EQHO

Helping businesses expand from East to West and West to East

EQHO helps companies to communicate with a global audience on a local level by providing localization solutions and related up-stream and down-stream services, even for the newest frontier markets.

EQHO's mission - to ensure that your message is conveyed just the way you want it, in every language, every time.

Singapore | Bangkok | Vientiane | Brno

EQHO

EQHO (pronounced /'ekō/) is a leading provider of multilingual and multicultural communications solutions, with a special focus on Asian language services. For almost 20 years, EQHO has been successfully enabling corporations worldwide to transcend cultural and linguistic barriers by providing a comprehensive range of high-quality, cost-effective localization solutions. We have delivered thousands of complex localization projects in various disciplines across multiple languages to corporate clients in key vertical markets located in Asia, Europe, the Middle East, South America and the US.

Whether you are an Asian company looking to adapt communications for Western markets, or a US or European based company looking for in-house linguistic, engineering or multimedia expertise in the often difficult and confusing world of Asian languages and cultures, EQHO can help bridge the gap.

Translation & Localization in over 50 languages

With a comprehensive network of in-country translators and subject-matter experts located worldwide, a start-to-finish, centralized Asia-based production center made up of software and web localization engineers, desktop publishing operators, and audio and multimedia specialists, all managed by highly experienced in-house PMs and business managers, **EQHO can tailor localization solutions to satisfy your global business objectives.**

PRODUCTS:	SERVICES:	INDUSTRY EXPERTISE:
Documentation	Localization engineering	**Manufacturing**
Technical manuals	Multilingual terminology management	**Medical**
Websites	Multilingual style-guides	**Software & IT**
Mobile applications	Translation, editing & proofing	**Marcom**
Software applications	In-country review	**Travel & hospitality**
Training & eLearning	Machine-translation post-editing	**HR & corporate**
Voiceover, multimedia & games	Desktop publishing	**Energy**
	Voiceover & subtitling	**eLearning**
	Multimedia localization engineering	**Training**
	Quality assurance	**Games**
	Linguistic & functional testing	**Social Media**

Asian Specialists

The international business landscape is rapidly evolving, up-and-coming Asian markets have become a daily topic of discussion across the globe. One of EQHO's major focuses is on providing Southeast Asian language solutions for companies venturing into he new and potentially confusing world of emerging Asian markets.

Our years of experience providing Asian localization solutions to many of the world's largest corporations combined with our location in the heart of Southeast Asia, in the same time zone as our in-country linguistic teams, places us in an ideal position to help companies looking to expand into the region.

In addition to **Chinese, Korean and Japanese,** EQHO is a market leader in:

- Thai   - Malay
- Lao   - Burmese
- Khmer   - Indonesian
- Tagalog   - Vietnamese

Desktop Publishing

Desktop publishing (DTP) services are a critical part of most documentation localization projects. At EQHO we provide in-house DTP solutions in virtually any language and on any scale; from complex Asian fonts of Thai, Chinese, Vietnamese, Khmer, Burmese and Lao to bi-directional languages such as Arabic and Urdu, EQHO has the know-how to turn around fast, cost-effective DTP solutions.

EQHO's DTP experience spans nearly 20 years. Our in-house DTP department processes many thousands of pages of multilingual documents in over 50 languages each year. Applications include InDesign, FrameMaker, and Illustrator in addition to most other publishing software and ancillary tools. **The ultimate goal is always to produce a localized target document which has the same integrity as the source document,** while complying with the linguistic and typographical standards of each and every language.

DTP applications & technologies:

Multilingual Voiceover

Taking advantage of Bangkok's large expatriate and multi-ethnic communities, as well as its long history of production and expertise in the film industry, EQHO prides itself in being able to provide voiceover services in-house in over 50 languages. Affiliated in-country studios worldwide enable us to manage entire projects regardless of how uncommon the language set, how many languages there are and however short deadlines may be.

50
Languages:

- English	- Asian
- Western European	- East European
- Baltic	- Nordic
- Middle Eastern	- Americas

Subtitling & Closed captions

Using the latest subtitling tools and pooling from a database of over 500 qualified subtitling experts, EQHO is able to provide subtitling solutions in over 50 languages, including localization of hard coded, XML and text based subtitles. From low-cost subtitling; which is often seen as a viable alternative to more costly video dubbing, to closed captioning for the hard of hearing, EQHO has the full range of capabilities to satisfy your video localization needs.

EQHO

Multimedia
localization

EQHO's in-house team of multimedia engineers are skilled in a wide range of eLearning authoring and development tools including Adobe Flash, Captivate, Lectora, Articulate Studio & Storyline and all major desktop publishing applications. While both technical and design expertise in these areas is essential, how we apply these resources to help your organization is the key. We have developed best practice workflow systems within production to ensure no part of your content's meaning is "lost in translation". From the outset of a project, our multimedia project managers work closely with the client to identify any potential technical issues and ensure all their needs are addressed.

Services

- Flash, Captivate & Lectora localization

- Articulate Studio & Storyline localization

- Audio & text synchronization

- Video dubbing – lip & scene synched

- On-screen text (OST) localization

- Subtitling & closed captioning

- Course compilation & publishing

- Video rendering & mastering

- Linguistic & functional compliance testing

Quality assurance &
in-house linguistic testing

As a final step to every project, large or small, EQHO's dedicated quality assurance team performs compliance and functional tests on all localized deliverables, including software, websites and multimedia as well as checking document layout and formatting. While many smaller companies forego this step, it is often the major differentiator between a minimally localized product and truly professional looking results.

In order to assess linguistic elements, we are able to assemble native in-house testing teams in over 50 languages at short notice for projects of virtually any scale. EQHO's convenient location in the heart of an inexpensive cosmopolitan city enables us to provide effective native QA and testing solutions at competitive prices.

Contact details:

EQHO GLOBALIZATION

SINGAPORE: 20 Collyer Quay #23-01 (C-01)
Singapore, 049319tel. +65 6653833

THAILAND: 2001 Chartered Square Building,
152 North Sathorn Road, Bangkok, 10500
tel. +66 2637 8060
email. info@eqho.com

LAOS: Room 404, Kolao-Tower II, 23 Singha Road,
P.O.Box 8156, Vientiane, Lao P.D.R.
tel. +856 2144529

Testimonial

"Raimon Land has expanded into several new markets thanks to EQHO! They localized various materials for us, including websites and documentation, turning everything around on time and on budget. PMs and account managers are responsive and highly knowledgeable, the translations are excellent. I would recommend EQHO to anyone."

Halomi Sukhbaatar, Assistant Vice President
Client: Management, Raimon Land

EQHO@A Glance

Headquarters: Bangkok, Thailand
Offices: Thailand, Lao PDR, Czech Republic
Departments: Project Management, Linguistics, Resource Management, Desktop Publishing, Engineering, Audio Visual, Multimedia & QA

Number of staff: 90
Number of translators worldwide: over 1,500
Number of voice artists: over 500
Languages: 56 and counting

Core service expertise: Translation/ Localization, Desktop Publishing, Voiceover, Multimedia, Software & Website Localization

Worldwide business distribution:
Asia: 43%, US: 45%, EU: 12%

Recent achievements:
Top 20 Asia-based Vendor (Common Sense Advisory)