

## PARTIAL LIST OF CLIENTS

3COM  
Atomic Energy of Canada  
Amphenol  
Association of Worker's Compensation Board  
Aventis Pasteur  
Bell Nexia  
Black & Decker  
Bombardier Aerospace  
Canadian International Grain Institute  
Caterpillar  
Centennial College  
ComQuest Research  
Concord Elevator  
DxStorm.com  
Education Fund Services  
EF Educational Tours  
Family Services Association  
Fidelity Financial  
Fishery Products International  
Garland Commercial Ranges  
GE Glegg Water Technologies  
General Motors  
Genesys Creative  
GIG Design  
Graphic Directions  
Healthcare Marketing Resources  
Hospital for Sick Children  
Howard Marketing Communications  
I Trade Finance  
Infosoftmedia  
Inisoft Corp.  
Innercleanse 2000  
Kwikset  
Lansource Technologies  
Lo, Apel & Kwan Barristers & Solicitors  
Magna International  
Maple Leaf Consumer Foods  
Market Connections  
Ministry of International Trade and Technology  
McMaster Foods  
Medicus  
National Pharma Com  
Nutravite Pharmaceuticals  
PricePfister  
Robin Hood Multifoods  
Sanofi Canada  
SciCan  
Shaw Almex  
Shrader Canada  
SI Manufacturing  
St. Joseph Health Centre  
Sterling Douglas Group  
Sun Life of Canada  
TD Securities  
The Arthritis Society  
The Canada Life Assurance Co.  
Timberjack Inc.  
True North  
Tucows.com  
Web Krew Inc.



## Artra International

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*From shorthand to Shakespeare, words embrace our lives with meaning. Artra puts quality into those words by bringing together the best of computer technology and human creativity. Artra was conceived by word lovers, and is dedicated to the ideal, that society at its most rudimentary level reaches out to people with words.*



## MISSION STATEMENT

Translated proficiently, language will conquer and charm your audience worldwide. Language misused will estrange your reader and can jeopardize your costly marketing efforts.

Artra International was conceived for the purpose of communication. Our mission is to enable our clients enhance market growth by empowering them to communicate in foreign markets or domestically with foreign customers. We help to turn our client's language impediments into successful communication tools.

## CORPORATE HISTORY

Artra International was founded in 1984. From its humble beginnings as a two-person company operating from Toronto, Canada, Artra has grown into one of the world's leading translation companies. Today, the firm's prestigious client list consists of government agencies, law firms, science and technology corporations, advertising agencies, medical research centers, pharmaceutical and financial institutions.

When you need to take your business internationally, you'll find no better partner than Artra. Our commitment to service, coupled with our multilingual, technical expertise and understanding of the world's business, industry and commerce is what has led leading organizations to choose Artra International as their globalization agency. Artra employs the most qualified and knowledgeable human linguists, the most advanced computer technology and provides the highest quality translations in over 46 languages. Artra boasts a full spectrum of translations, from and into all European, Semitic, Oriental, and Middle Eastern languages. All translations - technical, scientific, legal, financial, and literary - must meet the highest standards of quality and market acceptance.

Artra International prides itself on client service. We develop workflow processes to accommodate your project's specific needs. Business today often moves at what seems the speed of light. Artra lives up to its high standard of quality client service, accommodating accelerated turnaround times, unique software requirements, and more. In short, we'll work with your organization to complete what no one else thinks is possible.

## AREAS OF EXPERTISE

The strategic approach to success and leadership in a global multilingual economy is for the products and services you offer to be clearly understood by millions of people around the world. The message in their language has to leave lasting impressions in their minds. The essential components of your communication strategy include: in depth language knowledge, cultural aspects of the specific marketplace, industrial and economic expertise and the proper use of modern computer based technology to deliver your message around the world.

### Finance and Banking

Global finance isn't just about dealing with numerous, diverse currencies. Global and domestic finance is about the language of banking, investing, mergers and acquisitions and the dollars at stake. It's also about dealing with cultures, and market regulatory nuances in multiple languages. Artra International provides world-class translation for the full spectrum of financial industry requirements.

### Legal and Insurance

The language of jurisprudence is unique and complex. It can be difficult in English let alone in foreign language. Artra International provides translation in all areas of legal and insurance fields.

### Health Care and Pharmaceutical

Health care and translations have a lot in common. Precision is everything. In medical sciences, human lives are at stake. Accuracy of translation is absolutely crucial. Artra's medical linguists provide translation on the full spectrum of medical and pharmaceutical documents.

### Manufacturing and Marketing

The manufacturing and marketing industries depend on language to communicate and provide products and services of all kind. From small equipment, tools and large machinery to product packaging and directions for use, companies must consider their end user. While one may live and work in a foreign market, another may be a foreigner in a domestic market. The use of multilingual communications will ensure product know-how and satisfaction. Artra's team of translators and marketing experts provide translation and localization of product marketing literature, user instructions, catalogues, technical specification manuals, and more.

## LANGUAGES

A L B A N I A N  
A M H A R I C  
A R A B I C  
A R M E N I A N  
B E N G A L I  
B U L G A R I A N  
C A M B O D I A N  
C H I N E S E  
C R O A T I A N  
C Z E C H  
D A N I S H  
D U T C H  
E S T O N I A N  
F I N N I S H  
F R E N C H  
G E R M A N  
G R E E K  
G U J A R A T I  
H E B R E W  
H I N D I  
H U N G A R I A N  
I T A L I A N  
J A P A N E S E  
K O R E A N  
L A T V I A N  
L I T H U A N I A N  
N O R W E G I A N  
P E R S I A N  
P O L I S H  
P O R T U G U E S E  
P U N J A B I  
R O M A N I A N  
R U S S I A N  
S E R B I A N  
S L O V A K  
S O M A L I  
S P A N I S H  
S W E D I S H  
T A G A L O G  
T A M I L  
T H A I  
T U R K I S H  
U R D U  
U K R A I N I A N  
V I E T N A M E S E  
Y I D D I S H

## PROCESSES AND METHODOLOGY

The purpose of our process and methodology is to ensure that our clients receive unparalleled quality, while their projects remain within budget constraints and meet every deadline. The goal of each task is to produce final material that appears to have been designed in the target language from the onset (tone, manner & style), thus enabling Artra International to deliver world class content for the global market.

Coordinated through a single point of contact with the responsibility to keep you informed every step of the way. Working in real time, across many time zones with the most advanced information technology, our project team is in constant contact, coordinating and delivering success.

Even with state-of-the art computer technology, man's innate ability lies at the heart of the trying task of translating. At Artra, all translations undergo a three-phase process:

- ◆ Translation/Text Adaptation
- ◆ Editing
- ◆ Proofreading

### Translation/Text Adaptation

Translation is the art of reproducing intent, nuances and subtleties from one language into another. Our linguists adapt the text to bilingual life, making the document feel as though it was originally written in the intended language. Our highly trained professionals working in their mother tongues are steeped in terminology and understanding of specific industries and trades.

### Editing

Technology cannot replace the human ability to feel language. Machines are not able to read between the lines like people do. An editor checks the accuracy of terminology in the manuscript. Whether technical or literary, Artra's editors are dedicated to making words more organized, more readable, and more persuasive. Our editors must handle words with flair as well as fluency, infusing life to all written expression.

### Proofreading

Artra's team of proofreaders provides language quality control, checking to ensure that each piece of work is flawless. Edited text becomes a more graceful and effective rendition of the author's intentions.

## WEB TRANSLATION AND LOCALIZATION

Artra International can help you reach and win foreign audiences by creating, multilingual versions of your Internet site. Leading businesses today are using the Internet on an intimate one-to-one level with unlimited reach. It seems, overnight your business has new possibilities in the global marketplace. The internet connects you to a world that speaks many languages. The key to persuasion is speaking to people in a language they understand. Artra International's linguists and web localization experts can extend the value of your Web presence rapidly and cost-effectively.

## MULTI-MEDIA AND DOCUMENT DESIGN

Graphic design is the visual link between reader and text. At Artra International we provide a full range of services able to produce and layout visuals to support multilingual communications in any media and software based on both PC and Mac platforms. We can fit and match any foreign language to your master document design and layout.

We work in every medium:

- ◆ Print
- ◆ Electronic
- ◆ Interactive

On both major platforms:

- ◆ PC
- ◆ Mac

And with all the leading graphics software:

- ◆ Quark Xpress
- ◆ PageMaker
- ◆ Adobe Illustrator
- ◆ Photoshop
- ◆ PowerPoint
- ◆ FrameMaker

Our creative design and production teams leverage these, and many other, cutting-edge tools to deliver a full spectrum of services:

- ◆ Creative layout and design
- ◆ Desktop Publishing
- ◆ PowerPoint Presentations
- ◆ Web ready design