

3D Systems, Inc Case Study

Client: 3D Systems, Inc.
URL: www.3dsystems.com/
Project: Japan Trade Show Marketing Materials

Integrated Japanese Linguistic Solutions:

- Professional Translation
 - Professional Localization
 - Professional Web Development
 - Professional Web & Graphic Design
 - Professional Printing
-

You will very likely hear from us very soon

"I wanted to use the opportunity to thank you for your very professional support! We are very happy to have found an agency that we can rely on with our trade show marketing deliverables for the Japanese market. You will very likely hear from us very soon."

Marketing Manager
3D Systems, Inc. (USA)

Summary

3D Systems, Inc (Rock Hill, SC, USA) delivers advanced solid imaging solutions – three-dimensional part-building systems and engineered materials – that reduce the time and cost of designing products and facilitate direct and indirect manufacturing.

Since establishment in 1986, 3D Systems has grown into a global company delivering solutions to every major market around the world with a worldwide network of 10 facilities servicing customers' operations in more than 80 countries.

3D Systems contacted [SAECULII YK](#) (Tokyo, Japan) in May 2008 to translate, localize, design and print marketing materials (brochures, flyers, flash presentations, web content & video scripts) for the DMS (21st Design Engineering & Manufacturing Solutions) Expo in Tokyo.

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Global Project Management Covering 3 Regional Offices (USA – Germany – Japan)

The 3D Systems European Headquarters (Darmstadt, Germany) initially contacted [SAECULII YK](#) (Tokyo, Japan) to produce the 3D Systems marketing materials in Japanese for the DMS Expo in Tokyo.

3 SYSTEMS

違いを実感してください。
3D Systemsの3次元造形 (SLA®) ソリューション

Go PRO ホーム

Viper™ Pro造形品の細部写真

3Dシステムズ
10 point
10 point

- ACCURA 25
- ACCURA 55
- ACCURA 60
- ACCURA Xtreme
- ACCURA Bluestone™
- Material Selection Guide
- Viper™ Pro SLA® System
- Sample Request
- Success Story
- Comparison with Other Products

However, since the 3D Systems Japanese Headquarters (Tokyo, Japan) was to take final delivery of the marketing materials, executing the project involved close cooperation with the Japanese office to ensure that all project specifications were met in a timely manner.

In addition, coordination with the 3D Systems Global Headquarters (Rock Hill, SC, USA) was also necessary since there was a significant amount of overlap in marketing materials required for the 3D Systems World Conference to be held later in the year in the USA. The company expected Japanese clients at the conference.

We believe that the cornerstone of successful project management is the ability to communicate effectively in the cooperation and coordination of projects with clients and their vendors.

Project management is one of [SAECULII YK](#)'s core competencies.

“I wanted to use the opportunity to thank you for your very professional support!”

Integrated Japanese Linguistic Solutions

The 3D Systems solution implemented by [SAECULII YK](#) (Tokyo, Japan) required global project management involving a number of our service departments and the client's regional offices and vendors.

“We are very happy to have found an agency that we can rely on with our trade show marketing deliverables for the Japanese market.”

1. Translation

The team of native Japanese translation professionals [SAECULII YK](#) customized for 3D Systems required a diverse set of translation skills reflecting the nature of the project marketing materials (brochures, flyers, flash presentations, web content & video scripts). For example, we assigned the video script translation to a translator that specialized only in Japanese film script translation.

Plain vanilla translation, especially for marketing materials, is simply not enough – the skill set of the translator must match the job description.

Professional Japanese Translation.

2. Localization

Localization engineering is re-engineering the development environment after all the content has been translated – the “technical stuff” that bridges localization and translation.

[SAECULII YK](#)'s vast expertise and experience in providing localization engineering ensured quality solutions for all technical aspects of the 3D Systems project from web & graphic design to web development and professional printing for the local Japanese market.

3. Web Development

The 3D Systems marketing materials included online web content. Working with the [SAECULII YK](#) web development department, our localization team was able to re-engineer the action script coding for flash presentations and advise the 3D Systems Japanese Headquarters on best practices for incorporating the flash files in their website (www.3dsystems.co.jp/).

4. Web & Graphic Design

The project provided the [SAECULII YK](#) design

department with the perfect opportunity to bring its diverse range of skills to bear.

With a carefully selected team of native Japanese web & graphic designers headed by our multi-lingual art director who has international marketing experience, we were able to assign designers to aspects of the project that matched their skill set. That is, web designers were given responsibility for online marketing materials, and graphic designers for print marketing materials.

5. Printing

Most projects have an 11th hour component! The [SAECULII YK](#) design department arranged printing for an order of flyers, and direct delivery of print materials to the trade show floor in time for the opening. Indeed, the 3D Systems representative called to confirm print material delivery as the first customers of the day entered the 3D Systems booth!

Conclusion

Project management is a core competency at [SAECULII YK](#). This gives us the unique ability to customize solutions, manage projects of scale, and produce quality marketing deliverables.

What can Saeculii do for you? *You Tell Us.*

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