



**Realizing *your* Idea**

# What do we do?

We translate your words, scripts, codes, images, and ideas into something that your customers around the world would understand and relate to.

## Realizing your idea

We realize your products, services and ideas through

- Localization
- Internationalization
- and now...
- Advertising + Branding

Real Idea assists companies to profitably enter global markets—in ways never before.

From years of experience working with customers from various cultural backgrounds, our well-tuned cultural sensitivity enables us to help you truly connect to your customers around the world, through our Software Engineering, Desktop Publishing, QA Testing, Translation, and now, Commercials Design, Graphics Design, Animation and Motion Design.

We can help you achieve REAL marketing success through our services and processes in Localization, Internationalization, and Advertising + Branding.



## Localization

Localization makes a product linguistically and culturally appropriate to the target locale—country/region and language—where it will be released.

## Internationalization

Internationalization is usually carried out when designing a product and developing documentation. This process helps you implement products and services so that they can be easily adapted to specific local languages and cultures, without redesigning or re-building of the product.

## Advertising + Branding

Translating your ideas into visual languages, communicating your images and messages for production in print, web and TV.



## Our Services Include

### Translation

Skilled translation is crucial to effective software localization. Real Idea specializes in the translation of all major Asian, American, Middle Eastern and European languages. Real Idea has rich experience in translating websites, technical documents, application programming interfaces (APIs), user manuals, product packaging and marketing collateral.

### QA Testing

Quality assurance (QA) is the process of verifying or determining whether products meet or exceed customer expectations. Real Idea QA covers product core function testing, UI testing, G11n (i18n/L10n) testing, product performance testing, load testing and automated testing. Our high-quality and cost-effective services can and will bring customers an optimal solution to offshore software testing.

### Desktop Publishing (DTP)

Real Idea is experienced in desktop publishing/printing and graphics creation/editing. Our professional Document Engineers are skilled with DTP and graphic design programs, which cover most of the common tools used in localization and graphics industry.

### Commercials Design

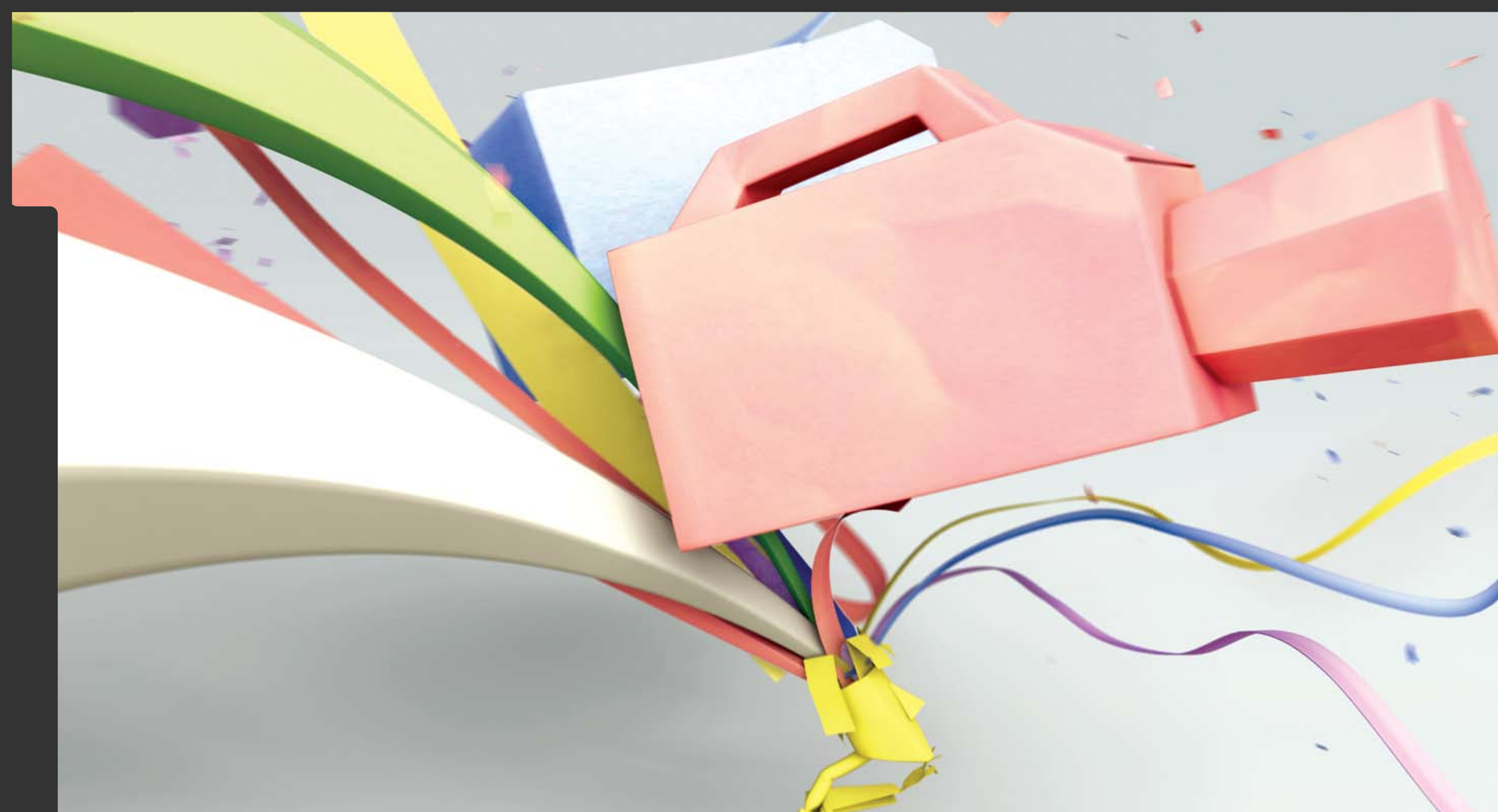
Infusing Creativity into our proven methodologies in project management and established infrastructure, we take ‘realizing your ideas’ at Real Idea to a new meaning. Through our comprehensive understanding of you, your products and your target audience, we are able to creatively develop a unique voice for your company through the power of communication - by creating stories that sell your ideas.

### Multimedia/Voiceover

Nowadays, more and more companies are using Multimedia to distribute information to their consumers. We are the experts in Multimedia localization and have dealt with various types of multimedia contents for our clients, from straight forward voice over, subtitling, to complex Flash animations or DVDs for marketing and training products. Unlike our competitors, we have an Advertising + Branding creative team who can create and produce multimedia sources, making us in a leading position in this area.

### Animation + Motion Design

Completing the full story in production for print, web and TV, our artists, designers, and animators are capable of bringing your imagination and ideas to life. We have rich experience in logo animation, motion graphics, as well as working with live actions and various 2D and 3D animation techniques, including character animation in both cartoon and more intricate realistic styles.



## Advertising + Branding

Real Idea's venture into creative design and production has been a natural evolvement, as we expand on the notion of 'Real Idea works in any language'. Aside from getting through to your customers in written or spoken languages, we are now ready to help you reach them in an interactive way.

With the most up to date technology and a teamwork-cultivating environment, our talented creative team of artists, designers, and animators can now meet your advertising and marketing needs through Commercial Design, Graphic Design, Animation & Motion Design. We are here to help you identify your objectives and to provide a solution right for you.

Real Idea is passionate about making your ideas work. Finding a creative solution that can truly connect your customers with you, your services and products is our goal.

For our demos, please visit our website at [www.realideatech.com](http://www.realideatech.com)

# Who have we worked with?

We work with customers who we can build true partnerships with, and many of whom have worked with us since our establishment.

## Our Customers

Attachmate  
Autodesk  
Cognos  
Corel  
Dothill  
EMC  
Flextronics  
Foxconn  
Foxit  
Hewlett-Packard  
Inte woven  
Microsoft  
Motorola  
MSC Software

Neusoft  
Nokia  
Novell  
NQ  
Oracle  
OSIsoft  
Quantel  
Samsung

Sony  
Sun Microsystems  
VMware  
Waters



# How do we work?

We work under a simple principle—Serving you with the best people and best environment, in the most professional way.

## Three Guiding Principles

### Best People

More than 120 our dedicated localization and internationalization engineers, software QA engineers, artists and designers, along with project managers, together bring our creative and technical consulting backgrounds to every part of your project.

Our professionals come from backgrounds of design, animation, games, multinational software publishing, hardware manufacturing, companies, including Digital Equipment Corporation (now part of HP), IBM, and R.R. Donnelly. A typical Real Idea project manager has more than eight years of localization experience in fast-paced environments that demand quick turn-around.

### Best Environment

Real Idea delivers high caliber solutions based on industry-standard technologies, methodologies, and established best practices.

Our internal processes utilize best-of-class translation and productivity tools such as TRADOS, SDLX, SC2TC, HTMLQA, and RoboHelp. We thoroughly train our linguists and engineers with a proven, proprietary program and conduct regular training on new productivity tools.

Our creative team is also equipped with the latest tools of the industry to help you achieve the look you want, such as Adobe Production Suites, Final Cut Pro, 3D Studio Max and Maya.

### Professional

Our consultants' dedications along with the breadth and depth of our knowledge, promise you rapid and accurate responses to your questions. We take the time to understand your business requirements and to craft the right solutions.



# Real Idea Offers

## One Stop Solution

With professionalism as a foundation, together with the best people in the best environment, we provide a one-stop solution for all your needs in Localization and Internationalization, as well as Advertising + Branding.

With our cultural sensitivity, abilities in both technology and creative production, as well as an in-depth knowledge in you and your products, we not only help culturally appropriate your products through graphics, languages, and testing, we're also dedicated to develop a voice and image for you to reach your customers in the most effective way.

## Marketing & Cultural Insights

As we understand the cultural differences between countries around the world, we are sensitive to details particular to a certain market. This allows Real Idea to best deliver your ideas to different markets in any language.

## Simultaneous Product Release

Real Idea is able to simultaneously process multi-languages of your projects, respond to and support your teams promptly and efficiently. You will therefore benefit from releasing your products to multiple markets concurrently, while shortening the project cycle and decreasing overall costs.

## Faster Time-to-Market

According to the specific needs of each project, we will finely tailor you a flexible solution, from budget control, product packaging to finalizing product documentation. With our experienced professionals and their specialized industry background, we are able to deliver quality projects on time while meeting all of your expectations.



# And provides

## Linguistic Support

Real Idea specializes in major Asian, American and European languages in more than 80 languages.

We have offered our top-notch linguistic, engineering, and management services to clients throughout Asia, Europe, and the United States since 1997.

## Technical Superiority

Real Idea supports our top quality linguistic and engineering services with leading/cutting-edge technology.

For example, our experts bring to bear a highly efficient proprietary software QA methodology that centralizes language testing work in one lab. Our goal is to address and resolve any issues around software before they impact your schedule and incur unnecessary costs.

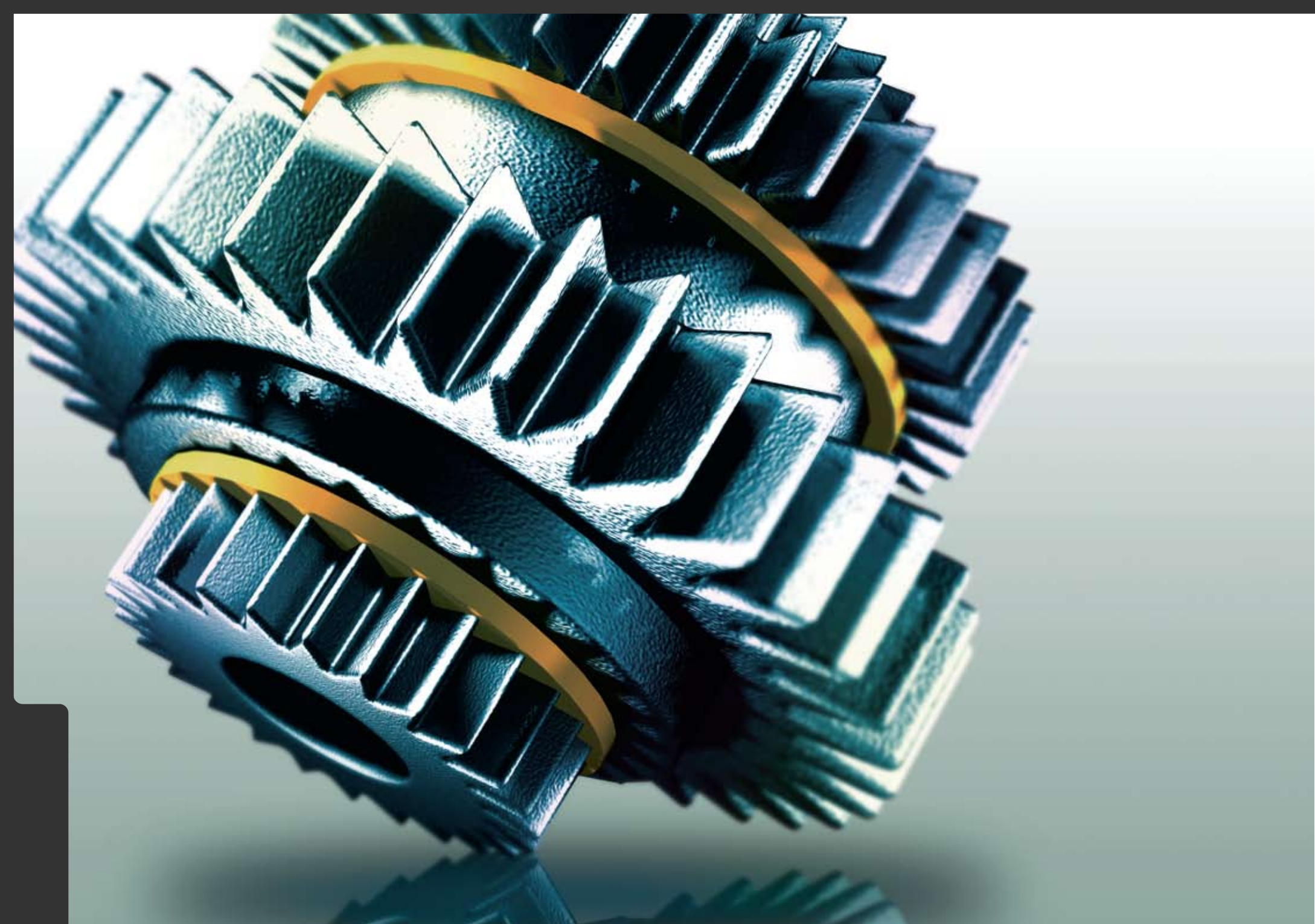
## Single Point of Contact

Real Idea has adapted the finest project management practices, tailored to the unique demands of international marketing.

Because we recognize dealing with many points of contact can significantly add to frustration and ultimately, to expense, we assign an experienced General Project Manager (GPM) to each project. Our GPM ensures that communication on all project-related matters is timely, complete, and focused on effective problem solving.

## Powerful Tools

Equally important, we have developed REALDTP, REALQA, REALDesign—our own offshore-based processes for desktop publishing, quality assurance, creative design and production—and REALManager for project management. (Find out more in the next page)



## Proprietary Processes

### REALQA

REALQA is an integrated proprietary platform centralizing all QA processes. The life cycle of testing is strictly controlled, including time used to set up testing environment (including multi-OS nodes), create testing scripts, execute testing steps, verify bug fix and review project testing, and prepare reports at the end of the process.

Throughout the whole testing process, Real Idea engineers work closely with our linguists to ensure all bugs are verified in all testing environments, so as to avoid any possible missing fix of the same bug in other environments.

### REALDTP

REALDTP is designed to help enterprises avoid the snags that can arise during an intensive localization project. REALDTP is a centralized methodology that concentrates DTP work in all languages in one offshore lab—maximizing efficiency, optimizing communication, and reducing production costs.

Unlike traditional distributed DTP, REALDTP allows Real Idea to work simultaneously in one facility, leveraging and integrating output in all languages. If a problem occurs, for example, it can be quickly and easily replicated or verified in other locales. This approach significantly reduces redundancy of effort and brings finished products to market more quickly.

### REALManager

REALManager stores and tracks all project-related information, including resources, scheduling, tasking, and final deliverables. Project workflow control functionality maintains predefined project criteria and checklists that are scrupulously managed by the project management team.

### REALDesign

Building on our experience in large and small scale project management over the last decade, REALDesign approaches a project with the goal of helping our team and our customer achieve a solution that meets the projects goals in creativity, scope, time, and budget.

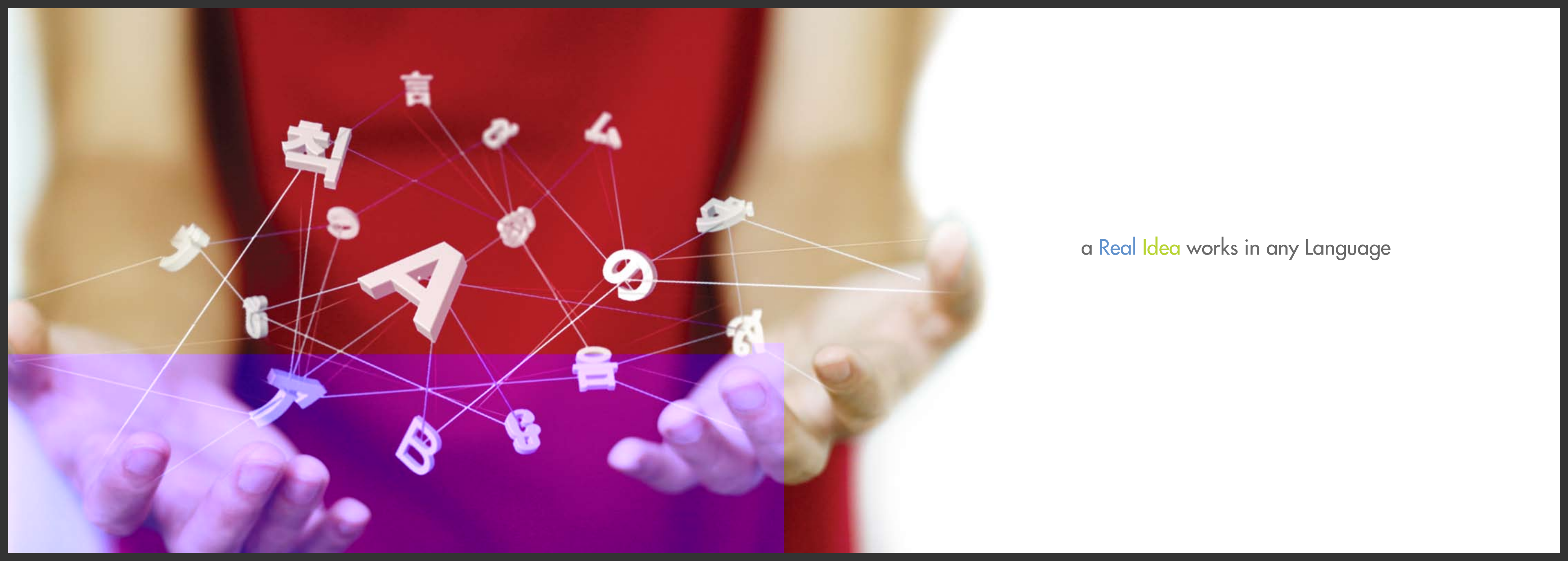
This is done through a process of research, understanding, defining a clear objective, and creatively finding the best solution—before ‘realizing’ the idea to life with our in-house production teams.

**Connecting your  
customers**

to your

**product  
+  
message,**

because ...



a Real Idea works in any Language

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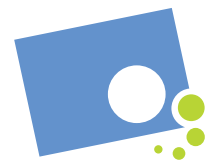
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[www.realideatech.com](http://www.realideatech.com)



REAL IDEA