



Translations

Krames Exit-Writer Translations Overview

Krames has a long tradition of translating health education materials into other languages. The growing ethnic population in the United States makes this an increasingly important mission. The same commitment that Krames applies to its English language materials is also carried over to our translations. Our team of highly qualified translators and editors are dedicated to rendering the most authentic, medically accurate, and user-friendly translations of the English language product.

Partnerships:

- American Heart Association, American Lung Association (bi-lingual editions)
Harvard Health Publications

Custom-Clients include:

- Kaiser, Merck, Pfizer

Languages:

Core languages: Spanish, Chinese, Vietnamese, Russian. Since Spanish and Chinese are the two most commonly spoken languages in the U.S. other than English, Krames has in-house Spanish and Chinese medical editors who ensure accuracy and readability of the translations. For Russian and Vietnamese, two additional languages that Krames provides translations of, we outsource to a reputable translations house. Krames works closely with the translations team to verify accuracy and readability of the translations.

About Spanish: Neutral Spanish, also known as “broadcast Spanish,” is used for Spanish translations. This is the form of Spanish used by Spanish language radio and TV in the U.S. Broadcast Spanish can be understood by all Spanish speakers regardless of their country of origin. To meet the needs of 68% of Hispanics who are from Mexico, the text is “localized” to enhance comprehension.

About Chinese: Traditional (complex) Chinese characters are used. The traditional character set (as opposed to the simplified character set) is the most used by Chinese in the U.S.

Note: There is NO dialect in written Chinese. Mandarin and Cantonese are dialects used in spoken Chinese.

Call 800-598-7258 or visit
www.exitwriter.com for more
information.

