



# PANORAMAS

Spring 2016



Oia Greece

## 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.

## "Translation Memory" Saves Costs, Adds Consistency & Quality

"Translation Memory" is an important technology tool that's used to reduce the cost of your translation project, ensure consistent quality, and speed the turn-around time. Learn how we mix the skills, experience and versatility of human translators with advanced technology to provide you with the best translation experience possible.

[Read Full Article](#)



## Traveling Abroad? Follow These Tips

The last thing you need when traveling outside of the United States is a



money problem. With new security risks and technology changes taking place within the banking and credit card industry, it's important to plan ahead for any journey abroad. We put together some helpful tips to make your next business trip or vacation a successful one.

[View the Tips](#)

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## Localization Lesson

It's important to "localize" your message and your behavior to fit the norms and customs of your target audience. The more genuine your words and actions come across, the more believable you are to your foreign customers. For instance:

In Japan, laughing with your mouth open is considered rude, like noisy, open-mouthed eating is considered to Americans.

Idioms and sayings aren't usually the same in other countries. Here are a couple of interesting examples:

- The Chinese phrase "like eyebrows on fire" refers to something being very urgent.
- The Spanish idiom for being flat broke is "cleaner than a frog's armpit."
- If you visit Mexico and hit the dance floor, you are said to "wiggle your bucket."

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## Translating the Untranslatable

For anyone who follows our social media posts on [Facebook](#), [Twitter](#) and [LinkedIn](#), you know we often share fun and interesting facts about languages around the world. One thing we often find is that words or phrases don't always translate well from one language to another. Like the German word "kummerspeck," which translates as "grief bacon" - that extra weight we put on by eating junk food to soothe emotional pain over things like love loss or a stressful day at the office. [Here's a link](#) to some other fun examples of German words that aren't easily translatable. We think they'll help relieve your "weltschmerz."



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## Easter & Passover Traditions

Each spring the Easter and Passover holidays are celebrated by millions of people around the world. Check out the [blog](#) we posted highlighting some of the more interesting international traditions associated with both holidays.

# Questo e Quello\*

**HAPPY NOWRUZ!:** For many cultures in parts of Asia and the Middle East, the spring equinox on March 20 marks the start of the new year, called Nowruz, or "New Day" from ancient Persia.

**WEBSITE LANGUAGE:** 70 percent of the world doesn't speak English, yet 57 percent of websites contain only English.

**GOOGLE IT:** Over half of all Google searches are in languages other than English.

*\*Italian: This and That*



## Communicate With Confidence

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