businesses, government agencies and organizations realize their true potential by bringing their services and products to new customers either within the United States or around the world. Our in-house translation, interpretation, production and customer service departments ensure accurate, timely delivery in these areas:

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