



PANORAMAS

Autumn 2016



Prague, Czech Republic

Enjoy the Panoramic View!

Welcome to our Panoramas newsletter, where we look at the trends, developments and opportunities occurring in the translation and interpreting industry. Just one more way we're helping you communicate with confidence -- in any language, in any corner of the world.

Need Help with Translation Terminology? Use Our Glossary of Key Terms

Like any business niche, the translation and interpreting industry uses certain terminology unique to itself. To better communicate with your translation provider and to clearly understand the translation and interpreting process, we put together a brief but handy glossary of terms. A quick review of our industry vocabulary will help you get the most out of your multilingual communication efforts.

[View the Glossary](#)



"O'zapft is!" How Much Do You Know About Oktoberfest?



Autumn is a busy time for special events and festivals around the world. One of the most famous -- and most popular -- is the original Oktoberfest in Munich, Germany. Test your knowledge about this centuries-old international event by reading some of the interesting but little-known facts we discovered.

[Read Full Article](#)

It's Your Time to Experience an 'Aha! Moment'

Sometimes it takes a second look at the hard facts to see the obvious - that "Aha! Moment" we've all heard so much about. Here are five quick stats we think will help you achieve that same level of clarity when it comes to website translation.

- There are more than 3 billion internet users around the world.
- 94% of business-to-business (B2B) buyers and 89% of consumers use the internet to research a company before they decide to make a purchase.
- Roughly 73% of internet users worldwide speak a language other than English.
- More than 60 million people -- more than 1 in 5 people -- in the U.S. speak a language other than English at home.
- The majority of online shoppers will quickly leave a website if it's not available in their native language.

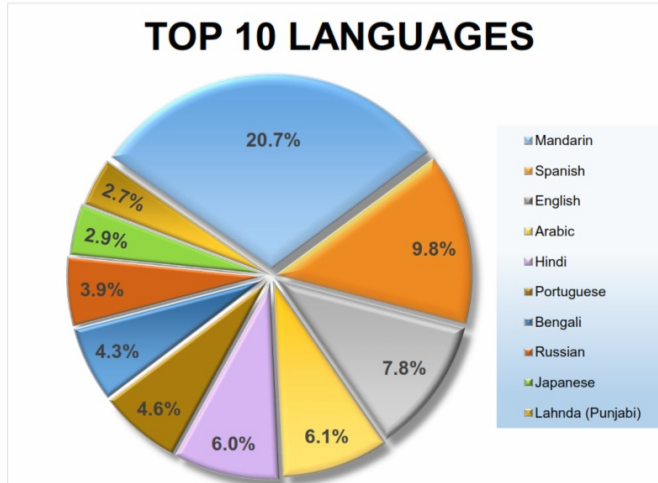


Aha Moment: You can reach many more new customers and vastly expand your business opportunities simply by having your website translated into multiple languages!

Top 10: Popular Languages to Fit Your Translation Strategy

Businesses and organizations looking to serve new markets

are wise to target languages that are used most frequently around the world. More than half of consumers say getting information in their own language is more important than price. So the next time you're trying to decide which languages to translate your message into, refer to this Top 10 list of the most widely spoken first languages around the globe.



Click to enlarge.

Questo e Quello*

TALL TOWERS: Dubai is home to the tallest building in the world, the Burj Khalifa (Khalifa Tower), which stands 2,717 feet high. The largest skyscraper in the United States is One World Trade Center at 1,776 feet tall.

HOW'S THAT?: Uber, the world's largest passenger transportation company, owns no vehicles; Facebook, the world's most popular media owner, creates no content; Alibaba, the world's largest e-commerce retailer, holds no inventory; and Airbnb, the world's largest accommodation provider, owns no real estate.

GREAT WALL: The Great Wall of China is the largest construction project ever undertaken by humans; its stones could build an 8-foot wall around the world at the equator.

**Italian: This and That*

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