



# CLIENT PROFILE

eTranslate has contributed to our clients' business development with our experienced team by delivering solutions which addressed their requirements that have open architecture and competed in a timely and cost effective manner.

## LONELY PLANET

http://www.lonelyplanet.fr/



### The Challenge

Lonely Planet conveys to the world with its experience in the different countries to educate travellers of the lifestyles, food, culture, etc of the many different countries in the world. They need copywriting to cater to the different targeted audience from different countries yet maintaining Lonely Planet flavour.

### Our Contribution

eTranslate has the ability to provide copywriting and translation into a variety of different styles. We provided the copywriting of the same content into the style that Lonely Planet requires. A refined style has been provided for as well as a glossary of terms.

### Benefits Gained

Lonely Planet not only achieve global attention and recognition for its diversity of presenting information of their travelling experience to the world, they also benefited from the glossary of terms that were produced by eTranslate. Since they had copywrited a number of languages, they are able to re-use certain terms for their future and current needs.



### QANTAS AIRLINES

http://www.qantas.com/

http://www.qantas.com.hk/



### The Challenge

Qantas Airline finds that it is time for multilingual websites for their offices in the world. They needed a multilingual expertise to present their air-fare promotions that best fit to the relevant countries in their own language(s). For them having many language websites, they also require a Translation Management System for streamlining the translation and web management process. Their need for promoting their website is one of their main priorities.

### Our Contribution

eTranslate provided the full service for multilingual websites that they require for 11 countries and languages. There are a couple of dual language country website that has their content to be linked to 2 languages. Such example is their Hong Kong website, that has Traditional Chinese and English websites linked. We also provided them the benefit of International Online Promotion in the relevant languages.

### Benefits Gained

Among the benefits gained are:

- Truly international sites
- Full control over the eBranding of Qantas across international sites
- Good market penetration and acceptance of their promotional messages
- Increased traffic build up and retention



### WORLD CUP 17

<http://www.worldcup17.com/>



#### The Challenge

WorldCup17.com is an online portal for soccer fans to purchase soccer tickets. They need a wide coverage of their online system to the Asia. The challenge is, for this deployment to be completed within 2 weeks.

#### Our Contributions

eTranslate provided the full multilingual websites and booking system along with the absolute caution for details of graphics and flashes. WorldCup17 has an online ticket purchase system that requires the accommodation of the different characters and currency. We provided the necessary process to allow this mechanism work for American, Japanese and Korean languages as well as their currency.

#### Benefits Gained

eTranslate had helped WorldCup17 secure over 7,000 premium tickets at USD\$1,000 each, which results to over \$7 million dollars worth of income. Besides achieving the deployment of

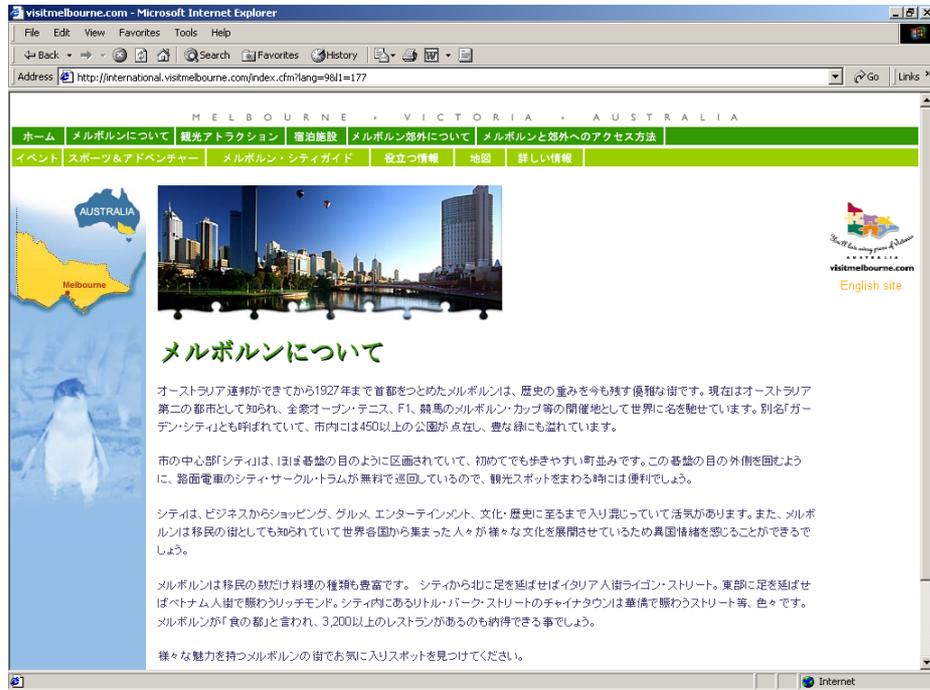
<http://www.worldcup17.com/> in time and within budget, the other benefits by engaging eTranslate are:

- Gaining recognition for its international sites to meet the needs of the local and overseas audience
- Promoting [www.worldcup17.com](http://www.worldcup17.com) to the language search engines
- Full control over the eBranding WorldCup17.com across international sites
- Good market penetration and acceptance of their promotional messages
- Increased traffic build up and retention



VICTORIA TOURISM ONLINE

<http://international.visitmelbourne.com/>



**The Challenge**

Victorian Tourism Online (VTO) was created as an online subsidiary of Tourism Victoria. VTO needed to deploy a platform for them to deploy international language variant sites to support each of their overseas marketing effort. They need a capability to publish multilingual content that meets international marketing standards in a rapid response fashion that meet their active marketing campaigns.

**Our Contribution**

eTranslate provided the complete solution for the development of the international language variants of the Web site from the multilingual web publishing environment to content translation to full deployment and promotion of the language versions. Initial version includes German, Simplified Chinese, Traditional Chinese and Japanese.

- Customisation and supply of a Cold Fusion based Web publishing system
- Support in the preparation of English materials for localisation and the localisation of content
- Multilingual Web Publishing to adapt templates and add additional elements to reflect overseas styles
- Integration and Testing, including testing by in-country native testers
- Training
- Deployment of the Web Site and International Web Promotion



### Benefits Gained

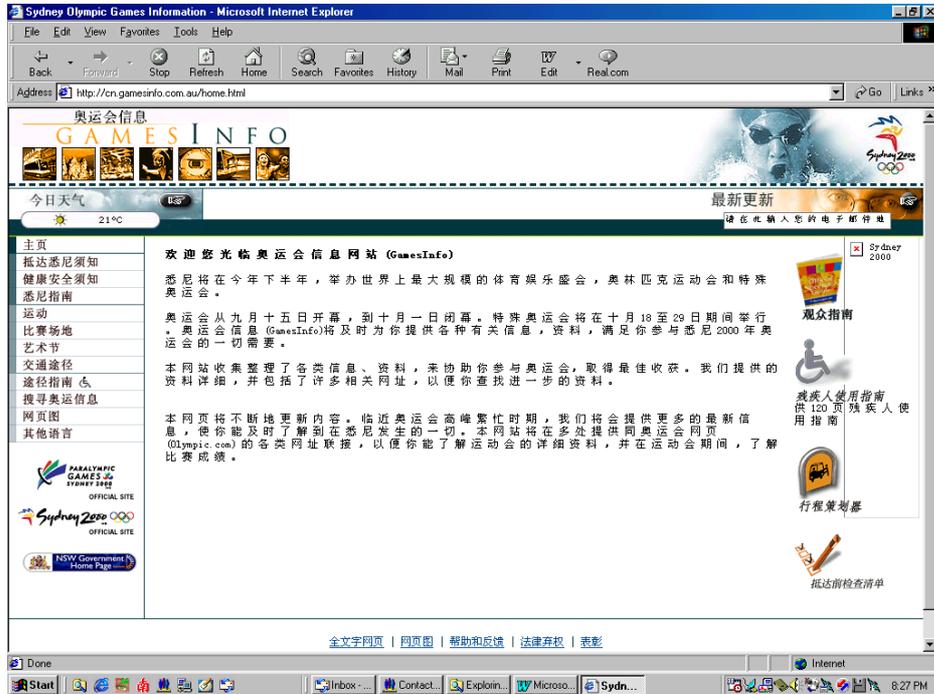
Among the benefits gained from engaging eTranslate were:

- Truly international sites reflecting the needs of the local audience
- Full control over the eBranding of Tourism Victoria across international sites
- Good market penetration and acceptance of their promotional messages
- Increased traffic build up and retention



### SYDNEY 2000 OLYMPICS COORDINATION AUTHORITY

http://www.gamesinfo.com.au/



### The Challenge

The Sydney 2000 Olympic Coordination Authority needed a Website to promote what the games, Sydney and Australia has to offer to the rest of the world. The platform needed to be developed in a very short space of time to attract million of overseas visitors to promote awareness of the games.

### Our Contribution

eTranslate was commissioned to provide a complete international web marketing and promotion platform. eTranslate supplied the technology, the content localisation, the cultural input and the international online promotion that succeeded in generating million of hits

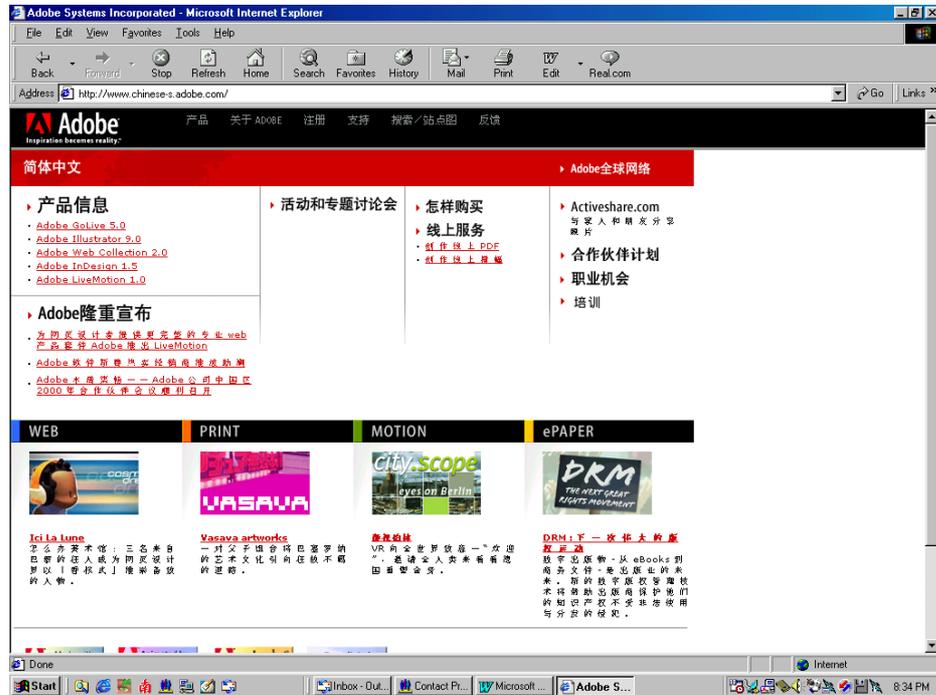
Key features of the services were;

- The supply of a multilingual Web publishing solution
- Creative design to provide a Web site for rapid download
- Translation of thousand of pages into Simplified Chinese and 10 other languages
- International online promotion of the site



### ADOBE CORPORATION

http://www.chinese-s.adobe.com/



### The Challenge

Adobe Corporation operates a number of sites worldwide. Each country site serves as a sales and marketing platform to promote the Adobe branding on all its graphics and multimedia products. Adobe requires an Asia Pacific globalisation and creative partner to continuously develop and maintain their Asian sites

### Our Contribution

eTranslate has acted as a globalisation and creative partner to continuously maintain the China site, Hong Kong, Korea and Japan. We provided the following services:

- Globalisation of content to reflect local market requirements and cultural resonance
- Creative Support on the hundred of pages updated weekly
- Web engineering and development of the backend functionality

### Benefits Gained

Among the benefits gained from engaging Catalytic Digital include:

- Truly international sites reflecting the needs of the local audience
- Full creative support that meets international standards
- One stop shop for all online creative support
- Increased traffic build up and retention



## IMMIGRATION GOVERNMENT OF AUSTRALIA

<http://www.immgi.gov.au/visitors/>



### The Challenge

Immigration Government of Victoria needed to deploy a platform for them to deploy international language variant sites to support each of their overseas marketing effort. They need a capability to publish multilingual content that meets international marketing standards in a rapid response fashion that meet their active marketing campaigns.

### Our Contribution

eTranslate provided the complete solution for the development of the international language variants of the Web site from the multilingual web publishing environment to content translation to full deployment and promotion of the language versions. The languages included are: Arabic, Simplified Chinese, Malaysian, Japanese, Korean, etc.

- Customisation and supply of a Cold Fusion based Web publishing system
- Support in the preparation of English materials for localisation and the localisation of content
- Multilingual Web Publishing to adapt templates and add additional elements to reflect overseas styles
- Integration and Testing, including testing by in-country native testers
- Training
- Deployment of the Web Site and International Web Promotion



### Benefits Gained

Among the benefits gained from engaging eTranslate were:

- Truly international sites reflecting the needs of the local and overseas audience
- Full control over the eBranding of Immigration Government of Victoria across international sites
- Good market penetration and acceptance of their promotional messages
- Increased traffic build up and retention

### INTERNATIONAL CLIENTS

Ehealthcareasia.com – <http://www.ehealthcareasia.com>

DollarDex Corporation – <http://www.dollardex.com>

### AUSTRALIAN CLIENTS

Sydney Olympic Games Information Site <http://www.gamesinfo.com.au>

ANZ Bank <http://www.anz.com>

Griffith University <http://www.gu.edu.au/centre/call/gueli/>

### JAPANESE WEBSITES

Visit Melbourne <http://international.visitmelbourne.com/index.cfm?lang=9>

Sydney Australia <http://www.sydneyaustralia.jp>

### CHINESE WEBSITES

Asia Club Challenge <http://www.asiaclubchallenge.com/Chinese-T/index.html>

New Asia Singapore <http://www.newasia-singapore.org.tw/>

### MALAY WEBSITES

Tourism Malaysia <http://www.tourismmalaysia.gov.my>

New Asia Singapore <http://www.newasia-singapore.com/>