

funNOTE

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STARTING OVERSEAS OPERATIONS...

Is your company ready?

— The Importance of Creating a Foreign-language Corporate Website —

The Utilization of a Foreign-language Website

— Compulsory in the Era of Globalized Business

OURservices

#01 Globally Valid Designs —Ochanomizu University

#02 Six Apart, Ltd. Movable Type: Chinese Localization with Alfasado Inc.

#03 High-quality Multilingual Translations at Affordable Prices

Please don't hesitate to call or email us if you have any questions or would like to consult us.

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Service Lineup >>>

Website Planning & Design

Graphic Design

Translation

Interpretation

Multi-language Websites

DTP/Printing

Localization

Temporary Employment

Foreign-Language Websites Compulsory in the Era of Globalized Business

The Utilization of a Foreign-language Website

Arc Communications' Concept of Corporate Websites for Globalized Business

**With the Changes in Business Environments,
Companies with an Eye on the Globalization of their Business Are on a Rapid Increase**

The Benefits of Constructing a Foreign-language Website

In dealing with overseas markets where a company's sales channels, products and services have not yet become as widespread as in the home country and where an understanding of market needs is not yet sufficient, it is probably wise to begin by making an investment in marketing communications. Foreign-language websites for overseas markets are a particularly cost effective means of transmitting information because they can be constructed in a short period of time at a low cost, and there is room for trial and error. It becomes a medium not only for sales activities but also through which messages to a diverse range of stakeholders can be efficiently and effectively disseminated, such as in the provision of information for building relationships with the media, investors and partners or for recruiting purposes. Furthermore, websites clearly play an important role in unified corporate branding and risk control as can be seen from actual cases experienced overseas by Japanese companies.

Inadequate Presence of Foreign-language Websites

However, the number of foreign-language websites published by Japanese companies is inadequate when considering the global business development of Japanese companies. According to an Arc Communications' 2010 survey, even among companies listed in the first section of the Tokyo Stock Exchange, only about 70% of the companies possessed websites in English, the global language. As can be seen in "Visit Japan" and other movements, efforts to attract foreign people and companies to Japan are becoming increasingly active. The importance of considering the dissemination of information overseas becomes increasingly important under such circumstances for even companies that traditionally only targeted the domestic market. Having a foreign-language website will most likely become a vital element of the web strategies of Japanese companies.

Things to Remember in the Construction of Foreign-language Websites for Overseas Users

Arc Communications is involved in both a Web and translation businesses. For this reason, we receive many requests from customers to construct a foreign-language website. Much of the requests are to translate a Japanese website as is into a foreign language.

The translation of an already completed Japanese website is extremely

efficient. There are more than a few cases in which this suffices. However, the content of Japanese websites is geared for the domestic market, so there are more cases than you may think in which applying the content of a Japanese website as is will not work well overseas.

For example, many Japanese websites contain an "access" page which explains how to get to the company. In a website for overseas users who will often not be familiar with Japanese geography, it is far more beneficial to explain what kind of a place within Japan the company is located rather than describe how to get to the company from the nearest train station. Another example is translating an expression like "boasting the No.1 share in the industry," which targets a domestic audience, even though it will not resonate with those overseas who have never heard of the company. The value of a foreign-language website will increase dramatically by making a close examination of the content from a foreign user's perspective, with the company's business strategy in the overseas market in mind.

From consulting and surveys to the design of site architecture, production of site content, translation and site operation, Arc Communications provides a one-stop solution for the construction of a foreign-language website that enhances a company's corporate value overseas.

For further information concerning our foreign-language website solutions, please contact Tomoyuki Unno at: arc-c@arc-c.jp or +81-3-5730-6133.

Foreign-language Website Solution: Survey Services

A desire that is common to persons in charge of the production of his/her company's foreign-language website is most likely to create a site that matches the needs of overseas users. However, it seems that this is difficult to achieve in many cases.

Arc Communications resolves this problem in two parts: by carrying out a survey and analysis of the websites of overseas competitors and by carrying out an interview survey and analysis of foreign users.

The price setting is such that the utilization of this service can be considered even by those with budgetary constraints that do not allow the use of expensive consultation services. Please consider this service when constructing or upgrading a foreign-language website.

Efforts Made in Relation to Foreign-language Websites

2009.11.18

Joined the E-Commerce for Asia Alliance (ECAA; a consortium supporting businesses carrying out cross-border e-commerce in the Asian market)

2010.2.23

Seminar for Readers of Kouhou Kaigi magazine, A Foothold to Overseas Promotions—Points of Execution for Those in Charge (seminar lecturer)*

2010.4.7

A report on the survey of the adoption of multilingual websites by listed companies released. Report No.1: Listed Companies in the Machinery Industry (April 7); Report No.2: Listed Companies in the Service Industry (June 10)*

2010.5.25

Multilingual Website Response Survey Report introduced on the front page of the morning edition of The Nikkei Sangyo Daily on May 25, 2010

2010.6.18

The "How to Build a Global Website" five-part series* commenced in ITmedia Enterprise's online mook (book-magazine) "The Success of Advancing Overseas Determines the Future—How to Make a Strong Japanese Company**"

2010.8.23

Seminar co-hosted by Six Apart KK and Alfassado Inc., "Trilingual (English, Chinese and Japanese) Website Constructed Using MT + Power CMS" (seminar lecturer)

2010.10

Scheduled to release in mid-October the multilingual website response survey report of companies listed on the first section of the Tokyo Stock Exchange*

2010.10.23

Mariko Ohsato scheduled to appear on the Asahi Newstar (CS channel) program, "Learning Planet" (Tentative title: Global Business Communication)

*Please note that there are reference materials, etc. that can be downloaded from the Arc Communications website (<http://www.arc-c.jp>) for items marked with an asterisk.

Visions of Arc Communications' future

At a commemorative event we held to celebrate our fifth anniversary, we asked everyone to write an imaginary magazine article about Arc Communications five years from now. President Mariko Ohsato used her discretion to select and cite winners based on her reading of articles not bearing the writer's name. The winners were as follows.

This Issue's Theme



Grand Prize Morihoro Horie (translation/localization department)

Magazine: Diamond Weekly

Article: There was a long line of people in front of Arc Store Ginza branch, a shop directly managed by Arc Communications Inc. A line of people of this extent had not formed in Ginza since the release of the iPad five years ago! People were there to buy the arc-mask, which enables wearers to speak multiple languages. It currently handles 33 languages, and Arc Communications is considering making the arc-mask capable of dealing with alien languages within five years. It is likely to become a passport for space travel.

Ohsato comment

I thought I would select the article that was the biggest in its scale of imagination, and I found one that went even beyond my own! It is sure to be a hot seller, so I am looking forward to our employees developing it!

Award for Excellence

Manami Saito (translation/localization department)

Magazine: VOGUE (published in the online edition for the iPad, which has hit a penetration rate similar to that of mobile phones)

Article: "How to Make a Beautiful Company—the Trajectory of Arc Communications' Female President"

Mariko Ohsato is a woman who is known for her intelligence, beauty and the superb balance she has achieved between her professional and family life. The spread of her fame has now extended even abroad and knows no end. Many of the thirty-something and forty-something employees who have joined the company attracted to her say, "It's such a beautiful company, there's no way I could ever quit!" This year's corporate retreat is a five-day trip to Abu Dhabi, the Middle Eastern desert resort.

Ohsato comment

I chose one that I thought would be the most fun for us to do together. After all, even though we do Arabic translations and websites, I've never actually visited!

Honorable Mention

Sachiko Iwata (web & cross media department)

Magazine: Web Designing

Article: Cutting Edge Web Design—Arc Communications a Hot Topic with Its Production of a 3D Website

A close coverage of the site where the Space Experience website (a site that allows a virtual 3D spacewalk experience) was produced and released for NASA, wowing the world! Also included is the production office within the Kennedy Space Center, scenes of the photo session on the moon and the space food most highly recommended by Arc Communications employees.

Ohsato comment

I chose the one that I wanted to see happen the most. Just imagining this is exciting, isn't it?

Special Award

Hiroshi Watanabe (temporary employment department)

Magazine: Baseball Magazine Monthly

Article: Tohoku Rakuten Acquired!

An article introducing Mariko Ohsato – who became the owner of a professional baseball team by acquiring the Tohoku Rakuten Golden Eagles – was published. A message of congratulations arrived from former Rakuten manager Katsuya Nomura, who said, "An owner is the thing to be! Managers are fired right away!!"

Ohsato comment

My childhood dream was to become the first female professional baseball player, but this is a hundred times better!

news

An Assortment of News related to Arc Communications

Japanese Translation of "Inside the Mind of the Shopper"

-Published by Diamond, Inc. on September 9

The Japanese translation of the book "Inside the Mind of the Shopper," which Arc Communications translated, was published. Author Herb Sorensen is a leading authority on shopper marketing, who has spent more than 40 years exclusively researching shoppers. Shoppers are scientifically analyzed using state-of-the-art technology and data, and he presents a great number of insights that will lead to an increase in sales and revenues.

For example:

- Half the US shoppers surveyed buy five items or less at the supermarket
- Shoppers who buy many items walk faster in the store as compared to those who buy only a few items
- About 80% of the time spent in a store by a shopper is spent moving from section to section

The survey results show us that our vague perception of shopper behavior is not necessarily correct.

Although the book is based on observation surveys, etc. that took place in US stores, there are many things that are also applicable to the Japanese retail industry, and this is a book that is highly recommended to retailers and manufacturers.



Kau To Kimeru Shunkan – Shoppa No Kokoro To Koudo Wo Yomitoku (The Moment the Decision to Buy is Made – Deciphering the Mind and Behavior of Shoppers)
By Herb Sorensen
Editorial supervision by TNS-Infoplan Inc.
Translated by Mariko Ohsato/Motoko Scofield
Published by Diamond, Inc.
Listed price: 1,800 yen (not including tax)



Do You Know the Word "Iku Men"?

In Japanese, a slang term for a handsome man is "ike men." While many people are familiar with that word, most people have probably never heard the word "iku men." It means "men who enjoy child rearing."

Actually, Arc Communications has an "iku men" employee. He started a blog on his childrearing experiences (Ikuo JP: <http://blog.livedoor.jp/iqo190/>) after he went on parenting leave. His experiences childrearing were introduced in an article in the evening edition of the Asahi Shimbun newspaper, and he also gave a lecture at Waseda University on Learning Work-Life Balance from Role Models.

The term "iku men" was born because they are a rarity in Japan—most people have probably never met one. We are sure that by the time the word becomes a cliché, Japan will have become an even more pleasant country to live in.

EDITOR'S NOTE

Delivering the "New" to You

September is the end of the fiscal year for Arc Communications. That means that as we are writing this newsletter, we are developing various measures towards the next fiscal year. A word that we are hearing throughout the office right now is "new." Whether it is a new service or a new business, Arc Communications is committed to new challenges. We will be keeping you updated on what's new at Arc Communications through our newsletter, so please look forward to reading about them! (Michiru Kato)

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#01

Globally Valid Designs – Ochanomizu University

➤ Graphics production

Websites are not the only things that need to be globalized. Print media such as corporate brochures, product pamphlets and public relations magazines also have to be globalized.

We recently received a request from Ochanomizu University's international exchange team to produce a school prospectus in English. Globalization is an important theme even at universities. Although this university is well known in Japan, it does not have the same name recognition abroad. For this reason, the English school prospectus will be used not only to attract international students to the university but also as a tool for introducing the school at international conferences, etc.

We aimed for a design that retains the essence of the university's distinguished history, tradition and elegant spirit – as embodied in the russet school color – yet is fresh and incorporates overseas trends. We kept the Ochanomizu University tone in the design while adding a taste that differs from the Japanese school prospectus. We sincerely hope that it will serve useful as a new part of Ochanomizu University's history.



#02

Six Apart, Ltd. Movable Type: Chinese Localization with Alfasado Inc.

➤ Web development service

Arc Communications worked with solutions partner Alfasado Inc. to help make Six Apart KK's "Movable Type" Chinese-capable. Six Apart is a leading company in blog technology. Furthermore, we are scheduled to cooperate with Alfasado in making Power CMS for MT, a Movable Type plug-in, Chinese compatible as well as in translating related materials.

By making Movable Type and the plug-in Chinese compatible, Movable Type and Power CMS for MT will have user interfaces in English, Chinese and Japanese and will become a powerful solution for the multilingual rollout of websites. Arc Communications will construct English and Chinese websites utilizing these products as well as provide English and Chinese inquiry support services in the operational phase.

#03

High-quality Multilingual Translations at Affordable Prices

➤ Translation services

Pushed by the surge in corporate globalization efforts, there has been a particular increase lately in translations involving languages other than English. Arc Communications prides itself in the provision of multilingual translations that are of high quality regardless of the language.

<Completed Projects>

- Translation of an electronic device manufacturer's product manual into 16 languages
- Translation of a railway company's website into four languages
- Translation of an article introducing a Japanese university from English into Arabic and Vietnamese
- Translation of a questionnaire survey of workers around the world into six languages

We are constantly revising our translation rates so that we may provide our services at a cost that is satisfactory to our clients. A translation rate sheet can be downloaded from the following for your reference.

<https://www.arc-c.jp/translation/download/>

○ Please Feel Free to Consult Us

Web & Cross-media Planning & Design

With our superb planning ability that boasts an outstanding competitive proposal winning rate and our foreign language capabilities, we have ample achievements in the production of branding-related B2B websites and foreign-language websites, such as for the Japan External Trade Organization (JETRO) and the NTT Group.

Graphic Design

We offer one-stop graphic design services, from company brochures related to corporate branding to website rollouts. We also provide wide-ranging graphic design services, such as the production of freesheets for an inter-women's college circle.

Translation/Localization

We handle 70% of translations into Japanese for the Diamond, Inc.'s Harvard Business Review. Our basic policy is to have native speakers carry out the translations, whether it is into English or any other language. Arc Communications provides high-quality translation services to your satisfaction.

Interpretation

We provide interpretation services through the precise coordination of interpreters for a wide range of situations, including interpreters for international conferences, in-house meetings and attendant interpreters.

Temporary Staff Dispatch and Recruitment

We provide personnel with specialized skills that clients may lack, including translators, interpreters, coders, directors, designers, writers and editors.

Present Giveaway

We are giving away a Roomba 527 vacuum cleaning robot! You do not have to be an "iku men" to use this robotic vacuum cleaner to lighten household chore loads!

The deadline for applications is Sunday, November 14

Click!! (Japanese only)

<http://www.arc-c.jp/present/>



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