

3D Systems, Inc Case Study

Client: 3D Systems, Inc.
URL: www.3dsystems.com/
Solution: Japanese Translation, Localization, Web Design & Development and Printing of Marketing Materials

Integrated Japanese Design Solutions

Integrated design solutions are the broad range of Japanese language skill sets, across multiple disciplines, which we bring to bear on your marketing translation projects. Solutions for the 3D Systems project include:

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

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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 [Japanese Web & Graphic Design Agency](#)** to translate, localize, design and print marketing materials (brochures, flyers, flash presentations, web content & video scripts) for the DMS (Design Engineering & Manufacturing Solutions) Expo in Tokyo.

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)

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

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

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.

The screenshot shows the Japanese website for 3D Systems. At the top left is the 3D Systems logo. The main heading reads "違いを実感してください。" (Please feel the difference.) followed by "3D Systemsの3次元造形 (SLA®) ソリューション" (3D Systems 3D printing (SLA®) solution). A "Go PRO" button and a "ホーム" (Home) link are visible. On the left is a navigation menu with options: ACCURA 25, ACCURA 55, ACCURA 60, ACCURA Xtreme, ACCURA Bluestone™, Material Selection Guide, Viper™ Pro SLA® System, Sample Request, Success Story, and Comparison with other products. The main content area features a gallery titled "Viper™ Pro造形品の細部写真" (Detailed photos of Viper™ Pro printed parts), showing four images of white printed parts, including one with "10 point" and "15 point" markings, and another with a coin for scale.

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 the SAECULII's core competencies.

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

Integrated Japanese Design Solutions

The 3D Systems solution implemented by our [Japanese Graphic & Web Design Services](#) 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.”

Professional Japanese Translation

The team of native Japanese translation professionals SAECULII 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.

Japanese 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'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.

Japanese Web Development

The 3D Systems marketing materials included online web content. Working with the SAECULII 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/).

Japanese Web & Graphic Design

The project provided the SAECULII 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.

Japanese Printing

Most projects have an 11th hour component! The SAECULII 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. 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.*

CONTACT

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