



iSP

The Localization Experts

# Welcome to the world of iSP

**In our world, language is a bridge, not a barrier.**

Localization relies on a potent mix of technology and people. It's about real-time solutions to evolving challenges. It's about local expertise in a global marketplace. And it's about microscopic attention to infinite detail.

For more than 15 years, iSP has been a leader in localization for the IT industry. We provide the resources, know-how and expertise that the industry's leading players need to deliver top quality products to their global markets.

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# Local knowledge, global reach

**Good business knows no borders.**

At iSP, we're dedicated to delivering the highest quality localized products wherever you do business. Based near Amsterdam, conveniently near Schiphol Airport, iSP is your gateway to Europe and the world.

Our flat, in-house organizational structure means decision-making and action-taking are quick and simple. On top of this, we work together with our partner network and freelance professionals around the world.





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Probieren Sie Ihren Besuch.

The image shows a red ticket booth in a circus setting. The booth has a window with a white frame. Inside the window, a newspaper is visible with the word "MÄUSE" and "CIRKUS" printed on it. To the right of the newspaper, the number "16" is displayed. Below the window, the word "Kasse" is written in a stylized, blue, cursive font. Two cartoon mice are depicted on either side of the word "Kasse". The mouse on the left is holding a small blue object, and the mouse on the right is holding a small red object. Musical notes and a treble clef are scattered around the word "Kasse". The booth is set against a background of red curtains and a yellow and orange striped pattern.

iSP

# Hitting home

**Our business is expanding your business.**

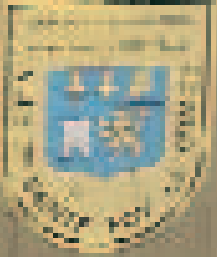
We're here to open the door to new markets and new revenues. We work with you to make your product user friendly, no matter where that user may live. High-quality localization ensures that your software development truly hits home.

At iSP, we don't simply translate, as many others do. We adapt applications to the cultural, legal, linguistic and technical minutiae of the target geographic markets. We take your product truly local. Because local is simple. And simple sells. It also makes for lower tech support costs, better reputation and greater customer satisfaction.





CANTON OF  
NOTRE-DAME  
DE LA PACE



iSP



# Living language

**Speed dating. Health tourism. Sky marshal.**

Language is alive. Words we know today take on whole new combinations and meanings tomorrow. This year alone, the language Czars at Oxford have added more than 2,000 new words and phrases.

Especially in IT, we work with simple terms that describe complex new functions. **Drag, drop, cut, paste, tools, tables, trash** – ordinary words with extraordinary uses. We interact with complicated software by relating it to our everyday life.

At iSP, we surround ourselves with these evolving languages. Here in the heart of Europe, Paris is just four hours' drive, Cologne only two. So, it's not surprising that our knowledge of local language and custom is up to the minute. We live it every minute of the day.

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# Make or break?

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## **Software projects rarely go as planned.**

Effective project management can be the key to success. That's why every one of our clients is assigned a full-time dedicated project manager. This one person serves as your single point of contact for all languages and any issues which may arise.

In this industry, an experienced professional must expect twists and turns along the way. Our project managers take a proactive approach, so we can provide the flexibility and foresight needed to keep your job on track, on time and on budget.

At iSP, our customers continually recognize the promise-and-deliver attitude of our staff. Your project depends on it.



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# Built to order

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## **Our engineers are with you all the way.**

Our in-house engineering staff are the first and last people to touch your software. To begin with, they'll walk you through the potential pitfalls of your project. Then they'll get to work on compiling, resizing, building and testing the local language software. And they'll be the last to put it through its paces and sign off on final delivery.

The entire process is fine-tuned to create and deliver bug-free, ready-to-ship products.

As an official Apple Macintosh and Microsoft software developer, we have access to all the latest tools and local language operating systems. Our engineering team has worked on software applications and websites for the industry's leading companies.

# Nothing makes us happier than not being noticed.

## **Localization is all about accurate reproduction.**

FrameMaker. QuarkXPress. PageMaker. InDesign. Photoshop. Illustrator. FreeHand. Whatever format your documentation comes in, our in-house DTP experts can create new versions virtually indistinguishable from the original.

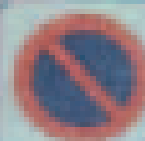
Our production specialists work with all of the major software packages on both Macintosh and Windows platforms. Not only will the local language versions be formatted to your specifications, but every document is put through our rigorous quality assurance process to guarantee that we deliver flawless localized documentation every time.

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SCOOTER  
A VENDRE  
2000 cc 15000 KM  
RUBO 1000  
15000 EURO  
CONTACTEZ  
06 47 16 06 11

iSP

STRADA  
PERVATA



DIVIETO  
DI SOSTA

LASCARE LIBERO IL PASSAGGIO

PASSO  
CARRA

120

CHIUDERE

Mi 5 B

ATTENTI E CALMI

UFF. TECNICO

VEICOLI E ATTORNIO

CANTIERO  
AUTOMATICO

ZONA IMPRESA

TOILETTE

CAVE CANIN

CAVE IMPRESA

MAGAZZINO

ATTENTI AL  
GARGO

BOCCA

PROLETARIO



# We're hard on your software.

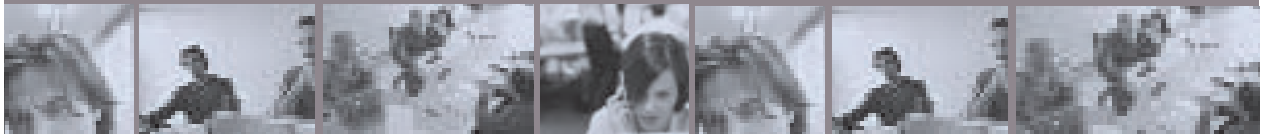
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## **Testing is critical to any localization project.**

Whether you're dealing with software, Internet/Extranet or IT projects, our quality assurance procedures combine critical linguistic, user-interface and functional testing. Checks and verification are built in at every stage of the localization process.

Using both automated and manual testing, our QA engineers ensure that your local language software not only looks good, but also functions flawlessly.

On the language side, we meticulously test our translations for accuracy, consistency, tone and cultural adaptation of your message. Nothing – down to the smallest menu item or status bar – escapes the eye of our QA team.



iSP has done an  
outstanding job  
especially  
considering that  
it is a very  
technically  
complex project.

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- Adobe Systems

"iSP impressed us with how they worked with changes and were still able to adhere to the overall schedule and deliver high-quality localized versions."

- **Adobe Systems**

"(iSP's) high-quality work and extremely professional handling of the project resulted in the on-time delivery of a localized product. iSP delivered every part of the project on time and took great care in ensuring that all work was complete and accurate before delivery. We will continue using iSP..."

- **MicroEncoder**

Our clients like us so much, they voted us *Best Localization Service Provider (SME)* at the ClientSide Excellence Awards 2003.

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**iSP**

Rue de la MIRPE



PAYANT

de 9 h à 12 h

14 h à 19 h

Sauf dimanche et jours fériés  
et samedi après-midi

*1 / 2 heure gratuite*

*Paiement minimum 0,20€*

**Zone Orange**

LIMITÉ à 2 h



HORODATEUR

iSP

# Why iSP?

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- Full-service localization specialists
- 15 years of excellence
- At home in Europe, connected throughout the world
- Professional, in-house staff
- Bug-free, ready-to-ship localized products
- Certified Macintosh/Windows software developer
- Recognized excellence in project management
- Uncompromising quality assurance
- Very high client retention rate

**Satisfied clients include** Adobe, Autodesk, Legato, Aladdin Systems, Dantz, Electronics for Imaging, Actuate, Canon, AFAS, Actify, MicroEncoder, Sagent, Rational, Extensis, Motorola...



# Let's talk...

**We want to discuss your requirements personally.**

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[www.TheLocalizationExperts.com](http://www.TheLocalizationExperts.com)