



**LINGUISTIC
SERVICES®**

EXECUTIVE BROCHURE

WWW.ESTUDIO027.COM.MX
WWW.E27TRANSLATIONS.COM
WWW.E27TRADUCCIONES.COM

E27 LINGUISTIC SERVICES
LINGUISTIC SERVICES SOLUTIONS FOR THE CORPORATE, FI-
NANCIAL AND BUSINESS WORLD

Our promise and focus prove the ultramodern passion and drive of our company

“Each service that we provide is so important to us, that we guarantee to provide the best care for the translation of our clients’ documents, the complete interpretation of their ideas as with a meticulous arrangement of the written word”



CONRADO M. RAMÍREZ
FOUNDER AND CEO



AT E27 linguistic services we are determined to reduce the stress from dealing with linguistic issues

Translation

- Annual reports and papers
- Press releases
- Resumes
- Information supplements and pamphlets
- Perception studies
- Finance reports and states
- Speeches and presentations
- Legal texts and contracts
- Currícula Vitae
- Web content
- Market research and promotional materials
- Intellectual property
- Others ...

Continuous, simultaneous and accompanied interpreting

- Medical
- Legal
- Business
- Tourist
- Government
- Academic
- Telephonic
- General
- Dactylic (Deaf)

Complementary services

- Audio text transcription
- Localization and globalization
- Hire rental of audio, video and interpreting equipment
- Editing and style correction
- Teaching and language certification
- Dubbing and Subtitling
- Multilingual Call Centers
- Special events planning
- Typing and data capture (Normal and Braille)

WE ARE PROUD TO PROVIDE WORLD-CLASS SERVICES



... And so, we effectively and with quality manage the communication needs of the principal languages of the world

WE DEPEND ON UNIQUE STANDARDS THAT ASSURE QUALITY, A FAIR COST PER WORD AND DELIVERY TIMES

PROCESSING

- Translator
- Revisor
- Editor
- Project administrator

PROJECT

- Type of document
- Final reader
- Area of knowledge
- Purpose of translation
- Regional language variation
- Delivery dates
- Correct price
- Volume

ADMINISTRATION

- Client relationship
- Billing

WE PROFESSIONALIZE LINGUISTIC PRACTICE THROUGH A PROFESSIONAL FOCUS – NEITHER ACADEMIC NOR GENERALIST

LINGUISTIC TALENT

- Native translators and interpreters
- Corporate, financial and business experience
- University degrees and certificates
- Proven linguistic Skills

**IT IS OUR MISSION AND AIM
TO ENABLE COMMUNICATION BETWEEN
CONSUMERS AND BRANDS,
PEOPLE AND CULTURES**

**LANGUAGE
TEACHING**



**DOCUMENT
TRANSLATION**



**LOCALIZATION/
GLOBALIZATION**



**GRAMMATICAL/
SPELLING
CORRECTION**



**TRANSCRIPTION
FROM AUDIO
TO TEXT**



**REVISION
OF FORMATS/
STYLES**



SUBTITLING



**ORAL
INTERPRETING**



DUBBING



We have developed a unique and expert value model that aims to solve certain problems

**FOUNDED IN 2010 IN MEXICO
WITH INTERNATIONAL
OPERATIONS**

**TRANSLATION, INTERPRETING
AND ANCILLARY
SERVICES**

**CORPORATE, FINANCIAL AND
BUSINESS COMMUNICATION**

**+ 5 MILLION WORDS
TRANSLATED
+ 2 THOUSAND HOURS
OF INTERPRETING**

**SUCCESSFUL PRESTIGE,
EXPERIENCE AND
MANAGEMENT**

**OPERATIONS AND ACCESS
TO THE BEST TRANSLATION AND
INFORMATION TECHNOLOGIES**

**PROPRIETARY
METHODOLOGIES, PROCESSES
AND PROCEDURES**

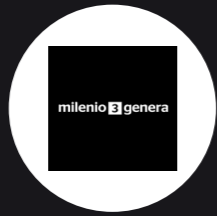
**GLOSSARIES, TRANSLATION
MEMORIES, TERMINOLOGY
DATABASES**

**PORTAFOLIO
OF MORE THAN 35 "BASE"
LANGUAGES AND DIALECTS**

**WE OFFER SOLUTIONS TO THE LANGUAGE AND TRANSLATION NEEDS OF OUR CLIENTS,
WITH PREDICTABILITY AND TRANSPARENCY OF COSTS, TIME AND COMMUNICATION EFFICIENCY**



... CLIENTS & PROJECTS



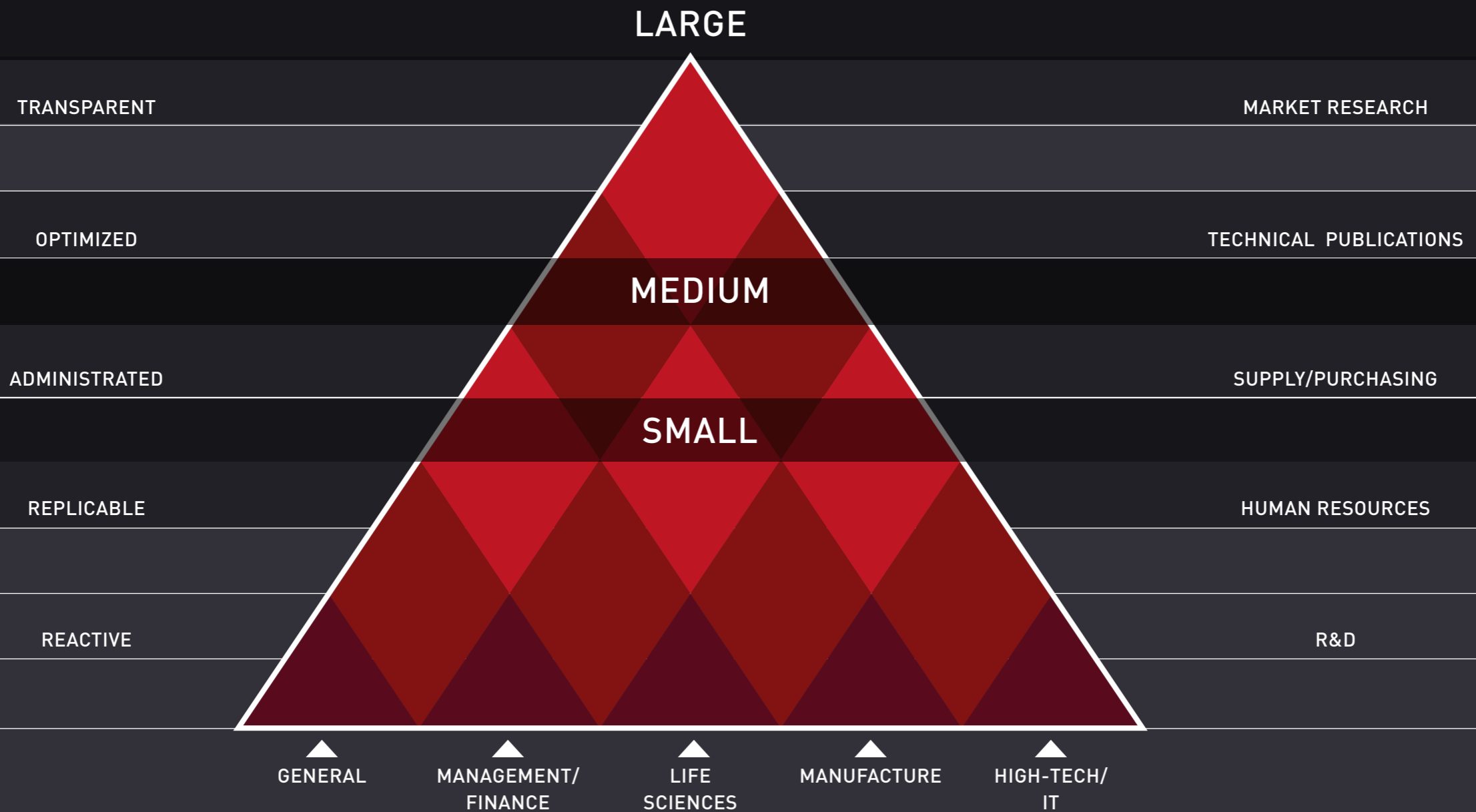
ANNEX

AMATEUR PROVIDERS MAKE MISTAKES, OMISSIONS AND WORKING PRACTICES THAT OBSTRUCT CLIENTS COMMUNICATION

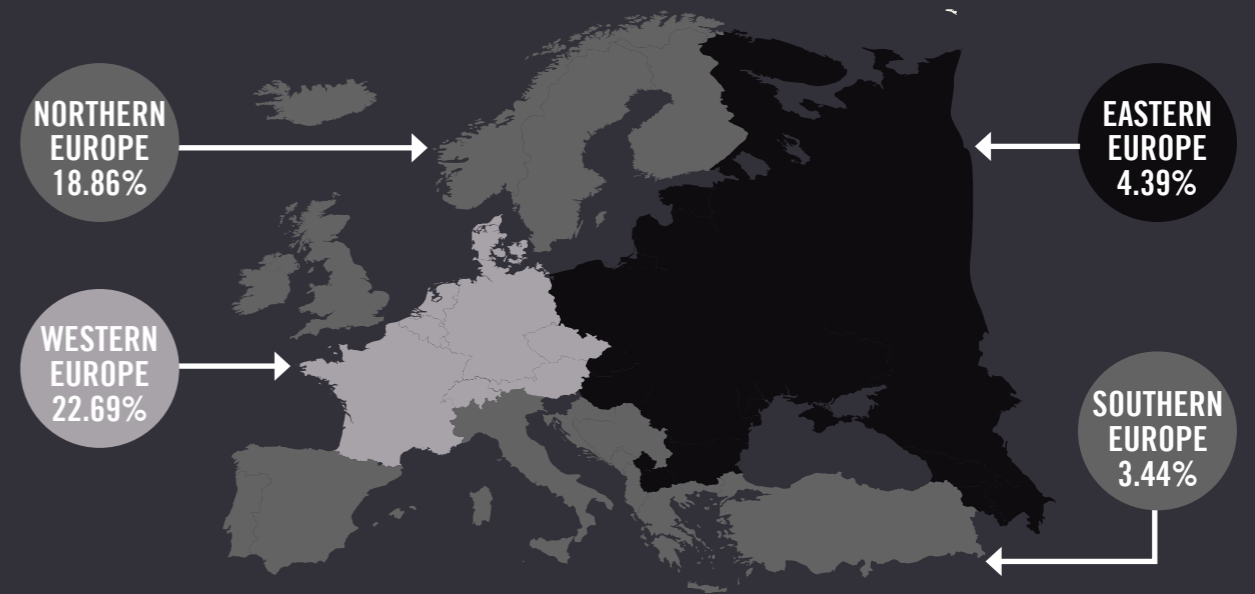
key aspects to take into consideration when hiring professional linguistic services

- 1 Delivery dates that do not make sense
- 2 Translation document full of errors and ambiguities
- 3 Translators who do not review the objective of the project
- 4 Inappropriate use of translation methods and technologies
- 5 Revision carried out by non-native specialists in the language
- 6 Poor coordination of medium and long sized projects
- 7 Contracting cheap freelance translators giving poor quality work for the project
- 8 Contracting dear freelance translators giving poor quality work for the project
- 9 Contracting cheap translation agencies giving poor quality work for the project
- 10 Contracting expensive translation agencies giving poor quality work for the project
- 11 Absence of feedback from the client
- 12 Self-confident, non-specialist translator, with little knowledge of the translation matter

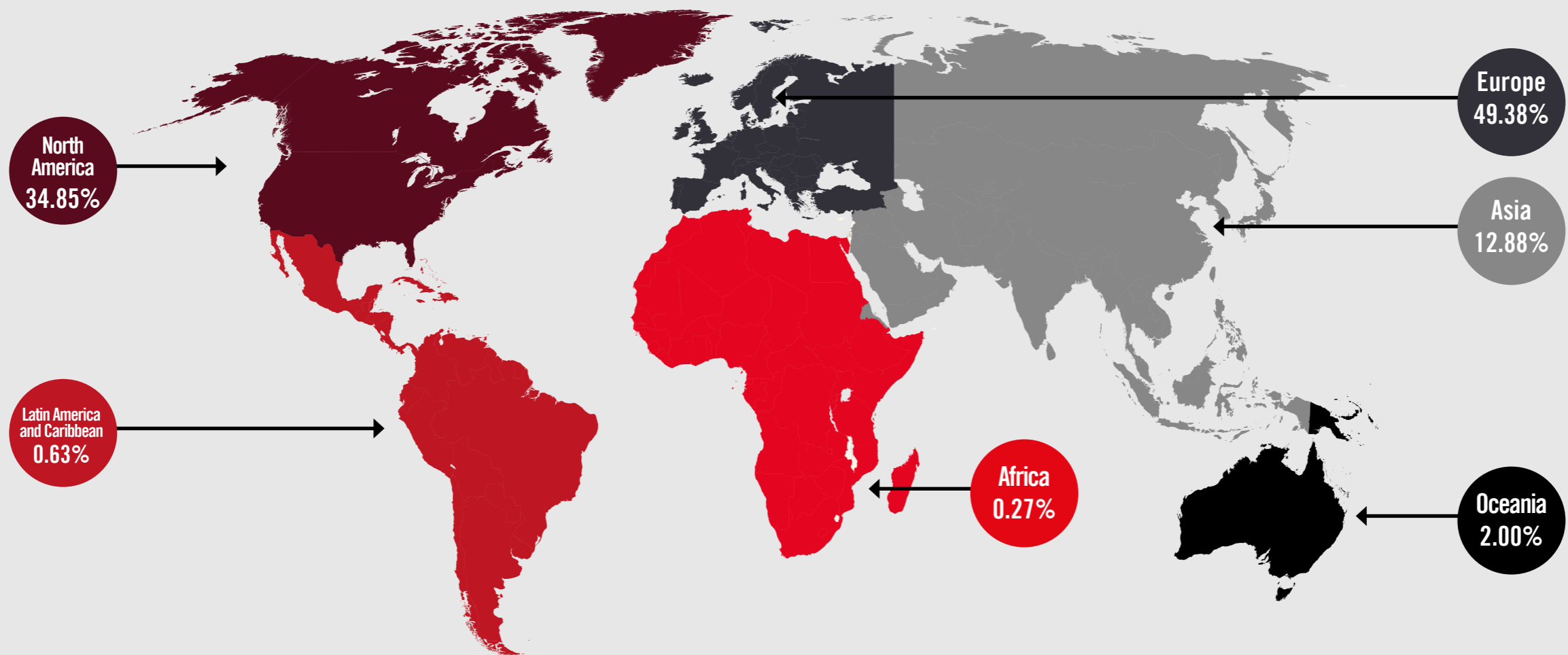
WHY CHOOSING PROFESSIONAL, EXPERT COMPANIES LIKE OURS IS THE KEY TO PROTECTING CLIENTS COMMUNICATION



The linguistic services industry is valued at US\$ 33,523 million, only 0.05% of the world GDP



WHAT IS THE PERCENTAGE OF TOTAL MARKET SIZE IN EACH REGION OF THE WORLD IN 2012?



EVERY REGIONAL MARKET HAS A PARTICULAR IDENTITY IN TERMS OF LANGUAGE VARIANT

TREND	REGION	T-INDEX 2016	PROJECTION 2020	LANGUAGES	INTERNET POPULATION	INTERNET PENETRATION	HFCE RATE P.C. OF INT POP** USD
—	1 NORTH AMERICA	32.4%	23.0%	3	309,553,886	87.3%	\$ 40,159
	English	31.7%	22.4%		301,196,629	87.3%	\$ 40,424
	French	0.67%	0.65%		8,319,708	87.1%	\$ 30,670
	Inuktitut, Greenlandic	0.0017%	0.000044%		37,549	66.7%	\$ 17,123
▼	2 WESTERN EUROPE	24.9%	19.2%	17	339,959,458	81.4%	\$ 28,092
▲	3 EAST ASIA	17.2%	20.7%	5	836,851,960	53.9%	\$ 7,904
—	4 SOUTH AMERICA	6.1%	9.6%	4	230,810,606	55.7%	\$ 10,116
	Portuguese	3.3%	5.1%		118,700,869	57.6%	\$ 10,820
	Spanish	2.7%	4.5%		111,608,693	54.0%	\$ 9,376
	Dutch	0.0058%	0.010%		215,730	40.1%	\$ 10,227
	English	0.0050%	0.0081%		285,314	37.3%	\$ 6,690
▼	5 CENTRAL AND EASTERN EUROPE	3.4%	4.2%	20	145,568,800	57.0%	\$ 8.843
—	6 NORTH AFRICA AND MIDDLE EAST	3.1%	4.4%	4	159,228,461	38.3%	\$ 7,453
▲	7 NORTH AND CENTRAL ASIA	2.7%	4.6%	7	137,468,455	60.2%	\$ 7,558
▼	8 CENTRAL AMERICA AND THE CARIBBEAN	2.4%	2.9%	3	83,426,251	39.4%	\$ 11,259
	Spanish	2.3%	2.8%		79,254,381	40.6%	\$ 11,361
	English	0.096%	0.12%		2,966,659	51.9%	\$ 12,379
	French	0,0057%	0.0068%		1,205,211	11.4%	\$ 1,803
▼	9 OCEANIA	2,3%	2.8%	1	25,030,179	66.3%	\$ 34,982
▲	10 SOUTHEAST ASIA	2.2%	3.2%	10	178,848,420	28.6%	\$ 4,659

LANGUAGES EVOLVE AS COSTUMERS DO THUS CREATING NEW MARKETS

TREND	REGION	T-INDEX 2016	PROJECTION 2020	COUNTRY	INTERNET POPULATION	INTERNET PENETRATION RATE	HFCE RATE P.C. OF INT POP** USD
—	1 ENGLISH	42.4%	33.1%	54	791,644,723	35.4%	\$ 20,567
	2 CHINESE	8.1%	12.8%	2	673,930,656	49.3%	\$ 4,589
TRASLATING YOUR WEBSITE INTO THESE 2 LANGUAGES GIVES YOU ACCESS TO 50% OF THE WORLWIDE ONLINE SALES POTENTIAL							
▼	3 JAPANESE	7.0%	6.3%	1	115,155,984	90.6%	\$ 23,368
▲	4 SPANISH	6.6%	8.4%	21	219,769,121	49.9%	\$ 11,604
▼	5 GERMAN	6.5%	4.9%	5	82,203,476	85.8%	\$ 30,208
—	6 FRENCH	5.2%	5.2%	27	103,625,415	24.9%	\$ 19,278
▲	7 PORTUGUESE	3.8%	5.5%	7	132,496,126	49.0%	\$ 10,860
▼	8 ITALIAN	2.9%	2.5%	3	38,530,594	62.2%	\$ 28,769
TRASLATING YOUR WEBSITE INTO THESE 8 LANGUAGES GIVES YOU ACCESS TO 80% OF THE WORLWIDE ONLINE SALES POTENTIAL							
▲	9 RUSSIAN	2.6%	4.5%	6	128,400,593	62.2%	\$ 7,885
▲	10 ARABIC	2.3%	3.2%	18	116,611,764	35.6%	\$ 7,404
▼	11 KOREAN	1.8%	1.2%	1	42,522,521	84.3%	\$ 15,874
▼	12 DUTCH	1.4%	0.97%	3	21,643,628	89.7%	\$ 24,822
TRASLATING YOUR WEBSITE INTO THESE 12 LANGUAGES GIVES YOU ACCESS TO 90% OF THE WORLWIDE ONLINE SALES POTENTIAL							
▲	13 TURKISH	1.1%	1.5%	1	38,755,870	51.0%	\$ 10,917
▼	14 POLISH	0.71%	0.80%	1	25,305,022	66.6%	\$ 10,828
▼	15 SWEDISH	0.67%	0.57%	1	8,964,774	92.5%	\$ 28,498
▼	16 NORWEGIAN	0.52%	0.50%	1	4,946,425	96.3%	\$ 40,642
▲	17 INDONESIAN	0.50%	0.84%	1	43,613,549	17.1%	\$ 4,363
▼	18 CHINESE	0.48%	0.49%	2	5,802,680	74.2%	\$ 31,780
▼	19 DANISH	0.43%	0.28%	1	5,413,418	96.0%	\$ 30,199
▲	20 HEBREW	0.41%	0.56%	1	5,869,832	71.5%	\$ 26,564

WE KNOW THAT THE WORLD DEMANDS A HIGH LEVEL OF SPECIALISATION, AND THAT IS WHY NEW LINGUISTIC SOLUTIONS ARE APPEARING

RISING (+)

TRANSCREATION

Multimedia location
Face-to-face interpreting
Telephone interpreting
Video interpreting
Subtitling
Other services

FALLING (-)

TRANSLITERATION TRANSLATION

Software location
Globalization websites
Translation software
Internationalization services
Multicultural outsourcing

BRAND

LOUIS VUITTON

ルイヴィトン

Japanese (rui viton)

루이비통

Korean (rui pit'ong)

路易威登

Chinese (Luyi Weideng)

TRANSLITERATION IS A HIGH-RISK PRACTICE PRODUCED BY IGNORANCE OF CONSUMER HABITS



WHEREAS, TRANSCREATION IS A RESOURCE THAT COMBINES LINGUISTICS WITH THE INVESTMENT OF MARKET RESEARCH

M A S T E R

INTERNATIONAL
DECLINATION



IT HAS IT
A L L.



AND A TOUCH OF
Y O U.

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line gearbox or a 150 HP engine with a manual gearbox.



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الأوصاف.



لا ينقصها
سواك.

جرب قيادة هال اليوم!

تحميل تطبيق Peugeot RCZ على App Store أو Google Play. #PeugeotRCZ

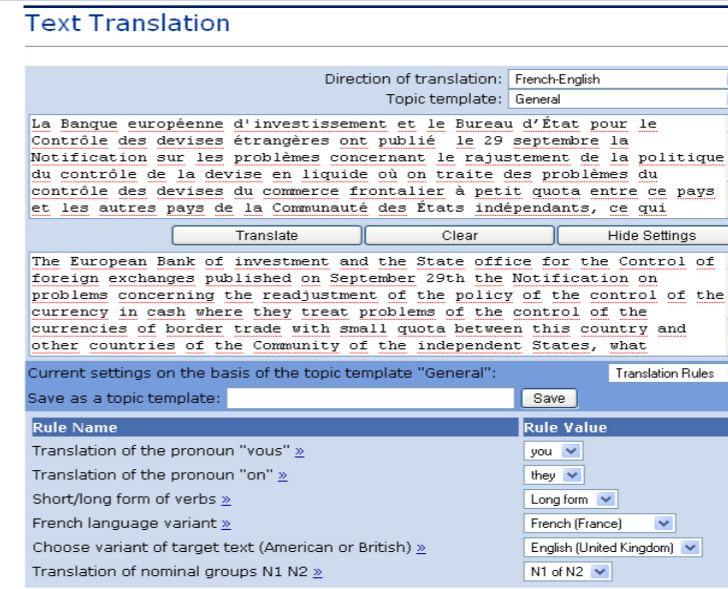
Peugeot RCZ هي قيادة استثنائية
تتمتع بـ 175 حصان محرك توربو مع ناقل حركة رياضي أو ناقل حركة
ميكانيكي بقوة 150 حصان.



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DEALER PANEL

... AS A RESULT, DIFFICULTIES IN BUYING LINGUISTIC SERVICES



TARGET AUDIENCE

TEXT TYPE

TRANSLATION TECHNOLOGIES

SERVICE AIM

SOURCE LANGUAGE

PROFESSIONAL TRANSLATOR?

DELIVERY DATE

FORMAT OF THE DOCUMENT

STYLE

PRICE AND BASE PRICE

VOLUME OF TEXT

FINAL VERSIONS

AREA OF KNOWLEDGE

TARGET LANGUAGE

OTHERS ...

ABOUT US



**LINGUISTIC
SERVICES®**

Born in 2010, **ESTUDIO 27** believes itself to be the leading private company in providing real communication solutions, linguistic services and special events for individuals, companies and governments with a quality and global influence.

With corporate offices and data processing center in Mexico, the firm offers a diverse range of options to a variety of clients in Mexico and abroad. Through a unique methodology, the use of leading information and translation technologies and an effective customer satisfaction focus, among other factors, **ESTUDIO 27** supplies simple and certified translation services, oral, continuous, simultaneous and accompanied interpreting, as well as other services related to the world of communication, linguistic services and special events.

FOR MORE INFORMATION ABOUT US AND OUR FACILITIES AND RESOURCES, VISIT

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