

TRANSLATION ACES NEWS

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◆ HOLIDAZING at TRANSLATION ACES! ◆



HOLIDAY GREETINGS IN EVERY LANGUAGE FROM ALL OF US AT **TRANSLATION ACES!**

NEW NEWSLETTER FEATURE: WHY WE'RE BETTER THAN GOOGLE

Read on, MacDuff [to paraphrase another famous linguist ...]

What **TRANSLATION** means to Google, Redux!

Google Turns to Human Translators

According to Google, more than 1.5 million new Android phones and tablets all over the world are turned on daily for the first time. The opportunity for app developers to gain new users is extraordinary, but so is the language barrier.

To help developers reach users in other languages, Google introduced the "App Translation Service" — human, not machine — in November; the app is part of the company's *best practices in localization checklist*.

Yup, you read it right: the company that sired *Google Translate* recommends that app developers use **human** translators!

*"If you are considering machine translations as an alternative, keep in mind that automated translations are less reliable than **high-quality professional translations** and may not produce as good an experience for your users."*

Bravo! For once we agree with ya, Google.

WE REAL human linguists can handle anything!



vs.











◆ THIS MONTH'S HIGHLIGHT ◆

We recently translated dozens of German patent applications concerning such diverse items as

power tools	protective gloves	tooth data sets

◆ FEATURE ◆ Lingua Quiz!

1. MIX AND MATCH HOLIDAY FOODS AROUND THE WORLD!

				
(a)	(b)	©	(d)	(e)
				
(f)	(g)	(h)	(i)	(j)

- (1) Elisen
 - (2) Dominosteine
 - (3) Egg Nog
 - (4) Gingerbread
 - (5) Stollen
 - (6) Latke
 - (7) Fruitcake
 - (8) Gelt
 - (9) Pfeffernüsse
 - (10) Pfefferkuchenhaus

2. MIX & MATCH what we do and for where!

- | | |
|-----------------------|------------------|
| (a) Traduction | (1) Teresina |
| (b) Překlad | (2) Torun |
| (c) Traducción | (3) Tripoli |
| (d) Vertaling | (4) Tallulah |
| (e) Traduzione | (5) Trier |
| (f) Fordítás | (6) Timisoara |
| (g) Übersetzung | (7) Trieste |
| (h) Tłumaczenie | (8) Teplice |
| (i) Tradução | (9) Toulouse |
| (j) Traducere | (10) Tokaj |
| (k) Перевод | (11) Trabzon |
| (l) Översättning | (12) Trollhättan |
| (m) Çeviri | (13) Tver |
| (n) ترجمة إلى العربية | (14) Tegucigalpa |
| (o) Translation | (15) The Hague |

ANSWERS:

1. (a) = (6); (b) = (3); (c) = (7); (d) = (4); (e) = (8); (f) = (5); (g) = (9); (h) = (10); (i) = (1); (j) = (2)
2. (a) = (9); (b) = (8); (c) = (14); (d) = (15); (e) = (7); (f) = (10); (g) = (5); (h) = (2); (i) = (1); (j) = (6); (k) = (13); (l) = (12); (m) = (11); (n) = (3); (o) = (4) + (15)