

Shenzhen NoblePen Translation & Localization Co., Ltd.

Punctuality • Quality • Service

The keys to Our Success



NoblePen (Register Number is ShenFuSiZi S03378) is committed to providing translation and localization services in the fields of electronic, telecommunication, IT, biology, medical and commerce, etc. Our company promotes a strategy of using the top talents and an overall quality control system. We have a professional inhouse translation department and a team of native translators from France, Holland, Sweden and various nationalities. We are competent in translating a variety of different languages. NoblePen makes use of localization tools like Trados in carrying out the management of projects and terms. In addition, interpretation and website translation are also gradually becoming our new areas of advantages.

◆ Translators Association of China



◆ Translators Association of Shenzhen



We continuously strive and pursuit for excellence and with each step we move closer to success!

- Jul 2002 – Shenzhen NoblePen Translation & Localization Co., Ltd. was founded
- Sept 2002 – Became the appointed language service provider (LSP) for Nikkei Electronics Asia
- Dec 2002 – Became the appointed LSP for UTStarcom
- Nov 2003 – Became the appointed LSP for CNOOC and Shell Petrochemicals Company Limited
- Feb 2004 – Became the appointed localization service provider for FJ Company in America
- Aug 2004 – Interviewed by Hong Kong Cable Television
- Jun 2005 – Became the appointed LSP for Planning&Design of Shenzhen Olympic New Town
- Aug 2007 – Became the appointed LSP for Shenzhen Bay Sports Center, which some matches will be held in for the 26th Summer Universiade in 2011
- In 2007 – Became a member of Translators Association of Shenzhen and the member of Translators Association of China
- May 2008 – The great novel *Family Wars* translated by our company began to be sold

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What are the differences that exist between individual translation companies? The basis lies on 2 two important aspects - enterprising culture and the concept of service. It is precisely this concept that determines the management of both the company and its talents, in addition to deciding the quality of the end-product.



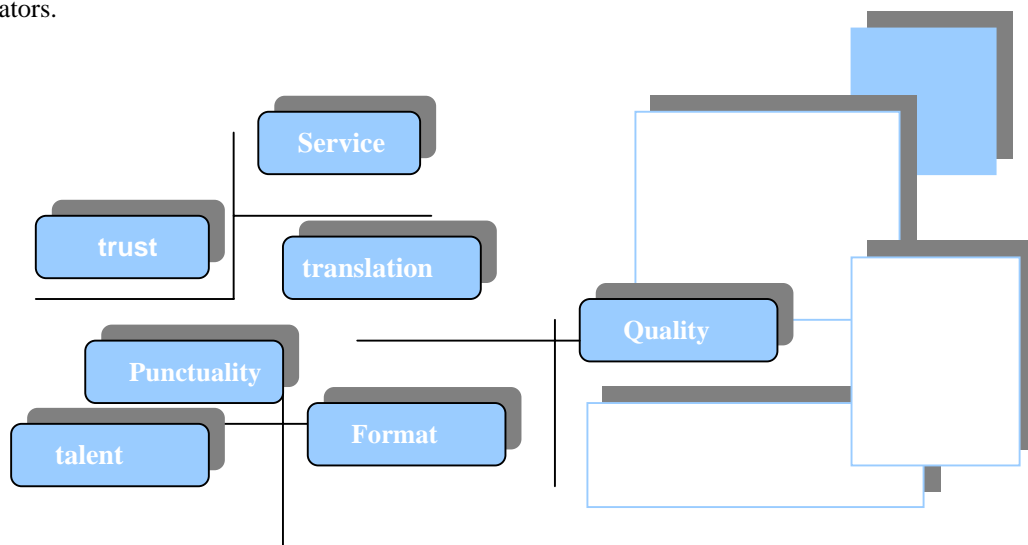
customers' satisfaction.

The element of trust: Chinese people are laying more and more emphasis on the concept of "trust management". This is that our company strongly upholds and this has led to a 98%

The element of translation: Translation is not merely an art; it is also a job that needs to be carefully-crafted and details-focused. That is why in Noble Pen, we practiced and believed in the quality-control philosophy of having "Have more thoughts for our clients while committing one less mistake". And together, we eliminate low-level mistakes.



The element of talent: The company has a perfect and complete set of recruitment policy. We emphasize strictly on the testing, selecting, cultivating, employing and maintaining of all our talented translators.

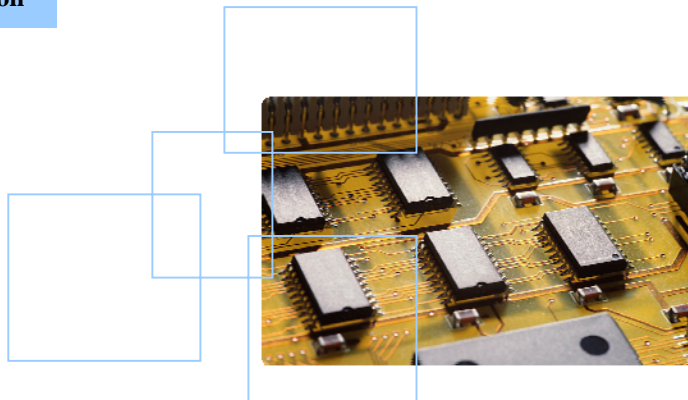


When evaluating the quality of our service, our clients actually experienced four levels of different feelings. In the first place, we have punctuality; next comes format, in the third place, we have quality and finally service. Only by achieving the best in these four areas that we can provide a really excellent service!

Our company focuses highly on our quality of translation. Improving the quality is not an empty promise, but excellent quality is derived from cooperative efforts of all parties in our company.

- Scientific process of translation**

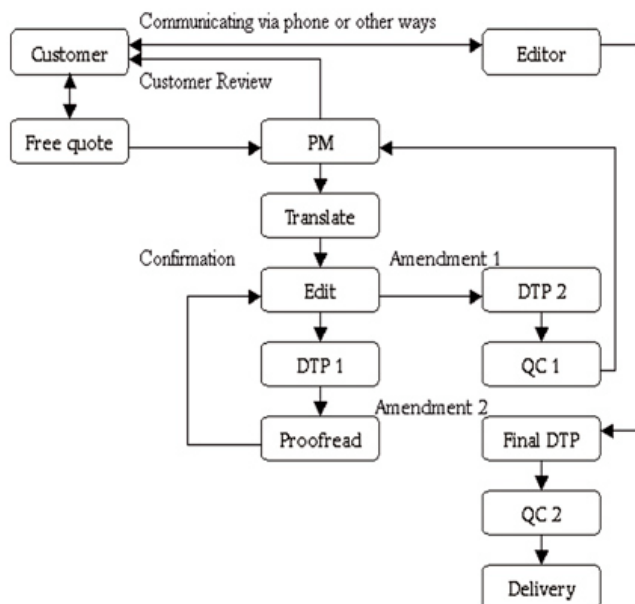
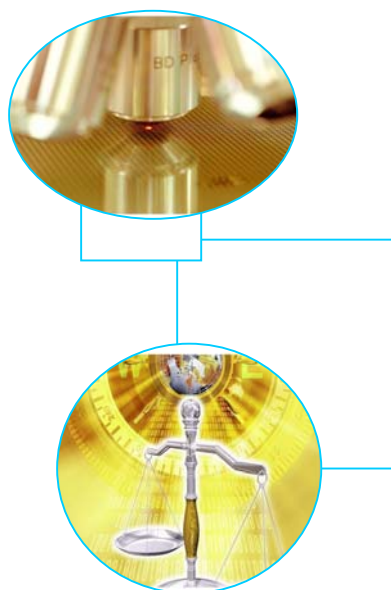
- (1) Project Analysis
- (2) Establishing project team
- (3) Establishing Glossary.
- (4) Translation
- (5) Proofreading
- (6) Editing
- (7) DTP
- (8) Reviewing



- Stringent Translator Selection**

We know that the translation quality of translators not only depend on their language knowledge and skills but also rely on their professional technical knowledge by the years of translation practices and management experiences. So we developed a set of translator assessment and hiring standards:

- Strong technical strength**





The city of Shenzhen is located at the South-central coastal area of China's Guangdong province. It is to the south of Hong Kong, next to the Kowloon Peninsula and is divided with the New Territories region of Hong Kong by a river. There, it has been given the name of the "Backyard of Hong Kong". The total area is about 2,020 square miles. The

population is about 8 million people, most of whom are migrants, hence Shenzhen is also called the "City of Migrants".



Shenzhen is highly-developed economic special zone of China. It is established in 1980 and it includes the Luohu District, the Futian district and the Nanshan District, etc.

Shenzhen is one of the most important cities for tourism in China. Although it does not pride itself of having famous mountains or rivers, and has a shortage of famous tourist spots, but it has been given the honour of being China's theme Park and innovation city for tourism.

● Noblepen is located in Futian Central Business District (CBD) of Shenzhen, hence its close proximity to the various electronic factories. Whilst providing them with excellent translation services, we also improve our skills and know-how on electronic and communication.

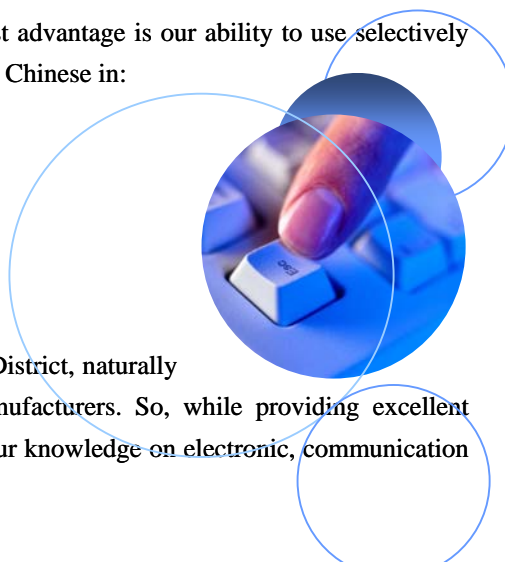
Translation work cannot merely depend on the knowledge of a foreign language, a translator must have:

- a deep understanding of the native language, this include the understanding of the cultural background of the native language;
- possess excellent expression abilities for the target language, be able to organize the language freely, then only can you translate reasonably;
- possess related professional knowledge of the topic or respective area of study, not only understand but master related professional vocabulary and jargons used in the industry;
- proficient in computer skills, be able to make use of various software to conduct translation, and yet not disrupt the format of he original file, even to the extent of making simple formatting of the passage.



We believe that, when facing a foreign market, our greatest advantage is our ability to use selectively top-notch foreign language experts whose mother-tongue is Chinese in:

- translating English into Simplified Chinese;
- translating English into Traditional Chinese;
- translating Chinese into English
- translating Japanese into Chinese
- translating Korean into Chinese



Noblepen is located in Shenzhen Futian Central Business District, naturally we are in close proximity to various big electronic manufacturers. So, while providing excellent translation services to those companies, we also improve our knowledge on electronic, communication and other technical professions.

At Noblepen, we believe that a company should have a mainstream line of assignment and not one that covers every area-type of translation. Our mission is to provide first class service to:

- Biology
- Medical
- Automotive
- Chemical

- Electronic
- Communication
- IT
- Construction

etc technical area type of translation work.

Noblepen has rich localization experiences and we can provide localization services of software, websites and documents suitable for Asian market and clients.

Our localization services include:

- \$ localization for source codes of software resource files
- \$ localization for application user interfaces
- \$ localization for online help files
- \$ localization for documentation and manuals
- \$ localization for websites



The file format includes TTX, HTML, RTF, DOC, PDF, FM, RC, CN, HPI, Java, property, d2w, sql, QuarK, etc.

Our localization engineering includes:

- \$ extract resource files
- \$ format conversion for localized documents
- \$ adjust size of localized control
- \$ compile localization software and online help system
- \$ capture screen image of localized software



We are the familiar user of the following tools:



- \$ SDL TRADOS
- \$ SDLX
- \$ Passolo
- \$ OmegaT
- \$ Xbench
- \$ Visual Localizer
- \$ Comparator
- \$ Transit
- \$ Idiom
- \$ Multilizer

NoblePen boasts of having many fulltime DTP (DeskTop Publishing) teams familiar with various International DTP specifications. With our experiences and know-how, we can provide multilingual and cross-platform DTP services for our clients in the strict QA process.

Our DTP services include:

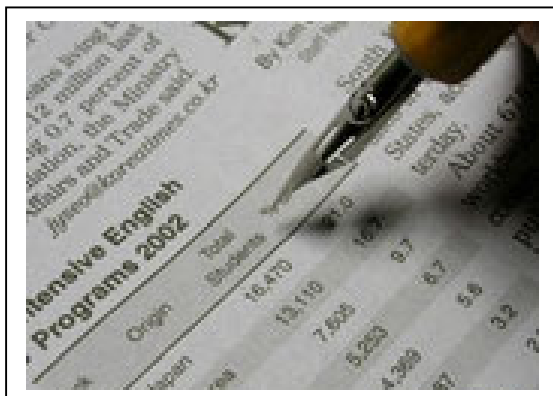


- Conversion of document formats
- Selection of colour, font and image
- Setting of document Layout
- Editing of image and graphic
- Production of target language document
- Production of PDF and PostScript
- Production of film
- Output of hard copy

Applications for DTP:			
FrameMaker +SGML		QuarkXpress	
PageMaker		Microsoft Office	
Adobe Acrobat		PhotoShop	
Illustrator		CorelDraw	
Indesign		Macromedia® Freehand	
Operating Systems:			
OS	Version	Language	Platform
Windows	95, 98, 2000, XP, NT	English, Chinese Simplified, Chinese Traditional, Japanese, Korean, Thai	PC
Mac OS	9.x, 10.x	English, Chinese Simplified, Chinese Traditional	Mac
Images:			
EPS, PSD, CDR, TIF, JPG, GIF, WMF, etc.			

Frequently-used Fonts for Asian Languages:

Chinese Simplified	宋体 华文中宋 文鼎CS大宋 华文细黑 黑体 文鼎CS大黑	Chinese Traditional	全真細明體 全真中明體 文鼎特明 文鼎新中黑 文鼎新粗黑 文鼎中特黑
Korean	HY신명조 HY태명조 HY견명조 HY중고딕 HY태고딕 HY특태고딕	Japanese	D F 平成明朝体W3 D F 平成明朝体W5 D F 平成明朝体W7 D F 平成明朝体W9 D F 平成ゴシック体W3 D F 平成ゴシック体W5 D F 平成ゴシック体W7 D F 平成ゴシック体W9
Thai	การพิมพ์หัวข้อวิไลซ์ (P5 AngsanaUPC) การพิมพ์หัวข้อวิไลซ์ (P5 BrowalliaUPC)		
Vietnamese	Bạn cần có mã chi (VNarial) Bạn cần có mã chi (VNCourier New)		
Hindi	आपकी सुरक्षा के लिए (HindiSanskrit)		
French	Placez le bouton 2 en position 'RADIO ON' : la radio est en fonctionnement.		
Italian	Regoli l'interruttore 2 alla posizione "RADIO ON" , la radio è accesa..		
German	Setzen die Schalter 2 zu "RADIO ON" Position, das Radio ist angeschaltet.		
Spanish	Ajuste el interruptor 2 a la posición "RADIO ON" la radio está encendida.		



- **English into Simplified Chinese:**

Translating: USD0.06 (Negotiable from USD0.04 to USD0.08)
Editing: USD0.03 (Negotiable from USD0.02 to USD0.05)
Proofreading: USD0.02 (Negotiable from USD0.01 to USD0.03)
Hourly rate: USD 15 (Negotiable from USD10 to USD20)
Minimum charge: USD30 (Negotiable USD10 to USD30)

- **Simplified Chinese into English:**

Translating: USD0.04 (Negotiable from USD0.03 to USD0.06)
Editing: USD0.02 (Negotiable from USD0.015 to USD0.04)
Proofreading: USD0.015 (Negotiable from USD0.01 to USD0.03)
Hourly rate: USD 15 (Negotiable from USD10 to USD20)
Minimum charge: USD30 (Negotiable USD10 to USD30)

- **Japanese into Chinese**

Translating: USD0.02 (Negotiable from USD0.015 to USD0.04)
Editing: USD0.015 (Negotiable from USD0.01 to USD0.02)
Editing: USD0.015 (Negotiable from USD0.01 to USD0.02)
Hourly rate: USD 20 (Negotiable from USD15 to USD30)
Minimum charge: USD30 (Negotiable USD10 to USD30)

- **Korean into Chinese**

Translating: USD0.03 (Negotiable from USD0.02 to USD0.05)
Editing: USD0.02 (Negotiable from USD0.015 to USD0.04)
Proofreading: USD0.015 (Negotiable from USD0.01 to USD0.03)
Hourly rate: USD 20 (Negotiable from USD15 to USD30)
Minimum charge: USD30 (Negotiable USD10 to USD30)

- **DTP**

USD3.00 (negotiable from USD2.00 to USD6.00) per page,
depending on the actual situation



◆ Family War – a business novel



◆ Leuze electronic



◆ Electronic Technology

