



Global  
Language Services  
for more than 45 years

Translation & Interpreting  
Terminology Management  
Desktop Publishing  
Language Training

[www.e-kern.com](http://www.e-kern.com)



**Coming soon...**

Further locations are being planned: Barcelona, Stockholm, Chicago and many more



**2005**

Expansion following the addition of nationwide KERN Language Training to the KERN Group



**2000**

Introduction of company-wide IT project management tool – SaaS Model



**1995**

Online data exchange – our first Internet solution



**1988**

Office established in London



**1983**

Expansion abroad: branches opened in Amsterdam, Paris, New York, Hong Kong and many other cities



**1969, KERN is founded...**

...in Frankfurt am Main, Germany as a translation and interpreting bureau



**Over 50 branches worldwide**



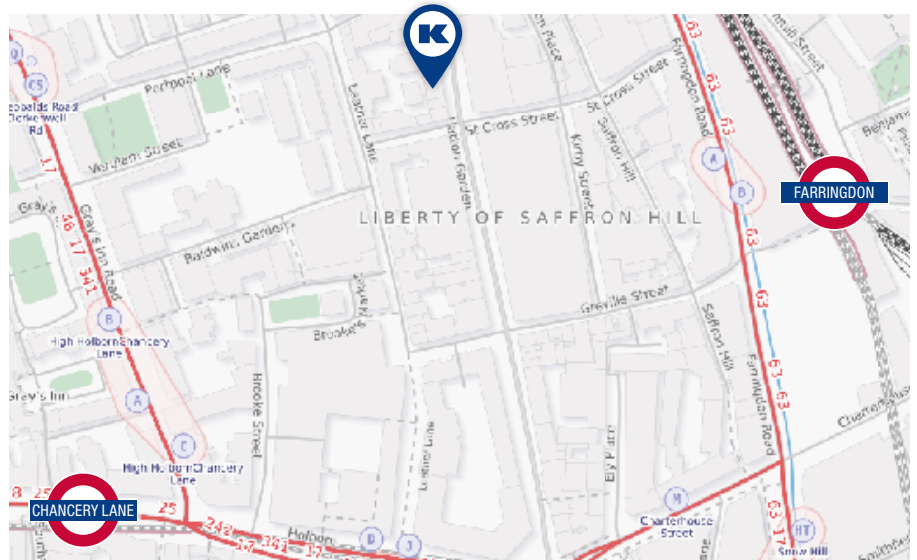
**Over 1 million pages translated every year**



**Customer focused family business**



KERN UK Ltd., New House, Rooms 45/46, 67/68 Hatton Garden



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# KERN GLOBAL LANGUAGE SERVICES

For over 45 years, thanks to our expertise and reliability, we have been a world-wide leading company in global communication.

With over 50 branches located across Europe, America and Asia, KERN is a leading provider of language services. For over 45 years, we've been delivering affordable high quality language services in every language pair, for all target groups and for every subject area.

Thanks to our dedication, eye for detail and experience, we're always able to meet the growing demands of our customers and help our clients achieve their goals.

KERN offers a broad range of services:

Translation and interpreting into all language pairs, translation memory and terminology management, desktop publishing, software and website localisation. With us you will be sure to reduce turnaround times and costs, improve the quality of your translations, increase your return on investment and ensure terminological consistency throughout your documentation in all target languages.

Our customers' success is our ambition.

*KERN UK Team*

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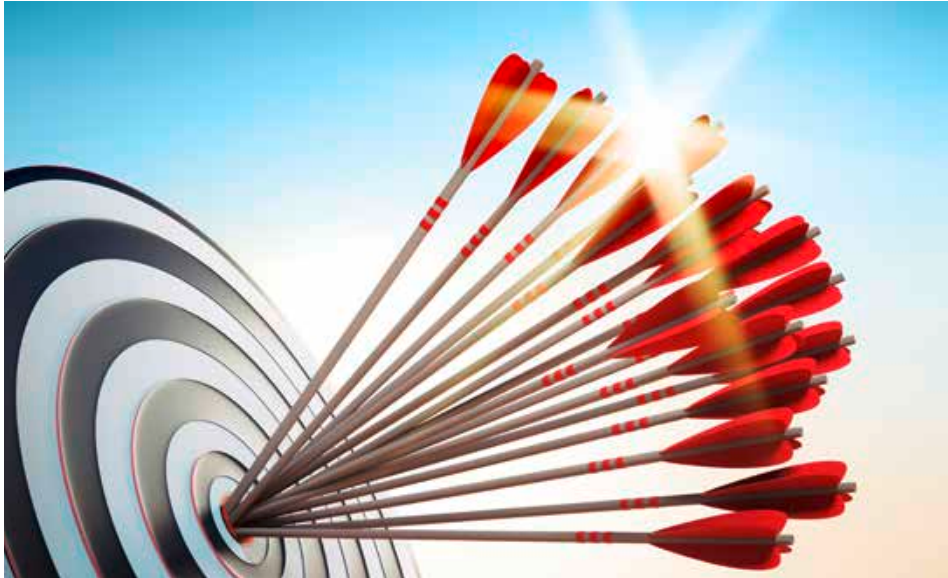


I am very impressed by the quality of the translation! Until now, I have never had the luck to read such a well written translation from someone who was not familiar with the text, the work that we do or the audience that we target. The writer found the right balance between sticking as close to the text as possible, but adapting it as much as necessary. From my own experience, I know how tricky the translation from English to German can be – without using the same words over and over again.

Well done, great job!

*Marketing Director  
of a global business risk consultancy*

# UNIQUE SELLING POINTS (USPs)



- ✓ We offer a comprehensive range of language services
- ✓ Customer-oriented – Single Point of Contact
- ✓ Quality management system ISO 9001:2015 certified
- ✓ Translation process ISO 17100:2015 certified
- ✓ Industry Knowledge and Expertise
- ✓ Efficient decision-making processes – from the translator, to project management, to customer support, all the way to senior management
- ✓ Innovative – we use modern client-server solutions for our translations and develop our own solutions for our portals and interfaces
- ✓ Global but local – where our customers are
- ✓ Technology Innovation – preferred LSP partner
- ✓ Knowledge management consulting

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## SPECIALISED TRANSLATIONS

KERN translates over 1 million pages every year in various language combinations

### A Look at our Translation Fields

KERN's specialised translators boast in-depth knowledge of their languages and fields of expertise, a firm grasp of current usage and a stylistic touch to produce adequate translations for:

- **Medicine, industry and technology:** Research documentation, instruction manuals, data sheets, training material etc.
- **Trade and marketing:** press releases, Business correspondence, annual reports, customer magazines, staff bulletins etc.
- **Media and tourism:** Foreign-language voice recording, dubbing, subtitling, Information packs etc.
- **Law and patents:** Contracts, Commercial Register certificates, legal papers etc.

### Certified Translations

KERN works with specialised sworn translators. KERN's international network of branches guarantees that even documents intended to be translated for public authorities and institutions can be legally certified to meet the legal requirements of the target country.

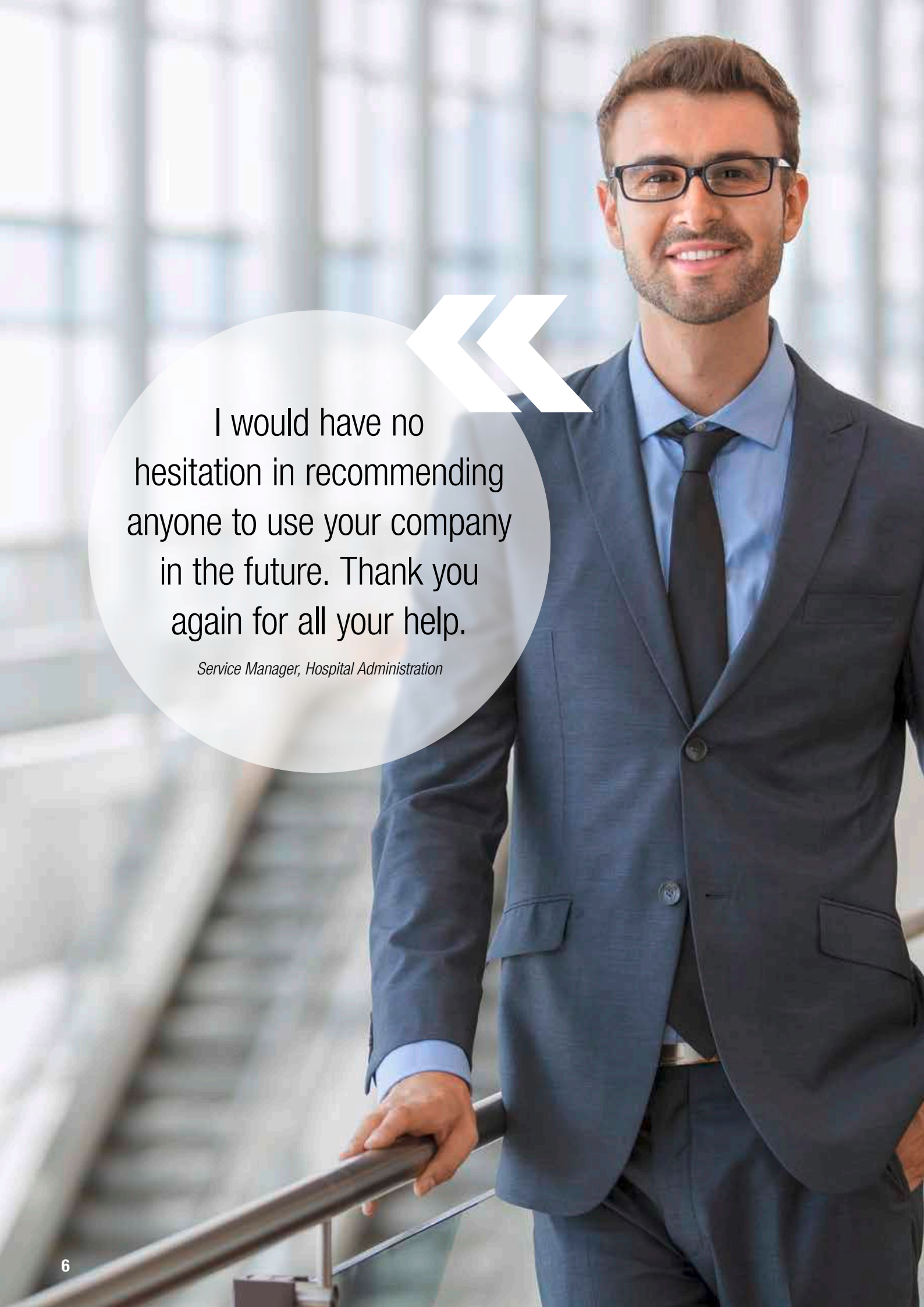
### Text Creation and Foreign-Language Adaptation

KERN creates documents according to your specifications, such as advertising and publication texts, slogans, press portfolios, presentations and instruction manuals. Texts are translated to suit the target country and adapted to their target group.



The KERN advantage at a glance:

- ✓ Express translation service
- ✓ Specialised mother-tongue translators
- ✓ Quality control via ISO certified process
- ✓ Proofreading and editing
- ✓ Use of translation memory and terminology solutions
- ✓ SSL-encrypted portal solutions
- ✓ Confidential handling of your documents
- ✓ Knowledge of the industry



I would have no  
hesitation in recommending  
anyone to use your company  
in the future. Thank you  
again for all your help.

*Service Manager, Hospital Administration*

# PROJECT MANAGEMENT

KERN's knowledge and experience guarantees the reliable management of your project

In times of increasing transnational trade, the management of translation processes and projects is becoming more and more important. Translations into various target languages, and increasingly shorter time frames to launch products and services, and more complex document and system designs are leading to more dynamic translation projects. Project Management at KERN is a process which is part of an integrated system of upstream and downstream workflows in which several people are involved. Project managers have clear "signposts" and guidelines to coordinate their projects.

Having been in the language business for over 45 years, KERN has a certified ISO project management process and is able to handle all types of multilingual translation assignments.

## Seven Steps for a Successful Project



The KERN advantage at a glance:

- ✓ Project evaluation
- ✓ Project calculation / cost assessment
- ✓ Project/data preparation
- ✓ Workflow optimisation
- ✓ Process automation
- ✓ Tool management
- ✓ Resource and staff management
- ✓ Progress control
- ✓ Question management / Q & A coordination
- ✓ Communication management
- ✓ Project coordination

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# PORTAL SOLUTIONS AND PROCESS AUTOMATION

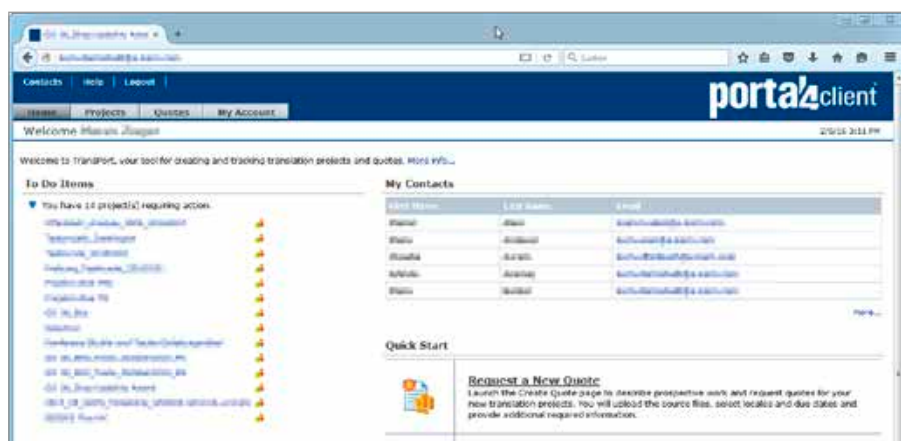
Local and international communication – all contact partners at the touch of a button

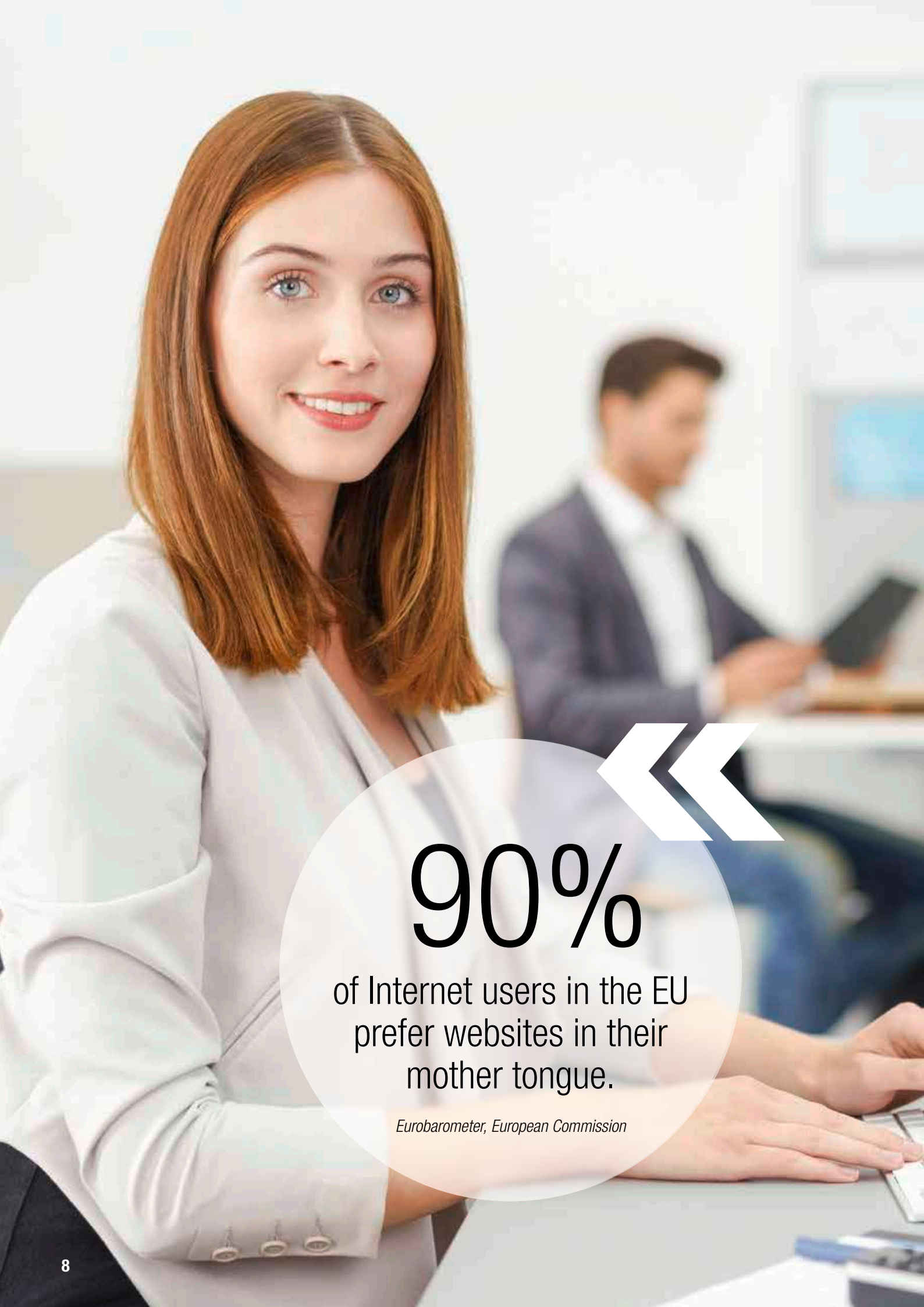
KERN has developed its own project management portal solution which aims to optimise assignment placement, communication, documentation and translation management processes by integrating all those involved. **portal4client™** allows documents to be exchanged, saved, managed and reused within a project.



The KERN advantage at a glance:

- ✓ Customer-specific solution to every enquiry
- ✓ Encrypted access
- ✓ Individual configuration
- ✓ Translation memory and terminology databases
- ✓ Real-time analyses and status tracking
- ✓ Browser-based, central, location-independent





90%

of Internet users in the EU  
prefer websites in their  
mother tongue.

*Eurobarometer, European Commission*



# TERMINOLOGY MANAGEMENT

Customer-specific terminology leads to brand recognition by staff and customers alike

Corporate language is defined by its terminology – your company's language is an expression of its corporate culture and brands. term4client™ manages terms and their respective names in all languages all in one place and, as such, is a tool which is as flexible as it is effective. Each term/entry in KERN's terminology management system can be supplemented with comprehensive user-defined information on grammar and usage, as well as definitions, pictures and much more.

**term4client**™



The KERN advantage at a glance:

- ✓ Creation and management of customer-specific terminology, glossaries, databases etc.
- ✓ Terminology extraction and integration
- ✓ Browser-based access to terminology – read-only and/or editing permission
- ✓ Management of terminology databases on secure servers
- ✓ Company licenses available
- ✓ Input of important context data providing additional information

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# SOFTWARE AND WEBSITE LOCALISATION

As a Google Partner – localisation is more than just pure content translation



**The following aspects must always be taken into consideration during the localisation process:**

- Text in script files, e.g. Java or ASP script
- Creation of hyperlinks in the target languages
- Representation of special characters and scripts in the target language
- Inspection of layout and fonts in the current web browsers and on various screen sizes
- Creation and editing of text in buttons and graphics
- Consistency of terminology and style

KERN takes care of all the stages of the work processes involved in the localisation of your website or software in order to adapt your product to the cultural and technical requirements of the target market. This guarantees that your online presence and your software can be successfully introduced into international markets.



The KERN advantage at a glance:

- ✓ Analysis of source data against international standards
- ✓ SEO conversion of website content in all languages, including article spinning all in one place
- ✓ Text extraction and re-integration, e.g. from software and websites
- ✓ Resizing of user interfaces, e.g. buttons, dialogue fields, menus
- ✓ Multilingual product texts for e-commerce, user interfaces, documentation, online support etc.



I truly appreciate your  
passion and I am so  
impressed with your  
efficiency.

*Manager, Modern Language Institute*

# DESKTOP PUBLISHING (DTP)/FOREIGN-LANGUAGE TYPESETTING

Creating professional-looking multilingual layouts is more than just the formatting of texts



KERN offers foreign-language typesetting and DTP in European, Oriental and Asian type-faces in all current layout programs and takes care of every step of the process, providing foreign-language documentation, such as instruction manuals, annual reports, brochures, catalogues and other documents.

## Online Media Systems

Creation and editing of DTP data in system landscapes, such as CODIN® and One2Edit®, and with the use of translation management systems.

## Programmes and Formats

InDesign, QuarkXPress, FrameMaker, PageMaker, Illustrator, FreeHand, Visio, CorelDraw, Quicksilver, PowerPoint, Word etc.

The KERN advantage at a glance:

- ✓ The use of **kernshare.com** for secure data transfer
- ✓ Editing of texts from DTP programs
- ✓ Foreign-language typesetting in the files supplied by you or in layouts designed by KERN
- ✓ Conversion and compilation of texts
- ✓ Pre-press/proofs as required
- ✓ Printing process

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## MEDIA DESIGN AND PUBLISHING

One Stop Solution – from the translation to foreign-language typesetting and online design, all the way to the printing stage


KERN coordinates concepts for your entry into a new foreign market with you and implements these proficiently. This may include the development of a logo or a catchy name, the creation of an advert, a website, a multi-paged glossy brochure or an eye-catching flyer, and much more.

KERN prints in all formats, from a simple informational piece to multi-coloured company brochures and extraordinary promotional material – and always of the highest quality.



The KERN advantage at a glance:

- ✓ All your needs covered in one place
- ✓ Comprehensive service provider
- ✓ Conceptualisation and implementation
- ✓ Contemporary design
- ✓ Expressive text creation
- ✓ Professional-looking typesetting
- ✓ Translations
- ✓ International and multimedia



Information  
is shared more  
quickly online as  
a video in different  
languages.

*Film Producer Media Service*

# FOREIGN-LANGUAGE VOICE RECORDING

Multilingual voice recording for film or audio material by native-language speakers



The KERN advantage at a glance:

- ✓ Data from DVD or Blu-ray, Betacam SP, DV etc.
- ✓ All file formats, e.g. MP4, MP3, Wave etc.
- ✓ Foreign-language voice-over on films
- ✓ Foreign-language dubbing
- ✓ Foreign-language dubbing with foreign-language voice-over artists
- ✓ Transcriptions

The distribution potential of video communication over several internet platforms allows you to quickly reach your target audience.

By simultaneously linking up interactive or static media, even complex content can be communicated.

## Potential Areas of Application

- Films
- Radio advertising
- Classic promotional films
- Video guides
- Entertainment facilities with added informational value
- DIY clips and explanatory videos

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## INTERPRETING

KERN's outstandingly trained and experienced specialist interpreters and conference interpreters are employed at negotiations, conventions, symposia and international conferences in one or two working languages

### Simultaneous interpretation equipment

KERN hires out and installs tried-and-tested mobile infrared simultaneous interpretation equipment for international conventions and conferences, regardless of whether our technology is required by 30 or more than 3,000 participants.

KERN's professional teams are always on hand and meet the highest quality standards.



### Book your Interpretation Technology

- Mobile infrared simultaneous interpretation equipment
- Tour guide systems
- Discussion equipment
- PA systems and sound technology
- Video equipment and visualisation technology
- Overhead projection facilities, e.g. screens
- Audiovisual equipment available on request



The KERN advantage at a glance:

- ✓ Liaison interpreting
- ✓ Escort interpreting
- ✓ Conference interpreting
  - consecutive interpreting
  - simultaneous interpreting
- ✓ Telephone interpreting
- ✓ Whispered interpreting
- ✓ Interpretation technology



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Communication  
is always about  
cause and effect.

*Paul Watzlawick, Scientist and Author*

# CONSULTING, TRAINING AND WORKSHOPS

For in-house translators, technical editors, project managers, specialised workforces and executives

Thanks to our many years of experience with complex translation and localisation projects, KERN offers a comprehensive range of consulting and training services.

From coaching and theoretical principles to workshops and consulting services tailored to specific companies and individuals: KERN's consultants work together with you to establish the best possible way of implementing your global communication strategy. KERN's trainers boast many years of practical experience in seminars and online coaching and can share their knowledge of how to best carry out your translation and localisation projects.

- Centralisation of translation tasks with full cost and workflow transparency
- Terminology and translation memory management, use of current DTP solutions
- System-independent comparison of diverse tools
- Simple and cost-effective processes to create and utilise foreign-language media



The KERN advantage at a glance:

- ✓ Analysis and documentation of your company's foreign-language communication goals
- ✓ Workflow and cost analysis of your company's various business areas
- ✓ Outsourcing concepts, (partial-) automation of processes with the incorporation of portal solutions
- ✓ Implementation of new, company-wide and customer-specific workflows

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# LANGUAGE TRAINING AND INTERCULTURAL TRAINING

Companies with a global presence require experience staff



The KERN advantage at a glance:

- ✓ Large selection of courses
- ✓ In-house training and coaching
- ✓ Seminars and workshops
- ✓ Virtual training (**KERN VIRTUAL™**)
- ✓ Blended learning
- ✓ Intensive/extensive learning
- ✓ Conversation training
- ✓ Telephone training
- ✓ Authentic material taken from your everyday work environment
- ✓ Individual course design

## Language Training

The 12-level training programme is based on the CEFR (Common European Framework of Reference for Languages), which goes from A1 to C2.

- Internationally recognised certificates and preparatory courses for TOEFL & TOEIC, ELSA (LCCI), TFI, TELC
- Our courses are recognised by the examining board of the LCCI (London Chamber of Commerce and Industry)

## Intercultural Training

The aim of intercultural training is to understand and anticipate the expectations and behaviour of business partners from other cultures.

- Business ethics/business culture standards, behaviour at meetings
- Negotiations and purchasing behaviour
- Types of communication and conflict
- Leading international teams

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for more than 45 years

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Terminology Management  
Desktop Publishing  
Language Training

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