

Web Production — English-Japanese Translation— Web Administrator & Translator Dispatch

Total business support services realized by Arc Communications



Feature

Achieving Prominence through the US Presidential Election

———— The Gallup Organization Japan

Our Services

[Design]

Dedicated to University Students
Paper Media Production—Serious and Fun

[Translation]

Rapidly Responding to International Financial
Reporting Standards (IFRS)!

[Interpreter Dispatch]

Interpretation that Speaks to the Heart

Please don't hesitate
to call us or send us an
email if you have any questions

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Please see our website for
details regarding services

Planning	Design	Ads	Copy writing	DTP	Printing	Web	Tempo- rary Employ- ment	Recruit- ment	Inter- pretation	Consul- ting	Trans- lation	Locali- zation
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<http://www.arc-c.jp/eng>

Feature

Web Production – English-to-Japanese Translation – Web Administrator & Translator Dispatch

Arc Communications realizes
total business support services

Achieving Prominence through the US Presidential Election – The Gallup Organization Japan

We are sure that you have come across the words “Gallup Poll” many times in November, in connection with the 2008 US presidential election. Gallup, Inc. (<http://www.gallup.com/>) enjoys a high reputation as America's largest and most reliable research and consulting company. Did you know that Arc Communications is involved in the website operation of its subsidiary in Japan, The Gallup Organization Japan (<http://www.gallup.co.jp/>)?



Gallup Organization Japan

The Japanese subsidiary of Gallup, Inc., which has offices in more than 20 countries around the world. Business in Japan launched in 1995. Gallup Japan utilizes original resources, ample research data, and experience to provide various consulting services that realize the enhancement of corporate performance through the development of customers with higher profitability, employees with greater productivity, and superior leaders.

CASE STUDY

STEP 1 Production in tandem with the US site

Work initially began with the following request from Gallup Japan: “We need to renew our website as quickly as possible so that we can promote the Japanese subsidiary around the US presidential election.” Arc Communications's web production and translation service teams worked jointly with Gallup Japan and selected the necessary information from the US Gallup website, rebuilt it into the Japanese version, and launched the renewed website on May 9, 2008.

STEP 2 Maintaining bulletin-like speed! Achieving smooth updating and site sophistication!

The Japanese language website started off smoothly, but it being the peak of the presidential campaigns, we needed to secure befitting manpower in order to maintain the bulletin-like speed of the out-going news. This was where Arc Communications's temporary employment service came into play. We dispatched two people – a translator and a web producer – to Gallup Japan for the duration of the US presidential election.

STEP 3 The secret is speedy and adequate handover of operations

In the case of Gallup Japan, it was not possible to operate the website in-house. Therefore, operation was passed over to the dispatched staff from Arc Communications's web and translation divisions. Because this handover was carried out swiftly and adequately, it was possible to realize smooth updating of the website without posing a burden on the client. The frequency of the updates is expected to become lower after the US presidential election, but Gallup Japan feels the importance of the website and we will be discussing future developments.

For inquiries regarding total business support services, contact: arc-c@arc-c.jp (Attn: Tomoyuki Unno)

We hope that you have a chance to visit this website. ▶ ▶ ▶ <http://www.gallup.co.jp/>

Our Services

Dedicated to University Students! Paper Media Production—Serious and Fun

Design

#01

To give you an idea of how broad-ranging our work in paper media design and production is, here is a sampling of two projects we handled, both targeting university students. The first is an introductory pamphlet for The University of Tokyo's Department of Chemical System Engineering. We checked the pamphlet rack at the Komaba Campus to make sure that we stress the difference from other similar departments. We adopted a folder slightly larger than others to make it stand out, proposed a cover with the department name designed in large font, and completed the pamphlet. The second is a free newspaper issued twice a year by an inter-university women's circle, called Kirajyo. In the past they changed designers with each issue, but Arc Communications handled three consecutive issues. We feel honored. Although this booklet also targets university students, the content and design differ greatly from the other pamphlet. It is an open secret that they are both the work of the same art director.



Rapidly Responding to International Financial Reporting Standards (IFRS)!

Translation

#02

Arc Communications foresaw the adoption of a Japanese version of the Sarbanes-Oxley Act (SOX; triggered by the ENRON scandal) early on and prepared a framework. We were thus able to respond swiftly to large-volume rush translation orders to the great satisfaction of our clients. We also started making preparations early on for the International Financial Reporting Standards (IFRS), which spread from the adoption by EU member states to the US, and we are starting to receive translation requests. Arc Communications realizes high quality translation of heavy volume projects with short turnaround times in fields like these by cultivating and nurturing translators as well as establishing an extremely reliable production framework that assigns a highly specialized translator as the key person.

Interpretation that Speaks to the Heart

Interpreter Dispatch

#03

Recently we received comments expressing great satisfaction from our clients for our interpretation services, such as at a seminar for the merger of a German and a Japanese company, and a presentation by a UK-based company with the objective of increasing Japanese customers. This is thanks to interpreters who are quick to "read" the atmosphere and take care to carry out interpretation that is not just a transposition of words but also "interpretation that speaks to the heart." We are experiencing the joy of having repeat clients ask for the same interpreters. We hope you have a chance to experience Arc Communications's interpretation services for yourself.

T O P I C S

Celebrating the Birth of a New Baby!



Why is it that you hear the words "woman president" but never "male president"? What is so special about a woman president? It was at the end of last year that something happened at Arc Communications, with its "woman president," that made us realize exactly what is special. This was because our president dropped a bomb on us employees when she said, "I'm having a baby on April 6th, so I'll be taking an extended vacation next year!" Actually, the employees were more nervous that the mother-to-be. Despite our insistence that she please take more time off or act more like an expectant mother, our "woman president" worked hard until quite close to her due date. This had us imagining that she would become even more virile as a mother. However, the sight of her holding her baby after returning to work gave off the impression of a nervous new mother, contrary to the strong president that we were used to. This very human side made us empathize with her even more. It was because we have a "woman president" that everyone felt that a company is one big family after all, and the bond between employees became even stronger.

EDITOR'S NOTE

Three Years as a Company; My First as a Mother...

"A company that hits stagnant growth in the first three to five years is one that can't do business greater than the president's personal capacity." This was striking advice that I received when I first launched the company. Arc Communications has seen steady growth since its founding, and I am happy to report, after closing our books in September, that we have once again achieved growth in both sales and profit. I am reassured and proud to see that each employee worked independently and unhindered by the emergency situation in the form of a president on maternity leave. Arc Communications's performance is rock solid. I may be a steady president who ensures that no profit is lost, but when it comes to my own child, I am incredibly unsteady. I scare myself sometimes. What if I drop my baby?! :-p Our funNOTE has a new look—one designed with business communications in mind. We're planning on upgrading it even further in our next issue. Please look forward to it!
(Mariko Ohsato)

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This issue's theme

Some scribbling about "3" in commemoration of Arc's 3rd anniversary.

This and that related to the number

3

● Representative Director & CEO

How to Sound Seemingly Logical

You start a conversation out by saying, "There are 3 points to this." The rest, you just let happen. Even if you can't organize your thoughts neatly into 3 points and come up with more, just keep on repeating, "And on top of that..." and you'll get away with it. If you can only think of two points, say, "Oh, did you know..." and change the subject abruptly. But really, if you say that there are 3 points at the beginning, it somehow settles into being that many. 3 is a magical number. (Mariko Ohsato)

● Translation/Localization Department

The 3rd Season

A Haiku is a short Japanese poem about the seasons in 3 lines composed of five, seven, and five syllables. Of the four seasons – spring, summer, autumn and winter – the 3rd is autumn. We will probably be deep into fall by the time this funNOTE reaches you. Akizora to, wareto saegiru, mono no nashi
There is not a thing, that dares comes between me and, the clear autumn sky
(Miho Ishimoto)

The Spirit of a 3-year-old Lives on until a Hundred

As the saying goes, the spirit of a 3-year-old lives on until the person is a hundred years old. Arc Communications has been growing for the past 3 years, and we want to make sure this trend continues forever. It is still my first year with the company; there are still two years until I hit my 3rd year. I look forward to seeing how different I will be in 3 years time. (Masanori Itoh)

It Has Almost Been 3 Years

I've heard it said that what lasts for 3 days will continue for one week; what lasts for 3 weeks continues for one year, and what lasts for 3 years... Well, you get the drift. Time has passed quickly for me, and it will soon be 3 years since I joined Arc Communications. (Hiroaki Baba)

The Master of the Showa Period

The manga artist Mitsuteru Yokoyama, creator of the Sanguokushi (Romance of the 3 Kingdoms) series, is my all-time favorite. It became popular when I was in grade school, and I remember ignoring class and reading through all sixty volumes. My love for it was rekindled when another boom came when I was in middle school, and I again ignored class to read it. When I was in high school... I can't seem to shake my love for it. (Takahide Hoshi)

Astronauts Work in Groups of 3

I read that astronauts usually work in groups of 3. The story went on to say that it is because with two or four, there is a strong possibility that they will split into two opposing sides. But with 3, this confrontation can not only be avoided, but it also gives a chance for one person to rest while he listens to the other two talking. (Kazuo Hosoe)

Will There Be a 3rd Time??

In my short life, I have been downsized by a company twice already. Each time, they paid me extra on my retirement benefit as well as an allowance to support reemployment, after which I enjoyed the additional pleasure of trips that I remember fondly. So, what happens twice happens 3 times, doesn't it? Our company president responds, "We will be actively working until the day we die!" (Kazutoshi Honda)

3 Years Spent Like Comedy Trios

We broke away from IDS Corporation fearlessly, like Conte Akashingo, known for their gag, "Red light? No need to fear if you cross as a group!"; await announcement of the weekly performance verification like the Manga Trio's "Ta-daaa! This week's highlight!" and get evaluated like the Dacho Club's cries "Nice nature, bad nature!" This company is totally turning into the Kashimashi Musume who sang, "We are the happy Kashimashi Musume. We don't know who said it first, but isn't it fun how noisy it gets when three women come together?" (Yasuyuki Yamamoto)

● Web & Cross Media Department

3 Days Is the Limit

My limit when it came to going without sleep used to be 3 days and nights. Going home after working seventy-two hours straight, I remember the sky looking the color of curry. I didn't even really have a chance to think about it because the next thing I knew, I was asleep in bed. Those days were like a bad trip. Now? I don't have to challenge myself to meet a new limit. Thank you very much, everyone. For my aging position here, too. (Yoshihiro Sato)

3 Meals

Do you eat 3 meals a day? I was in the habit of skipping breakfast, but I recently started eating it. I think that my work performance in the morning may have gotten slightly better. I will increase the sales calls I make in the mornings. (Tomoyuki Unno)

3 as My Standard and Why

When I spend money, 3 thousand yen becomes a kind of standard for me. If something costs more than that, I stop and think. I wondered why it's 3 thousand yen, and I realized that that was the average amount I spent during college on a night out drinking. It shows what a college student's life centers around, doesn't it? (Kentaro Ono)

鼎 (Kanae)

I love Kanji characters, and this was the first complex one with many stroke counts that I learned. Read "Kanae," it is a type of vessel supported on three legs. I hope to be able to carry out my work with the wonderful balance (integrity, fidelity and authenticity) such as that displayed by a Kanae. (Junichiro Nomoto)

Will Nabeatsu, the Comedian of 3s, Still Be Around Next Year?

King Lear's 3 arrows, the 3 primary colors, former baseball manager Shigeo Nagashima's uniform number (33), the length of time Ultraman can stay on Earth to fight monsters (3 minutes)... 3 is a very busy number. As for me, this year marks the 3rd year since I returned to Japan from living overseas. Next year, I will have to aim to make a leap forward, armed with 3 years' experience back in Japan. (Tajiri Nishimoto)

The Japanese Like the Number 3

There are really many sayings in Japan that contain the number 3. The 3 sacred treasures, page 3 articles (human interest stories), and oh, there was the story of the 3 arrows in the Kurosawa movie. The thing is, when this is replaced by the number four, it suddenly feels creepy. I suppose this is because we're Japanese, too, since it's an unlucky number whose sound "shi" is the same as the word for death. (Akira Nishiyama)

● Temporary Employment/Referral/Interpretation Department

At 3 o'clock...

It's 3 am and I sense movement in the dark room. This is around the hour that my roommate, a rabbit, is the most active. I ignore it and go back to sleep. Rabbits are nocturnal (perhaps mine especially?). I suppose I can blame it on my rabbit, but I'm concerned again about my lack of concentration and rough skin from want of more sleep. (Mami Ohta)

The 3rd Day of the 3rd Month

March 3rd... the Doll Festival? No, this was the day my husband and I registered our marriage. Ever since, I have come to like the number 3. While I am not overly concerned with the date, I have to admit that I am injected with a fresh spirit every time a year passes and this date comes around. I think it's just me, but I'm looking forward to the arrival of the 3rd month next year. (Ikumi Kitamura)

3 Is My Unlucky Number

For some reason, the number 3 is an unlucky number for me. The summer that I was 3, I banged my face against the corner of a table. The winter I was 13, I attended a ski school and found myself buried in fresh snow. The autumn of my 23rd year, I got the cold shoulder from my boyfriend at the time. At 33, I was busy with work and went home night after night in the small hours. I am now at the point where I am cynically looking forward to what's going to happen the next time the number 3 rolls around. Sigh... (Mika Koizumi)

The Seven-Five-Three Festival at Age 3

My family moved to Beijing when my daughter was around age 3. Because my daughter was to be in China for the Japanese Seven-Five-Three Festival, I borrowed a kimono from my sister and took it with us. However, I forgot to pack Japanese sandals, and so it ended up being a Seven-Five-Three Festival with my daughter in a Chinese dress. After returning to Japan, I looked at the kimono and sandals together, which we'll no longer have a use for, and sighed in secret. (Yumiko Sasaki)

3 More Times...

There is a smile that I can't forget. It was last summer when the high school I graduated from made it to the final eight of the prefectural high school baseball tournament (out of a total 200 schools). The team could have gone on to the National High School Championship at Koshien Stadium if they had won just 3 more games. Although they lost, the smiles on their faces that said they had done their best left me with a very refreshed feeling. (Takashi Shinya)

I Don't Quite Get It

Sanpoji (literally 3-treasure temple) Pond was a place in the neighborhood where I used to take walks around since I was a child. I was having a problem coming up with anything related to the number 3, so I looked this name up out of desperation and I found out, to my amazement, that the pond is designated as part of a national natural treasure. To be honest, I don't quite get it. Is it that the pond is grander than I imagined, or is it that the nation isn't quite as grand as I thought? (Toko Miyagi)