



## **WORLD BUSINESS PARTNER**

Connecting people, products,  
and businesses around the world

ida Corporation



<http://www.idanet.co.jp/>

Contact us with your global content needs, including  
multilingual translation, Web development, and content  
management.

ida Corporation

### **Osaka Head Office**

4F Umeda Asuka Bldg., 1-17 Taiyujicho, Kita-ku, Osaka 530-0051 Japan  
Tel: 06-6360-6300 Fax: 06-6360-6303

### **Tokyo Office**

2F Fuji 28, 7-26, 2 Chome, Kitaoyama, Minato-ku, Tokyo 107-0061 Japan  
Tel: 03-6890-0591 Fax: 03-6866-9979

# Successful Strategies for Your Global Business



Since its founding in 1997, ida has provided localization services between most Asian and European languages, as well as English and Japanese, to established global companies and those taking their first steps overseas.

With a network of professional translators spread around the world and our ability to maintain a high level of quality, we have established a service system capable of consistent production. We have put into practice a process management system that promotes sharing and reuse between print, online documentation, and web content. Our unique combination of language services and engineering supports our customers' international expansion and has also built trust and long-standing relationships.

Increasingly, companies are seeking to accelerate their overseas expansion. At ida, we show our commitment to our clients' success by providing world-class service that maintains a balance of quality, cost, and speed.

Contributing to global business development by connecting people, products, and businesses is our purpose and our pleasure.

Representative Director

*Tod Richard Baudin*

Tod Richard Baudin

## *Our Global Support Services*

### **Multilingual Translation**

Support for more than 80 languages, including Asian and European languages. Using a network of professional translators around the world, we provide high-quality service in a wide range of fields, including patents, technology, finance, legal, medical, and more.

### **Product Marketing and Manuals**

At ida, we are committed to creating consistent multilingual promotional materials tailored to each region. Enhance the value of your products with catalogs and manuals that are easily understood by locals.

### **Website Creation and Management**

ida is your one-stop provider for everything from translation to global website planning, creation, and management. We support regional marketing strategies while maintaining consistency across your global website.

### **Localization Technology**

Using the latest technology, we can deliver your content in a variety of formats with enhanced quality and speed to launch alongside your product.



# Balancing Your Needs



## QUALITY

### Quality that meets global standards...

Ensuring the quality of text in a single language is difficult, and multilingual translation only compounds that difficulty. Our experienced project managers work together with translation professionals around the world to ensure that your content is a credit to your brand.

## SPEED

### Available when you need it...

Getting your message out in a timely fashion can mean all the difference in the world. At ida, we know that launching products globally requires documentation that can keep pace. Our efficient process, with its focus on communication, allows you to confidently reach customers around the world.

## COST

### At prices you can afford...

When dealing with multiple languages, costs can spiral out of control. At ida we use state-of-the-art translation and quality assurance tools to improve efficiency and help you control costs. Properly managed content lets you reuse existing translations to reduce costs without compromising quality.

## KNOWHOW

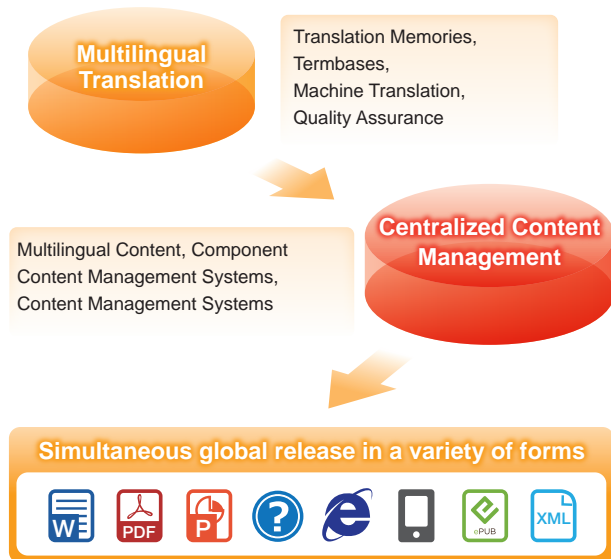
### Through experience and technology.

Bringing the right people together with the right tools is the core of ida's services. Our project managers, together with our international network of professionals, use the latest technology to produce high-quality, cost-effective content when you need it.



# Managing Your Content for Effective Global Promotion

A one-stop solution to deliver your message with impact around the world.



Catalogs, Pamphlets, Manuals, Online Help, Websites, Apps, E-pub

## What can content management do for you?

- » Release content in various formats (print, web, apps, etc.) around the world at the same time.
- » Reduce translation and localization costs without hurting growth.
- » Make terminology and expressions more consistent across all of your translations.
- » Make updating and managing multilingual websites easier.
- » Reduce the effort required for corrections and modifications.

### ■ Major clients

Asahi Kasei Medical / Horiba / Kansai International Airport / KDDI America / Kintetsu Hotel Systems / Konica Minolta / Icom / Murata / Nichirei / Panasonic / Ritsumeikan University / Tsubakimoto Chain / Yanmar  
\*listed alphabetically

## ■ Localization Examples



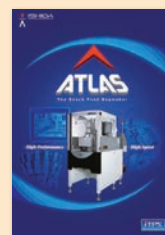
**Kansai International Airport**  
· Multilingual translation  
· Creation of official website  
English, Simplified and Traditional Chinese, Korean



**Panasonic Beauty**  
· Multilingual translation  
· Creation of Asian website  
English, Simplified and Traditional Chinese, Vietnamese, Indonesian, Thai



**Tsubakimoto Chain**  
· CMS setup (TYPO3)  
· Translation  
· Creation of official website  
Japanese, English, Chinese



**Ishida**  
Planning, copy writing, and design of overseas product catalog.



**Sharp**  
Multilingual manual localization  
(11 languages, including Dutch, Italian, and Norwegian)



**Osaka Marriott Miyako Hotel**  
Pamphlets and multilingual website translation  
English, Simplified and Traditional Chinese, Korean