

*The Oresund bridge, connecting Sweden and Denmark, is one of the longest of its kind in the world.*

# Building Bridges of Communication through Language




At Language Solutions, Inc. we bring together people, expertise and technology to deliver high-value solutions — on time and on budget — for all your language translation needs. From translating global communications to simplifying complex technical writings, our team of experts work with you to establish a strong communications plan — whether it be on a local, regional or global level.

We serve our global community by supporting a variety of consumers, including:

- Health Care / Managed Care Services
- Human Resource Services:  
Internal and External Employee Communications
- Public Relations, Marketing, Advertising Agency Services

# Pride. Passio



The landmark towers of the  
San Francisco Oakland Bay Bridge.

## Language Services

***Our attention to quality and excellence has earned us our client's trust as the #1 factor they value most.***

Language Solutions, Inc. (LSI) provides fast, flexible, and high-quality solutions for your unique translation and documentation needs. We meet your deadlines, keep you on budget, and take pride in our honesty and accuracy. Our dedication to customer service, quality and excellence is evident in our work, our philosophy and our methodology.

- **Written Translation** in over 40 languages
- **Oral Language Interpretation**  
(in-person or over-the-phone)
- **Multilingual Typesetting** of the translation  
into design files
- **Web Site Translation** (local adaptation)
- **Foreign Language Transcription**
- **Foreign Language Voice-over / Direction**
- **Client Review Process / Subject Matter  
Expert Review**
- **Certified Localization Project Management**

As your trusted partner for language resources, we go beyond simple translation and help you develop and implement target market strategies and predictable, repeatable processes.

*"There is tremendous value when you see all the effort put into the end product and our clients appreciate that as well. Value is also from the trust perspective – I know that I can send them (LSI) a project and they will come back with all the right questions and I know they will do an accurate job."*

n. Precision.



## Unique Language Services

***Our dedication to building a “customer first” culture enables us to meet all of our client’s changing language needs.***

To be successful at running a world-class multilingual communications program, you need a readily-available resource that can manage top global talent and cutting edge technology. We value your company’s global image and are here to help you bridge the gap into new markets with:

- **Linguistic Screening** of Product Names
- **Foreign Language Copy Writing** / Transcreation
- **Foreign Language Subtitling** / Captioning
- **Technology Advising and Analysis** for Multilingual Content
- **Foreign Language Semantic Search**
- **On-site Translation Project Management**

**Strategy and technology are only effective if they can be managed to meet the unique needs of your organization.** At LSI, we have the experience and global perspective you need to build a multilingual communications offering. We monitor changes in our industry to keep you updated on new efficiencies, technologies and trends — helping you to successfully position the value of global communications to your consumer. As an integral part of your team, or as a silent partner in the background, we work in your best interest to make you look good.

*“LSI has been an excellent business partner for us in serving our multinational client base with translation and localization services. They have added value to our communication consulting services by taking traditional “translation” services to a whole new, strategic level.”*

Succinct. Seamless. Strategic.



Chelsea and Grosvenor Bridges over the River Thames in the heart of London.

## Translation Management Technology

***Our commitment to a strong technology infrastructure helps you increase quality and maintain consistency while reducing costs and turnaround time.***

While technology drives the translation industry, the most important technology is that which simplifies processes.

We make the translation process transparent, seamless and efficient for you:

- **Online Translation Management Portal** provides project status and indefinite access to archived projects.
- **Translation Connector Middleware** enables the export and import of content from your Content Management System.
- **Translation Memory & Terminology Management Software** captures translated text and phrases into a database. Whenever the same or a similar text is encountered, Translation Memory software offers the already-translated text to our translators, reducing the number of new words that need to be translated. Your company builds up translation memory assets, increasing consistency while reducing overall time and cost investment. *This is not machine translation.*

**Translation Management Technology** manages your translations while building brand consistency, and provides you with a tangible asset that can be leveraged for years to come.

### Top 5 reasons to use

#### Translation Memory Technology:

1. **Maintain Consistency** by utilizing past translations and terminology
2. **Reduce Costs** when leveraging translation memory assets, decreasing the number of new words to translate
3. **Shorten Turn-Around Times**, getting your message to your consumer more quickly and succinctly
4. **Centralize Translation Assets** and more efficiently control your messaging while managing a consistent brand
5. **Consistency in Message** affords company-wide benefits by following a standardized, efficient process

*“Multilingual communications can be an organization’s competitive advantage by treating it as an integral part of their global strategy.”*



## Health Literacy Division

***Our passion for health care communications provides our clients with solutions that move the reader from the thinking stage to the action stage.***

Nearly half of all American adults, or about ninety million people, have limited literacy skills. They have difficulty understanding and acting upon health information.

**Managed Care and Health Care** organizations entrust us to deliver cutting edge solutions to help close the gap in health disparities.

- **Plain Language Writing** in English for the 6th grade level, meeting Medicaid / Medicare reading requirements
- **Health Literacy Writing** for below 6th grade, implementing strategies and a variety of motivational techniques to keep the reader engaged and move them to action
- **Health Literacy Design** of books, pamphlets, brochures, web sites
- **Multi-language Translation** of all Plain Language and Health Literacy materials
- **Readability / Usability Testing**
- **Focus Groups / Evaluations**
- **Multicultural Compliance / Health Disparities**

From disease management to general health awareness campaigns — whether for print, audio or web-based usage — we deliver efficient, effective, high quality results, so you can deliver exceptional patient outcomes.

*“LSI has educated our department in Health Literacy. It was easy to form a relationship with LSI and their team because they are passionate about the value they bring to every person or every company they touch. It’s not about the money; it’s about the impact of excellence that drives them. Trust me when I say Language Solutions will bring something amazing to your company!”*

Trust. Accuracy. Flexibility.



*The oldest and most famous bridge in Paris, France, the Pont Neuf.*

**At Language Solutions, Inc.** our passion is to open minds and shape perspectives of people and organizations as they create communications for their global audiences. We embrace a perspective that communication and translation have evolved from being a commodity into an asset for our clients.

Our mission is to enable our customers to communicate more effectively and ensure an understanding in other languages as well as with limited literacy populations. We rely upon high-performing employees and team members in a culture that follows the Baldrige criteria for Performance Excellence, utilization of cutting-edge technology and expertise in translation management.

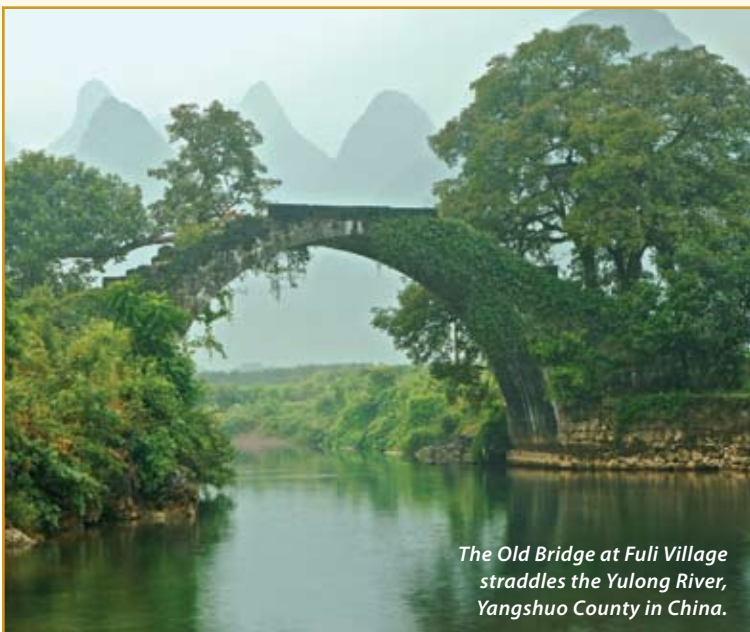
We partner with you as your Trusted Language Advisor and serve as your first-call for multilingual communications, technology strategies, and health literacy writing.

Give us a call for your next language related issue or translation question.

**Language Solutions, Inc.**

**314-725-3711**

***Helping You Build New  
Bridges of Communication***



*The Old Bridge at Fuli Village straddles the Yulong River, Yangshuo County in China.*



**President, Melissa Wurst** is the owner and founding member of Language Solutions, Inc. She has over 19 years of experience working in linguistics, languages and culture. Melissa has had a broad career immersed in foreign cultures and linguistics beginning in 1988 with her

service in Thailand with the U.S. Peace Corps where she implemented language and training programs. From there, Melissa became the Assistant Director of the Midwest Refugee Center in Wichita, Kansas and subsequently relocated to Taiwan as the Director of a bilingual school.

Melissa returned to her hometown of St. Louis, Missouri in 1996 and worked on establishing language standards and immersion programs for a number of corporate clients including Walmart. Melissa founded Language Solutions, Inc. in 1998.

Melissa continues the third goal of the Peace Corps by bringing home what she learned and sharing that with others. Her passion is on shaping perspectives of people and organizations as they create communications for their global audiences.

*“By making organizations aware of the impact that culture and values have on the language in their communications and connecting that with their overall strategic business goals, we can bring the global community a little closer together. In effect, we can be a catalyst for global change . . . one person by one person, one communication by one communication.”*

*“Melissa understands the challenges of integrating localization and translation to business practices. She is gifted in explaining the intricacies of the process to clients and works tirelessly with them to make the process as smooth and effective as possible. I greatly respect her hard work and depth of industry expertise, and enjoy working with a professional of her caliber who makes the difficult almost fun!”*



World Trade Center - St. Louis • 121 South Meramec Avenue, 11th Floor • St. Louis, MO 63105  
314-725-3711 • [melissa@langsolinc.com](mailto:melissa@langsolinc.com) • [www.langsolinc.com](http://www.langsolinc.com)

