



MidLocalize



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Head office

Cairo, Egypt

Industry

Translation / Localization to the MENA region & Indian Subcontinent

Main Languages

Arabic, Urdu, Hebrew, Turkish, Farsi, Hindi

Source Languages

English, French, German, Spanish

Projects in other languages

Dari, Pashto, Punjabi, Bengali, Tamil, Synghalese, Tagalog, Kazakh, Somali

Certificates

Corporate member of the American Language Association ATA



Industry

MidLocalize was established to meet the growing need of a professional assistance while globalizing or localizing a product into such specific languages such as Arabic, Farsi or Hebrew. We realize both the business potential of MENA and Indian regions and the difficulties their specific cultures and language systems generate when transferring a brand from a completely different localization.

For four years we have been dealing with various projects of different fields which required the usage of multiple tools and localization software. Our in-depth knowledge and experience of handling files of multiple formats allow us to perform the translation and localization of written files of all volumes, websites and computer and cellular software applications.

All our in-house and contracted teams work with the latest industry TM, L10n and DTP tools such as Trados, Passolo, Wordfast, MS Helium, MS LocStudio, PagePlus, Adobe and Corel DRAW.



INDUSTRY Translation

Each language has its own unique features, phrases and idioms nontransferable to other languages. Being aware of that fact, we pay special attention to the accuracy and precision of the translated content and our linguists always try to find the best equivalent of a given expression.

When dealing with more complicated or highly specialized texts we use expertises of professionals at given fields who represent a high level of proficiency in their areas of interest. Also our use of thematic lexicons, style guides and our internal glossaries that we build upon each project allows us to perform translations of irrefutable quality. Additionally our archiving system for completed projects and their glossaries is a factor that our clients welcome with acknowledgment since it speeds up the time-to-market of their subsequent undertakings.



A word cloud of various languages is contained within a red arch shape. The languages listed include: Farsi, Urdu, Hindi, Spanish, French, Turkish, Arabic, Hebrew, English, Spanish, German, Arabic, Hindi, Turkish, Urdu, Farsi, English, Spanish, French, Hebrew, Farsi, Turkish, Arabic, Turkish, Urdu.

INDUSTRY Localization

Because we know that localizing is not a mere translation of a given volume, we make sure that the product entrusted to us is implemented into the new environment with an adjustment to the local cultural code, but without changing its original meaning and associations. This is the capability MidLocalize elaborated thanks to its profound commitment to every project we had submitted.

We take all tasks assigned to us very seriously and make sure that the final product matches, both our clients' expectations, and the target language distinctive characteristics. MidLocalize works only with native speakers who perfectly know both their own and the projects' cultures. Therefore our company is a reliable partner to entrust your business to.

Our Localization Areas

- Enterprise Resources Planning (ERP)
- On-line Help
- Computer devices' driver localization
- Project management software
- Search Engine Optimization (SEO)
- Software documentation
- Text editing
- Translation memory
- Web based application interfaces
- Websites
- Windows user applications

HTML
SDL Trados
Corel Draw
MS Office
C
START Transit
MS LocStudio
Lotus Notes
Idiom WorldServer
PageMaker
AutoCad
Ventura Publisher
MultiTrans
SQL Helium XML C++
RoboHelp
Macromedia
FrameMaker
Wordfast
Photoshop
Adobe
Logoport
Domino
VISO
Alchemy
Catalyst 5
Trans Suite
Meta Taxis
SDLX
Dreamweaver
QuarkXpress
Illustrator

What we do

We offer translation, editing, proofreading (TEP) and transcription services for all incoming types of materials along with engineering, compiling, DTP and Quality Assurance (QA), performed either separately or as a package, to the following industry fields:

- Automotive and heavy industry
- Home appliances
- Software & Hardware
- Consumer electronics & Mobile phones
- Legal
- Medical & Life Sciences
- Information Technology

Although these are our core fields of activity, we can also boast of successful accomplishment of projects from other domains like army equipment and training materials, aviation, food and beverages industry. We are always open to any assignment that requires converting to another language and , so far, our services were appreciated by our previous and current clients.

For more details please see:

www.midlocalize.com

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Law
Organizations
Computing
News
Food
Agriculture Machinery
Urban Development
Accounting
High-tech
Medicine
Automotive Engineering
Telecommunications
Documentation
Aircraft Manufacturing
Health Care
Data Processing
Journalism
Games
Management
Nutrition
Construction
Education
Financial Reports
Cosmetics
Business Management
Laboratory Equipment
Biotechnology
Biology
Textile Industry

What we do

The scope of the volumes we handle includes all kinds of materials:

- Documents
- Marketing brochures
- Instructions and guidebooks
- Forms and applications
- Product labels
- Conference materials
- Books
- Newspapers and magazines
- Computer & mobile games
- Computer & mobile applications
- Recorded materials of all types to be transcribed and translated

Legal disclaimers
Government documents
Certifications
Medical equipment Catalogues
Administrative acts
Medical software
Handbooks and manuals
Instructions manual
Patient information
Expert reports
Ministerial agendas
Litigation documents
Expert systems
Licenses
Copyrights and trademarks
Arbitration
Medical Summons
Patents
Contracts
Expert reports
Licenses
Brochures

Our clients

We cooperate with many worldwide known Localization companies on a regular basis and proved to be a reliable partner who always meet their deadlines. The clients we provide services for are:

Able Translations, Accredited Language Services, Alpha CRC, American Language Services, Bruce International, CAPI, CAT, Elionetwork, Elite Translations, Eriksen, Evolve Linguistics, Global Arena, Global to Local Language Solutions, Global L.T., InterlinguaUSA, Intertranslations Ltd., Language Services Associates, Lingo 24, Lingua Tech, LOC&More, Multi-Languages Corporation, Randy Smith, Thebigword, Translation Express, TranslationLinks, Transperfect, Tripleink



Quality Assurance

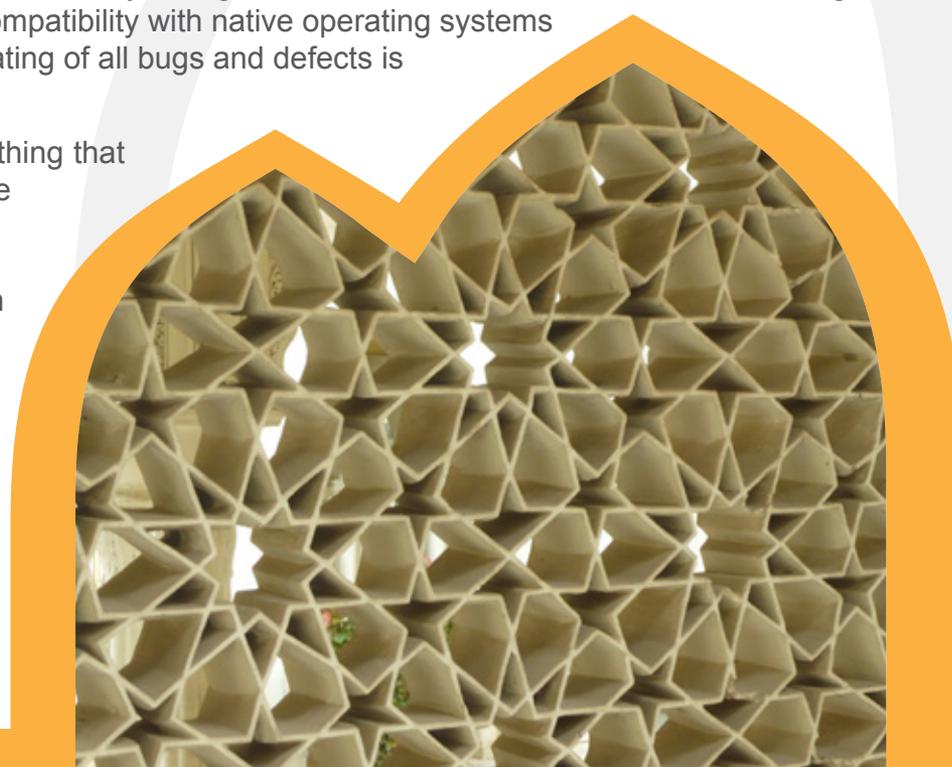
In MidLocalize our guiding principle is to provide products that meet the highest requirements in terms of linguistic, functional and appearance testing. Our engineers, reviewers and DTP professionals perform three-step quality assurance tests to make sure the translated or localized product is correct with respect to consistency, accuracy, layout and utility.

The translation quality is guaranteed by the in-country linguistic evaluators working with glossaries, terminology lists, specialized dictionaries and lexicons. We know that there is no place for misunderstandings or lack of exactness in such essential issues like proper understanding of an instruction or a prescription. That is why we put special attention to ensure the 100% correctness of all given materials. For multilingual projects we apply the before-translation phase of revision to clarify all doubts arose in the source texts to avoid changing errors in the target languages.

The functionality of an application or a website is confirmed by the rigorous examination of screens, buttons, dialog boxes, hyperlinks, shortcut combinations and hot keys. The compatibility with native operating systems and different browsers is maintained, as well as eliminating of all bugs and defects is achieved by a thorough regression testing.

Visual appearance of a product is the first notable thing that attracts viewer's attention. Therefore, we make sure the layout doesn't raise even smallest objections in terms of clarity, adequacy and aesthetics. Trivial oversights such as wrong punctuation, font size or text indentation may ruin all efforts put into the preparation of perfect content, for this we treat the visual review as seriously as the previous two testings.

For more information don't hesitate to visit our website:
www.midlocalize.com



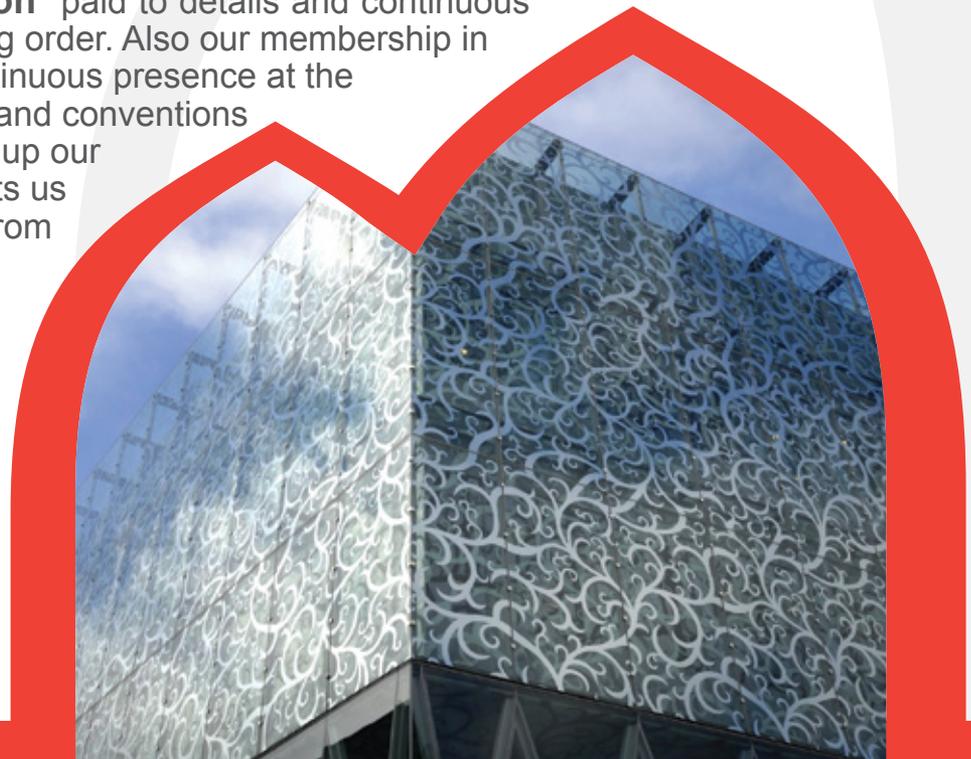
Why to choose us instead of others?

We will not mention here the rigid process of selection and periodic evaluation of teams or our **flexibility** with respect to different time zones as these are services provided by most localization companies.

The most important MidLocalize landmark we are proud of is the **personal relationship** we always try to establish and maintain with our clients. Since we believe that what counts most in language related business is the capability of **understanding** the project nature, we consider indispensable to discuss with the clients all relevant issues concerning their expectations and their projects characteristics. Similarly, knowing better our clients and their demands (procedures, tools etc.) enables us to ease the process of communication and, thanks to this, ameliorate the project management results.

We are known for our engagement and **attention** paid to details and continuous improvement of our services with every incoming order. Also our membership in the brand related associations like ATA and continuous presence at the biggest translation and localization conferences and conventions such as the Localization World and ATA, builds up our **industry knowledge** and **experience** and lets us become more aware of what our clients expect from us, and what our market is driven towards.

During our fruitful cooperation with our clients we managed to prove our **reliability** and **dedication** to each and every project so why not give us a chance?



Some of the brands we are familiar with



HUAWEI



مجموعة بن لادن السعودية
SAUDI BINLADIN GROUP



HYUNDAI



AkzoNobel



VERTEX



BOSCH



UNITED STATES AGENCY
FOR
INTERNATIONAL DEVELOPMENT



CoreLab
PARTNERS



YouGov
What the world thinks

Reach us

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