



PANORAMAS

Summer 2016



Melbourne, Australia

Enjoy the Panoramic View!

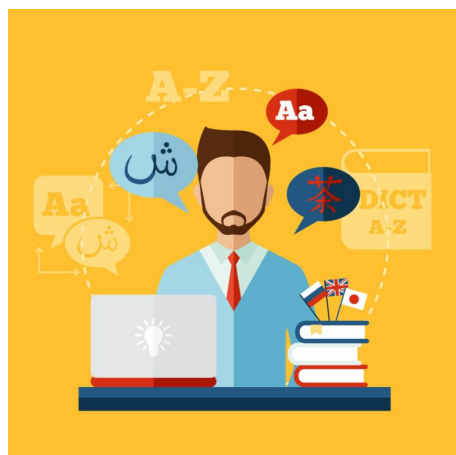
Welcome to our Panoramas newsletter, where we look at the trends, developments and opportunities occurring in the translation and interpreting industry. Just one more way we're helping you communicate with confidence -- in any language, in any corner of the world.

Use "Transcreation" to Successfully Communicate Your Brand in Foreign Markets

You may have heard the terms "translation" and "transcreation" and wondered if they mean the same thing. They're close, but differ in subtle and important ways. The value of transcreation, as the name implies, is the creative ingredient it adds to your global marketing efforts. It helps maintain the integrity of your brand across foreign countries and multiple languages.



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Foreign Phrases Don't Always Translate in English

If you're a regular reader of our [newsletters](#) and [blogs](#), you know we like to share examples of the unique and rich languages that exist around the world. Many times a word or expression in one language doesn't translate exactly into another one, but they reflect universal emotions or experiences. Click the link below to see some good examples we found.

[View the Tips](#)

HIPAA Compliance is Critical to Protect Medical Translations

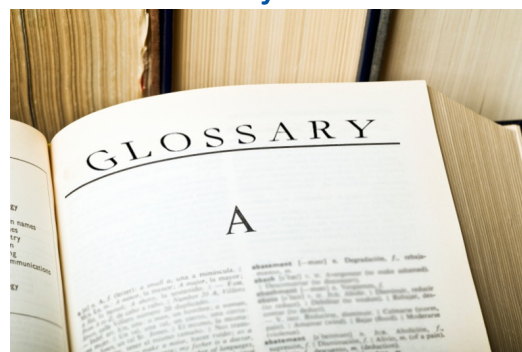
When it comes to translating healthcare and medical related documents, protecting patient confidentiality is more than just good practice -- it's the law. Federal HIPAA regulations are in place to ensure that sensitive medical records are protected at all times. Meeting HIPAA guidelines can be extra tricky when you need to translate this information into other languages. Learn more about HIPAA compliance and our commitment to protecting your data throughout the translation process.



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The Value of Creating a Translation Glossary

If you're looking to save time and money on your translation projects, consider creating a "translation glossary" that can be shared with your translation agency. Your glossary is basically a collection of your company's most common words and phrases and their corresponding translation in other languages. Your company likely has industry-specific terms that are used frequently across all of your marketing materials, brochures, sales presentations, manuals and related communications. Put them into a handy glossary and define exactly how your terminology is to be translated and applied in different contexts. Since your professional translator will have this information at the start of any translation project, there is less room for errors during the drafting process, which means less time -- and money -- spent making corrections and re-writes prior to the final product.



Questo e Quello*

FAST GROWING: Arabic is the fastest growing language in the U.S., with roughly 1.1 million native speakers. This represents a 29 percent increase from 2010 to 2014, compared to a 6 percent increase of Spanish speakers during the same period.

TOP 12: Of the 7.2 billion people on earth, nearly two-thirds speak one of the following 12 languages (in order of most speakers): Chinese, Hindu-Urdu, English, Arabic, Spanish, Bengali, Russian, Portuguese, German, Japanese, French and Italian.

CARING THOUGHT: "People don't care how much you know until they know how much you care." --Theodore Roosevelt

**Italian: This and That*

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4891 Sawmill Road, Suite 200, Columbus, Ohio, USA 43235-7266
614-451-6744 | www.asisttranslations.com

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