

Translation specialists in your world

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Product localization case study

Challenge

When a leading mobile phone manufacturer was launching a new product simultaneously across Europe, Asia and America, in 22 different languages, the company was looking not just for a language provider but a total documentation and localization service.

In an industry where time-to-market is crucial, it was essential to accelerate the translation process while maintaining the highest quality.

Approach and solution

Lloyd International Translations (LIT) provided the following software and documentation solutions:

- Created source documents in FrameMaker™ to obtain maximum efficiencies and cost savings during the translation process
- Designed graphics and fonts
- Localized menus, messages, prompts and graphics within the phone software, using in-country native speakers
- Translated technical and commercial documentation, including user guides, warranty leaflets and marketing materials
- Formatted documents after translation
- Provided high-definition, colour-separated PDFs ready for printing

Results and benefits

Instead of having to deal with six or seven different suppliers, the client received a complete, end-to-end service from LIT.

This streamlined, quality-controlled process ensured that the product launch dates were met, resulting in a strong competitive advantage and increased revenues for the client.

Lloyd International helps a leading phone manufacturer go mobile!



It is difficult to believe that it was only 1985 when mobile phone telephony became accessible to the general public, yet today mobile phones have become a consumable item.

All too often we take such technology advances for granted, but the rate of advancement within mobile communications has been due to investment of a great deal of time, money and effort.

The global spread of the mobile phone depended largely on advances in a range of hardware and software technologies, and international collaboration to agree common standards between both companies and countries.

