

For Immediate Release  
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## **Globalized Economy Drives Choice Translating's Growth**

### ***Three strategic initiatives enhance high-touch, high-tech Choice experience***

CHARLOTTE – You don't have to be a Fortune 100 company to succeed in the global economy. Combining technology with its core values and company culture, Choice Translating is growing a multimillion dollar borderless business.

Three strategic tools the company has introduced this year seamlessly connect offices on two continents and resources in more than 80 countries. Proprietary online project management software; expanded telephone interpreting services; and a new office in Lima, Peru, will enhance the high-touch, high-tech Choice experience.

#### **Three Globalization Tools**

##### ***Project Management Software***

Technology is the global connector, and the Smart Choice Project Portal will connect U.S. clients and the Choice global team through client-customized Web portals. Beginning May 31, clients will be able to use a unique access code to request quotes, submit or amend projects, track projects' progress and pick them up online. The global Choice team can communicate with each other and the client instantaneously. Clients will be able to access their projects at any time from any computer.

##### ***On-Demand Telephone and Video Interpreting***

To supplement the more than 250 round-the-clock, on-site interpreters within the Carolinas, Choice has formed a strategic alliance with Language Line, the industry leader in over-the-phone interpreting. In seconds, Choice connects interpreters speaking more than 175 languages to its clients around the country, 24 hours a day, any day of the week. Like all Choice interpreters, our over-the-phone interpreters are thoroughly screened, trained and tested on their language skills and cultural proficiency. Additionally, they are trained on health care and legal terminology, as well as medical and law enforcement emergency procedures. And Choice's on-demand video interpreting technology provides a cost-effective alternative to on-site interpreting in certain high-volume interpreting environments.

##### ***New Office in Lima, Peru***

To complement local capabilities, Choice Translating has opened a production office in Lima, Peru. This carefully considered, long-planned initiative increases efficiencies and production capacity to offer Choice clients broader and deeper services.

Taking advantage of the best talent world wide allows Choice to spend more time with each client to understand each one's core values, objectives and needs before starting projects or preparing for future needs. The Lima office will serve as the Choice project management nerve center, coordinating thousands of linguists, project managers and quality managers in more than 80 countries. Additionally, the Latin American office provides Choice with technological redundancies for the Charlotte infrastructure to ensure business continuity in case of disaster.

These new initiatives – the Smart Choice Project Portal, expanded on-demand over-the-phone

interpreting and increased production capacity in the new Lima office – give Choice Translating three additional tools to help clients succeed locally and compete globally.

For additional information on any of Choice Translating's linguistic services, please visit [www.choicetranslating.com/services.html](http://www.choicetranslating.com/services.html) or call 704.717.0043, toll free 888.721.2077.

*Choice Translating, a full-service linguistic agency headquartered in Charlotte, NC, USA, provides translating, brand name analysis, tagline localization and interpreting services. Choice offers clients a communications bridge to success in today's multicultural society and global economy.*

[www.choicetranslating.com](http://www.choicetranslating.com)