

**coral**  
knowledge services



**SOFTWARE  
LOCALISATION**



**LANGUAGE  
SERVICES**



**TRANSCRIPTION**



**MULTILINGUAL  
DTP**



**MEDICAL  
TRANSLATION**



**WEBSITE  
TRANSLATION**



**VOICEOVER &  
SUBTITLING**



**INTERPRETER  
SERVICES**



**eLEARNING  
TRANSLATION**

Coral Knowledge Services Pvt. Ltd. is a leading service provider of translation, e-learning, and localization engineering. Headquartered in New Delhi, India, we have three years of experience in executing full life cycle projects in over 100 languages. Coral is well known among the global companies for translation and localization of e-learning, training materials, software UI and UA, mobile phones, graphics and multimedia, user/help guides and web-based applications. We have localization experience with complex and bidirectional scripts, such as Indian, Asian, Arabic, Hebrew and Urdu.

Coral is a fully integrated translation and localization service provider with a global service model. Coral enables clients to get speedy, accurate and native translation through a combination of process strategies, technology leverages and e-business collaboration.

Coral's translation and localization service offerings are being used by clients to get 100% accurate and professional translation – giving them an advantage to communicate in the local language. E-business collaboration with over 4500 translators and resources with worldwide presence has given Coral the edge to be competitive.

**CORAL KNOWLEDGE SERVICES PVT. LTD.**

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**Why Us?**

- Integrated service offerings
- Optimal resource utilization
- Variable costs to maximize ROI
- Increasing productivity
- Continuous improvement in quality
- Reduced cost of delivery
- Knowledge management culture

Professional translations,  
fast and 100% accurate

**We provide**

- Uniform pricing
- Multipair translation
- Multiple language DTP services
- Dedicated project management staff
- 24 x 7 support
- Value added services

**Business Critical Translation and Certified Medical Translation Service**

Major Companies in variety of industries trust Coral Knowledge Services for their global translation requirements. We are a one stop translation service provider for our clients.

So, if you are looking at outsourcing your company’s translation work, consider Coral Knowledge Services. Every language is a local language for us and we have excellent resources, native translators, experienced bilingual experts to give you the edge on localization with pricing which is less than 30-40% compared to anyone in the world.

The following options are available at additional cost:

Service	Comments
Typesetting	Layout of document to reflect style of original. Charged by the page.
Localisation consultancy	Expert advice as to how to structure and phrase your translated document for maximum effectiveness. Highly recommended for brochures and advertising copy. Charged by the tour.
Notarising/Legalising	Necessary for some official purposes.Guarantees authenticity of the translation. Charged on per document basis.
Target audience re-write	Rewrite of document to make it appropriate to different (or multiple) target audience. Charges on a per document basis.
Conversion to multiple file formats	Production of EPS, PDG and other popular formats. Call for quote.

Coral Knowledge Services translates and interprets all of the following languages:

**Foreign Languages**

Arabic	Bangladeshi/Sylheti	Bosnian	Burmese
Chinese	Combodian/Khamer	Czech	Danish
Dutch	Estonian	Finnish	French
German	Greek	Hebrew	Hungarian
Icelandic	Indonesian	Italian	Japanese
Korean	Kurdish	Lao	Malaysian
Norwegian	Phillipines	Polish	Portuguese
Russian	Serbian	Sinhalese	Slovak
Spanish	Swedish	Thai	Turkish
Ukranian	Uzbek	Vietnamese	

**Regional Languages**

Assamese	Bengali	Gujarati	Hindi
Kannada	Malayalam	Marathi	Oriya
Punjabi	Tamil	Telugu	Urdu

**Multilingual services**

- Translation
- Desktop publishing (dtp)
- Interpretation
- Voice over services
- Subtitling and dubbing
- Software localization
- Website localization
- Multilingual transcription
- Product localization

Coral Knowledge Services provides translation services in all of the industries listed below.

For every language combination and industry, we can supply our clients with certified translations for dealings with public bodies or for use in international tenders.

Technical

**Technical**

- Technical manuals, design specifications
- Safety and maintenance manuals
- Material safety data sheets
- Engineering schematics
- Policy and procedure manuals

Legal

**Legal**

- Patents, legal contracts, agreements
- Legal research, complaints, immigration documents
- Real estate transactions, adoption papers

Medical/Pharmaceutical

**Medical/Pharmaceutical**

- Clinical trial data, medical equipment manuals
- Research reports, patient surveys and records
- Insurance claims

Financial

**Financial**

- Annual reports and financial statements
- Shareholder meeting minutes, investor research
- Mortgage applications, business plans

Advertising/Marketing

- Insurance claims, pension plans
- Letters of credit

**Advertising/Marketing**

- Marketing collateral and brochures
- Packaging and product catalogues
- Print advertising and press releases
- Sales presentations and proposal requests

Literary

**Literary**

- Books, short stories
- Magazine articles, research papers
- Fiction and non-fiction works

Interpreting

**Interpreting**

- Simultaneous, consecutive, escort
- Depositions and trials
- Sales meetings and conferences

Government Translations

**Government Translations**

- Certified small business
- Translation and interpreting for federal agencies
- Teaming arrangements

Through our services,  
we guarantee...

- Our translators will support projects that have diverse international readers.
- We will deliver every solution with an intense commitment to helping you reach your goals
- It's also important to take cultural connotations into consideration when interpreting. The majority of our interpreters are native speakers of their language pairs. This means they have an intimate knowledge of the language and culture of the desired audience

Website Localization that is fast, accurate and cost effective. Get your multilingual website up and running in hours...You will agree that every culture is different and one message cannot reach all. A message written in the Germany or in Korea may not be appealing or attractive to someone in India or in Russia. Given this scenario, what you do? How to design your branding campaign? How do you target your global audience?

First talk to a language service provider or a translation company in India who has the capability of producing content in as many languages as you require. Some translation agencies can translate up to 130 languages. This would in full cover your target market. Now send your source document that you have written in the original language to the translation company to know if the same can be translated to suit a specific market say Russia. The translation company will agree and give you a sample of the translated document which you can send to your partner or dealer or your associate in Russia who will market your product to see if the same will suit the market.

Don't just translate the documents, you need to localize it and your audience globally will prefer or consider a local brand or at least brands that talk a local language. So be sure of the communication that will be targeted. It needs to compete with the local brand. This is the key for your brand's success.

In the same way, when you translate your website, don't rely on mere translation. There may be different groups within the country that may speak different dialects. Make sure you are choosing professionals that not only know the language but are fluent in the culture as well to write.

You should remember the target group will be willing to connect with the brand that they buy or feel relevant when they visit your website. Localization is a great way to reach a global audience. However, with the task of localization comes a big undertaking – cultural awareness and cultural marketing decisions. Make sure that the translation company you hire is well versed in the culture you wish to target so that your work to reach a diverse audience won't be lost.

### Coral - a cost effective publishing solution

- Reduce cost and complexity
- Accelerate speedy delivery across languages
- Capability to handle any kind of publishing right from technical, to thesis, to all

At Coral, we're continually evolving our services to deliver greater value for our business. Our design and publishing team includes industry experts and thought-leaders who work relentlessly to design the right solutions to help you stay ahead of the curve. Our desktop publishing solutions are customized according to the client's requirements.

We work with you to help you publish materials that deliver quality and reflect your corporate identity. The foundation of our comprehensive solutions includes consulting, translation, proof reading and publishing. We can also help you source DTP conveniently and reduced cost (almost 40% compared to the market price) and in about 130 languages.

Even a perfect translation can be marred by incorrect hyphenation or disregard for international publishing standards. Working with our clients, we can establish and maintain comprehensive formatting guidelines, including:

- Length restrictions
- Rules for treatment of foreign-language text expansion
- Use of hyphenation
- Treatment and placement of diagrams, graphics and call-outs
- Any icons and symbols and their treatment and placement within the layout

Leverage our best practices and experience with deep technology expertise, proven best practices and methodologies and global experience, Coral support staff can help you reduce the time, cost and risk of publishing. Our experienced professionals work with you to plan and execute your publishing requirements.

Localize your content, not just translate...

Coral offers a comprehensive portfolio of translation services that help you reduce complexity and optimize your investment in multilingual content. These offerings help ensure your content is not just translate in the other language but re written for the local target group, in other words localized.

Several factors affect the price you pay:

- Number of words/characters in the source document
- Deadline
- Format of the source document
- Format of the finished document
- Language pairs to be translated
- Complexity and level of specialist knowledge required

**How is Pricing Determined?**

- Pricing for translation projects is based upon the total number of source or target words within the documents requested
- The source is the language of the original document, and the target is the language into which the document is being translated.
- Pricing is not based upon the number of pages. While some pages may have 50 words, others may have 500. An accurate price estimate is based only upon the actual number of words.
- Pricing for interpreting is based upon an hourly or daily rate.

Translations are not commodities. You are buying the time and expertise of an individual translator or team of translators. We operate a fair and open pricing policy.

We price each translation separately to ensure you receive the translation which best matches your needs and budget.

**The Complexity of Subject Matter is Important**

- A general letter falls into the lowest category of pricing, while legal and technical documents are at a higher rate.

**What is the Language Combination?**

- Pricing for translation depends on the language combination.
- Romance languages, such as Spanish and French, are priced lower than Asian languages, such as Chinese and Japanese.



### **Quality Assurance**

Coral Knowledge Services guarantees the utmost quality in translating your materials according to the specific region requested. We are constantly researching progress and changes in language translation, international manufacturing standards, international business, global law requirements, and other industry-specific areas. We are deeply committed to involvement in local, regional, national, and international organizations.

### **Confidentiality**

Coral Knowledge Services has created a detailed confidentiality agreement for clients who wish to protect their sensitive corporate information. We also require our employees and contractors to sign very detailed and comprehensive confidentiality and non-compete agreements. These agreements are prepared by our legal advisors, and include confidentiality on trade secrets, client lists, operational practices, technical tools and proprietary processes, as well as confidential information supplied by you and your company. The agreements also incorporate clauses for returning client information and prohibitive measures against photocopying.

### **Up-to-date**

We are well-versed with the latest translation technology to guarantee the consistency in terminology of every document. We have specialists in every major market and industry that we serve such as legal, life sciences, human resources and technology, who have the knowledge to navigate their specialty.

### **Prompt**

Fast turnaround times are guaranteed. Even if you need a document translated today, we have the workload capabilities to complete rush translations.

Confidential

Accurate

Up-to-date

Prompt

Coral Knowledge Services provides detailed project estimates normally within just a few hours of receiving your quote request. Your translation team will initiate your project immediately upon receiving your signed agreement and all files or materials for the translation.

The length of time required to complete your translation project varies by word count, as reflected in the chart below. Our seasoned translation professionals and efficient project management system enable us to complete your project as quickly as possible. Rush services are available upon request.

**Estimated Project Turnaround Time Guide**

<b>Word Count - Per Language</b>	<b>Turnaround Time</b>
Under 1,000 words	Within 1 day
Between 1,000 and 10,000 words	2 – 4 days
Between 10,000 and 20,000 words	4 – 7 days
Between 20,000 and 50,000 words	1 – 2 weeks
Between 50,000 and 100,000 words	2 – 4 weeks
Between 100,000 and 500,000 words	4 – 5 weeks
Between 500,000 and 1,000,000 words	7 – 12 weeks
Between 1,000,000 and 2,000,000 words	12 – 18 weeks

The time estimated to complete each assignment is based upon the total source or target word count (depending on target language). The above turnaround times do not include Desktop Publishing, Voice-overs, and Website Localization. Actual timelines will be provided in your detailed proposal.

**Handling the Time Dimension**

The greatest single problem, which people have today is “time poverty”, we understand the value of time for ourselves as well as for our clients, and so before starting any project by keeping this in our mind, we deliver the quality projects within the time frame which we have committed with our client by support of our team of experts.

