MEDIATRAD

ON-LINE CAT TOOL FOR ADOBE® INDESIGN® DOCUMENTS

create a new language version of your document in three steps

mediaTrad

This is sample of an Adobe® InDesign® document

You can translate it to see, how MediaTrad works.
This document explains the MediaTrad system and gives
you an overview of its functionalities. You can also upload
your own document and work with it.

ON-LINE CAT TOOL FOR ADOBE® INDESIGN® DOCUMENTS

MediaTrad is a web application that enables translation and translation management of Adobe® InDesign® documents. Developed to reduce the time to market of promotional materials like catalogues, folders, instructions, warranties or forms, published in many languages. The localization of such documents with MediaTrad is easier and much faster.

WHY A NEW TOOL FOR DTP DOCUMENT TRANSLATION?

Translation of desktop publishing documents like catalogues and advertising brochures is characterized by their graphical layout, where text, usually in form of short sentences or expressions, is formatted with different fonts and often mixed with tables, graphics, drawings, or pictures. Such texts often contains technical data with many symbols, abbreviations and numbers, which should not be translated. Many of DTP documents are printed regularly with a large part of its content unchanged (for ex. annually reviewed and updated versions of catalogues).

> In such cases even 80–90% of expressions may already be in the database and the translation of them can be done automatically.

In DTP documents, text, together with graphics, tables and pictures are integral parts of the page. The meaning of the text depends strongly on the graphical context and translation cannot be done independently from it. That is why the translation process of such documents requires different approach then the method used in translation of literary texts (like books or articles).

Most of the existing CAT programs allow to translate texts of desktop publishing documents separately from the graphical context of the text and are not adapted to the specificity of such documents (short text segments containing many numbers and symbols).

In this kind of documents (like corporate catalogues, brochures, leaflets) the style and the layout should be absolutely preserved in the target version. In different language versions of the same document, the text will change, however the graphical layout of the page must be maintained.

Many companies publishing DTP documents in multiple languages do not have procedures and tools to improve this process. MediaTrade is an excellent solution to this problem.
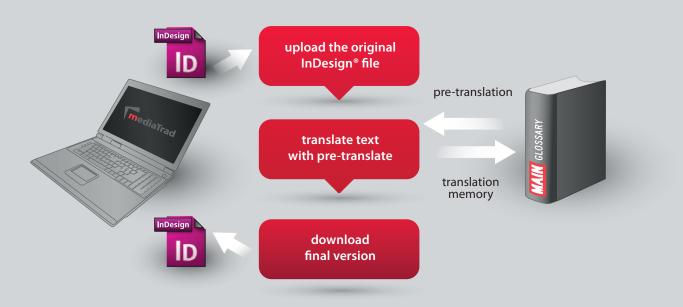
7 TIMES FASTER PRODUCTION PROCESS

HOW IT WORKS

The typical localization process is composed of the following steps: separation of text from the graphical presentation, text translation, replacing the original text by the translated text, layout modification (the text length varies in different languages), verification and correction. This is a laborious and manual process. Our main purpose is to reduce the time of the entire procedure. That is why we propose a functional architecture, to satisfy requirements of all the steps of the localization process.

The schema of this architecture is shown on the figure below.
First, the document is uploaded for localization. Then, the translation is done in the graphical context, with the possibility of using automatic pre-translations and suggestions by means of glossaries. Expressions and their translations are automatically extracted and stored as glossaries (Translation Memory), ready for the reuse. Now, the translated document should be verified and corrected. The final version of the document can be downloaded.

YOU HAVE FULL CONTROL OVER TRANSLATION PROCESS

NO INSTALLATION
ALL YOU NEED IS A WEB-BROWSER

AND ONLY 3 STEPS TO TRANSLATED DOCUMENT

1 ▸ 2 ▸ 3

UPLOAD

Upload InDesign® original file. After downloading the file, MediaTrad interprets the file, extracts text and presents it an easy to translate form.

TRANSLATE

Every text segment can be translated and saved. The standard CAT features, like translation propagation, fuzzy and exact matching are available. The layout of the document is maintained. Preview of the source and target file is supplied. Thanks to the web interface, your document may be available everywhere in the world. A powerful search/replace engine can help in necessary corrections.

DOWNLOAD

Generate the translated document for verification and approval. If necessary, the step 2 can be repeated. Generate and download the final version of the translated InDesign® document.

TRANSLATION OPTIONS
PRE-TRANSLATE, SUGGESTION
ADVANCED SEARCH
GLOBAL SAVE FOR IDENTICAL EXPRESSIONS
DATABASES/GLOSSARIES/ DICTIONARIES MANAGEMENTS
CONTEXT INDICATION

ACCESSING THE MEDIATRADE FOR THE FIRST TIME

Enter your login and password to connect to MediaTrad.
When you access MediaTrad for the first time you will be asked to read and accept the MediaTrad Test Site Agreement.

Upload your InDesign file.
Accepted formats are: *.indd, *.idml, *.inx.

Next, you will have to select the file by clicking on File/Select from the menu (on the black bar).
The selected file becomes the current file. The current file will be opened when you access the system next time.

Once the file is selected, you can open the translation interface by clicking on Translate on the black bar.

EASE OF USE: MEDIATRAD MODERN WEB INTERFACE IS DESIGNED TO BE INTUITIVE, ERGONOMIC AND USER FRIENDLY. WITHOUT ANY TRAINING AND WITH MINIMAL INSTRUCTION THE USERS CAN START WORKING WITH MEDIATRAD

TRANSLATION INTERFACE

Translation interface consists of three main parts:
navigation menu (white), texts (on the left side)
and previews (on the right side).

1. Navigation menu

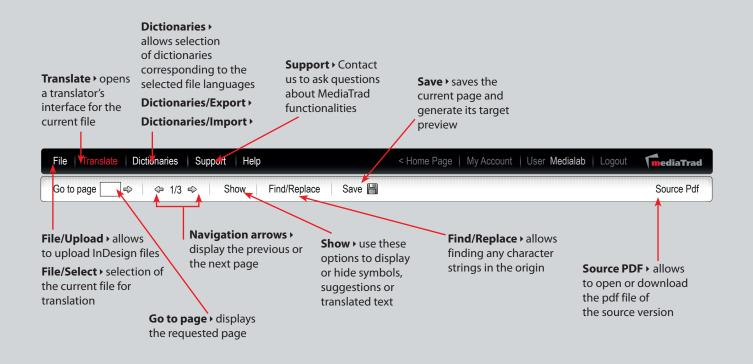| PAGE NAVIGATION	**Go to page** - displays the requested page **Navigation arrows** - display the previous or the next page
SHOW MENU	**Symbols** - hides/displays expressions identified as "symbols". Symbols are are not to be translated. By default the symbols are not being translated but rather preserved as character strings in every new translation. **Suggestions** - hides/displays up to 5 alternative translations (if any found in used dictionaries). **Copy** - hides/displays tiny arrow-buttons for easy copy of originals or suggestions to the translation input area. **Translated** - hides/displays expressions (phrases/segments) already translated. This functionality may be confusing for new users: no expressions are displayed for pages fully translated
SAVE	Saves the current page and generates its target preview.
FINAL PDF	Allows to open or download the pdf file of the target version.
SOURCE PDF	Allows to open or download the pdf file of the source version.

2. Texts

All texts in the chosen document are extracted and displayed for translation. The texts are divided into sections which correspond to sentences and/or depend on the formatting of the original text. (every sentence and every formatting segment will be presented separately). This approach allows to keeps the layout of the target document as close as possible to the original. The translated text should be entered into input areas corresponding to every text segment. All entered text is saved on the "page by page" basis.

3. Previews

The preview of the current page is displayed by default ("source" tab). If you save the current page, the corresponding target preview will be generated automatically ("target" tab). Usually, target preview generation takes about 5 seconds. This time may be longer, if the server traffic is high. Page generation service may also be interrupted. Even if the page is not generated, it doesn't disturb translation process (pages can be browsed, translated and saved). Graphical context is very important for the translation of DTP documents. Therefore in MediaTrad position of the currently translated texts is indicated in the preview.

MENU FUNCTIONALITIES

Translate ‣ opens a translator's interface for the current file

Dictionaries ‣ allows selection of dictionaries corresponding to the selected file languages

Dictionaries/Export ‣

Dictionaries/Import ‣

Support ‣ Contact us to ask questions about MediaTrad functionalities

Save ‣ saves the current page and generate its target preview

| File | Translate | Dictionaries | Support | Help | | < Home Page | My Account | User Medialab | Logout | mediaTrad |

| Go to page [ ] ⇨ | ⇦ 1/3 ⇨ | Show | Find/Replace | Save 💾 | Source Pdf |

File/Upload ‣ allows to upload InDesign files

File/Select ‣ selection of the current file for translation

Go to page ‣ displays the requested page

Navigation arrows ‣ display the previous or the next page

Show ‣ use these options to display or hide symbols, suggestions or translated text

Find/Replace ‣ allows finding any character strings in the origin

Source PDF ‣ allows to open or download the pdf file of the source version

EASY MANAGEMENT OF MULTIPLE PROJECTS

IMPORTANT FUNCTIONALITIES

Number and symbol recognition

A lot of corporate documents such as catalogues contain expressions, symbols, reference numbers etc. that should not be translated. Automatic recognition of them reduces the translation volume and time.

Use of Dictionaries

Consistent use of terminology for individual translators or translation teams is one of the challenging aspects of translation quality. The manual creation of appropriate standardized glossaries is a very tedious and time-consuming task. Our system analyzes documents and automatically extracts expressions and their translations. All numbers, symbols and non-relevant expressions are eliminated and important terms and expressions are put into the database. Created glossaries can be easily validated, edited and reused. It is possible to import glossaries and translation memories and to export databases in plain text files (csv) or the industry-standard TMX memory exchange format.

Translation consistency

By verifying the consistent use of terminology, the translator can tell whether specific expressions have been translated in more than one way and choose the right one. In this way he has much greater control over the quality of his product.

Find/Replace

This features is very useful when an expression was has not been found in the database as a translation or suggestion. This function simplifies a very often tedious process of sifting through old files in search of a right expression.
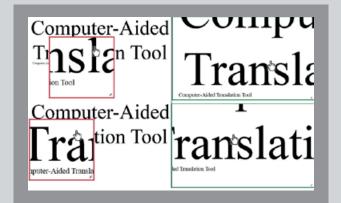MediaTrad search is based on the string comparison and allows finding any character strings in the original or translation. MediaTrad displays the found pairs of the original-translation of the original and the translation with their context highlighting the searched text.
Even if the page is not generated, it doesn't disturb translation process (pages can be browsed, translated and saved).

Zoom

Sometimes, small details or text written with tiny font can be hardy visible on in the preview. To increase your comfort a zoom facility is available. You can enlarge an indicated portion of the document by clicking on the zoom icon. A rectangular "magnifying glass" is placed in the preview of the current page. It is possible to resize it by using the bottom-right corner of its container. There are two operation modes of zoom function. The first one is to drag a rectangle containing a detailed preview. The second mode ("full screen" mode) is enabled if you resize the "magnifying glass" to the size of the preview.

Click on the zoom icon again to hide the magnifying glass.

HAVE YOU ANY QUESTIONS
PLEASE CONTACT US

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