

TO BE THE BEST AND MOST SOUGHT AFTER LANGUAGE SERVICE PROVIDER IN CHINA

*We help our valuable customers to
be more successful by enabling them
to cross the language barriers and
communicate in the right way.*

SinoLSP Language Services Company Brochure 2011



SinoLSP Language Service

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Vision

To be the best and most sought after language service provider in China.

Mission

We free up our valued customers with best appropriate linguistic and cultural solutions to overcome language barriers and excel what they are best at.

Slogan

SinoLSP - Leading Chinese Language Service Provider

Translation makes communication easier.

Language | Technology | Business

Target Customer

Our Target Customer: global companies aspiring to make a strong presence in Chinese market.

"This project is quite important for us so I probably looked at websites for 80 translation companies yesterday before narrowing it down to the 5 seemingly most reputable firms. Now we made a decision to go ahead with SinoLSP."

"... it's so rare to find a professional and dedicated language service provider in China just like you."

For the past three years we have been arduously serving translation and localization companies around the world. Following is a list of the companies that we have been serving:

Translation Agencies

And we have been working for above translation / localization companies for following specialized areas:

Fashion / Marketing / Hotel / Tourism: 47%

D&G, Burberry, CKJ, Gucci, Armani, VCA, Swarovski, Passion Topaz, Hennessy, Davidoff, Robinson Shoes, Magniflex, Hilton, Pacific Renaissance Plaza, NWDS, CBRE Hotels, GNT0...

Chemistry / Biochemistry / Medical: 21%

Checklight, Nilit, Huntington Hospital, eyework.com...

Finance: 19%

[direct client, its name needs to remain undisclosed, with main focus in Merger & Acquisition and Investing], Deutsche Bank, RGA Reinsurance Company...

Mechanical: 5%

Caterpillar, Barkan Mounting System, WetKing, Stellram...

Law / Agreement / Contract / NDA: 4%

HM Property, ThermoGenesis, Hua Nan Bank, Colgate...

Aviation / Energy / IT / Games & others: 4%

EgyptAir, HelioFocus, 1stCarbon, moneybookers.com, sMail, EA Sports, SMG Channels...

Invospan Communications Consultant Limited

<http://www.invospan.com/engindex.html>

Applied Language Solutions

www.appliedlanguage.com

Limpid Translations

www.limpid-translations.com

Idea Language Services, LLC

<http://www.ideatranslations.com/v2/english/index.html>

Translated.net

www.translated.net

4Translation, Inc.

<http://www.4translation.com/>

PASPARTU Translation Services

<http://www.paspartu.gr/homepage?la=en>

Lingo24 Ltd

www.lingo24.com

Biro 2000 d.o.o

<http://www.biro2000.si/>

GlobalVision International, Inc.

<http://www.globalvis.com/>

Avanta Translating

<http://www.avanta-translating.com/>

Lido-Lang Technical Translations

<http://www.lidolang.com/>

Tomedes Translations

<http://www.tomedes.com/>

Treeloc

<http://treeloc.com/>

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What We Do?

We are committed and dedicated in helping our valuable customers to succeed in China, with highly integrated professional linguistic, technical and managerial skill sets to help them overcome barriers our professional and highly customizable services which enable them to cross the linguistic and cultural barriers.

Services

As a professional Chinese language service provider, SinoLSP's service portfolio comprises:

- ★ Documentation Translation / Proofreading / Editing / Transcreation
- ★ Website / Catalog / Manual Localization
- ★ Multilingual Desktop Publishing (DTP), and
- ★ Multimedia Productions, such as: graphic design, Subtitling, Voice Overs and Dubbing.
- ★ Subtitling, Voice-overs and Dubbing

We do NOT provide interpretation or conference service of any kind.

Language Pairs

With most resources as native Chinese speakers, we are confident with English, German, French, Japanese, Korean from and into Chinese, regardless Simplified or Traditional. We also have some resources on Spanish, Italian, Arabic, Thai, Malay and Vietnamese. Quotation for all locale pairs and resumes for corresponding language talents can be provided upon request.

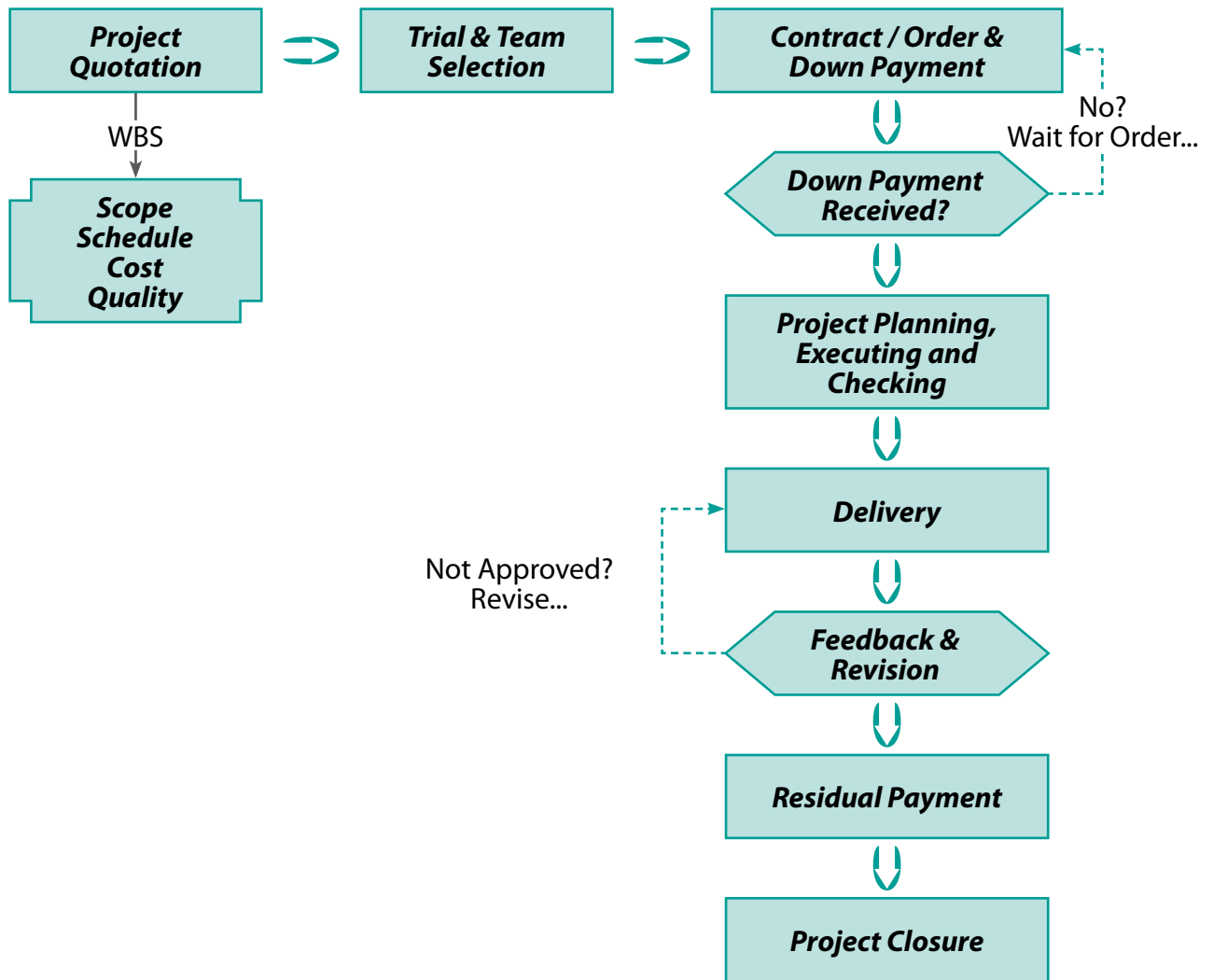
Process (Work Flow)

With standardized and streamlined process, each and every service at SinoLSP is highly customizable to meet customer requirements, without compromising quality. Below is an example of typical Translation Project Work Flow of SinoLSP:

Quotation and Free Consulting → Trial → **Purchase Order (PO)** → Project Planning → Terminology Developing → **Translation** → Proofreading I (Expert) → Proofreading II (Linguist) → **1st Delivery** → Customer Feedbacks → Revision → Terminology Updating → Project Closing (AC/R and AC/P) → Quality Audit (Quality Control, Quality Assurance, Survey for Clients and Survey for Vendors)

Note: we create and maintain TM (Translation Memory) and TB (Terminology Base) for each and every project for all customers. QA (Quality Assurance) tools are used to facilitate the process while improving terminological and structural consistency.

SinoLSP Project Work Flow



File Types and Platform

For your easy review, following are file types that we have hands-on experience with:

FrameMaker 9.0 and earlier	(.fm, .bk, .book, .mif, .sgm, .sgml, .xml)
InDesign CS5 and earlier	(.indd, .indb, .inx, .ttc)
InDesign ME CS3 and earlier	(.indd, .indb, .inx, .ttc)
PageMaker 7.0 and earlier	(.pm6, .p65, .pmd)
QuarkXPress 8.0 and earlier	(.qxd, .xtg, .qxq, .qx)
Illustrator CS5 and earlier	(.ai, .eps)
Freehand MX and earlier	(.fh8, .fh9)
Corel Draw X3 and earlier	(.cdr)
MS Office 2003/2007	(.doc, .docx, .rtf, .ppt)
Photoshop CS5 and earlier	(.ps), under

PC and Mac OS platforms.

Office Hours

We work from 9am to 6pm every weekday. 7*24 support is currently unavailable, but your inquiry will be taken care of as soon as possible in office hours as follows:

Local Time Zone: UTC/GMT +8 hours

Local City	Offset	Available Hours in Local Time	Available in Beijing Time
Vancouver*/Los Angeles*	15	6:00pm - 9:00pm	9:00am - 12:00pm
New York*/Toronto*	12	9:00pm - 11:00pm & 8:00am - 11:00am	9:00am - 11:00am & 8:00pm - 11:00pm
London*	8	8:00am - 4:00pm	3:00pm - 11:00pm
Paris*/Berlin*	6	8:00am - 5:00pm	2:00pm - 11:00pm
Athens*/Minsk*/Jerusalem*	5	8:00am - 6:00pm	1:00pm - 11:00pm
Tokyo/Seoul	-1	10:00am - 11:00pm	9:00am - 10:00pm
Sydney	-2	11:00am - 11:00pm	9:00am - 9:00pm

Capacity

Daily capacity of translators is subject to various factors including styles and difficulty levels. While some are fast (4000-5000 source words per day) and some relatively slow (800-1000 source words per day), the average capacity of our translators for text of medium difficulty is: **2000-2500 source words** per day for quality output. If project lead time is quite demanding, more than one translator may cooperate in the same project (not applicable to French, Korean, Italian, Spanish, Arabic, Thai, and Malay, due to limited resources) and some QA measures be skipped. However, under extreme circumstances, our daily output can reach as high as 20,000+ source words. We have once completed an urgent job of 400,000 source words within 4 working days (6 days), with 16 translators working simultaneously and 6 more standing by for any possible emergency. Nevertheless, by this very example which stands testimony for our capacity, we are by no means encouraging urgent jobs.

Note: Incentive fee (30% to 200% of normal unit price) shall apply for urgent jobs that exceed normal daily capacity.

Who We Are?

We are a new company started up in 2008, serving global companies that wish to make a strong presence in Chinese language market. With us, right services and solutions will be provided to meet your specific demands in a timely, professional and highly cost-effective way with outstanding quality.

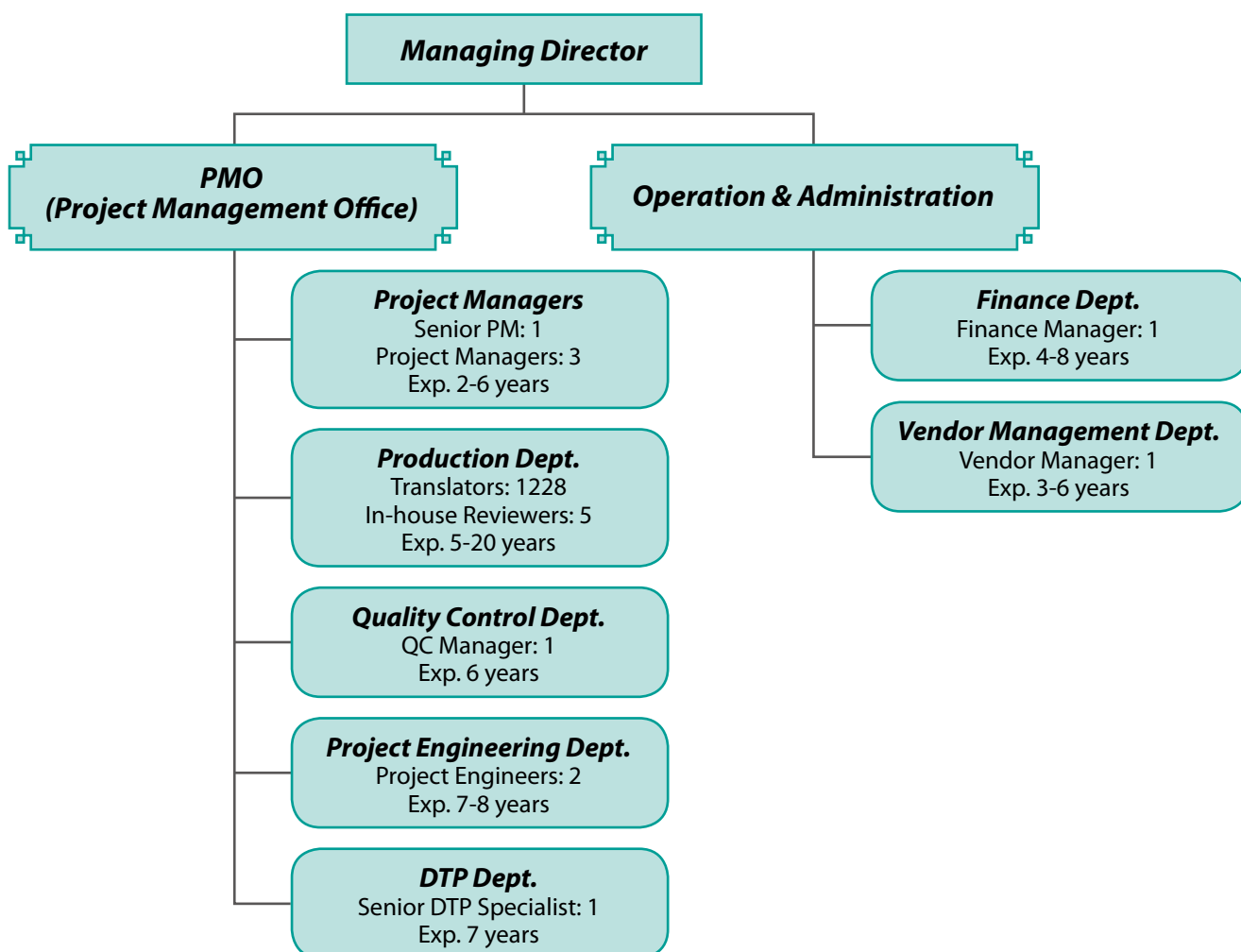
At SinoLSP, we believe in open and effective communication. Mentality of silo (“Your department should take the job / blame...”) does not exist in here. Everyone here is working towards a common goal - making best efforts to ensure project success.

Professional Qualifications

SinoLSP is member of America Translation Association (ATA) and Globalization And Localization Association (GALA). Most of our professional translators hold certificates like ATA, NAATI III and CAATI, and our Project Managers certificates of Project Management Institute (PMI). We abide by the code of conducts set by these organizations and are open for query or investigation in a candid manner.

Meet our Staff

SinoLSP has 7 functional departments:



1. Production Dept.

5 in-house reviewers 200+ full time freelancers 1228+ part time freelancers.

Source Language	Target Language	In-house Reviewer	Full Time Freelancer	Part Time Freelancer
English	Chinese	1	60	681
English	Japanese	1	4	17
English	Korean	0	2	9
German	Chinese	1	12	62
French	Chinese	1	9	42
Japanese	Chinese	1	25	97
Korean	Chinese	0	3	29
Russian	Chinese	0	4	34
Chinese	English	1	25	576
Chinese	German	1	12	62
Chinese	French	1	9	42
Chinese	Japanese	1	25	97
Chinese	Korean	0	3	29

Leader Mr. Richard Yue

Yue is a senior translator with over 9 years' experience in English-Chinese and Chinese-English translation. His works mainly covers following fields: advertising and media, automotive, chemistry, computer science and technology, linguistics, mechanics, religion and tourism. Known for his meticulous attitude and profound knowledge, Yue has won many Fortune 500 customers including BBH, BASF, Ford, Lanxess, and LVMH.

“The ultimate goal of translation is to make your messages communicated in the right way, that is, to enable target readers have exactly the same feeling as original readers do, which means the conventional word-to-word manner is out of the question.”

- Mr. Richard Yue, Leader of Production & QC Dept.

2. Quality Control Dept.

We have in-house QC Managers (senior translators over 9 years) for these languages: Chinese, English, German, Japanese, and French. We have a rigorous internal rating system for both recruitment and performance review. All translators and vendors are rated from the moment they were recorded in our system. Only qualified translators stay. QC Managers would rate every translation against the rating system and keep dynamic records on performance of the translator.

Leader Mr. Richard Yue

As a senior translator himself, Yue is very keen to quality and has developed our Style Guide to help us deliver quality translation works.

3. Project Management Dept.

Project managers are assigned to projects (and potential ones) by central Project Management Office (PMO).

Leader Ms. Sophie Ao

Ao, PMO Manager and Senior Project Manager on localization projects, holds Project Management Professional (PMP) certificate. Measurement-based manager of teams and projects. Motivational leader with strengths in budgeting, risk management and requirements assessment.

Commitment always comes first. "Unless commitment is made, there are only promises and hopes; but no plans."

- Peter F. Drucker, creator and inventor of modern management

4. Project Engineering Dept.

Project engineers provide expert opinion on work flow for complex website, catalog, manual and software localization projects, and would tackle technical problems to ensure smooth progress of projects.

Leader Mr. Liff Young

Yang is a consulting expert for complex projects that involves process design, file format conversion, text flow extraction and validation testing. Well-developed presentation skills; able to effectively discuss technical information with non-technical colleagues and customers.

"Some language projects may involve a number of CAT, authoring and designing tools as well as extensive expertise in character set conversion, creation, maintenance and usage of translation memory and terminology base and so on so forth. We have been rigorously promoting those high caliber workflows within the organization to benefit our customers and partners."

- Oliver Yang, Leader of Project Engineering Dept.

5. DTP Dept.

Visual artists gather in Desktop Publishing Department to deliver a stunning presence of document. It's art piece beyond words. By saying multilingual, we do mean multilingual: be it left-to-right or right-to-left, single-byte or double-byte texts, we are expert in field. For more information, please refer to the samples.

Leader Mr. Senn Qian

Qian is a well-known DTP expert in China. For the past 6 years, he has been working as senior DTP director and consultant in VancelInfo (Worksoft), Linguitronics, and Glossa.

"Different from graphic design in its general sense, multilingual localizing typesetting pays more respect to the original design. Slightly changes in appearance to suit linguistic conventions of locales, plus some aesthetic enrichment, make a compliant and beautiful document."

- Senn Qian, Leader of DTP Dept.

6. Vendor Management Dept.

Besides head hunting, we also manage vendors and maintain pleasant relationship with them.

Leader Ms. Moly Zhu

Strong-minded but by no means aggressive in communication, Zhu is the perfect person for vendor management.

“Foster a fair environment and motivate people.”

- Ms. Moly Zhu, Manager of Vendor Management Dept.

7. Finance Dept.

Responsible for Account Payable and Account Receivable.

Leader Ms. Mirabel Huang

Huang is an accountant good at figures and details. She also presents strong affinity and passion to people and work. Her patience and detail-driven attitude have saved time and effort of clients and vendors.

“Helping others means helping yourself.”

- Ms. Mirabel Huang, Leader of Finance Dept.

Star Collaborators

Star Collaborators' resumes can be provided upon request.

Why SinoLSP?

As a high-caliber team specialized in multilingual translation and localization, we are proud to present SinoLSP's core competences, **SHARP**:

- ★ Swift
 - respond promptly (within 1 hour)
 - deliver on time
- ★ Honest
 - is honest and open with information
 - is responsible for customers
- ★ Available
 - work on shift for 15 hours per day (9:00 a.m., Day 1 - 12:00 a.m., Day 2, GMT+8 time).
 - primary & secondary contacts to ensure high availability of our service
- ★ Resourceful
 - work on a rigid selecting process and rating system
 - maintain a large pool of high-caliber human resources
- ★ Professional
 - demonstrate high ethical and moral values
 - build a learning organization for all
 - adopt PMI project management methodology
 - streamline and customize work flow
 - KAIZEN (Continuous Improvement)

More concrete reasons:

- ★ We listen attentively to customers about their demands. Design a complete, customizable and cost-effective workflow that constitutes the foundation of successful projects and guarantees satisfaction from all stakeholders.
- ★ Rigid vendor management system that strictly screens qualified vendors and records their real time performance.
- ★ Rigid bug-tracking system that helps noting trivial but important information for specific client, constantly improving by avoiding repeated mistakes.
- ★ All documents and most up-to-date Translation Memory (TM) and Terminology Database (TD) are saved in a content system accessible to authorized persons (designated by our customers) with a strong password at any time. With TM and TD, higher efficiency and lower cost are expected in the long run.
- ★ Last but not least, we believe that High Quality can be achieved through effective, efficient and proactive communications, externally and internally.