

PORTFOLIO

Francesca Deakin, B.Sc. (Hons) Bespoke English language services from a single source

Copywriting/Werbetexte (EN)
Transcreation (DE-EN) / kreative Übersetzungen (DE-EN)
Translations/Übersetzungen (DE-EN)
Editing/Redaktion (EN)
Proofreading/Lektorat (EN)

About Me

- Native English speaker (British)
- Muttersprache Englisch (Britisch)
- Outstanding command of German
- ausgezeichnete Deutschkenntnisse
- Freelance since 1995
- Freiberufler seit 1995
- 30 years' experience in the field of language service provision
- 30 Jahre Erfahrung in der Erbringung von Sprachdienstleistungen

Copywriting Werbetexte

Samples Beispiele

Kunde: MSC Mediagrafica für MSC Cruises
Branche: Kreuzfahrten
Aufgabe: Erstellung von Internettexten für neue Zielhäfen gemäß Kundenbriefing, einschl. Suchmaschinenoptimierung (SEO) und Recherche.

Client: MSC Mediagrafica for MSC Cruises
Sector: Cruise holidays
Task: Producing web copy for new ports in line with client specifications, including search-engine optimisation (SEO) and research.

Beispiel:
Auszug aus der Internetpräsentation
www.msccruises.com

Example:
Excerpt from the company website
www.msccruises.com



You are here: [Homepage](#) ▶ [Cruise-Destinations](#) ▶ [Caribbean](#) ▶ [Trinidad-and-Tobago](#) ▶ [Overview](#)

Trinidad and Tobago

Limbo on down in the home of soca and calypso when you holiday in Trinidad & Tobago on a Caribbean cruise with MSC Cruises.

Celebrate life and rendezvous with paradise when you set sail to **Trinidad & Tobago** on a luxury **Caribbean cruise** with **MSC Cruises**.

With a tropical twosome as hot as Trinidad & Tobago on our [Caribbean cruise itinerary](#), turning your holiday dream into cruise vacation reality is as easy as saying "T 'n' T". The twin island nation situated off northeast Venezuela is the birthplace of carnival in its most flamboyant form, the back bending limbo dance and the joyous musical styles of calypso, steelpan and soca. With one of [MSC Cruises' fabulous liners](#) as your luxury holiday base, you'll be free to savour the glorious weather, superb beaches, excellent water sports facilities, amazing landscapes and colonial heritage of these sunshine isles.

Apart from a choice of sublime beaches and **Buccoo Reef**, the more northerly Tobago also boasts a pretty capital, **Scarborough**, as well as the 18th-century Fort George that sits above the town.

But not to be outdone by its sister isle, Trinidad also delivers a wealth of places to visit and things to do. Alongside [Port of Spain](#), Trinidad & Tobago's wonderful capital, and the larger San Fernando, other places of interest include **Mathura Beach** for its leatherback turtles, the bird sanctuary in the **Caroni wetland area**, the fascinating **La Brea Pitch Lake** and the largely untouched northern coast and its gorgeous shores, to name but a few.

Giving you not one, but two island retreats in which to spend some sybaritic time soaking up the sun and saying sayonara to stress and strain, a [cruise holiday](#) to Trinidad & Tobago with MSC Cruises has to be one of the best Caribbean deals around.

Kunde: MSC Mediagrafica für MSC Cruises
Branche: Kreuzfahrten
Aufgabe: Erstellung von Internettexten für neue Zielhäfen gemäß Kundenbriefing, einschl. Suchmaschinenoptimierung (SEO) und Recherche.

Client: MSC Mediagrafica for MSC Cruises
Sector: Cruise holidays
Task: Producing web copy for new ports in line with client specifications, including search-engine optimisation (SEO) and research.

Beispiel:
Auszug aus der Internetpräsentation
www.msccruises.com

Example:
Excerpt from the company website
www.msccruises.com

Miami

Choose one of MSC Cruises' Caribbean vacations and cruise your cares away en route to the United States and the city of Miami in the "Sunshine State" of Florida.

INTRODUCTION	CRUISES	PRACTICAL INFO	EXCURSIONS	WEATHER
--------------	---------	----------------	------------	---------

Visit the United States and Miami's sunny shores on your next Caribbean cruise with MSC Cruises

Choose one of MSC Cruises' Caribbean vacations and cruise your cares away en route to the United States and the city of Miami in the "Sunshine State" of Florida.

From Miami's glitzy waterfront skyline to the elegant splendour of Miami Beach's pastel-coloured art deco extravaganza, from the subtropical wetlands of the Everglades to a choice of stunning beaches giving onto the azure blue of the Atlantic Ocean, this all-American resort is a holidaymaker's dream.

Miami's year-round sunshine, its cosmopolitan ambience, dramatic glass-and-steel architecture and fascinating hinterland have made it popular as a holiday destination in the United States for people all over the world – and regardless of the season. The city's fabulous skyline has also been popularised in a slew of major films and international hit TV series, perhaps the most famous of which remains "Miami Vice".

Must-sees on your break in the United States not only include the incredible Everglades wetlands area, an important natural habitat for alligators and other marshland wildlife, but also the beautiful, multi-hued art deco district in Miami Beach and the jaw-dropping architecture on Star Island. The city's long stretch of pristine beach is naturally a highlight in itself, with Haulover Beach Park at the northern end even allowing skinny-dipping – if you dare! So why not treat yourself to a Caribbean break with MSC Cruises and set sail on cruise itinerary that includes stops in the United States? After all, life is for living and in Miami, the living is definitely good.



Kunde: MSC Mediagrafica für MSC Cruises
Branche: Kreuzfahrten
Aufgabe: Erstellung von Internettexten für neue Zielhäfen gemäß Kundenbriefing, einschl. Suchmaschinenoptimierung (SEO) und Recherche.

Client: MSC Mediagrafica for MSC Cruises
Sector: Cruise holidays
Task: Producing web copy for new ports in line with client specifications, including search-engine optimisation (SEO) and research.

Beispiel:
Auszug aus der Internetpräsentation
www.msccruises.com

Example:
Excerpt from the company website
www.msccruises.com

Varna

Balkan sunshine in Bulgaria, the seaside resort of Varna and the Mediterranean way of life await the pleasure of your company – on a luxury holiday cruise with MSC Cruises.

INTRODUCTION

CRUISES

REACH THE PORT

EXCURSIONS

WEATHER

Make today a red-letter day by choosing Varna in Bulgaria as your next holiday destination on a Mediterranean cruise with MSC Cruises.

Take a sweep of golden sands on the Black Sea coastline, sprinkle with a sizzle of sunshine, throw in a gorgeous inner-city park, flavour with a dash of culture and history, then season with friendly locals and you have the perfect recipe for a wonderful holiday in the port of Varna, Bulgaria's so-called "Summer Capital". Simply put, when it comes to having fun in the sun in Bulgaria, Varna is where it's at.

As a melting pot of western and eastern cultural elements, the resort presents a cosmopolitan face with a city centre of beautiful Art Nouveau buildings and the Sea Garden park, a popular oasis of ordered nature that was first planted in the 19th century. Also worthy of note are the Archaeological Museum, the Dolphinarium, the old Roman Baths, the late 19th-century Euxinograd Palace, the fabulous 19th-century cathedral and the adjacent Lake Varna, to name but a few.

But the resort is also a great starting point from which to travel inland to visit such must-sees as the Aladzha Cave Monastery, hewn out of solid rock during medieval times, the pretty fishing port of Balchik, the lakes surrounding the town of Burgas and the Golden Sands Nature Park for a chance to enjoy the great outdoors. And all the while your cruise liner and MSC Cruises' Mediterranean way of life provide a welcoming home from home.

Make a date with the rich diversity of Bulgaria and let MSC Cruises spoil you on the Mediterranean cruise holiday of your dreams. We look forward to taking your booking.



Kunde: MSC Mediagrafica für MSC Cruises
Branche: Kreuzfahrten
Aufgabe: Erstellung von Internettexten für neue Zielhäfen gemäß Kundenbriefing, einschl. Suchmaschinenoptimierung (SEO) und Recherche.

Client: MSC Mediagrafica for MSC Cruises
Sector: Cruise holidays
Task: Producing web copy for new ports in line with client specifications, including search-engine optimisation (SEO) and research.

Beispiel:
Auszug aus der Internetpräsentation
www.msccruises.com

Example:
Excerpt from the company website
www.msccruises.com

La Spezia

If La Spezia, Italy's Riviera and the Cinque Terre sound like your holiday dream, you only have to join MSC Cruises on a Mediterranean cruise to make your dream come true.

INTRODUCTION	CRUISES	REACH THE PORT	EXCURSIONS	WEATHER
Feeling peckish for a slice of la dolce vita in Italy's La Spezia? Then book a cruise with the masters of Mediterranean lifestyle: MSC Cruises. If La Spezia, Italy's Riviera and the Cinque Terre sound like your holiday dream, you only have to join MSC Cruises on a Mediterranean cruise to make your dream come true. Stretching from Ventimiglia to just past La Spezia, with the craggy Cinque Terre region in between, the sweep of shoreline known as the Italian Riviera is all about <i>la dolce vita</i>. Rich in heritage and linked by a delightful walking trail, the five cliff-side towns within the Cinque Terre National Park – a UNESCO World Heritage Site – promise to deliver an authentic taste of Italian customs, food and wines. And the Mediterranean theme naturally continues on board ship, courtesy of MSC Cruises. Pretty lanes plus several 13th-16th-century churches make La Spezia's old town worth a visit, but also check out the interior of the post office with its huge Futurist mosaic of trains, ships and planes. A short drive from town will see you reach two of Italy's most iconic cities: Pisa and Florence. Make a date with the 12th-/14th-century Leaning Tower of Pisa, now stabilised and – finally – no longer "on the move", as well as other attractions such as the Piazza del Duomo, the Church of Santa Maria della Spina and the Palazzo della Carovana, to name but three. In Florence, the city once ruled by the Medicis and the birthplace of the Italian Renaissance, you'll find such treasures as the Uffizi Gallery, Pitti Palace, Ponte Vecchio and the Cathedral of Santa Maria del Fiore, plus a raft of high-fashion outlets to make your mouth water. La Spezia, the Cinque Terre, Florence, Pisa and Italy's Mediterranean way of life await you on a fabulous cruise with MSC Cruises. Holiday deals don't get better than this, so <u>book your vacation today</u>.				

Kunde: MSC Mediagrafica für MSC Cruises
Branche: Kreuzfahrten
Aufgabe: Erstellung von Internettexten für neue Zielhäfen gemäß Kundenbriefing, einschl. Suchmaschinenoptimierung (SEO) und Recherche.

Client: MSC Mediagrafica for MSC Cruises
Sector: Cruise holidays
Task: Producing web copy for new ports in line with client specifications, including search-engine optimisation (SEO) and research.

Beispiel:
Auszug aus der Internetpräsentation
www.msccruises.com

Example:
Excerpt from the company website
www.msccruises.com

Volos / Metéora

For a holiday that delivers seaside fun in the cradle of civilisation, Greece is the word, Volos the place, Metéora the certain highlight and MSC Cruises your cordial host. All as part of a luxurious Mediterranean cruise.

INTRODUCTION	CRUISES	PRACTICAL INFO	EXCURSIONS	WEATHER
--------------	---------	----------------	------------	---------

Indulge your taste for luxury on a Mediterranean cruise holiday with MSC Cruises and discover Greece, the port of Volos and the Metéora monasteries.

Situated on the eastern seaboard at the foot of Mount Pelion in Greece, the city of Volos grew from small mid-19th-century beginnings to the bustling port that graces the shores of the Pagasetic Gulf today. It is also a gateway to the Sporades archipelago in the Aegean Sea and, if you travel in a western direction, the beautiful Pelion Peninsula.

City sights include the Thessaly Railway and Volos Archaeological Museums, the busy harbour and the waterfront Church of Saints Constantine and Helen, while the densely wooded foothills of Mount Pelion are just the place to round off your Mediterranean cruise holiday by letting off steam outdoors.

From Volos, a two-hour drive will take you to the Metéora monasteries, a **UNESCO World Heritage Site**. Originally 20 in number, the six remaining **Eastern Orthodox Metéora** monasteries sit atop natural limestone stacks whose perpendicular sides stretch vertiginously upwards to a height of nearly 400 m. Built with seclusion in mind between the 14th and 16th centuries, it took until steps were cut into the rock in the 1920s for these incredible eyries to become accessible – for monks, visitors and supplies alike – by anything other than long ladders, then rope-pulled nets and later baskets. Considering the ropes were only replaced when “the Lord let them break”, reaching the top really did take a leap of faith.

So why not recharge your batteries with a sun-soaked slice of Greece and a generous helping of Mediterranean hospitality on a luxury cruise holiday with **MSC Cruises**? Book now and look forward to a warm welcome on board.



Kunde: Touchmore GmbH
Branche: Haptische Verkaufsförderung
Aufgabe: Erstellung eines engl. Mailingtextes für logoloop®.

Client: Touchmore GmbH
Sector: Tactile advertising media
Task: Producing a mailing text for logoloop®.

Beispiel:
Mailingtext Englisch

Example:
Mailing text

Re: Let logoloop® get your message across from every angle

Dear,

Smarten up your communications – with logoloop®.

Celebrate your brand, product or service using logoloop®. Made of high-quality card, this innovative and *tactile* advertising medium will get your message across from a multitude of angles.

The unique, origami-like design of logoloop® means your message keeps on unfolding as the card is handled, transforming its content every time a pre-folded section is touched. Fascinating, mesmerising, great fun and highly effective, this is an excellent way to ensure your message is read – again and again.

Scientific research has shown that a tactile advertising experience stimulates 10 times more neuronal activity than when an ad is merely seen. For you, this translates into a corresponding increase in how well your ad is remembered and how much it stands out from the crowd.

Whatever the campaign might be – events promotion, direct mailing, product launch, to name just three of the many possible options – you'll find logoloop® hits the spot.

As a form of advertising that is certain to delight and inform in equal measure, you can also be sure it will capture the recipient's attention and be kept for future reference.

While the images below provide a first overview of how logoloop® works, the short video at will give you an even better idea of this entertaining way to advertise.



But the best way to get to know logoloop® is to discover its many-faceted nature for yourself. For samples or a personal consultation to find out how logoloop® could help to maximise your return on advertising investment, call us on or mail us at..... .

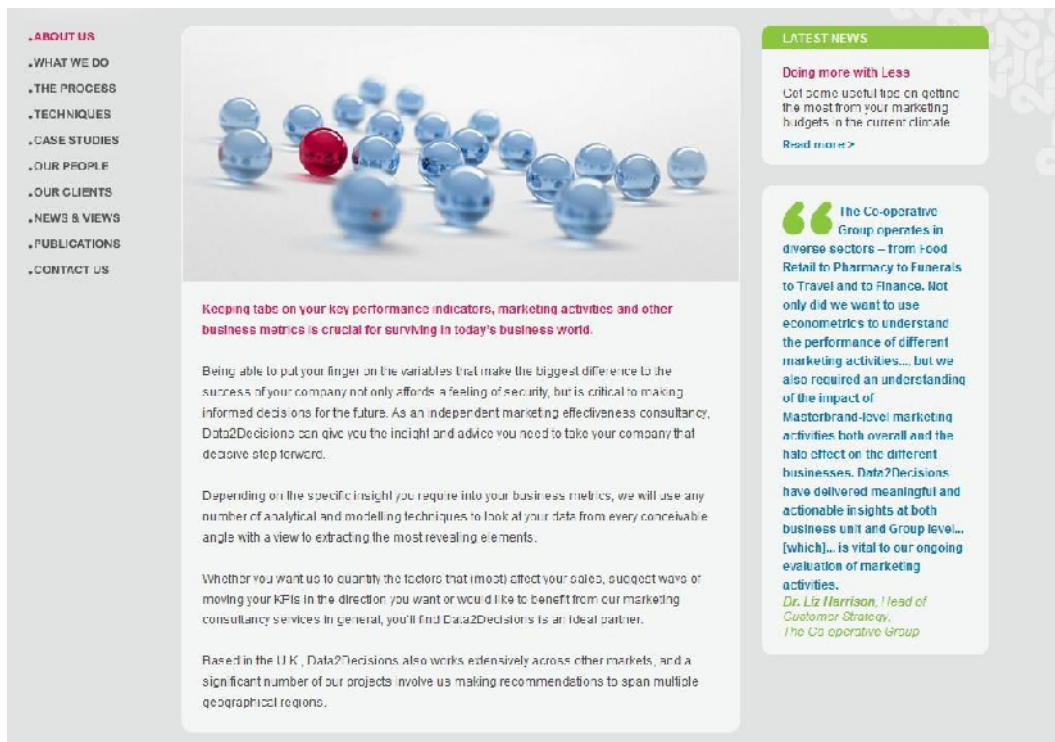
We look forward to hearing from you soon.

Kunde: Data2Decisions
Branche: Ökonometrie
Aufgabe: Erstellung neuer Internettexte
gemäß Kundenbriefing.

Client: Data2Decisions
Sector: Econometrics
Task: Producing new web copy
as briefed by the client.

Beispiel:
Auszug aus der Internetpräsentation
www.d2dlimited.com

Example:
Excerpt from the company website
www.d2dlimited.com



Kunde: Foseco GmbH
Branche: Verbrauchsgüter für Gießereien
Aufgabe: Texten + Konzept (mit www.kombande.de)
Image-/Produktkampagne
gemäß Kundenvorgabe.

Client: Foseco GmbH
Sector: Refractories for foundries
Task: Copywriting + Concept (with www.kombande.de)
Image/product campaign
as specified by client briefing.

Beispiel:
Auszug aus Anzeigenreihe

Example:
Print ad (one of a series)

Life is full of surprises ...
Let Foseco help you cope.

When designing a truck, it pays not to skimp on essentials. The success of a foundry equally depends on essentials: the consumables (the filters) that make such a difference to product quality and profitability. Our broad understanding of your processes and quality demands coupled with our extensive filtration expertise means that we can help you to select the optimum Foseco filtration solution for your requirements. In fact, Foseco's innovative range of products and services covers the entire foundry process. Whether you want to reduce scrap, increase yield, improve machinability or streamline your casting system, you can rely on Foseco to get the job done.

SEDEX
SIVEX
STELEX-PH
STELEX-ZR
FODEX

FOSECO

Contact Foseco for more information on filtration.
Phone: +44 (0)1827 289909
Fax: +44 (0)1827 250806
Email: UKinfo@foseco.com

Kunde: Foseco GmbH
Branche: Verbrauchsgüter für Gießereien
Aufgabe: Texten + Konzept (mit www.kombande.de)
Anzeigenkampagne zur Firmenverschmelzung von Foseco mit Vesuvius.

Client: Foseco GmbH
Sector: Refractories for foundries
Task: Copywriting + Concept (with www.kombande.de)
Print campaign to mark merger of Foseco with Vesuvius.

Beispiel:
Anzeige

Example:
Print ad



THE POWER OF 2

Look out for the double act that gives you more: Foseco and Vesuvius.
We joined forces to make us even stronger than before and now offer an extended range of products and customer services under one roof.

The integration of Vesuvius foundry products into Foseco's range has enhanced our leading global position as a supplier of consumables and services to the foundry industry.

We've kept the same top quality, but now have even more process understanding and applications expertise to help you boost operational efficiency.

Let our new range of innovative products and services unlock the full potential of your foundry operations.

Talk to us. It's all for you.

The power of 2.



COMMITTED TO FOUNDRIES

FOSECO

Phone: +44 (0)1827 269999 | Fax: +44 (0)1327 250306 | UKinfo@foseco.com | www.foseco.co.uk

VESUVIUS

Kunde: Foseco GmbH
Branche: Verbrauchsgüter für Gießereien
Aufgabe: Texten + Konzept (mit www.kombande.de)
Anzeigenkampagne nach Firmenverschmelzung von Foseco mit Vesuvius.

Client: Foseco GmbH
Sector: Refractories for foundries
Task: Copywriting + Concept (with www.kombande.de)
Print campaign following merger of Foseco with Vesuvius.

Beispiel:
Auszug aus Anzeigenreihe

Example:
Print ad (one of a series)



THE POWER OF 2

The world is full of great double acts. Our technology and your foundry, for instance, to make premium grade casting products. Or your castings in the hands of engineers who produce great technology that serves us every day.

Our locally based teams of foundry specialists are on hand to help you develop innovative solutions to suit your feeding needs.

Our products, services and expertise rounded with your skills and process knowledge can unlock the full potential of your foundry operations.

As a reliable and trusted supplier, Foseco can help you to improve casting integrity, reduce lead times, optimise solidification, maximise casting yields or perhaps lower filling and machining costs.

Whatever your foundry requirements are, talk to us.

Your foundry and Foseco. The power of two.



Kunde: MSX International
Branche: Berater für die Automobilvertriebsbranche
Aufgabe: Texte für Posterwerbung.

Client: MSX International
Sector: Consultants for the Automotive Retail Sector
Task: Copy for poster campaign.

Beispiel:
Poster

Example:
Poster

DREAM PERFORMANCE



We want you to get the most out of your dealership. Thanks to MSX International's holistic dealer solutions, you can now

couple optimizing operational efficiency and profitability with maximizing customer satisfaction.

- New Car, Used Car and Fleet Sales
- Customer Satisfaction Management
- Remarketing
- Finance and Insurance
- Accessory Sales

- Service Excellence
- Bodyshop Upgrade
- Wholesale Trade
- Parts Sales



THE SMART ALTERNATIVE

Kunde: MSX International
Branche: Berater für die Automobilvertriebsbranche
Aufgabe: Texte für Posterwerbung.

Client: MSX International
Sector: Consultants for the Automotive Retail Sector
Task: Copy for poster campaign.

Beispiel:
Poster

Example:
Poster

TUNE UP YOUR PERFORMANCE.



»» Best Practices »» Process »» People »» Technology



AUTOMOTIVE IS OUR PASSION AT MSX INTERNATIONAL. AS A GLOBAL LEADER IN THE PROVISION OF BESPOKE BUSINESS SOLUTIONS FOR THE AUTOMOTIVE RETAIL INDUSTRY, WE ARE IDEALLY PLACED TO KEEP YOU IN STEP WITH THE FAST PACE OF TECHNOLOGICAL PROGRESS.

The future of automotive is electric – in more ways than one. To help you safely navigate your retail network toward a successful, zero-emission future, we can help you to get

shipshape for whatever lies ahead. All-round assistance to cover your every automotive need is only a call away. Choose from:

- Warranty Solutions
- Dealer Solutions
- Technical Solutions

To find out exactly what we can do to supercharge your performance now and in the future, simply get in touch. We look forward to helping you win the technology race.

THE SMART ALTERNATIVE

Kunde: MSX International
Branche: Berater für die Automobilvertriebsbranche
Aufgabe: Texte für Posterwerbung.

Client: MSX International
Sector: Consultants for the Automotive Retail Sector
Task: Copy for poster campaign.

Beispiel:
Poster

Example:
Poster

DRIVING LOYALTY



When buying a car leaves your customer feeling on top of the world, you know it's a job well done. To help you become even better, MSX International's well known dealer solutions are designed to maximize customer

satisfaction, strengthen long-term customer loyalty and offer efficient strategies for sales and CRM – all to facilitate sustainable growth and a measurable increase in profitability.

- Dealer Excellence Solutions
- Sales Leads Management
- Service Leads Management

- Customer Satisfaction Management
- Sustain Solutions and Virtual Coaching
- Technical Platform MSXI Dealer

THE SMART ALTERNATIVE

Kunde: MSX International
Branche: Berater für die Automobilvertriebsbranche
Aufgabe: versch. Texte für Sales Folder.

Client: MSX International
Sector: Consultants for the Automotive Retail Sector
Task: Copy for various sales folders.

Beispiel:
Sales Folder-Auszug

Example:
Excerpt from sales folder

TURNING LEADS INTO SERVICE.

Book IT is a unique and proven MSX solution which assists OEMs, NSCs and dealerships in generating more traffic for their workshops and increasing long-term customer retention.



an eye on your workshop schedule and arrange appointments to ensure the greatest possible utilization of your dealers' workshops. And the added customer care and efficiency also increase long-term customer loyalty.

As an expert in the automotive industry, MSX International is not only aware of the problems faced by automotive dealerships, NSCs and OEVs: we deal with them on a daily basis. That hands-on, international experience has led us to develop **targeted programs that deal with industry-specific problems** and structures.

»» INTRODUCING Book IT

The service management platform Book IT is a highly effective solution for increasing

service, after-sales and repair revenues. It enables us to approach current and lapsed customers at the optimal times within their vehicle life cycles so that we can proactively book service appointments, conduct promotional campaigns for accessories and extended warranties, and more.

Book IT also improves workshop utilization. Our exceptionally well-trained call center agents not only make the most out of each customer contact; they also keep



Kunde: MSX International
Branche: Berater für die Automobilvertriebsbranche
Aufgabe: versch. Texte für Sales Folder.

Client: MSX International
Sector: Consultants for the Automotive Retail Sector
Task: Copy for various sales folders.

Beispiel:
Sales Folder-Auszug

Example:
Excerpt from sales folder

A PRACTICAL EXAMPLE.

An MSX International client was faced with a **decline in new vehicle sales** and **increasing competition due to various factors including the Block Exemption Regulation**. This situation was further exacerbated by **declining margins**. It is a squeeze that can quickly escalate – and one that is common in the automotive industry.

Paradoxically, increasing vehicle quality posed a further problem. Improved vehicle quality has led to **longer service intervals**, making it difficult to establish a regular working relationship with customers and tempting many to go to independent garages. Statistics show that after vehicles come out of their warranty period, **less than 50 % of all vehicle repairs and servicing is carried out by franchised dealers**. For this dealership network, the percentages were even lower and the only way out seemed to be **increased expenditures on advertising** to generate new customers.

»»» IT'S TIME TO Book IT

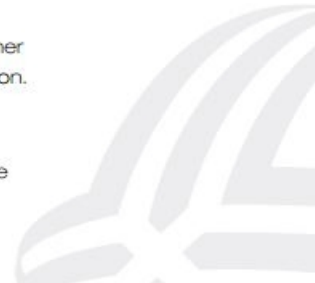
With the help of Book IT, this client was able to increase the number of customers that used his service departments by 15 %. In addition, Book IT helped him to **optimize utilization of the workshop capacity by an average of 98 %**.

Again, using Book IT, this dealer was able to get his **customers to come in more often for special deals and services** that were of interest to them, stabilizing his customer base – and increasing his revenues.

Finally, **customer satisfaction increased** to such an extent that even those customers who did not regularly buy a new car still came in for servicing and advice, further improving the dealership's financial situation.

This client had an **ROI of more than 250 %** on his Book IT investment for the first 12-month period.

With decades of experience in working for the automotive retail industry around the globe, we have the know-how and the insights that enable us to develop targeted solutions for your individual needs.



Kunde: Xtrafuel
Branche: Grafikdesign
Aufgabe: Kurztexte für Internetpräsenz.

Client: Xtrafuel
Sector: Graphics Design
Task: Brief copy for website.

Beispiel:
Auszug aus der Internetpräsenz

Example:
Excerpt from the website



Kunde: Sugr GmbH
Branche: Softwareentwicklung
Aufgabe: Text für Pitchunterlagen.

Client: Sugr GmbH
Sector: Software development
Task: Copy for pitch documents.

Beispiel:
Textauszug

Example:
Excerpt from pitch copy

GLOBAL TAPESTRY
One World, One Day...
to bring the world together

The power of film to bring the world together – One World – One Day!
But how?

Big Challenge – Banishing Barriers

In developing this project we need to overcome some basic barriers between countries, peoples and cultures.

Here are three big ones that impact implementation:

- language,
- know-how and
- technology.

Great Solution – Picture Power

No challenge is so great as to be insurmountable!

In keeping with the Global Tapestry concept of **unifying the world through the medium and power of film**, our vision involves:

- Finding a universal basic visual method of communication (or language) based on *films*, drawings, storyboards, animations and universally identifiable images (pictograms, emoticons).
- Developing a community website where people submit their profiles and comments on the films as drawings (single or multiple), storyboards, animations or even home-made movies.
- Creating a site navigation that uses universally identifiable images (pictograms) wherever possible to help transcend the language barrier.
- Finding a way for visitors/community members to post their comments on the films in the form of drawings (incl. pictograms and emoticons), storyboards, animations, movies, audio files, virtual sculptures, etc. as well as providing a facility to make suggestions for alternative movies (spoofs, homages, etc.), again in the form of drawings, storyboards, etc. All of this input could in turn be rated by other members of the community; some may even want to turn other people's storyboards into movies. This would enable and foster a truly image-based and multi-level form of communication and fully communicate the message of "one world", regardless of where people live or which language(s) they speak.
- Ensuring this method of communication is as universally applicable as possible. It therefore needs to be made available in a *highly egalitarian* manner across the world by providing software (Javascript or Flash) on the website that any visitor or community member can use to create their drawings, storyboards, etc., without needing separate (specialist) software. It would naturally also be possible to upload artwork produced by other means to the site. All of these artistic comments could then be rated by other members of the community to create a truly image-based, multi-level and global method of communication.
- Desisting from any attempt to create a text-based international community forum in numerous languages. Apart from the extremely arduous and time-consuming logistical and linguistic task this would pose, this would be a highly restrictive course to take as it would encourage people to only (or at least chiefly) communicate with others in their own language. But this would effectively defeat the "global celluloid glue" concept of Global Tapestry. Using drawings and storyboards instead not only bypasses many of these limitations, but also fully captures the spirit of unifying the world through the medium of film.

Global Team – Global Tapestry

Putting our vision into practice draws on the power of global, open source teamwork and would entail:

- Exchanging know-how on a global basis.
- Making content and source code of the application openly available to the public.
- Starting a global request for comments, setting up an internet rfc.

- Letting a team of international programmers participate in this project on an open source basis.
- Winning sponsorship support from major companies for programmers, artists, designers and linguists.
- Requesting people across the world to create modules for the application.
- Gaining the support of universities (linguists, cross-cultural communications experts) to provide assistance and advice in developing the image-based language we envisage.
- Spreading know-how all over the world using the open source concept so as to ***create a sustainable impact***.

Media Manifesto – Equal Rights For All

To underline the globally unifying and egalitarian spirit of the project, care must be taken to ensure that all people around the world can participate, using every possible means of technical communication.

For instance, we envisage people:

- uploading films via the internet,
- uploading audio/video via the internet, mobile phones, PDAs....,
- uploading drawings via the internet, or faxing them,
- sending text via the internet, including email, text messages, fax, possibly translated via one of the commonly available automated services,
- doing their own online video editing so that they do not have to buy expensive and complicated software and
- even finding sponsors to install internet booths in places where internet access is not commonly available or
- a sponsor for an 0800 freephone line.

Tough Timeline – Weaving the Tapestry

November XXXX – Start of the preliminary phase

This four- to six-week preliminary phase of the project will serve to:

- investigate and define the requirements of the project,
- make contact with possible cooperation partners, service providers and sponsors,
- set out technical solutions,
- clarify legal and licensing issues (creative commons, GPL,...),
- consult with various specialists in the field,
- build up a partner network,
- find an open source license that will permit the integration of non-open source software and
- determine the remaining ***costs*** of the project ***up to completion***.

Kunde: Interton
Branche: Hörgeräte
Aufgabe: Broschürentexte.

Client: Interton
Sector: Hearing aids
Task: Copy for series of brochures.

Beispiel:
Auszug aus Händlerbroschüre

Example:
Excerpt from dispenser brochure



avio⁵
PREMIUM CLASS
HEARING SYSTEM

LISTENING SITUATION NO. 2

ALL THE FUN OF THE FAIR

Apart from being great places to have some fun, fairs and markets also pose many acoustic challenges for a hearing system. Just a few examples: stall holders advertising their wares in loud voices, different music at high volume wherever you go, children's laughter mixed with squeals of delight and, of course, the sound of the bumper cars crashing into each other. That's a lot of sound – and all at once!

Yet, safe in the knowledge their hearing system can cope, your clients can just relax and enjoy. To that end, **avio⁵** offers various functions to help with hearing important sounds. The Auto-steered Directionality function is a great example: in loud environments, it auto-focuses the microphone to the front, cuts out background noise and thus improves the clarity of relevant sounds. Best of all, it automatically goes back to picking up sound from all directions again as soon as no one is speaking to the listener.

avio⁵ even goes another step further with an Environmental Gain Tuner for automatic volume adjustment in response to changing listening situations. Finally, the Wind Noise Reduction function can improve the quality of hearing outdoors by reducing 'swishing' noise as air rushes past the microphone. These features can all add to the enjoyment of any situation in which sound directions, frequencies and noise levels quickly change, and just at the funbar.



Speech in Noise Loud environment Speech in Constant Background Noise

Kunde: Interton
Branche: Hörgeräte
Aufgabe: Broschürentexte.

Client: Interton
Sector: Hearing aids
Task: Copy for series of brochures.

Beispiel:
Auszug aus Händlerbroschüre

Example:
Excerpt from dispenser brochure

avio⁵
PREMIUM CLASS
HEARING SYSTEM

RED CARPET TREATMENT

Designed to deliver superior hearing versatility in numerous listening situations, Interton avio 5 is a premium package to make your clients feel like VIP's.

Over and above avio 5's features' pack, various avio 5 functions work in tandem to ensure maximum functional convenience. Hearing the things that matter is clearly helped by avio 5's Environmental Gain Tuner and auto adaptive Noise Reduction functions, both of which react to suit each acoustic situation.

For instance, initially, avio 5's Wind Noise Reduction mode can enhance hearing comfort and the clarity of important sounds by decreasing the 'swishing' noise of air rushing past the device.

To perfect avio 5's red carpet deal, the Acclimatisation Manager enables sound levels to be amplified by a set amount over a given period of time, which considerably eases the transition phase to a new device. Best of all, your clients benefit from this superlative ease of use without even having to lift a finger.

Finally, the in-depth visual information on device usage provided by avio 5's full Data Logging feature lets you tailor fittings to mirror your clients' needs. By offering the most advanced solutions for any acoustic situation and delivering excellence every step of the way, avio 5 leaves your clients free to enjoy any lifestyle they choose.

MAIN ADVANTAGES AT A GLANCE:

- In-depth visual data-logging information for ultra-precise fitting results
- Learning Volume Control enables clients to personalise device volume in addition to levels set during fitting
- Complete choice of ITC, DTC and CIC form factors in neutral shades
- Acclimatisation Manager for easier client transition to the new device
- Environmental Gain Tuner for automatic volume adjustment to suit changing acoustic situations
- Environmentally sensitive Background Noise Reduction mode
- Improved directional hearing due to automatic change of microphone focus (auto stored directionality to omnidirectionality)
- Speech-Focused Directionality program: action improves understanding by focusing the device to the front with a variable beam angle

2

Kunde: TDK mediactive
Branche: Musik-DVD
Aufgabe: Kurzportraits für DVD-Büchlein
(einschl. Recherche).

Client: TDK mediactive
Sector: Music DVDs
Task: Short portraits for DVD liner
(incl. research).

Beispiel aus:
Berliner Philharmoniker
Waldbühne in Berlin 1993
„Russische Nacht“

Example taken from:
Berlin Philharmonic Orchestra
Berlin *Waldbühne* 1993
“Russian Night”



Seiji Ozawa
Conductor

Even if he may not share this opinion, the accident that forced Seiji Ozawa to change his concert-pianist plans and turn to conducting was something of a Godsend – at least to his audience. Having terminated his studies at Tokyo's Toho School of Music under the famous Hideo Saito, Ozawa completed his training with Herbert von Karajan. It was also during this time that Ozawa first met Leonard Bernstein, who invited him to accompany the New York Orchestra's 1961 tour and then proceeded to make him assistant conductor from 1961 to 1962. Ozawa went on to make stellar progress up the international career ladder, filling top positions in such places as Toronto, San Francisco and Boston. A 1966 guest performance with the Berlin Philharmonic Orchestra – with which the Japanese conductor is extremely popular – set the stage for many future appearances. Further highlights of the conductor's career, who is currently in the 25th season as music director of the Boston Symphony Orchestra, include winning two Emmy awards and a Grammy. However, his no doubt greatest musical feat entailed conducting Beethoven's Ode to Joy at the opening ceremony of the 1998 Nagano Winter Olympics. At this event, Ozawa simultaneously conducted a total of five choral groups and an orchestra, all scattered across different continents.

Finally, the most prestigious of Ozawa's accolades must surely be Japan's Inouye Sho Award for a lifetime's achievement in the arts, which he was recently the first ever to receive. In view of Ozawa's unstinting loyalty towards his home country – an example of which was the founding of the New Japan Philharmonic Orchestra – it is hard to imagine the award could have gone to anyone more deserving.

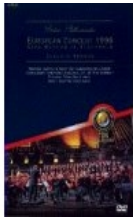
Seiji Ozawa was born in the Manchurian region of China in 1935 as the son of Japanese parents.

Kunde: TDK mediactive
Branche: Musik-DVD
Aufgabe: Kurzportraits für DVD-Büchlein
(einschl. Recherche).

Client: TDK mediactive
Sector: Music DVDs
Task: Short portraits for DVD liner
(incl. research).

Beispiel aus:
Vasa Museum Stockholm
„Europäisches Konzert 1998“

Example from:
Vasa Museum in Stockholm
“European Concert 1998”



Claudio Abbado
Conductor

With previous career stations having included Music Director at La Scala and the Vienna State Opera, Claudio Abbado succeeded Herbert von Karajan as the principal conductor and fifth artistic director of the Berlin Philharmonic Orchestra in 1989.

His unique conducting style – a combination of extraordinary rhythmic constancy with well-sustained tension and dramatic detail – has deservedly earned him international renown as one of the greatest contemporary conductors in the world.

All throughout the various stages of his impressive and award-winning musical career, which included a guest performance with the Berlin Philharmonic Orchestra as early as 1966, Claudio Abbado has been instrumental in founding new ensembles, fostering young musicians and promoting innovation in the world of classical music. In this vein, the European Community Youth Orchestra (founded in 1978) and the Gustav Mahler Youth Orchestra (founded in 1986) are just two examples worthy of particular mention.

Abbado's innovative streak also saw him extend the musical repertoire of the Berlin Philharmonic Orchestra to cover contemporary as well as classical and romantic styles. In addition, the annual cycle of special theme concerts – dedicated, for instance, to the poetry of Hölderlin or the legend of Faust – are a further brainchild of his.

Claudio Abbado was born in Milan, Italy, in 1933, trained at the Milan Conservatoire (until 1955) as well as the Vienna Academy (1957) and made his debut at the Milan Scala during a Scarlatti festival in 1960.

Swedish Radio Choir

As Sweden's only professional choir of its kind, the ensemble's vocal virtuosity paved the way for an illustrious international career. The choir, whose repertoire spans all stylistic epochs, is a particularly popular choice for productions of contemporary composers and has given premiere performances of numerous works. In addition, the choir has worked with the Berlin Philharmonic Orchestra on a number of projects throughout the years. The choir has been conducted by Maria Wieslander, a graduate of the Royal Music Academy in Stockholm, for 15 years.

Eric Ericson Chamber Choir

Founded in 1945 by Eric Ericson, the unequalled master conductor of choral music, the choir's inimitable Nordic sound soon made it a firm favourite in Sweden and the international music world alike. The choir's abiding dedication to seeking out new music and new fields of work has led to a broad repertoire covering everything from Renaissance through a capella to the latest in avant-garde. The choir has cooperated with the Berlin Philharmonic Orchestra on numerous occasions.

Kunde: TDK mediactive
Branche: Musik-DVD
Aufgabe: Kurzportraits für DVD-Büchlein
(einschl. Recherche).

Client: TDK mediactive
Sector: Music DVDs
Task: Short portraits for DVD liner
(incl. research).

Beispiel aus:
Berliner Philharmoniker
Waldbühne in Berlin 1996
„Italienische Nacht“

Example from:
Berlin Philharmonic Orchestra
Berlin Waldbühne 1996
“Italian Night”



Angela Gheorghiu
Soprano

With her 1992 Covent Garden debut, Angela Gheorghiu (born in Adjud, Romania in 1965) swiftly advanced to become one of the youngest and most lauded sopranos of our time. To illustrate her prodigious talent, when she auditioned for the part of Violetta from “La Traviata” only two years later, her performance moved even the late Sir Georg Solti to tears. She started to sing at the age of five and steps were quickly taken to ensure she received individual musical tuition. Following five years as a boarder at a special school of music in Bucharest, she received professional training at the Bucharest Music Academy until her graduation in 1990. Her already illustrious career has included guest performances at the Met as well as in Vienna, Brussels, Hamburg, Munich, Zurich, Oslo, Prague and Bucharest. Angela Gheorghiu is married to the tenor Roberto Alagna.

Sergej Larin
Tenor

Born in Russia in 1956, Larin originally studied French before going on to train as a singer at the Conservatory in Vilnius. He already made his debut at the Vilnius Opera House as Alfredo in “La Traviata” during the second year of his training. His 1990 Vienna performance as Lenski in “Eugene Onegin” was then to launch his luminous career, which has since taken him to many other prestigious venues in western Europe, including La Scala, the Royal Opera House, Covent Garden, and the Dutch Opera Amsterdam.

Larin’s impressive career to date has included various guest performances as a concert singer. Apart from appearances with Claudio Abbado, the gifted tenor has also worked with a number of other world-famous conductors.

Bryn Terfel
Bass-baritone

The Welsh bass-baritone (born in Pwllheli, Wales, in 1965) trained at the London Guildhall School of Music and Drama under the auspices of Arthur Reckless and Rudolf Pierney. Although still relatively young for the world of classical music, the many awards Bryn Terfel has already won pay a fitting tribute to his voluminous, warm and potent voice. Terfel gave his debut at the Welsh National Opera in 1990 with memorable performances both as Guglielmo in “Così fan tutte” and as Figaro in “Le nozze di Figaro”. The latter role was to catapult him into the international arena with subsequent appearances at the Salzburg Festival, the Met in New York, the Royal Opera House, Covent Garden and the English National Opera in London, to name but a few. However, Terfel is equally in demand as an oratorio performer, particular examples of which are his performance of Brahms’ Requiem under Claudio Abbado and the Berlin Philharmonic Orchestra as well as his appearance on the BBC’s 1994 “Last Night of the Proms”.

Kunde: TDK mediactive
Branche: Musik-DVD
Aufgabe: Kurzportraits für DVD-Büchlein
(einschl. Recherche).

Client: TDK mediactive
Sector: Music DVDs
Task: Short portraits for DVD liner
(incl. research).

Beispiel aus:
Staatsoper Unter den Linden
„Festival Concert 1998“

Example from:
State Opera *Unter den Linden*
“Festival Concert 1998”



Daniel Barenboim
Conductor

Having started to play the piano at the age of five, Daniel Barenboim was nothing short of a child prodigy. His first official piano performance followed only two years later in his native city of Buenos Aires, where he was born in 1942. On an international scale, Barenboim's charmed career began when he was just ten with performances in Vienna and Rome, quickly to be followed by further appearances in Paris, London and New York, among many others. In the meantime, his Russian-Jewish parents had emigrated to Israel, the country that was to become Barenboim's new home.

As part of his training, Daniel Barenboim both attended conducting courses with Igor Markevitch in Salzburg and studied harmonic theory and composition under Nadja Boulanger in Paris. In the 1960s, Barenboim started dedicating more of his time to conducting, during which period his more than decade-long cooperation with the English Chamber Orchestra began and further conducting debuts ensued in London, New York and Chicago.

Daniel Barenboim's dual career has made him unusually aware of the issues concerning not only the orchestra as a whole, but also of each individual musician, thereby enhancing his genius as a conductor still further. He is married to Jaqueline du Pré, with whom he has given many chamber music concerts throughout the years.

Translations (DE-EN) Übersetzungen (DE-EN)

Samples Beispiele

Kunde: Touchmore GmbH
Branche: Haptische Verkaufsförderung
Aufgabe: Übersetzung (DE-EN)

Beispiel:
Auszug aus einem White Paper
zum Thema interner Kommunikation.

Client: Touchmore GmbH
Sector: Tactile advertising media
Task: Translation (DE-EN)

Example:
Excerpt from a white paper on the topic of
internal communications.

AUSGANGSTEXT / SOURCE TEXT

Hand aufs Herz

Wie haptische Medien die interne Kommunikation verbessern und Arbeitgebermarken attraktiver machen.

von Olaf Hartmann

Engagierte Mitarbeiter sind ein Schlüsselfaktor für erfolgreiche Unternehmen. Mitarbeiterbindung und Engagement entstehen jedoch nicht (nur) durch Gehalt und Bonusvereinbarungen. Erstaunt stellten Wissenschaftler fest: Bonusvereinbarungen haben sogar negative Auswirkungen auf die kognitiven und kreativen Leistungen von Mitarbeitern. Bereits 2009 fasste der Wissenschaftsjournalist Dan Pink diese verblüffenden Erkenntnisse in einem inspirierenden TED-Talk zusammen: http://www.ted.com/talks/dan_pink_on_motivation

Fair entlohnt werden möchten wir; doch wenn wir täglich „100 Prozent“ geben und auch in harten Zeiten der Firma gegenüber loyal sind, dann liegt das nicht an der Gehaltsabrechnung, sondern an unserer intrinsischen Motivation. Es ist ein tiefes menschlichen Bedürfnis, Teil von etwas Größerem zu sein – ein Teil von etwas, das unsere eigene Bedeutung übersteigt.

Interne Kommunikation ist deshalb nicht nur wichtig, sie ist entscheidend für den langfristigen Erfolg jeder Firma: Motivierte Mitarbeiter werden sich bei Ihnen bewerben, für Sie kämpfen und in harten Zeiten die Zähne zusammenbeißen – vorausgesetzt, Sie vermitteln Ihrer Mannschaft das gemeinsame Unternehmensziel, warum es bedeutsam für die Welt ist und welchen persönlichen Beitrag jeder Einzelne dazu leisten kann.

Werber wissen, wie sie Aufmerksamkeit erzeugen, Bedeutung vermitteln, Botschaften emotionalisieren und fest im Bewusstsein verankern. Doch die Erkenntnisse der Werbewirkungsforschung treffen selten auf die interne Kommunikation – in den meisten Firmen ist sie das arme Stiefkind der Markenkommunikation.

Wird die interne Kommunikation nicht ernst genommen, sind die Folgen verheerend: Mitarbeiter ignorieren die neuen Unternehmenswerte, Führungsleitlinien oder Sicherheitsvorschriften – im schlimmsten Fall wird an der Kaffeemaschine darüber gelacht. Ignoranz und Zynismus ersticken die wichtigen Botschaften an die Mitarbeiter; die Mühen verpuffen so häufig im Nichts.

Doch gerade im Mitarbeiterverhalten liegt ein enormes Potenzial für die externe Markenbildung, denn das Verhalten der eigenen Mitarbeiter prägt das Markenbild

ZIELTEXT / TARGET TEXT

Hand on Heart

How haptic media improve internal communications and make employer brands more attractive.

by Olaf Hartmann

Committed employees are key to the success of any company. Yet employee loyalty and commitment rest not (only) on salary and bonus agreements. In fact, as scientists were surprised to find, bonus incentives can even exert a negative effect on the cognitive and creative performance of employees. Dan Pink's inspiring 2009 TED Talk already put these astounding findings in a nutshell: http://www.ted.com/talks/dan_pink_on_motivation

We all want to get a fair rate of pay. But that being said, the reason people give “100 percent” every single day and remain loyal to their company even in trying times cannot be found in their salary slip, but is instead fuelled by intrinsic motivation. It is a deep-seated human need to feel part of something greater than ourselves – part of something that surpasses our own importance.

This is also why internal communications are more than just important, they are decisive for the long-term success of any company. Internal communications have the power to attract motivated employees who will fight for you and step up to the plate when the going gets tough – but only if you can unify the workforce in pursuing a common corporate goal, explain its global importance and show how each individual can make a personal contribution to achieving it.

Advertising professionals know how to attract attention, communicate significance and meaning, emotionalise messages and firmly anchor these in our consciousness. Yet insights gained by conducting research into the effects of advertising are only rarely applied to internal communications – in fact, in most companies, internal communications are treated like the poor relation of brand communications.

But failing to take internal communications seriously leads to disastrous results. New corporate values, management guidelines or safety regulations are simply ignored and, at worst, laughed about over the water cooler. Ignorance and cynicism then join forces to suffocate key messages to employees – with the effort involved often coming to naught.

However, it is precisely employee behaviour that bears huge external brand building potential since the conduct of a company's employees will decisively co-shape its brand

entscheidend mit. Mitarbeiter, die ihre Unzufriedenheit im Kundenkontakt zeigen, untergraben das mühsam aufgebaute Markenimage. „Behavioural Branding“ rückt deshalb in den Fokus von Unternehmen – das Ziel: Mitarbeiter identifizieren sich mit der Markenidentität, fühlen sich dem Unternehmen verpflichtet und tragen ein positives Image nach außen.

Eine Basiserkenntnis dazu aus dem Wissensschatz der Werbung:

Der Bauch entscheidet, der Kopf rechtfertigt!

image. Employees who appear dissatisfied when dealing with customers undermine the painstakingly created brand image. Companies are therefore focusing on behavioural branding – with the aim of getting employees to identify with the brand identity, to feel committed to the company and to carry this positive image into the world at large.

A basic insight from the field of advertising in this context is:

the gut decides, the mind justifies.

Kunde: TEREX
Branche: Bagger, Radlader usw.
Aufgabe: Übersetzung (DE-EN)

Beispiel:
Pressemitteilung (1 aus insgesamt 16)

AUSGANGSTEXT / SOURCE TEXT



Bauma-Neuheit: Mobilbagger TW110
Im Stil der neuen Zeit

Der TW110 ist das „Paradepferd“ der kompakten Mobilbagger-Reihe. Er wird auf der Bauma komplett überarbeitet in einem prägnanten Design im Stil der neuen Zeit präsentiert.

Die bei Bauunternehmen und in der Recycling-Branche außerordentlich beliebte Maschine ist optimal auf die Anforderungen der Bediener abgestimmt. Der flotte neue TW110 ist eine universell einsetzbare und im Aussehen sehr ansprechende Maschine. Das neue Design ist beispielhaft für die künftige Gestaltung der Terex Compact Maschinen. Markante Gestaltungs- und Funktions-Elemente verleihen den Compact-Maschinen neuen Stils einen hohen Wiedererkennungswert. Teile des Rahmens und der Arbeitseinrichtung des TW110, die ständig mit Schotter, Gestein und Erde in Kontakt sind, werden in einem auch optisch robusten Terex-Grauton lackiert, der sehr gut zu der von Haus aus weißen Maschine passt. Dieses widerstandsfähige Outfit erhöht auch den Wiederverkaufswert. Das von der Arbeitshydraulik komplett unabhängige Antriebsspaket verleiht dem TW110 ein Alleinstellungsmerkmal. Eine gute Idee ist das zusätzliche Fahrpedal: Mit den Händen arbeitet man, und mit den Füßen fährt man den Bagger zentimetergenau. Ideal ist die Terex-typische Knickmatik®: Damit gehört das Arbeiten entlang von Mauern und Hecken und das spurdeckende Baggern mit einem beiderseitigen Versatz von 54° (links 760 mm/rechts 1030 mm) zu den herausragenden Leistungsmerkmalen des TW110. Überzeugend sind die harmonischen Arbeitsspiele, die dank Loadsensing und lastunabhängiger Durchflussverteilung in jeder Phase kraftvoll und flüssig ablaufen. Lasten können sehr präzise positioniert werden. Serienmäßig ist ein Zusatzsteuerkreis, ein zweiter Zusatzsteuerkreis wird optional für den linken Joystick angeboten. Mehr Komfort und noch präziseres Arbeiten ermöglicht die neue Terex-Fingertip-Steuerung samt Potentiometer. Damit lassen sich Anbaugeräte wie Schwenklöffel und Hydraulikhämmer über den Zusatzsteuerkreis noch sanfter bedienen. Diese preisgünstige Option ist für alle Terex-Kompaktbagger (Mini, Midi und Mobil) verfügbar. Der abgasoptimierte Turbo-Dieselmotor spendiert für den hydrostatischen Fahrtrieb und die Arbeitseinrichtung 102 PS bzw. 74,9 kW. Am äußerst robusten Auslegersystem wirken sehr effektiv 72 kN Losbrech- und 58 500 kN Reißkraft. Die Hochdruckhydraulik arbeitet mit 330 bar. Die Zylinder aus Terex-Produktion sind mit Endlagendämpfung und einem sehr vorteilhaften Lasthalteventil ausgestattet. Besonders geeignet ist der wieselflinke, kompakte und äußerst standsichere Mobilbagger, wenn auf engen Baustellen oder unter fließendem Verkehr gearbeitet wird. Für die Straßenfahrt lässt sich der Gelenkausleger kompakt zusammenfallen. Alle Bedienelemente sind auf der Bodenplatte positioniert, sodass die Baumaschine auch ohne Kabine voll funktionsfähig ist. Die Kabine wird sehr gut temperiert und belüftet — optional von einer leistungsfähigen Klimaanlage. Ergonomische Optimierungen zur Unterstützung des ermüdungsarmen Arbeitens tragen zur Sicherheit an einem langen Arbeitstag bei.

Client: TEREX
Sector: Excavators, Wheel Loaders etc.
Task: Translation (DE-EN)

Example:
Press release (1 of 16 in all)

ZIELTEXT / TARGET TEXT



Bauma Innovation: TW110 Mobile Excavator
Sharp-Dressed Excavator: New Look for Terex TW110

As the “show horse” of the compact mobile excavator family made by Terex, the TW110 will be presented in completely revamped form and in a fresh new design at the Bauma 2010.

Ideally equipped to suit operator requirements and made for universal use, the TW110 is a firm favourite among construction and recycling companies. Next to being a snappy mover, the revamped model also boasts a sharp new look – one that other Terex compact machines are due to share in the future. The distinctive design and functional elements of the new look are set to increase the brand recognition value of Terex compact excavators. To match the predominant white of the machine, a rustic shade of Terex grey was chosen for those parts of the chassis and attachments that come into constant contact with gravel, stones, soil or mud. In addition, the heavy-duty paint job clearly increases the resale value of these mobile excavators. The two independent working hydraulics and drive systems found in the TW110 are a truly unique selling point. The additional drive pedal is another convenient extra, thanks to which operators can use their feet to inch the excavator into position while leaving their hands free to work the attachments. The raft of extraordinary benefits provided by the TW110 includes the Terex-typical Knickmatik® system, which makes child's play out of working close to walls and hedges, and full-width excavation ability with a both-sided offset of 54° (left 760 mm/right 1030 mm). The machine's load-sensing flow distribution system further ensures constantly fluid, powerful and smooth working cycles – a prerequisite for precisely positioning heavy loads. An auxiliary control circuit is already a standard machine feature, but if required an optional second auxiliary control circuit can be added for the left-hand joystick. With a view to stepping up operator convenience and working precision another notch, Terex is proud to present a new fingertip control unit including a potentiometer that enables even gentler handling of attachments like swivel buckets and hydraulic hammers via the auxiliary control circuit. Best of all, this highly affordable option can be made available for all Terex compact excavator models (mini, midi and mobile). An emission-optimised turbo diesel engine supplies the hydrostatic drive and work attachments with an impressive 102 HP/74.9 kW of power. But the heavy-duty boom system also packs a hefty punch, developing 72 kN of breakout and 58.5 kN of ripping force, while the high-performance hydraulics system operates at 330 bar of pressure. The in-house-produced Terex cylinders are not only end-position-damped, but also fitted with a highly effective load-retaining valve. This fleet-footed, compact and extremely stable mobile excavator is simply ideal for work sites where space is at a premium or when the situation demands working in flowing traffic. The articulated boom moreover neatly folds up for travelling on normal roads. The fact that all operating elements are mounted on the base plate means the construction machine is fully functional even without a cab. All standard TW110 models are fitted with a warm and well-ventilated driver's cab, but an optional air conditioning system can be fitted on customer request. Furthermore, the risk of operator fatigue on long working days is considerably reduced by the ergonomically optimised cab interior, which in turn has a positive impact on work safety.

Kunde: TEREX
Branche: Bagger, Radlader usw.
Aufgabe: Übersetzung (DE-EN)

Client: TEREX
Sector: Excavators, Wheel Loaders etc.
Task: Translation (DE-EN)

Beispiel:
Flyer (1 aus insgesamt 3)

Example:
Leaflet (1 of 3 in all)

AUSGANGSTEXT / SOURCE TEXT

(Titel)
Die neuen Modelle 2010
Produktivität noch besser gemacht
Mobilbagger TW140 bis TW170

(Seite 2)
Alles, was ein moderner Bagger können muss. Und mehr.

Sie sind da. Unsere neuen Mobilbagger.
Bei der Entwicklung haben wir eine umfangreiche Kundenbefragung durchgeführt und sehr intensiv mit Fahrern zusammengearbeitet: Experten genauso wie ambitionierte Jungprofis. Ergebnis sind modernste Mobilbagger, die in Produktivität, Wirtschaftlichkeit und Sicherheit in Führung gehen.

(Seite 3)
OPTIMISIERTES HYDRAULIKSYSTEM
Jetzt kommt Bewegung in die Sache: Wir haben der Hydraulik eine sehr verfeinerte Technik beigebracht. Das erhöht die Produktivität entscheidend. Der Ausleger wartet mit einem optimierten Steuerschieber auf. Am Stiel bieten wir größere Auflösung am Gebergerät. Die maximale Geschwindigkeit für Löffel-Schließen ist schneller, das Schüttgut lässt sich so besser auswerfen. Spürbar besser: sanfteres Anschwenken und Auslaufen bei Gegenkontern.

KABINE: SICHERHEIT AUF KOMFORTABLE ART
Die optimierte Kabine erfüllt alle Sicherheitsstandards. Weitere Bediener-Pluspunkte sind unter anderem: verbesserte Luftführung bei der Klimaanlage, zusätzlicher Getränkehalter, verbesserte Position der Defrosterdüse, passgenaue Terex Kühlbox (optional) und die verbesserten Kabinenlager für ein ermüdungsärmeres und gesünderes Arbeiten.

VERZURRÖSEN
Macht den Transport schneller und sicherer:
Transportsicherungsösen an Lenkachse, Planierschildträger und Pratzkasten.

KORROSIONSSCHUTZ
Auf Dauer gut geschützt: sämtliche Bolzen sind verzinkt.

(Seite 4)
Rundgang voller Neuheiten
Ihre vielen Vorteile auf den Punkt gebracht.

- Vollhydraulisches Schnellwechsler-System (optional)
- Präzisere Hydraulik
- Proportionale Steuerung Greiferdrehen
- Optimierte Kabine
- Automatische Zentralschmieranlage (optional)
- Neuer Aufstieg mit integrierter Werkzeugkiste
- Telemetrie-System (optional)
- Neue Folienbeschriftung (optional)

ZIELTEXT / TARGET TEXT

(Cover)
New Models for 2010
Pushing Productivity
TW140-TW170 Mobile Excavators

(Page 2)
All-Round Excavator Excellence

Prepare for a pleasant surprise: our new mobile excavators have arrived. Engineered with the benefit of knowledge gained from an extensive customer survey as well as driver feedback – seasoned experts just as up-and-coming young professionals – these exceptional mobile excavators have redefined the cutting edge of productivity, cost-efficiency and safety.

(Page 3)
MOVERS & SHAKERS
Thanks to a sophisticated hydraulics upgrade, these great “little” movers have now attained a new level of productivity-pushing agility. Your advantages include an optimised control plunger for the boom, greater transmitter definition for the stick and a faster maximum speed for opening and closing the bucket, which makes it easier to release bulk goods. As a further benefit, the more responsive hydraulics system particularly facilitates smoother starting and stopping motions – especially when counter-rotating the machine.

SNUG AS A BUG
In addition to meeting all relevant safety standards, the cabin boasts the following high-comfort features: air conditioning with improved air flow, extra cup holder, optimised position for the demister nozzle, custom-fit Terex cool box (optional) and improved cabin bearings – all to ensure a healthier working environment and less driver fatigue.

ALL TIED UP
Lashing rings at the steering axle, a dozer blade carrier and an outrigger box guarantee faster and safer excavator transportation.

RUST-FREE PROTECTION
Rust-proofed for the duration: all bolts are galvanised for superior corrosion protection.

(Page 4)
GR8 INNOVATIONS
Your Benefits at a Glance

1. Fully hydraulic quick-change system (optional)
2. Enhanced hydraulic precision
3. Proportional controls for grab rotation
4. Optimised driver's cab
5. Automated central lubrication system (optional)
6. Improved cabin access with integrated tool box
7. GeoFence telemetry system (optional)
8. New foil design (optional)

Kunde: TEREX
Branche: Bagger, Radlader usw.
Aufgabe: Übersetzung (DE-EN)

Client: TEREX
Sector: Excavators, Wheel Loaders etc.
Task: Translation (DE-EN)

Beispiel:
Flyer (1 aus insgesamt 3)

Example:
Leaflet (1 of 3 in all)

AUSGANGSTEXT / SOURCE TEXT

(Seite 5)

TELEMETRIE-SYSTEM:

WIE, WO UND WANN GUT ZU WISSEN

Das neue optional erhältliche Telemetrie-System unterstützt Sie, die Betriebskosten zu senken. Der Service wird effektiver und entlastet durch optimierte Disposition, geringere Fahrtzeiten und geringere Zeit an der Maschine. Mit dem System lassen sich Arbeitsabläufe optimieren und Missbrauch des Firmenskapitals unterbinden. Durch Geofencing wissen Sie jederzeit, wo sich Ihr Bagger befindet.

Anbaugeräte sicher wechseln im Top-Speed

Montagevorbereitung für vollhydraulisches Schnellwechsel- System. Macht die Arbeit schnell und vor allem sicherer: Die Schlauchkupplungsfunktion ist integriert und damit die Gefahr der Fehlbedienung stark reduziert.

Folientechnik statt Lackierung

Bestellen Sie Ihren Bagger im eigenen Design.
Die Folientechnik ist günstiger als Lackierung

ZIELTEXT / TARGET TEXT

(Page 5)

DOES YOUR MACHINERY HAVE A SECRET LIFE?

Know more with the new optional GeoFence telemetry system, a stalwart ally in lowering operating costs. Not only does improved scheduling make excavator deployment more efficient, but ongoing GeoFence monitoring can even help to shorten job-related mileage and optimise periods of machinery operation. By streamlining your operational procedures and providing effective protection against unauthorised use of company property, GeoFence gives you the certainty of knowing exactly where your excavator is – anytime, anywhere.

QUICK-CHANGE ARTIST

Installation-ready for the fully hydraulic optional quick-change system – super-fast and super-safe. The integrated coupling mechanism for hydraulic tubing greatly reduces the risk of incorrect operation.

DRESS FOR SUCCESS

Order your excavator in any design you like – thanks to foil technology, the more affordable, versatile and resilient alternative to the classic paint job.

Kunde: Rotzler GmbH
Branche: Winden
Aufgabe: Übersetzung (DE-EN)

Client: Rotzler GmbH
Sector: Winches
Task: Translation (DE-EN)

Beispiel:
Seite 1 Rotzler Inform
Auszug aus Firmenzeitschrift
Als Download unter www.rotzler.de erhältlich

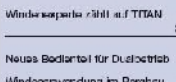
Example:
Page 1 Rotzler Inform
Excerpt from company newsletter
Available for download at www.rotzler.com

AUSGANGSTEXT / SOURCE TEXT



Informationen rund um Seilwinden, Spille und Windensysteme INFORM auch online unter www.rotzler.de 24/09

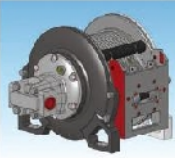
Inhalt

- New Orleans – Stadt der Musik, Kultur und Festivals  2
- Windseilspule zählt auf TITAN  3
- Neues Bauteil für Druckrohr Windenergieanlage im Bergbau  4
- Brückenreparatur mit TITAN  5
- Perforation Unmog  6

Die Hub-Experten werden noch stärker

Mehr Kraft mit System: Hubwinden TITAN TH 3, TH 5 und TC 2 optimiert

In allen Bereichen, in denen schwere Lasten sicher und zuverlässig gehoben werden müssen, sind die bewährten ROTZLER-Hubwinden der TITAN-Baureihe im Einsatz. Dabei spielt es keine Rolle, ob in Alaska nach Ölgebohrten, in Afrika Brunnen ausgehoben, in Island Fischfang bootbetrieben, in Australien Tunnel gebohrt oder in Italien Lkw beladen werden.



TITAN TH 3 mit neuer Druckwalze

Erhöhte und optimierte Funktionen, zum Beispiel Kipprollen, Andruckwalzen, Belandehalter usw. Zu den Neufunktionen zählen hier die Andruckwalze und die Seilendabschaltung. Die Wahl zur beliebigen Ausführung ist in der flexiblen Anbauweise der neuen Konstruktion. Die Andruckwalze kann jetzt an vier Positionen, je nach gewünschtem Seilzugkraft, an der Winde montiert werden. Dies bewirkt eine verbesserte Seilführung bei beliebigem Seileinlauf und optimierte Seilumlenkung. Ein weiterer Vorteil der ROTZLER-Andruckwalze zu anderen auf dem Markt angebotenen Ausführungen ist, dass sie über die gesamte Trommelbreite läuft und für die Seilanschließung eine separate Rolle vorhanden ist. Im Anwendungsbereich heißt das, es wird nicht erst auf der letzten Seilage das Seil komplett angedrückt, sondern auf allen Lagen.



Die Andruckwalze verbessert die Seilführung.



50 kN etc. Bei dieser Ausführung wurden sowohl das Gewicht wie auch die Größe im Vergleich zu bisherigen Konstruktionen weiter optimiert. Für die Konstruktion basierend das, die Kipprollen kann nach dem Falten des Korns daran verbleiben und muss nicht abmontiert werden. Dies ist benutzerfreundlich und spart Arbeits- und Zerkleinerung.



GL OPERATING CO. LTD.

Kunde: Rotzler GmbH
Branche: Winden
Aufgabe: Übersetzung (DE-EN)

Client: Rotzler GmbH
Sector: Winches
Task: Translation (DE-EN)

Beispiel:
Seite 1 Rotzler Inform
Auszug aus Firmenzeitschrift

Example:
Page 1 Rotzler Inform
Excerpt from company newsletter

ZIELTEXT / TARGET TEXT



Rotzler Inform logo with the word 'INFORM' in large blue letters and 'ROTZLER' in a smaller blue box above the 'I'.

All about winches, capstans and winch systems

INFORM now online

24/09

www.rotzler.com

Contents

- New Orders – City of Music, Culture and Festivals
- Winch Support crabs on TITAN
- New Dual Operation Control Unit
- Winch Applications for Coal Mining
- Bridge Inspection Work with TITAN
- Unicity – A Jewel on Four Wheels
- ROTZLER at the INDEX SHOW
- Used steel in the Future
- Mass Shredding Disposal

The Hoisting Experts Muscle Up

Systematic power boost: optimised TITAN TH 3, TH 5 and TC 2 hoisting winches

ROTZLER's tried-and-tested TITAN hoisting winches provide safe and reliable assistance for lifting heavy loads – any time, anywhere. Whether you're drilling for oil in Alaska or digging wells in Africa, catching fish in Icelandic waters, building tunnels in Australia or loading trucks in Italy, TITAN winches always help you get the job done.



TITAN TH 3 air hoisting winch

The systems also include accessories and optional functions, for instance top rollers or pressure rollers, end-of-rope control features, etc.



The pressure roller improves rope layout



TITAN TC 2 air hoisting winch

One of the latest features is the new version of the ROTZLER pressure roller and end-of-rope control for TITAN hoisting winches. The advantage over the previous version mainly lies in the more flexible mounting options of the new construction. The pressure roller can now be mounted on the winch at several positions to suit the desired rope exit, which also serves to optimise rope entry at the same time.

A further benefit of ROTZLER's new pressure roller over other models on the market is that it runs over the entire drum width and that a separate roller is available for the end-of-rope control function. In daily use, this means that all layers of the rope make full contact with the drum and not just the final one. Moreover, the new version of the roller and end-of-rope control is also available in a range for hoisting forces of 15, 30 and 60 kN. The new model has been further weight and size-optimized in comparison to the previous design for crane operations, the means the top roller can swing in place on the crane after it has been folded down and does not have to be removed again – which not only makes it user-friendly, but also saves time and means less work.



GL logo with the text 'GL' and 'GEARING' below it.



TITAN winches are suitable for integration in ships

Another feature of TITAN winches is...

Kunde: Rotzler GmbH
Branche: Winden
Aufgabe: Übersetzung (DE-EN)

Client: Rotzler GmbH
Sector: Winches
Task: Translation (DE-EN)

Beispiel :
Seite 2 Rotzler Inform
Auszug aus Firmenzeitschrift

Example:
Page 2 Rotzler Inform
Excerpt from company newsletter

AUSGANGSTEXT / SOURCE TEXT

New Orleans – Stadt der Musik, Kultur und Festivals

Die „Wiege des Jazz“ liegt am Mississippi



Unsere Reportage führt uns diesmal in den Süden der USA, nach New Orleans, der Hauptstadt des Bundesstaates Louisiana.



Multikulturelle Geschichte

Gegründet wurde die Stadt am Mississippi 1718 unter dem französischen Namen La Nouvelle-Orléans zu Ehren von Herzog Philipp II. Bereits 1772 wurde die Hauptstadt von Louisiana für multikulturelle Gremien summiert aus dieser frühen Zeit, denn 1762 ging die französische Kolonie an Spanien. Im Jahr 1763 erhielten die USA das „Recht auf Niederlassung“ von Spanien, doch 1800 ging die damals spanische Kolonie wieder an Frankreich zurück. Am 20. Dezember 1803 wurde die Stadt an die USA übergeben, nachdem diese das gesamte Gebiet westlich des Mississippi für 15 Millionen Dollar gekauft hatten. Eine wichtige Rolle für New Orleans spielte der Sklavenhandel. Durch der Hafen kamen viele Menschen aus Afrika und brachten ihre Kultur mit, die heute zum „Kampolischen und polyglotten Chariema der Stadt“ beiträgt.



Im bekannten „French Quarter“, auch „Vieux Carré“ (Altes Viertel) genannt, findet man einen Mix aus europäischer, französischer, kreolischer und amerikanischer Architektur. Mit seinen Restaurants, Geschäften, Bars und Clubs, nicht zu vergessen die legendäre Bourbon Street, zieht das Viertel heute noch Touristen aus aller Welt an wie das Licht die Motte. Doch es gibt auch die „leise“ Seite von New Orleans. Im botanischen Garten findet der Besucher eine Oase der Ruhe und Erholung.

Die meisten der über 2.000 verschiedenen Pflanzen stammen aus der Region Louisiana. Mit seiner Vielfalt ist der botanische Garten ein Augenweide für Fotografen, denn er verändert sich ständig.

Liberté schon vor der St. Charles Avenue im Stadtteil „Garden District“, das als das „Grand“ der großen amerikanischen Boulevards bezeichnet wird. Mit der berühmten Straßenbahnlinie „Saint Charles“ kann man die imposante Herrschaft ihrer Väter aus dem 19. Jahrhundert bewundern.



Bunte Parade am Mardi Gras (Freitag, 1. Februar)

Quelle: www.rotzler.com

und Veranstaltungen gibt es eine weltbekannte, nämlich der „Mardi Gras“. Die Tradition, den „rotten Dienstag“ mit einer bunten Parade zu feiern, stammt aus Paris. Unterschiedliche Musik- und Paradegruppen ziehen mit liebevoll gestalteten Wagen durch die Stadt und werfen dem Publikum bunte Ketten zu.

Mit seinen zahlreichen Events, Museen, Kunstgalerien und dem klassischen Opernhaus der USA ist New Orleans eine Kulturstadt für jeden Geschmack. Keine Stadt in der USA ist vergleichbar mit diesem pulsierenden Kosmos, der neue Einflüsse aufnimmt und sie in das bunte Puzzle seiner Kulturlandschaft einsetzt.



New Orleans nach dem Hurikan Katrina im August 2005

Der große Sturm

Die Bilder vom Hurikan Katrina, der im August 2005 die Stadt New Orleans heimsuchte, sind ein

Kunde: Rotzler GmbH
Branche: Winden
Aufgabe: Übersetzung (DE-EN)

Client: Rotzler GmbH
Sector: Winches
Task: Translation (DE-EN)

Beispiel:
Seite 2 Rotzler Inform
Auszug aus Firmenzeitschrift

Example:
Page 2 Rotzler Inform
Excerpt from company newsletter

ZIELTEXT / TARGET TEXT

New Orleans – City of Music, Culture and Festivals

The "cradle of jazz" on the Mississippi



The south of the USA is the destination of our INFORM special this time. New Orleans, the Creole capital of Louisiana, is precise.



Multicultural History

Originally given the French name of La Nouvelle-Orléans in honour of Philippe II, the Duke of Orléans, the city on the banks of the Mississippi was founded in 1718 and became the capital of Louisiana only four years later in 1722. The multicultural character for which New Orleans is known stems from these early days, during which the city passed from French to Spanish rule in 1762. In the year 1795 the Spanish granted the USA residency rights, but in 1803 the then Spanish colony was handed to the French again. On December 20th, 1803 the city was handed over to the USA, which had bought the entire territory to the west of the Mississippi for US\$15 million.

The history of New Orleans is also marked by its close connections to the slave trade. Being a major immigration port meant the city saw the influx of many West Africans who brought their

culture, including the Vodun religion, with them. The resulting French, Spanish, American and African mix gave rise to the cosmopolitan and multilingual charisma that typifies modern-day New Orleans.

The famous 'French Quarter' – also known as the 'Vieux Carré' (old quarter) – is a vibrant blend of Spanish, French, Creole and American architecture. Iconesque are drawn to its restaurants, shops, bars, clubs and, of course, the legendary Bourbon Street like the original mother to a film. But New Orleans also has its quiet spots. The tranquility offered by New Orleans' botanical gardens, for instance, is perfect for recharging depleted batteries and admiring more than 2,000 different plants, most of which are native to Louisiana. The huge variety of constantly changing flora also make the botanical gardens a feast for photographers, be they professional or amateur.

Located in the city's Garden District and hailed as 'The Jewel of America's Grand Avenue', St. Charles Avenue is another must-see. The world-famous 'Saint Charles' streetcar is a great way to see the magnificent 19th century villas flanking the avenue.



Party time: the famous Mardi Gras (Shrove Tuesday) carnival.

The Big Easy in the Deep South

amongst the music festivals and events, there is one known above all others the world over: the Mardi Gras. The tradition of celebrating 'fat Tuesday' with a colourful carnival parade stems from Paris. The most diverse musical parade 'marches' toss throws – inexpensive drinks like beads, cups and doubloons – to the people along the procession routes taken by their flamboyantly decorated floats.

With its numerous events, museums, art galleries and theatres open house in the USA, New Orleans is sure to accommodate any cultural taste. No other city in the USA is comparable to this exciting metropole, which is constantly adding new threads to its intricate tapestry of its cultural landscape.



New Orleans after Hurricane Katrina in August 2005.

The Big Storm

Footage of the devastation wrought on New Orleans by Hurricane Katrina went around the



Kunde: Rotzler GmbH
Branche: Winden
Aufgabe: Übersetzung (DE-EN)

Client: Rotzler GmbH
Sector: Winches
Task: Translation (DE-EN)

Beispiel:
Rotzler Internetpräsenz – Auszug

Example:
Excerpt from company website

AUSGANGSTEXT / SOURCE TEXT



Kunde: Rotzler GmbH
Branche: Winden
Aufgabe: Übersetzung (DE-EN)

Client: Rotzler GmbH
Sector: Winches
Task: Translation (DE-EN)

Beispiel:
Rotzler Internetpräsenz – Auszug

Example:
Excerpt from company website

ZIELTEXT / TARGET TEXT

The screenshot displays the Rotzler GmbH website. At the top, the company logo is on the left, and links for 'Web Credits', 'Site Map', and a language selector are on the right. A blue navigation bar contains links for 'APPLICATIONS', 'PRODUCTS', 'SERVICE', 'INFOPPOINT', 'CAREER', 'NEWS & PRESS', 'COMPANY', and 'CONTACT'. The main content area is divided into several sections. On the left, there's a sidebar with a search bar, a login portal, and contact information for ROTZLER GMBH + CO. KG. The central part features a large image of a winch system and a cartoon mascot. Below this, there are sections for 'The Company', 'Winches, Capstans and Winch Systems', 'News & Press', and 'Selected Industries / Applications'. The 'Winches, Capstans and Winch Systems' section describes the company's global presence and product range. The 'News & Press' section lists recent articles, including 'ROTZLER supports regional pre-school facilities', 'Emergency Brake Release for All TITAN Winches', and '2009 - A Good Year for ROTZLER'. The 'Selected Industries / Applications' section lists various sectors like 'Recovery & Rescue', 'Loading Cranes', 'Military Technology', 'Fishing Industry', and 'Drilling Rigs'.

Kunde: Mülheimer Säurebau GmbH
Branche: Säurebauverfahren
Aufgabe: Übersetzung (DE-EN)

Client: Mülheimer Säurebau GmbH
Sector: Corrosion-proof flooring
Task: Translation (DE-EN)

Beispiel:
Auszug aus Broschürenreihe

Example:
Excerpt from brochure series

AUGANGSTEXT / SOURCE TEXT



Wir sind ein Unternehmen, das sich auf Beschichtungen mit Methacrylat, Epoxyd- und Polyurethanharzen spezialisiert hat.

Auf Wunsch stellen wir für Sie auch Pharma Terrazzo-Böden auf Acrylharzbasis her. Ganz gleich, ob Neubau-, Reparatur- oder Sanierungsmaßnahme – wir finden für Sie die passende Lösung! Ob im Hotel- und Gaststättengewerbe, in Großküchen oder für Lager- und Räumlichkeiten.

Unser Team aus erfahrenen Fachleuten steht Ihnen gern beratend zur Seite.

Unsere Leistungen beginnen mit einer fachgerechten Beratung vor Ort, denn der persönliche Kontakt zu unseren Kunden ist uns besonders wichtig. Wir nehmen die Fläche genau in Augenschein und Sie nennen uns die Kriterien, die der Boden erfüllen muss, wie z. B. die mechanischen Beanspruchungen, Rutschfestigkeitsklassen, elektrische Ableitfähigkeit und/oder Bödenbeläge, die den Anforderungen des Wasserhaushaltsgesetzes WHG § 19 I entsprechen müssen.

Nach diesen Vorgaben erarbeiten wir für Sie ein individuelles Ange-

bot oder ein maßgeschneidertes Sanierungskonzept.

Hierbei wählen wir das optimale Beschichtungssystem bzw. Materialien für die zu sanierenden Flächen und stimmen darauf die einzelnen Arbeitsschritte ab.

Estrichverlegung, Betonarbeiten (auch im Gefälle), Kugelstrahlarbeiten – wir denken an alles, was notwendig ist, damit Sie einen hochwertigen Boden für Ihre Ansprüche bekommen. Gern sind wir auch bei der Auswahl neuer Entwässerungssysteme behilflich. Sprechen Sie uns einfach an!

Kunde: Mülheimer Säurebau GmbH
Branche: Säurebauverfahren
Aufgabe: Übersetzung (DE-EN)

Client: Mülheimer Säurebau GmbH
Sector: Corrosion-proof flooring
Task: Translation (DE-EN)

Beispiel:
Auszug aus Broschürenreihe

Example:
Excerpt from brochure series

ZIELTEXT / TARGET TEXT



MSB Systembeschichtungen GmbH is specialised in the installation of methacrylate, epoxy and polyurethane resin floor coatings.

On request, we can also provide acrylic resin terrazzo flooring for pharmaceutical plants. Whether an existing floor needs to be repaired or a new one installed in a new or refurbished building, you can rely on us to find the solution that best suits your requirements.

We have already installed floors in hotels, restaurants, industrial kitchens, warehouses and offices, to name just a few. Our team of experts can therefore advise and assist you regardless of your location.

We attach great importance to adding a personal touch to the service we provide, so the first step to a new floor will see us paying you an on-site advisory visit and examining the space in question. Once we know which properties the new floor will need to provide, e.g. mechanical, thermal or chemical resistance, slip-proofing, ESD capability and/or compliance with §19 I of the German Water Resources Act (WHG), we can provide an itemised project quotation or a tailor-made refurbishment plan.

We will naturally select the coating system and materials that best suit the space and also coordinate all process steps, e.g. laying the screed, concreting (incl. floor sections on an incline) and shot-blasting.

In short, we think of everything that needs to be done to ensure you get a high-quality floor that suits your specific needs.

If required, we can also provide assistance in selecting new drainage systems. Just contact us for more information.

Kunde: Vossloh-Schwabe Optoelectronic
Branche: LED-Lichttechnik
Aufgabe: Übersetzung (DE-EN)

Client: Vossloh-Schwabe Optoelectronic
Sector: LED lighting technology
Task: Translation (DE-EN)

Beispiel:
Auszug aus Imagebroschüre

Example:
Excerpt from image brochure

AUSGANGSTEXT / SOURCE TEXT

4 Forschung & Entwicklung

Vorausschauend entwickeln

Die Einsatzmöglichkeiten von LEDs nehmen rasant zu. Was mit dem Einbau in Geräten und Anlagen als zuverlässige Signalgeber begann, reicht heute bis hin zum großflächigen und vor allem energieeffizienten Einsatz in komplexen Beleuchtungsanwendungen.

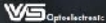
Voraussetzung dafür sind gezielte Forschungs- und Entwicklungsarbeiten. Die Ingenieure und Techniker von VS Optoelectronic beschäftigen sich aus diesem Grund sehr genau mit den möglichen Einsatzgebieten, deren Anforderungen und entwickeln daraufhin optimale Lösungen.

So hat VS Optoelectronic beispielsweise durch die Entwicklung bestimmter Optiken dafür gesorgt, dass sich LEDs effizient auf bestimmte Anwendungszwecke maßschneidern lassen.

Durch die eigene Elektronikentwicklung werden individuelle Beleuchtungslösungen aus LED-Modulen und Ansteuersystemen entwickelt. Im Lichtlabor werden parallel dazu u. a. Werte aus der Photo-, Farb- und Radiometrie gemessen.

Darüber hinaus beschäftigt sich das Unternehmen mit Grundlagenforschung und kooperiert eng mit Hochschulen und Fachinstituten auf der ganzen Welt.

Durch die Mitarbeit in Standardisierungsgremien trägt VS Optoelectronic aktiv dazu bei, die Zukunft von LED Technologien zu gestalten.



Kunde: Vossloh-Schwabe Optoelectronic
Branche: LED-Lichttechnik
Aufgabe: Übersetzung (DE-EN)

Client: Vossloh-Schwabe Optoelectronic
Sector: LED lighting technology
Task: Translation (DE-EN)

Beispiel:
Auszug aus Imagebroschüre

Example:
Excerpt from image brochure

ZIELTEXT / TARGET TEXT

Research & Development 5

Living the Future – Today

The number of possible applications for LED technology is increasing every day. Having begun life as reliable warning lamps installed in appliances and machinery, LEDs have grown to even include large-scale and – even more importantly – energy-efficient applications in sophisticated lighting systems.

Technological progress of this kind is necessarily based on targeted research and development work. For this reason, the engineers and technicians at VS Optoelectronic spend their time finding potential LED applications and defining their specific requirements. In a final step, this information is used to create optimised solutions to suit each given application.

As an example, VS Optoelectronic's special optics units were devised to ensure LEDs can be efficiently tailored to suit specific environments.

In addition, VS Optoelectronic's in-house electronics development facilities make it possible to deliver individual lighting solutions comprising LED modules and matching control units. At the same time, photometric, chromaticity and radiometric values can be determined at VS Optoelectronic's light laboratory.

Over and above these targeted research activities, the company also conducts grass-roots research and cooperates closely with universities and specialist institutes all over the world.

Finally, VS Optoelectronic is an active member of various standardisation committees and with that makes a valuable contribution to shaping the future of LED technology.

VS Optoelectronic

Kunde: Vossloh-Schwabe GmbH
Branche: Bauteile für die Lichttechnik
Aufgabe: Übersetzung (DE-EN)

Client: Vossloh-Schwabe GmbH
Sector: Components for lighting technology
Task: Translation (DE-EN)

Beispiel:
Auszug aus VS Product News 2008

Example:
Excerpt from VS Product News 2008

AUSGANGSTEXT / SOURCE TEXT



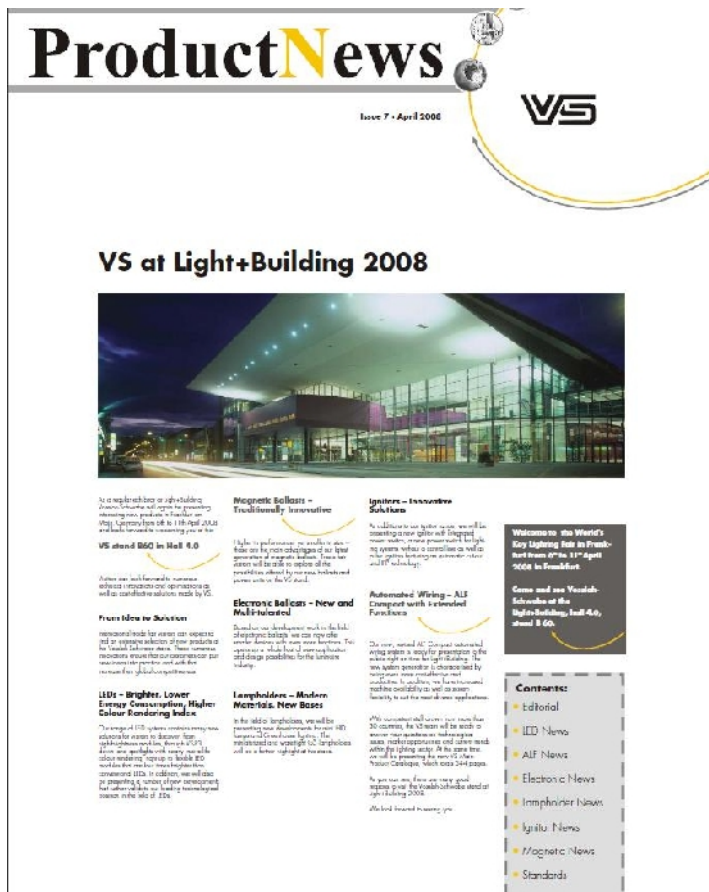
Kunde: Vossloh-Schwabe GmbH
Branche: Bauteile für die Lichttechnik
Aufgabe: Übersetzung (DE-EN)

Client: Vossloh-Schwabe GmbH
Sector: Components for lighting technology
Task: Translation (DE-EN)

Beispiel:
Auszug aus VS Product News 2008

Example:
Excerpt from VS Product News 2008

ZIELTEXT / TARGET TEXT



Kunde: Deutsche Edelstahlwerke GmbH
Branche: Edelstahl
Aufgabe: Übersetzung (DE-EN)

Beispiel:
Auszug aus Firmenbroschüre

Client: Deutsche Edelstahlwerke GmbH
Sector: Stainless steel
Task: Translation (DE-EN)

Example:
Excerpt from company brochure

AUSGANGSTEXT / SOURCE TEXT

Wir gestalten Zukunft mit Edelstahl

Der stetige Wandel stellt die Welt vor neue ökonomische, technologische und ökologische Herausforderungen, die in allen Branchen zu einem anhaltenden Bedarf an innovativen, effizienten und individuellen Lösungen führt. Bei der Entwicklung dieser Lösungen leisten die Werkstoffe der Deutschen Edelstahlwerke GmbH in nahezu allen Bereichen einen elementaren Beitrag: Providing Special Steel Solutions – das ist der Anspruch der gesamten SCHMOLZ + BICKENBACH Gruppe.

Die Deutschen Edelstahlwerke bieten rund 650 Werkstoffe und über 2.000 Werkstoffvarianten.

Doch wir sind MEHR als ein reiner Stahlproduzent. Auf unsere Innovationskraft und auf das breite Angebot an zusätzlichen Beratungs- und Serviceleistungen greifen Kunden auf der ganzen Welt zurück. In der vorliegenden Broschüre wollen wir Sie daher nicht allein über unsere individuellen Hightech-Produkte und ihre Anwendungen informieren, sondern zeigen, was konkret hinter diesem MEHR steckt, das die Deutschen Edelstahlwerke ausmacht. Als wichtiges Glied der Wertschöpfungskette tragen wir Verantwortung. Für unsere Kunden, unsere Mitarbeiter und für unsere Umwelt. Deshalb handeln wir in jedem Bereich immer im Einklang mit unseren Werten und Richtlinien. Bereits seit über 150 Jahren begleiten die Deutschen Edelstahlwerke – heute ausgehend von vier Produktionsstandorten in Deutschland – die gesellschaftlichen Trends und Ströme mit hochwertigen Spezialstählen. Wir wissen, dass jede neue Entwicklung die Anforderungen an unsere Stähle verändert und erhöht. Ihre Ansprüche sind unsere Motivation – also fordern Sie uns heraus!

Megatrends: Wer sie kennt...

...kann Zukunft, Wachstum und Erfolg gestalten, denn sie wirken nicht nur kurzfristig in einzelnen sozialen und wirtschaftlichen Bereichen, sondern formen langfristig die Gesellschaft. Und zwar weltweit. Die Deutschen Edelstahlwerke kennen die Trends und entwickeln kontinuierlich passende und individuelle Hightech-Lösungen aus Stahl. Wir sehen im anhaltenden Bevölkerungswachstum, in technischen Innovationen, im medizinischen Fortschritt und dem damit verbundenen steigendem Wohlstand nicht nur Risiken, sondern vor allem Möglichkeiten. Für die Welt, für unsere Kunden und für uns.

Mobilität

Bevölkerungswachstum und steigender Wohlstand sorgen trotz knapper werdender Energieressourcen und zunehmendem Umweltbewusstsein für ein verstärktes

AUSGANGSTEXT / SOURCE TEXT

Shaping a Stainless Steel Future

Constant global change is posing ever new economic, technological and ecological challenges, which in turn are giving rise to a sustained demand for innovative, efficient and customised solutions in all sectors. In nearly all industrial fields, the materials produced by Deutsche Edelstahlwerke GmbH make a fundamental contribution to the development of these solutions. Providing special steel solutions – that's what the SCHMOLZ + BICKENBACH Group is all about.

Deutsche Edelstahlwerke produces some 650 materials and more than 2,000 material variations.

Yet we are MORE than simply a steel producer. Customers from around the world rely on our innovative strength as well as our broad range of additional advisory and other services. This brochure therefore intends not only to provide information on our individual high-tech products and their applications, but also to show exactly what lies behind the MORE that characterises us, the Deutsche Edelstahlwerke company. As an important link in the value-added chain, we bear a certain responsibility for our customers, our workforce and our environment. This is why our values and guidelines govern all we do, regardless of the specific field. Deutsche Edelstahlwerke has now been facilitating social trends and currents with high-quality special steels – today from four production sites in Germany – for more than 150 years. We understand that each new development results in fresh and more stringent requirements for our steels to meet. Your expectations are our motivation – so challenge us!

Being aware of megatrends ...

... means being able to shape growth, success and the future, since they affect not only the short-term or individual social and economic fields, but rather go to mould society for the long term. And do so worldwide. Deutsche Edelstahlwerke understands these trends and continuously develops suitable and individual high-tech solutions made of steel. For us, the sustained population boom, technical innovations, medical progress and the associated increase in standards of living not only come with risks, but above all present opportunities. For the world, for our customers and for us.

Mobility

Despite dwindling energy resources and greater environmental awareness, population growth and rising standards of living have nonetheless led to a higher need for human mobility. Automotive production is set to increase worldwide and experts anticipate that, in spite of great progress made in the field of electrically powered

Mobilitätsbedürfnis der Menschen. Weltweit wird die Automobilproduktion zunehmen. Experten rechnen damit, dass trotz großer Fortschritte im Bereich der Elektromobilität der Verbrennungsmotor aus dem Automobil vorläufig nicht wegzudenken ist. Doch moderne Einspritzmotoren müssen einen technischen Spagat leisten: Sie sind kleiner als herkömmliche Modelle und müssen bei mindestens gleicher Leistung effizienter arbeiten. Das funktioniert nur mit höheren Einspritzdrücken, die allerdings auch die Verbrennungstemperaturen steigen lassen. Hier sind die hitzebeständigen RSH-Stähle der Deutschen Edelstahlwerke gefragt, vor allem als Werkstoff für Ventile, die den extremen Bedingungen im Motorraum besonders stark ausgesetzt sind. Mit unseren Metallpulvern zum Auftragsschweißen aus dem Bereich Sonderwerkstoffe kann ihre Lebensdauer zusätzlich erhöht werden. Bei bis zu 100 Wälzlagern in einem durchschnittlichen PKW spielt auch die Lagertechnik eine entscheidende Rolle wenn es um die Energieeffizienz geht. Denn reibungsarme Lagertechnik benötigt weniger Antriebsleistung und sorgt durch reduzierte Wärmeentwicklung für weniger Verlustleistung. Verbesserungspotenzial liegt daher in den Werkstoffen und in der Oberflächenbeschaffenheit der Wälzkörper und Ringe. Diesen Verbesserungsprozess begleiten wir kontinuierlich mit unseren hochreinen Wälzlagerstählen.

vehicles, the internal combustion engine will remain a key feature of most cars for some time to come. And while modern fuel-injection engines tend to be smaller than their conventional counterparts, they are still expected to deliver the same performance, but be more efficient at the same time. This can only be achieved with higher fuel-injection pressures, which also cause temperatures to rise in the combustion chamber. This is where the stainless, acid- and heat-resistant steels made by Deutsche Edelstahlwerke come into play, especially as a material for manufacturing valves that are particularly exposed to the extreme conditions in the engine compartment. Our powder-metallurgy contract welding service, which forms part of our special materials range, can serve to additionally prolong the service life of such valves. From a technological point of view, the energy efficiency of an average car is equally dependent on the technology used for up to 100 anti-friction bearings. Choosing low-friction bearing technology both reduces the requisite engine power and results in lower losses by decreasing the amount of generated heat. Potential for improvement can therefore be found in the materials and in the surface finish of such rolling components and rings. Our high-purity anti-friction bearing steels facilitate this optimisation process every single day.

Kunde: Kunstverein Reutlingen
Thema: Skulpturen Robert Schads
Ausstellungskatalog: >>Der Linie lang<<
Fünf Aufsätze, Vorwort und Kapiteleinleitungen
Aufgabe: Übersetzung (DE-EN)

Client: Kunstverein Reutlingen (Reutlingen Art Association)
Subject: Sculptures of Robert Schads
Exhibition catalogue: >>Through the line<<
Five essays, foreword and chapter preambles
Task: Translation (DE-EN)

Beispiel:
Auszug aus dem Ausstellungskatalog
Kapiteleinleitung

Example:
Excerpt from the exhibition catalogue
Chapter preamble

AUSGANGSTEXT DEUTSCH / SOURCE TEXT GERMAN
ZIELTEXT ENGLISCH / TARGET LANGUAGE ENGLISH



Kunde: Kunstverein Reutlingen
Thema: Skulpturen Robert Schads
Ausstellungskatalog: >>Der Linie lang<<
Fünf Aufsätze, Vorwort und Kapiteleinleitungen
Aufgabe: Übersetzung (DE-EN)

Client: Kunstverein Reutlingen (Reutlingen Art Association)
Subject: Sculptures of Robert Schad
Exhibition catalogue: >>Through the line<<
Five essays, foreword and chapter preambles
Task: Translation (DE-EN)

Beispiel:
Auszug aus dem Ausstellungskatalog
Kapiteleinleitung

Example:
Excerpt from the exhibition catalogue
Chapter preamble

AUSGANGSTEXT DEUTSCH / SOURCE TEXT GERMAN
ZIELTEXT ENGLISCH / TARGET LANGUAGE ENGLISH



Kunde: Kunstverein Reutlingen
Thema: Skulpturen Robert Schads
Ausstellungskatalog: >>Der Linie lang<<
Fünf Aufsätze, Vorwort und Kapiteleinleitungen
Aufgabe: Übersetzung (DE-EN)

Client: Kunstverein Reutlingen (Reutlingen Art Association)
Subject: Sculptures of Robert Schad
Exhibition catalogue: >>Through the line<<
Five essays, foreword and chapter preambles
Task: Translation (DE-EN)

Beispiel:
Auszug aus dem Ausstellungskatalog
Kapiteleinleitung

Example:
Excerpt from the exhibition catalogue
Chapter preamble

AUSGANGSTEXT DEUTSCH / SOURCE TEXT GERMAN
ZIELTEXT ENGLISCH / TARGET LANGUAGE ENGLISH



Kunde: Kunstverein Reutlingen
Thema: Skulpturen Robert Schads
Ausstellungskatalog: >>Der Linie lang<<
Fünf Aufsätze, Vorwort und Kapiteleinleitungen
Aufgabe: Übersetzung (D->UK E)

Client: Kunstverein Reutlingen (Reutlingen Art Association)
Subject: Sculptures of Robert Schad
Exhibition catalogue: >>Through the line<<
Five essays, foreword and chapter preambles
Task: Translation (G->UK E)

Beispiel:
Auszug aus dem Ausstellungskatalog
Text: Verrückte Architekturen?
Die Linie als Konstante des Nomadischen
Autor: Clemens Ottnad

Example:
Excerpt from the exhibition catalogue
Text: Deranged Architectures?
The line as the constant of the nomadic
Author: Clemens Ottnad

AUSZUG AUSGANGSTEXT / EXCERPT FROM SOURCE TEXT

[...] Entbunden der ausschließlich rational begründeten wohn- und arbeitseffizienten Denkpläne von Architekturen als dauerhaft angelegte und gegen die Außenwelt abgeschirmte Einhausungen des Einzelnen einerseits wie dem bloßen Orna(men)t menschlichen Lebensraumes vermittelt plastischer Objekte andererseits stellen dabei die gemeinsam von Robert Schad und Holger Bachem entwickelten Entwürfe der *Les Folies* überzeugende Formulierungen einer intensiveren Zwiesprache zwischen Skulptur und Architektur dar. Indem sowohl Bildhauer als auch Architekt Aufgaben, Notwendigkeit und Zwänge funktionaler Baukörper in der tradiert sachgerechten Abstimmung mit geografischen, klimatischen, belichtungstechnischen und anderen Bedingungen – die oft Bedingtheiten bedeuten – zunächst einmal außer Acht lassen, wenigstens nicht als für die Planungsphase vorrangig behandeln, entstehen entgegen jeder Konvention überraschend konsequente Raumkonzepte in der variablen Verrückung und gegenseitigen Verschränkung bildhauerischer wie architektonischer Auffassungen.

AUSZUG ZIELTEXT / EXCERPT FROM TARGET TEXT

[...] Released – on the one hand – from any strictly rational and purely life-/work-efficient concepts of architectural structures in the sense of permanent, individual dwelling units that are fortified against the outside world and – on the other – from using sculptural objects to simply beautify or pompously adorn human habitats, the *Les Folies* jointly developed by Robert Schad and Holger Bachem bear testimony to the powerful rhetoric of a more intensive colloquy between sculpture and architecture. Due to the fact that both the sculptor and the architect initially ignored all formal concerns regarding the tasks of, need for and constraints governing functional structures in the usual form of ensuring proper coordination between geographical, climatic, lighting-relevant and other prerequisites – which are often co-dependent factors – or at least did not make a top priority of these issues during the planning stage, it proved to be possible, in a clear departure from every convention, to create surprisingly consistent spatial concepts out of variably shifting and mutually interlaced sculptural and architectural ideas.

Clients / Kunden

Schmolz + Bickenbach * BrandLite * Touchmore * MSC Cruises* MSC Mediagráfica * Vossloh * ROTZLER * Data2Decisions * Panasonic Electric Works Vossloh-Schwabe * Vossloh-Schwabe Optoelectronic * MSB Säurebau * Foseco * Kommande Werbeagentur * Xtrafuel Design * Kaffee Design * Museum Pfalzgalerie Kaiserslautern * Kunstverein Reutlingen e. V. * Entwicklungszentrum für Schiffstechnik und Transportsysteme e. V./Development Centre for Ship Technology and Transport Systems * Formwechsel Werbeagentur * Gramm Werbeagentur * 107° Werbeagentur * RIDDIM Magazine * ThyssenKrupp Nirosta * Siemens Power Generation * OBLF Spektrometer * MSX International * Venice Werbeagentur * Universität Duisburg-Essen * Stevens English Training * ZKOM

www.fdeakin.com