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Redefining Translation Techniques with SDL Trados - International Translation Day at JNU

Translation Day celebration organized by Crystal Hues in association with SDL Trados at Jawaharlal Nehru University grabs attention of the students, faculty, scholars.

NEW DELHI, INDIA, October 12, 2008 **/24-7PressRelease/** -- International Translation Day was celebrated at Jawaharlal Nehru University on September 30, 2008. An initiative taken by Crystal Hues Limited, India's number one localization and marketing communication services provider in association with SDL Plc, UK, promoters of SDL Trados, world's most preferred translators tool. A day initiated with the sole aim of promoting translation an essential activity which too often remains invisible and how technology can enhance its quality, International Translation Day attracted an electric bevy of students, scholars, professors and language experts.

Translation is a complex affair and needs to be approached sensibly in order to avoid poor results. Modern day technologies are now indispensable in accomplishing the task of a language professional. The main purpose behind the whole event was to introduce people related to language industry, to the new technologies available that make translation easier and less painstaking. SDL Trados, is dedicated to make translation process trouble-free and at the same time enhance its overall quality.

Also speaking on the occasion was the Chief Guest, Prof. Ashok Chawla. An eminent scholar, scientist and head translation division at NISCAIR a nodal body for translation and documentation in India, Chairman JAPRO, the Japanese Language Promotion Center, visiting professor at Ritsumeikan Asia Pacific University and representative of ISTA, he has translated over 20 Japanese language books into English. Sharing his vast experience as a practitioner and scholar of Japanese language he said, "The world today has come a long way. When I had started my career in translation more than two decades ago, I firmly believed that a machine or software can ever replace the brilliance of human intelligence in interpreting texts. But technology today is such that it can only make your life easy. Software like SDL Trados is a brilliant tool for language professionals and it exposes them to the rapid changes that the technique of translating a text has undergone."

Speaking at the occasion was Prof. Varyam Singh, Dean, School of languages, JNU. Totally convinced of the fact that today's competitive world calls for avant-garde technology like SDL Trados, he congratulated CHL for taking up the cause of translation as a neglected career option and said, "Although globalization has increased the need for the services of translators and interpreters, the recognition of translation and interpreting as a professional activity and the role that translators and interpreters play in facilitating communication across cultures is still largely neglected. I, especially thank the people at Crystal Hues Limited for taking up the initiative of organizing a show of this scale and for bringing together professors, students, scholars and other intellectuals to talk about translation in friendly dialogue and stimulating exchange". Seconding him on this thought was Prof. Ranjit Saha, Corporate literature and Translation Head, JNU. Though unconvinced with if technology can ever replace human efforts, he was confident that software can definitely enhance the consistency of the text and knowledge base of the translator. He even said that with the right kind of exposure translators can easily come at par with their global competitors.

A special product demonstration of SDL Trados, its benefits and usage was done by the IT team of CHL. The main highlight of the event, however, was the incredible discount on the freelance version of SDL Trados. For people who attended the workshop, CHL had announced a special discount of 90% on the actual price which valid only for 30th September. The announcement saw a large crowd of enthusiastic students and professors thronging the information counter for registration. With the success of this event, CHL now hopes to conduct more workshops and interactive programmes on SDL Trados and its benefits across India.

About Crystal Hues

Crystal Hues Limited (CHL) is a pioneer in international marketing communication services combined with localization services in India. Our specialization in international marketing, promotion and localization of your products will help you to make effective exploration and entry strategies for global markets. Our services include developing, designing and localizing

advertisements, brochures, product packaging, manuals, multimedia presentations and websites. Our services facilitate you to communicate with your target market in their own language and culture and bring you closer to the heart of your target audience.

The procedures and systems practiced by Crystal Hues Limited are ISO 9001:2000 compliant and certified by world's leading quality auditors DNV, UKAS.

We are also verified and validated by Dun & Bradstreet, GALA and host of other leading trade and commerce associations around the world. Crystal Hues was established in 1989 and incorporated as a public limited company in 1995. We have four offices in Asia staffed with more than 70 professionals, in-house domain experts with varied specialization and several hundreds of quality-verified contracted consultants worldwide.

Our prices, though comparable to freelancers, include quality control processes, know-how and dedicated professionals with domain expertise to ensure high quality deliveries. A partial list of clients include Accenture, Amway, Bates, BBC, Canon, DY&R, GE, Gillette, Hughes, Infosys, KPMG, Lafarge, Star TV, US Government, Virgin Atlantic, WHO, World Bank, etc.