



## Website Globalization

For [www.newairplane.com](http://www.newairplane.com)

**Platform:** Proprietary Content Management System

**Languages:** Simplified Chinese, Japanese, French, German, UK English

**Tools:** HTML, ASP, PhotoShop, FLASH, Trados 5.5

### About the project:

Seismicom came up with a “Name Your Plane” promotion for Boeing to generate awareness and media buzz around the new 7E7 aircraft. A Web site featured a 360-degree tour of the airplane where consumers voted for their favorite name to enter a sweepstakes that dangled a two-hour “dream flight” in a real flight school simulator as the grand prize. Seismicom partnered with Globalization Partners International (GPI) to provide website globalization services in Simplified Chinese, Japanese, French, UK English and German.

GPI’s teams of native speaking translators, copy writers, localization engineers and multilingual web graphics professionals worked with Seismicom’s design and development teams to globalize the site.

### Services included:

- Creation of prototype pages in Japanese and German to check global design
- Localization of all html, asp and graphic sources files
- Online quality assurance (QA) to check page builds under asp architecture
- Testing of Asian character-based email messages

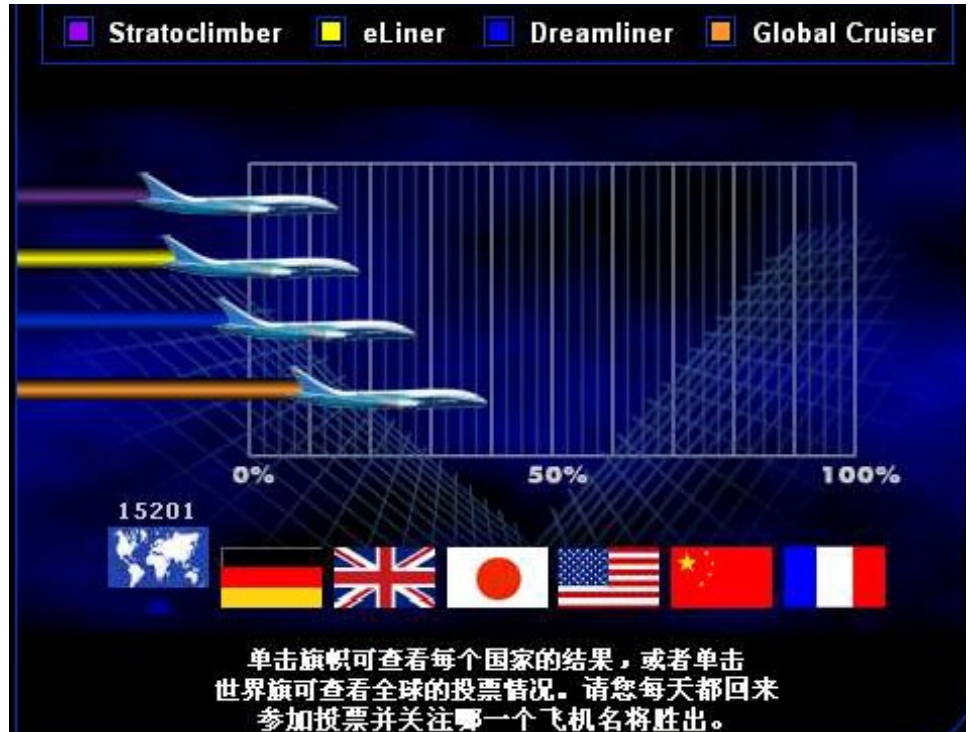


**About the client:**

With offices in San Francisco, NYC and Chicago, Seismicom is a full service interactive agency whose services include sponsorship activation, sales promotion, event marketing, sponsorship marketing, merchandising, online promotions, direct response marketing and promotional media. Seismicom boasts a high caliber list of clients and projects including Microsoft Corp's launch of Ultimate TV. Other clients include Showtime Networks, Samsung, Citibank and Tilia/Foodsaver, AT&T Wireless and Dole Fresh Vegetables.

**Results:**

"We were creating a high impact, high traffic promo site in order to create a global buzz about Boeing's new aircraft the 7E7. We needed a firm who could work with our in-house designers coordinating and providing the website globalization services in five languages," said Bill Carmody, Chief Marketing Officer of Seismicom.



"We were extremely happy with Globalization Partners, as they provided translations and localizations in a variety of formats including HTML and JPEGs. This reduced the back-and-forth between our companies and increased our efficiency. Ultimately, they helped us finalize global design by provided language prototypes, and worked with us to perform Online QA of the localized versions."

