



TRANSLATION SERVICES

VOICE RECORDING

300 words for FREE

Newsletter - April 2009



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The Datasource Team is proud to introduce the first issue of "DataSource Inside", your monthly language newsletter! One simple way for us to stay in touch and to ensure that you are aware of the latest news at DataSource! This monthly newsletter will inform you of the latest **promotional offers on our translation, recording and testing services!** We will also gather and throw in some fun and interesting material about languages and cultures with fun facts, audio links and more!

To celebrate this first issue, we would like to offer you **300 words free from your next translation order***. Simply quote the following coupon code when confirming your next order: **"DSINPX04"**.

DataSource has come a long way since its creation back in 2002 and thank you all for your continuous support. We sincerely hope that you will enjoy this fun and innovative newsletter! Your dedicated Team at DataSource Group.

*(offer valid once per client during April 2009, for one target language and for orders of at least 900 words.)

Fun Facts

What's new at DataSource?

► Creation of "DSI MediaWorks"

In July 2008, DataSource doubled its office space adding three fully-equipped recording studios to its existing facilities. This marked the creation of DSI MediaWorks, a new entity specialized in **voice-overs, sound editing and video dubbing, in 40 languages**. Our clients worldwide already benefit from our flexibility and interesting prices for all their projects: voice-overs for TV commercials, audio-guides & audio-books, educational products and video games, news podcasts... We can do it for you!

 [Click here to watch the video presentation of our new facilities.](#)

April Focus:

► Localization of educational toys and video games content

DataSource is the partner of many toy and electronics manufacturers, developers and distributors for the localization of their edutainment products. Smart toys, educational software, video games, children books... We can create any content, translate it, record it and check the functionality and accuracy of the linguistic content in your final product or software. Our One-Stop-Shop service available in 40 languages allows our clients to expand into new markets with fun and perfectly-localized products!

 [Click here to learn more about this service](#)



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Chinese character of the month:



Biáng. With its 57 strokes, this is the most complex Chinese character still in use. It refers to the 'Biáng Biáng noodles', a type of noodles from China's Shaanxi province. Not officially recognized by Chinese linguists as a character per se, it cannot be found in any Chinese dictionary and it cannot be input into a computer.



Cultural differences - China and Hong Kong:

In China, number 8 is considered by many as being a number of good fortune. As a result, many are craving for this lucky number in daily life. The cost of a SIM card in China depends on the number of "eights" it contains and some are ready to pay large sums of money to have as many as 4, 5 or even 6 "eights" in their mobile phone numbers. The Jin Mao Tower, the country's tallest building has 88 storeys. The opening ceremony of the Summer Beijing Olympics began on 8/8/08 at 8 minutes and 8 seconds past 8pm local time, and on the same day, over 16,400 marriages were celebrated at 8am across the country.



Language fact:

Modern English, Armenian and Farsi are the only Indo-European languages to ignore entirely the notion of grammatical gender.



Peculiar language:

Zulu, like most Southern African languages, famously incorporates so-called 'click' sounds, non-pulmonic consonants that are produced solely with the tongue and the lips.



Did you know?

The word 'ketchup' is derived from a Cantonese word that literally means 'eggplant juice'. The word stuck with the British who brought this Asian-styled tomato sauce to Europe in the 17th century and had the idea of adding sugar and mushrooms to the spicy blend for a milder, sweeter taste.