



You create it. We globalize it.

About e2f

e2f is a full-service language service provider headquartered in San Jose, California, with presence in Argentina, Canada, France, Germany, Madagascar, Mauritius, and Vietnam. e2f's expert translators, editors, and project managers provide prompt "follow the sun" 24x5 services. For over a decade since its founding in 2003, e2f has offered a broad range of services in localization, localization staffing, on-device testing and multimedia. Clients include high tech Silicon Valley firms, global game developers, and a wide range of consumer- and corporate-facing companies.

You create it. We globalize it.

- Documents & Digital Content (Brochures to Manuals to Patents)
- Websites & Social Media
- Desktop/Mobile Apps and Games (from development through testing)
- Multimedia (Video and Audio Files)

Get Started Right Away!

Email us at info@e2f.com to reach our global team. An account manager available during your business hours will be appointed for you.

Stay in Touch!

- Email: info@e2f.com
- Telephone (U.S.): +1-408-973-1637
- Web: <https://e2f.com>
- Twitter: [@e2ftranslations](https://twitter.com/e2ftranslations)
- Facebook: facebook.com/e2ftranslations

Continuous Localization Platform Partnerships

If you need ongoing, iterative localization, e2f works with continuous localization platforms. If you choose our partner Transifex as your continuous localization platform, order translations from e2f is as simple as picking us from a drop-down menu! We also support platforms such as CrowdIn or El Loco.

The Transifex logo consists of the word "transifex" in a white, lowercase, sans-serif font, centered within a solid blue rectangular background.

Machine Translation Partnership

For large to very large projects where standard human translation would not fit in the budget, e2f partners with Lilt, a machine assisted translation platform relying on a latest generation auto-adaptative translation engine.



Localization & Translation Services

Professional Localization (TEP)

The cornerstone of our localization services is comprised of Translation, Editing and Proofreading (TEP). At e2f, this translation and review work is performed by our in-country teams, all of which are experts in their specialty. We charge per-word, based on the languages translated.

Editorial Services

We can offer you a wide range of quality reviewing services, from linguistic sign-off, to proofreading, formatting, and editing. These services are provided for content in your chosen target languages.

Copywriting Services

e2f can provide writers and editors to help you bring your marketing concepts and content appropriately to foreign markets.

- **Transcreation** is how you take your idea and adapt it to a foreign language market. Certain memes, metaphors, and cultural references don't translate well, or at all, into international markets. Instead, we'll work with you to think from within that culture's contexts and get creative to bring the relevant idea across in just the right manner.
- **Adaptation** is the re-creation of source text in other languages where the tone and style take precedence over exact wording. This service is commonly used for press releases, marketing campaigns, branding initiatives, and any high level, front-facing marketing and advertising content.
- **Language Variant Adaptation** is taking content from one variant of a language into another (example: European French to Canadian French).

Auto-Adaptive Translation

This is a new form of Machine Translation (MT) service, where the MT engine supports the translator during the translation process. Rather than traditional MTPE (see below), the MT engine offers in-context, live suggestions to our professional translators which can be accepted, modified, or rejected as appropriate. This speeds up the process of human translation considerably and is appropriate for large masses of content where high quality is also vital.

Machine Translation Post-Editing (MTPE)

Machine Translation Post-Editing (MTPE) is popular for large projects where deadline and budget are top priorities. Original sources are translated en masse by machine translation (MT) engines. Then our trained and fluent reviewers edit the resultant content for readability and accuracy. This method is best suited to large-volume content such as manuals, documentation, catalogs and

user-generated content. e2f can assist you in selecting and/or implementing a machine translation engine.

SEO Optimization: Keyword Adaptation

Keyword localization is the adaptation of SEO keywords into local languages. This includes research in the target language to ensure all keywords are appropriate and functional, for use with international (Google, Bing, Yahoo) and local-language search engines, and/or localized app stores.

Reference Creation

References help linguists have a deeper understanding of your brands and projects. They enhance efficiency and consistency by ensuring all team members are quite literally on the same page.

- **Glossaries** include key terminology in the source language, often an identifying description, and then the preferred translation for that term in each of the target languages. This allows the translator to reference the glossary while translating for consistency and strong branding. It will also include trademarked terms and DNTs (do-not-translate) terms.
- **Style guides** outline preferred tone, style, and more to your linguistic writing team, conveying a deeper shared value of your brand and mission.

Project Management

Project Management is a value-added service we provide to ensure your projects are being handled on-time while maintaining high quality. Once we take on your project, you can always email projects@e2f.com to reach our 24/5 available project management team. An account manager will be appointed for your projects, ensuring consistent communication and around-the-clock coverage.

Print Media Services

Desktop Publishing (DTP)

e2f's in-house Desktop Publishing (DTP) team specializes in creating marketing and print format services: product catalogs, operating manuals, brochures, annual reports, and other documentation in target languages.

Post-Desktop Publishing

PDTP is the linguistic review of the formatted target language files. Linguists check the files for any issues that can arise during the formatting and design process.

Staffing Services

Onsite Staffing

e2f provides both short and long term operational support, including on-demand bilingual staffing, localization project managers, testing engineers and developers. We recruit, screen and present candidates qualified for the role. Upon your approval, these staff members are placed on e2f's payroll. We manage all the HR related aspects and oversee the training of contracted employees. Onsite staffing is dependent on the specifications. Please reach out to e2f to discuss specifics.

Customer Support Service

It's more and more relevant to support and moderate your community. Our team provides community management to respond to inquiries and handle social media in their own languages. They will be trained to meet your specifications and platforms and will have experience with your brands, as linguists, and with a strong customer service background. This service is available at an hourly rate for each language and you can determine how many hours per day or week you will need involvement.

Testing Services

On-Device Testing

On-Device testing is a review of the formatted materials, including websites, games, apps, and eLearning courses. In-language testing is completed on devices in our San Jose headquarters. We have Apple, Android, Windows and MacOS devices available. Our team reviews for both linguistic and functional bugs.

App User Testing / Game Playtesting

We can help put your app or game into the hands of users to get their feedback. e2f will project manage an app user test or game playtest start-to-finish, from initial public solicitation for testers, to conducting on-site sessions at our San Jose, CA offices or coordinating remote "blind testers," plus management of user feedback systems (testing session logs, online surveys, video or audio, etc.).

Multimedia Services

Voice-Over (VO)

e2f maintains its own sound studio in San Jose, CA, managed by a professional sound engineer, to guarantee quality and consistency. Thanks to the large cosmopolitan makeup of the San Francisco Bay Area, you have several options to choose from within a very large pool of local voice-over talents, both amateur and professional. We can even organize a casting call to get just the right voice for you. We can also provide special services including segmentation and audio file synching.

Subtitling

The debate between voice-over (“dubbing”) or subtitling (“subbing”) is often passionate and personal, yet there are cases to be made for both. In cases where subtitling is preferred for video, we can provide you with a translated and timecoded transcript.

Transcription

We can also transcribe video or audio sources, rendering your dialogue and conversations into high quality translated documents.

Engineering Services

Localization Engineering

Localization isn’t just about linguistics. There’s a lot of technology under the hood these days. Architectures can span databases, Content Management Systems (CMS), git repositories and other source code management systems, machine translation engines, as well as collaborative translation management platforms.

e2f has experience in myriad aspects of localization engineering. That includes creating applications and scripts for extract/transform/load (ETL) operations, pre- and post-processing, and other methods to transfer and keep your original content and translations moving between multiple and disparate systems.