

# ME Localize

## Middle East Localization



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

# Welcome to ME Localize



Located in the heart of the Middle East and Africa, ME Localize has been founded as a pioneering translation and localization company in Cairo-Egypt. The company is the fruit of prestigious seed of pride in terms of technical and linguistic expertise deeply rooted since 1999, irrigated with accumulated practical experience of decades, attended by professional specialists with renowned quality reputation in the industry, bloomed with the standards and norms of Translation and Localization Quality Management Systems (ISO 9001:2008 and EN 15038), refined by our stringent Quality Control procedures and Partners' contributions and inputs, and is now mature to pick as your reliable partner in Middle Eastern and African Languages.

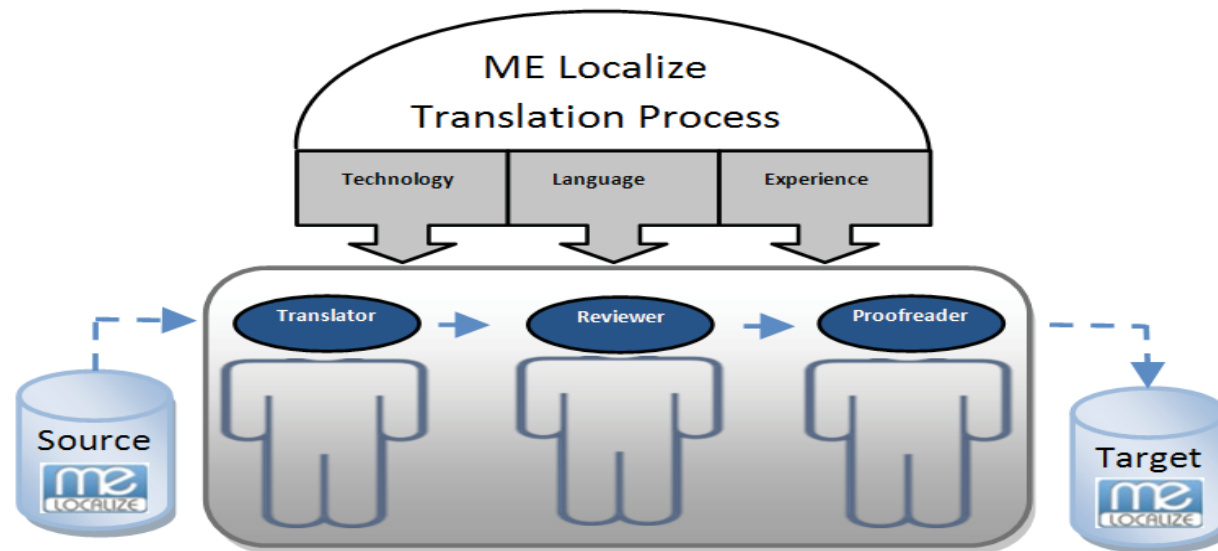


ME Localize mission is to bridge the gap between the western culture and the Middle Eastern and African communities, helping businesses to grow and expand their market and ROI rates by introducing their products and services in a professional look and feel to the end consumer or user. We are also committed to excellence by flexibly meeting client's qualitative and quantitative requirements, delivering quality work within client's time frame, and budget.

ME Localize philosophy is to continue retaining customer highest level of satisfaction and keep doing what makes us distinguished from other competitors in the region. ME Localize do not only localize, but also advise customers on potential challenges and issues that may arise along the project processing beforehand, recommending best approaches in light of project peculiarities, thanks to the knowledge and technology we have mastered throughout years of hands-on experience.

# Services: *Translation*

Working with conformance to standards of EN 15038, ME Localize provides Translation, Editing, and Proofreading (TEP) process as a must, away from the quality control system. The linguists are divided into 3 categories with specific job description and roles, based on the skills and proficiency (s)he has; the Translator and S. translator handle the translation phase, the Reviewer takes care of the revision phase, and the Proofreader who makes sure work is done properly in terms of content and layout:



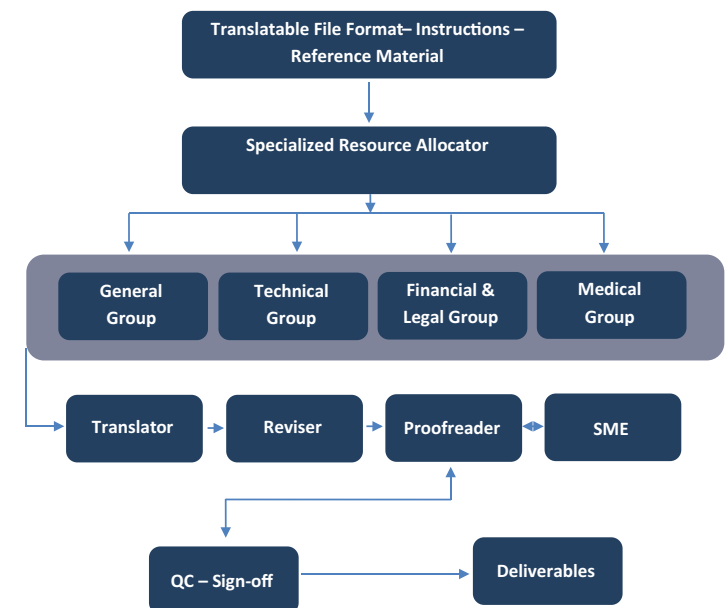
Each of our translation and localization team leads is a subject-matter expert with at least eight years of verified translation industry experience. ME Localize employs cutting-edge translation memory and terminology management tools to maintain consistency across projects and to benefit from leverage obtained from legacy records.

# Services: Translation

- **The first stage** is the translation phase, wherein the linguist renders the source language text into the target one, making sure to follow the grammatical, linguistic, spelling and cultural norms of the target language. The translator must have at least 3 years experience in the subject matter he is handling. He must have passed the linguistic and technical test set by ME Localize for the specialization of interest.

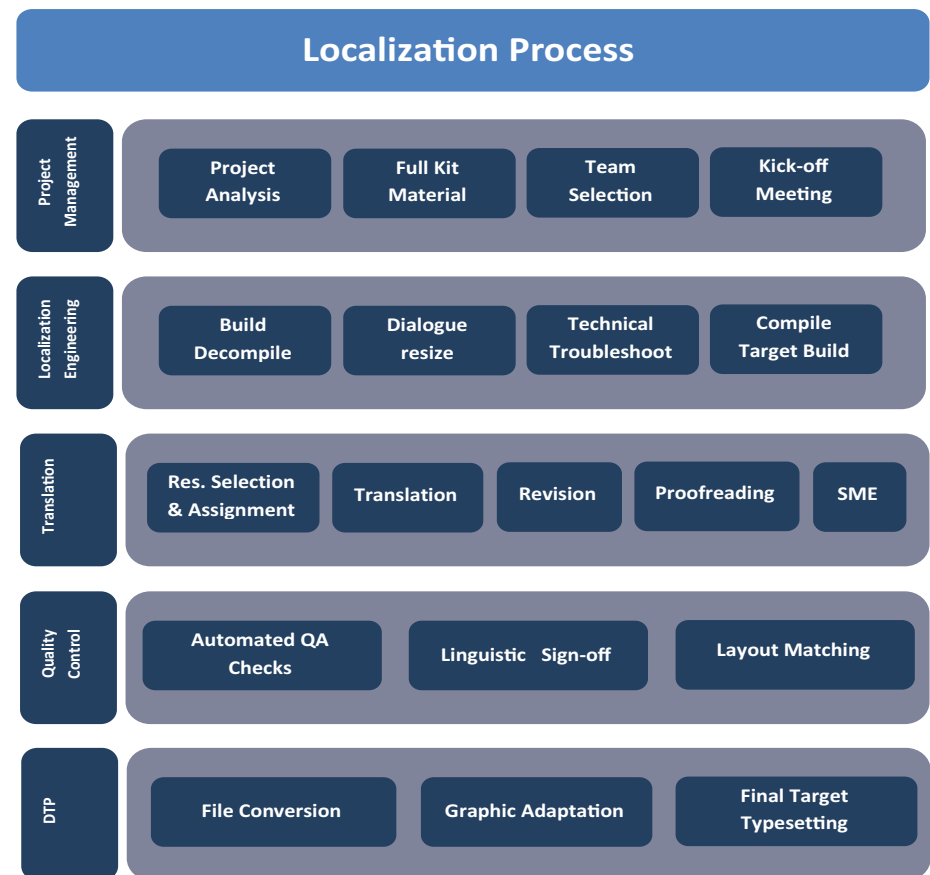
- **The second stage** of translation is the revision phase, wherein the reviewer checks the source text against the target one provided by the translator, sentence by sentence and word by word. The reviewer checks that the instructions have been followed by the translator along with other linguistic and grammatical norms, making sure that the meaning is properly rendered with high accuracy. The reviewer ensures that the localization rules have been followed, in case of localization projects. The reviewer must have min 5 years experience in the specialization field.

- **The third stage** is the proofreading phase wherein the proofreader ensures that the whole project is consistently translated, especially when there are more than one reviewer involved in the project, and the proofreader reads the target making sure that the project specifics have been respected and the final output is in the correct form and shape, running the QA Checks and localization validation rules, providing automated reports that confirm error free deliverables, along with sign-off sheets.



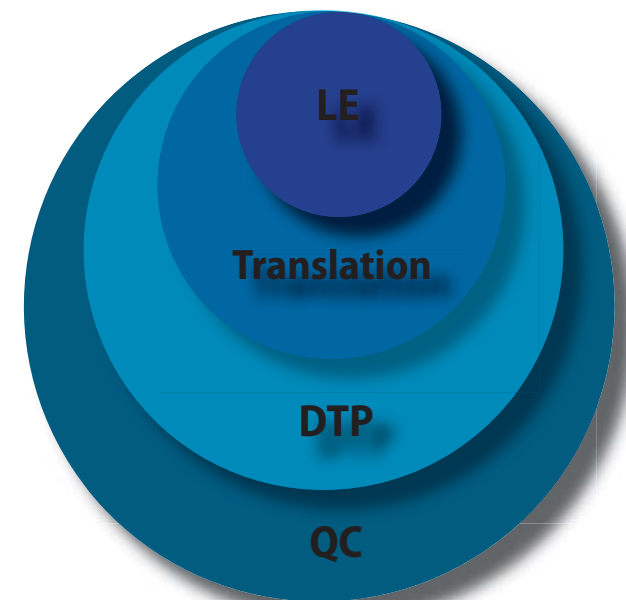
Most of the Middle Eastern languages are right to left (RTL) languages, in other words, the text reads from the right side of page to the left, which is opposite to the most of the western languages, which are left to right (LTR) in orientation. This poses some challenges and makes localization into these languages not a smooth straightforward job, in terms of layout, orientation and direction, linguistic norms and other peculiarities. Throughout the experience and versatile projects handled by our calibers with various qualitative and quantitative aspects, ME Localize has built up an expertise and troubleshooting skills, making use of most updated technology and creating custom tools to help them in their mission of solving most of the problems arise throughout the localization process of the product, taming the challenges, and adapting the product to the target language norms.

ME localize has an extensive experience in localization. ME Localize is distinguished from other Middle Eastern vendors in terms of the technical knowledge the team has accumulated during their work in localization projects, handling big ERP, E-Learning, Automotive, Telecom., Printers, Medical, Legal, Financial, Game...etc projects.



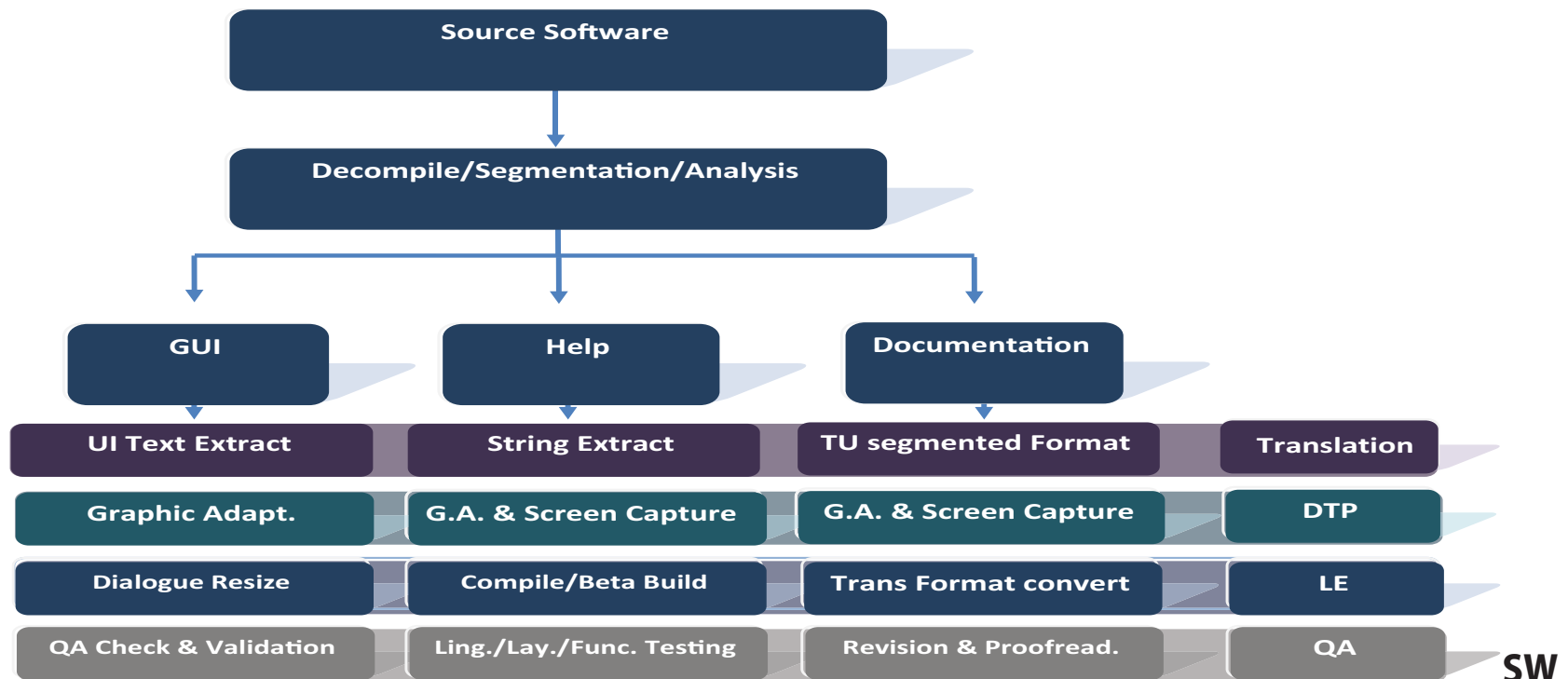
ME Localize helps customers introduce their product, or service in the form that would appeal to and be convenient to the native end user. The company has extensive experience in software and Hardware localization, working on user interface, help, and documentation files using a wide range of CAT tools. We can handle all file formats, such as .rtf, .doc, .ppt, .xls, .ttx, .edb, .he, .itd, .ttk, xml, html etc., making use of most updated versions of CAT tools, such as Trados, SDLX, SDL Trados Studio, Helium, LocStudio, Catalyst, HyperHub, Idiom, MemoQ, Passolo, Transit, Wordfast, QA Tools (Xbench, QA Distiller, LTB), Translation Workspace, Xliff Editor, Indesign, Illustartor, FrameMaker, PageMaker, ... and other customer/account specific tools.

A dedicated team, consisting of a project manager, translators, editors, proofreaders, software engineers, multilingual desktop publishing specialists and QA testers, completes each project using all top niche technology, assigning most competent resources, achieving highest levels of accuracy by working in accordance with Quality Management System guidelines and Quality Control system.



It is the adaptation of software to the linguistic, cultural and locale specific norms of the target build, making the software convenient in look and feel to the native end user. Compared to LTR western languages, complex Bidi languages with RTL orientation need special attention and intensive work when localizing into, as they have their peculiarities and specific standards that are completely different in content, layout and orientation.

ME Localize have a wide range of localization software that cover all project scopes. ME Localize has handled various software projects in various fields; including build segmentation, time and resources analysis, material preparation (including style guide creation and glossary maintenance), UI, UA and Documentation translation, graphic and script adaptation, compilation, and testing.



# Services *Localization (SW)*

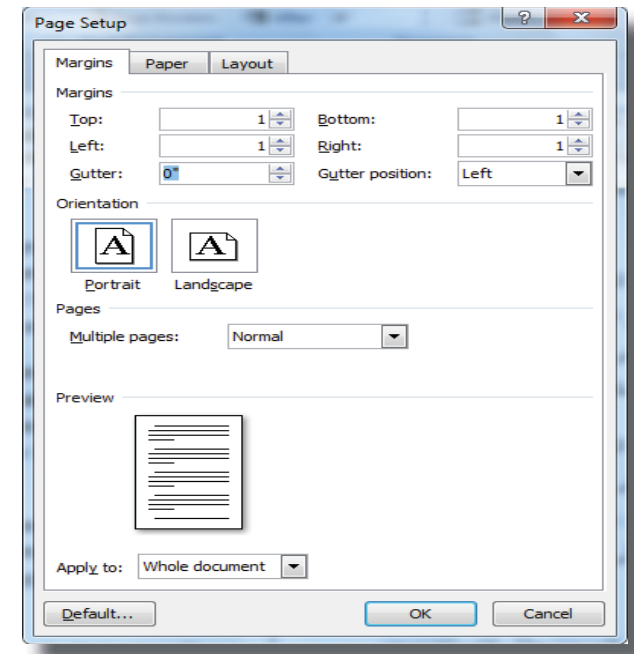


## Localization consists of two main components:

### User Interface (UI):

We localize SW menus and messages displayed on screens of various devices into multiple languages. This service is available for a wide range of devices, from digital cameras, printers and mobile phones to medical devices and industrial machinery.

Translations are tailored to the size of the screen and to specific font sizes, which are determined by the GUI design. UI is translated using CAT tools developed for the purpose of SW UI string localization, such as Passolo, Alchemy Catalyst, LocStudio ... etc.



### User Assistance (UA) and Documentation:

ME Localize has a fully dedicated team that has a great experience in translating User Assistance content, including documents, manuals, help files, online help translation and adaptation, help compilation (RTF, HTML or XML based), etc. ME Localize uses wide range of UA files localization software.

```
<?xml version="1.0" encoding="UTF-8"?>
<xliff version="1.2" xmlns="urn:oasis:names:tc:xliff:document:1.2">
<file original="main.brs" source-language="en-US" target-language="de-DE" datatype="x-brs">
<body>
  <trans-unit id="0">
    <source>Hello Localization</source>
    <target>Hallo Localization</target>
  </trans-unit>
  <trans-unit id="1">
    <source>Exit Video</source>
    <target>Verlassen Video</target>
  </trans-unit>
</body>
</file>
</xliff>
```



ME Localize DTP team consists of professional typesetters, who has gained an extensive technical and Bidi script formatting experience. Middle Eastern scripts layout and orientation has their own peculiarities and challenges.

After years of DTP practices and collaboration with other DTP specialists in western companies, ME Localize has found that it would be more effective if Bidi and RTL languages are handled by DTP specialists who are fully aware of this locale's specifics in terms of technical and form aspects to save rework time and money, due to repeated rounds, resulted from intense communication of Bidi and RTL specifics to the western DTP specialist, who is not well equipped with ME versions and RTL Add-ins, in addition of being unaware of the script orientation and linguistic unique characteristics, making it difficult to understand the changes required.



The native DTP specialist has full knowledge of regional norms and standards, such as character corruption, orientation, font appropriateness, date/time/numbers format, and other unique attributes to the language he is typesetting in. The native DTP specialist also makes it easier for the native QA specialist in terms of efficient communication and limited scope of errors that can be detected and recorded.

The DTP process is a very important stage in the localization workflow, and it can make the publication a masterpiece of the original source content, building up on the accurately and professionally translated content, or it can be a mess of fragmented, incoherent objects. ME Localize applies strict and picky proofreading rules and QA checklists to ensure an accurate layout, content formatting and style of fonts, paragraphs, images, and objects. An important role, following document conversion, graphic localization, postscript and pdf creation, is the QA and proofreading of final pdf output, making sure layout, content, and linguistic norms are properly displayed in accordance with the standards of the target locale.



Our DTP specialists have been able to produce an eye catching brochures, manuals, posts, user guides, books, pamphlets, ...etc, using a wide range of up to date versions of CAD tools; such as Adobe Acrobat, InDesign, Illustrator, QuarkXpress, FrameMaker, PageMaker, Interleaf, Photoshop, MS Office, and MS Publisher.

## Testing

ME Localize makes tests for applications, products, devices, websites, and games in order to validate and verify Quality of Service (QoS). Our testing services include coverage of each category of problem types that can occur:



- **Linguistic testing** – Linguistic accuracy, Typographical, grammatical, cultural-appropriateness, and regional settings. Consistency checking of printed documentation, online help, messages, interface resources, etc.
- **Layout testing** – Text and objects orientation, text truncation, line breaking, proper encoding for screen display, accent character spacing, and more.
- **Functional testing** – Basic object functionality testing, Compatibility with localized code pages, text input acceptance, menu functionality, string manipulation, command-key sequences, etc.

# Why Us?



**International Standards:** Working according to internationally accredited translation and localization management systems: ISO 9001:2008 and EN 15038.



**Knowledge and Technology:** Having the most renowned calibers in localization market with highest level of competence and excellence. This is accompanied by advanced technical knowledge of state-of-the art CAT, CAD, LOC, and QA check tools.



**Quality Assurance:** Applying stringent Quality Control system, represented by more than two quality optimization stages and automated QA checks run by QC department independently, providing error-free deliverables.



**Reliability:** A partner you can rely on in terms of high availability (24/7 of communication response, 6 days/week of production). High turnaround, without compromising quality level. Capability of handling various quantitative and qualitative project requirements. Keeping highest level of discretion regarding customer confidential and sensitive information.



**Customer Oriented:** Accredited PMP certified project managers capable of fully understanding customer needs and requirements, turning them into deliverables, within customer's timeframe and budget.

# Contact us



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