



Achieve Success Through Teamwork

Every day more and more organisations are operating with a global audience in mind. It is predicted that by 2010, more than 75% of internet users will not be English speakers. Many of your competitors have grasped this concept and are already operating with a global outlook. They do this by ensuring their products and services are available in the language of each of their target markets. Being able to communicate effectively in multiple languages is a key driver for business success today.

You need a translation partner who can deliver beyond your expectations.

However, while the scale of the market increases, the time to market is getting shorter and shorter. You need to work with a team of world-ready experts who understand what they are doing and can mould themselves into your way of working. You need a team who can work to tight deadlines, who can consistently deliver quality and who has access to translation experts within your industry.



Tourism

According to Tourism Ireland's Overseas Tourism Highlights 2006*, the Republic of Ireland attracted 7.4 million overseas visitors in 2006, up by more than 10% on the previous year. Those new visitors to Ireland came largely from Italy, France and Spain.

The Republic of Ireland generated €3,809 million from overseas tourism in 2006: €322 million more than the previous year. Most of this money was spent by visitors from mainland Europe

Overseas visitors, mostly from non-English speaking countries spent 65.1 million nights in Ireland in 2006, up by almost 10% on the previous year.

Non-English speaking overseas visitors look set to continue to deliver huge revenues for the Irish tourism trade in the near future.

In a world where people can now organise their entire holiday with a single mouse click, it is up to you to effectively market your business online to all those visitors who do not speak English. It is a fact that people are three times more likely to buy online if the content is in the language they understand.

On average, internet customers spend no longer than 10 seconds scanning a website before clicking away. So, that is how long you have to make an outstanding first impression.

* Source: www.tourismireland.com



Areas of Specialisation

Cipherion Translations has managed translation projects such as:

- 4* and 5* Hotels' websites
- Country Houses' websites
- Travel & Tourism websites
- Travel booking engines
- Tourist Attractions materials
- Travel Guides

Service Offering

- Professional translation services into over 40 languages
- Marketing expert reviews
- Web engineering
- Flash engineering
- Graphic editing
- Application re-building and testing
- Multi-lingual Google AdWords
- Multi-lingual e-newsletters

Typical Projects

- Full Website Translation
- Microsite Translation
- Reservation / Booking Engine Translation
- Marketing Brochure Translation
- Multilingual Google AdWords Campaigns

About Us

Cipherion Translations takes an innovative approach to translation, combining process excellence with access to some of the most talented resources worldwide. Our team has worked with many of the leading Fortune 500 clients, from IT to Healthcare, from Finance to Travel and Tourism. Our team is passionate about translations and quality and we bring this drive and enthusiasm to every project.

Cipherion Translations works with leading organisations to help them globalise their business. We assist in translating their software, websites and marketing materials into over 40 languages. We also assist with all forms of new media translation - including Web 2.0, audio recording, DVD production and e-learning localisation. Each of our translators hold a degree or master's degree in Translation Studies, have at least 6 years translation experience and always translate into their native language. All translators are fully tested before they can join our team, and above all, they are selected for their abilities and talents to guarantee quality translations. Our clients testify to this.

To Team Up with Cipherion Translations

Call us on: +353 1 406 1588 or email: info@cipherion.com