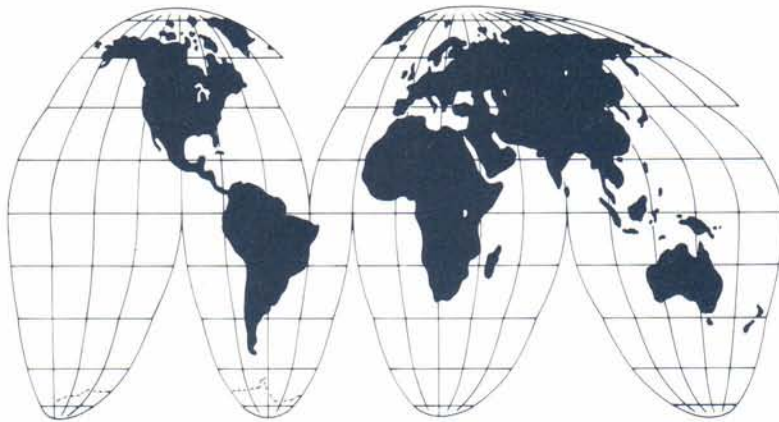




THINK GLOBAL

GUIDELINES FOR GLOBAL SALES SUPPORT MATERIAL



ALLEN-BRADLEY
A ROCKWELL INTERNATIONAL COMPANY



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GLOBAL ISSUES FOR A-B COMMUNICATORS

The facts speak for themselves. Ten years ago, orders outside North America accounted for just 3 percent of Allen-Bradley total sales. Today, sales of our International Group are approaching the 30 percent level. Five short years from now, that figure should top 40 percent. Obviously, we have to start looking at our company from a new perspective - a global perspective.

In years past, A-B sales outside the USA came largely from English-speaking countries--Canada, Great Britain, Australia, New Zealand. Added to this were sales to multi-national firms which built plants in other countries, but which used the same equipment specs as in their US operations. Other than developing necessary local sales and support organizations, little else was required to market our products overseas.

As this decade unfolded, we were able to point with pride to the international scope of the ever-expanding Allen-Bradley. But this formative period only marked the "childhood" of our global awareness.

Now we're entering the tough adolescent years!



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Today, increasing market penetration around the world requires more than increasing the number of salesmen. It requires us to move beyond adapting US sales support materials for overseas customers. It means that new material must be planned with a global perspective in mind right from the start. The "adapting process" can no longer be a separate, sequential step. If Allen-Bradley is to successfully launch new products worldwide, the global perspective must become a routine part of the initial development process.

That's where you come in. Your daily responsibilities involve the planning, development and execution of literature, slide presentations, videotapes, direct mailers and other materials needed to support sales and services on a global scale. The things that you've come to accept as routine need to be re-examined from a global perspective. For instance when a graphic designer in Cleveland reads a new product brochure, he must begin to think of it's reproduction in France. Will the French reproduction work within this format allowing for language translation?

All of us involved in the development of various elements of printed literature

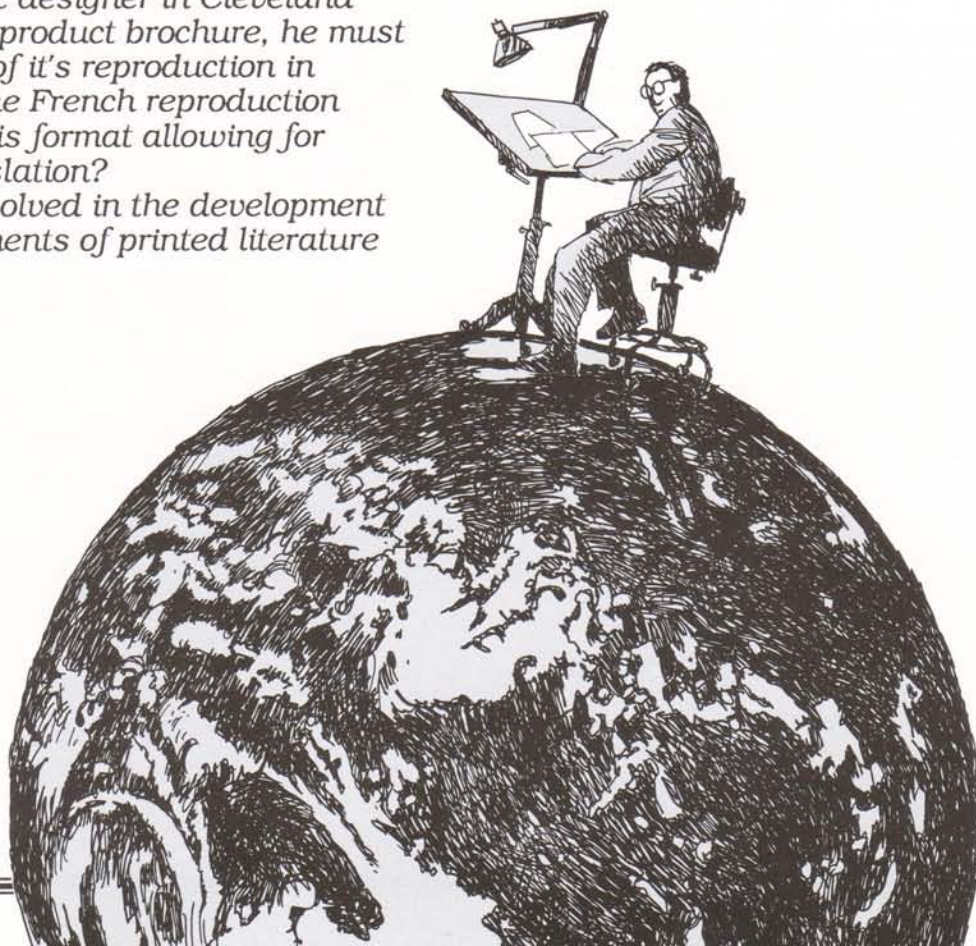
must begin asking what factors impede or facilitate this all-important conversion process. That's what our THINK GLOBAL mailing series is all about. Beginning with this first issue we will examine various elements of printed literature and attempt to define those factors that result in easy conversion.

I invite your active participation in this creative challenge. I realize that some of the ideas we're going to present will appear as a loss of individual freedom or flexibility. But I'm convinced that the truly creative mind can do wonders within whatever rules are established.

The necessity is clear. If we're to become a global company, we must adopt global thinking - and global guidelines! ○

Ed Allen

- Ed Allen
Vice President Strategic Communications



"TIE FEATHERS TO YOUR BLOOD PUMP"

Catchy headline, don't you think? Northwest Orient Airlines wasn't too happy with it as a slogan, however. But that's how Oriental linguists faithfully translated the company's theme line, "Give Wings To Your Heart".

If that confused Asians, imagine what Hispanics thought when Chevrolet first introduced the Nova. In Spanish, Nova translates into "it doesn't go" — not a big selling point for an automobile. In fact, the car didn't sell well until the name was changed to Caribe.

In the first issue of Think Global, we examined the differences between global metric and U.S. standards with respect to page size and format. In this issue, we'll discuss **the message** and how it must be viewed from a global context.

In general, the English language is not known for its clarity. Promotional copy written in English is even less specific. When writing Allen-Bradley product brochures, a number of things should be considered to avoid messages that can translate into "tie feathers to your blood pump."



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For example, a headline that reads "Get your Quality up, Costs down", (see Fig. 2.1) can be stated more precisely by writing "Improve your product Quality, Reduce your product Costs". The message is straightforward and will translate more meaningfully. Note the first paragraph of copy. It could be improved with two word changes. Substitute "improve" for "boost" and "identifying" for "spotting".

You get the idea. To get the message across in a global context, we must clearly, not cleverly, state the intended message.

Here are some additional tips:

● Think visually

Whenever possible, use an illustration in place of words. The A-B product brochure for photoelectric switches is a good example (see Fig. 2.2). The illustration depicting the 18 foot retroreflective sensing capabilities of the switch clearly shows how this device works with a reflecting light beam. Also, the art background indicates the switches are suitable for industrial applications.

● Be careful with technical terms

Some technical terms used within particular markets are not universally accepted. For instance, "PLC" vs. PC. It's not uncommon to hear a programmable logic controller referred to as a PC. However, the rising popularity of the personal computer has given PC new meaning. Therefore, "PLC" should be the acronym of choice for a programmable logic controller. (It is also a registered A-B trademark and should always be used as an adjective -- never a noun.)

Figure 2.1

Get your Quality up, Costs down

| | | |
|--|---|---------------------------|
| Identify the Production Problem The EXPERT Programmable Vision System (PVS) can <u>boost</u> your productivity by inspecting each component on your line and <u>spotting</u> flaws — even at production line speeds. | helps you detect trends so management can make effective systematic corrections. | repeated many can be used |
| Improve Quality Use The EXPERT PVS to identify surface-flaws, incorrect dip or improper shapes. Get it checked. | Reduce Development and Start-up Time A menu-driven in/ allows you to application work | |

improving

To get the message across in a global context, we must clearly, not cleverly, state the intended message.

Figure 2.2

Allen-Bradley
**Self-Contained
MODULATED INFRARED LED
Photoelectric Switches**

Bulletin 880L - Type RL

18 Foot Retroreflective Sensing

- HIGH EXCESS GAIN
- ROTATABLE SENSING HEAD WITH REPLACEABLE LENS
- 10-30 VOLT DC OPERATING VOLTAGE
- 3-WIRE
- 0.500" (12.7mm) SENSING RANGE

EASE OF ALIGNMENT
A mechanical alignment aid is located on the top of the sensing head. An LED indicator light provides alignment to the reflector.

You don't always need many words to get the message across. Remember, a picture is worth a thousand words.

COPY CONSIDERATIONS FOR GLOBAL USE

In the last issue of *Think Global*, we discussed the importance of writing copy clearly and concisely for Allen-Bradley product brochures. Now it's time to tackle the presentation of the message.

A bit of an eyestrain, don't you think? Unfortunately, this can be the end result of copy translated into another language

when no thought is given to text expansion. There are several factors you should consider when preparing a product piece.

•REMEMBER TEXT EXPANSION

White space is a nice design element, however, it serves a dual purpose in literature prepared for global reproduction. White space can be your cushion to accommodate expanded text. Most Eng-

lish phrases become longer when translated - the increase can be up to 30% in length. (See Fig. 3.1)

The expansion problem gets worse when attempting to fit translated copy into tabular form. Tables, charts, captions, etc. need to be planned with care to allow sufficient room for expansion. Copy within tables causes many problems.

Figure 3.1

English

Speech Module

NEMA TYPE 1 GENERAL PURPOSE

An alternative or an accessory to alarms, bells, or annunciator panels to give the operator verbal information, instructions, or feedback. This module utilizes a "digitized" human voice and has a vocabulary of standard industrial words that can be used individually or combined into phrases or sentences.

ASCII Keyboard

NEMA TYPE 1 GENERAL PURPOSE

Full 62-key, standard typewriter style keyboard for broader input command capabilities with computers. This keyboard can generate 124 7-bit ASCII codes for letters, numbers and punctuation for transmission to your computer.

Terminal Strip Module

This module provides a system for connecting individual switches and/or pilot lights into the Intelligent Panel System. Communication with your programmable controller or computer is then over the same three-wire cable as the other operator modules. This module requires one port on the control board and provides 16 input and 16 output connections at 12 to 24V DC or 120V AC.

Italian

Modulo a Sintesi

Vocale

A NORME NEMA TIPO 1, USO GENERICO

Si presenta come un'alternativa o un accessorio ai pannelli segnalatori, alle sirene di emergenza o agli allarmi verbali, per dare all'operatore informazioni, istruzioni o allarmi verbali, questo modulo utilizza una voce umana programmata, con un vocabolario di parole industriali standard che possono essere usate da sole o combinate in frasi.

Tastiera ASCII

A NORME NEMA TIPO 1, USO GENERICO

Lo scopo di questo modulo è di estendere al pannello di Controllo la capacità di comandare un computer. La tastiera ha 64 tasti e può generare 124 codici ASCII a 7 bit per lettere, numeri e punteggiatura, come tutte le tastiere standard per le stampanti.

Modulo a Terminali

Questo modulo fornisce un sistema di collegamento diretto tra Intelligent Panel System e interruttori o lampade. Richiede una porta della piastra di controllo e provvede a 16 connessioni con ingressi e 16 con uscite che possono essere a tensioni da 12 a 24 V c.c. o 120 V c.a. La comunicazione col controllore o col Computer è effettuata come per tutti gli altri moduli.

French

Module a Synthèse

Vocale

USAGE GÉNÉRAL (NEMA 1; IP 41)

En remplacement ou en complément d'alarmes sonores, sonnettes ou panneaux d'affichage ce module permet d'informer l'opérateur verbalement des états, alarmes, comptes rendus etc. . . . Ce module utilise une voix humaine synthétisée et contient un vocabulaire de mots usuels pour l'industrie, qui peuvent être utilisés isolément ou combinés pour élaborer des phrases.

Module Clavier ASCII

USAGE GÉNÉRAL

(NEMA 1; IP 41)

Clavier complet à 62 touches alphanumériques standard de type machine à écrire permettant un dialogue complet avec un ordinateur. Ce module peut générer 124 codes ASCII à 7 bits représentant les nombres, les lettres, la punctuation et certains signes spéciaux.

Module Bornier

Ce module permet de raccorder au pupitre des signaux tout ou rien en entrée comme en sortie (interrupteurs, détecteurs, relais, voyants . . .).

La connection à l'automate s'effectue toujours par la liaison série à trois fils. Ce module consomme une voie sur la carte contrôleur.

Il offre en standard 16 entrées et 16 sorties en 12V ou 24V continu, ou 120V alternatif. Ce module constitue un très intéressant complément qui permet d'enrichir les fonctions de contrôle en prenant en compte des capteurs locaux ou évolués (compteurs, bascule, appareil de mesure . . .).

Most English phrases become longer when translated. Working white space into the page design of the English version will solve the problem of accommodating the longer translated text.



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Typically, the writer uses condensed phrasing which expands significantly when translated accurately. (See Fig. 3.2). Your best bet is to use tabular presentations only for numerical data or specific product lists.

•AVOID REVERSED TYPE

It's been well documented that reversed type is difficult to read. It can give people a headache. It's even more of a migraine when used in foreign language brochures. Such things as umlauts and accent marks risk being lost in the reversal process, which can completely change the meaning of some words. Reversed type can add unnecessary expense when reversed out of four-color art. New film separations and plates are required each time the piece of literature is translated into a different language.

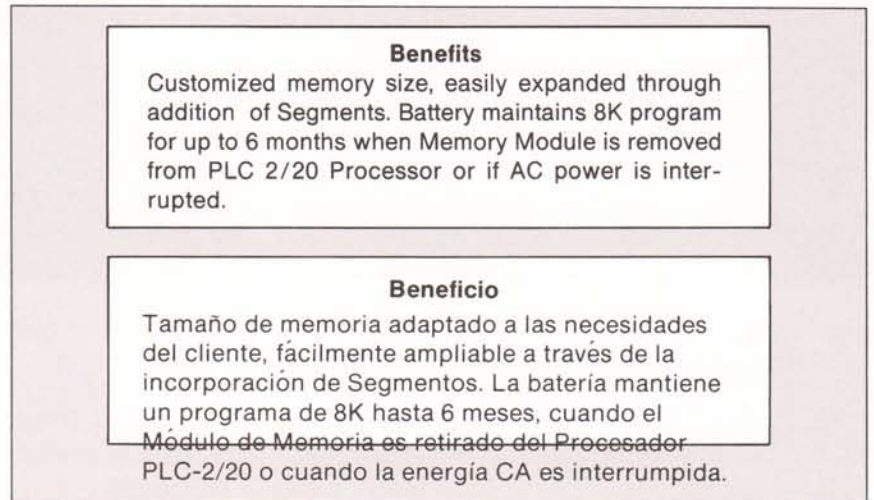
The best solution is to use a white background. Keep all type in a single color, preferably black. Black type on white offers the best readability and will require the changing of just one printing plate for other language reproductions.

•AVOID HYPHENATION

The translated text should be typeset in the so-called "ragged-right" format rather than justified both right and left (See Fig. 3.3). This format will accommodate the longer foreign language words without separating them. Many copy resets in foreign languages are made necessary by improper word separations. Take the easy course. . . set copy "ragged-right."

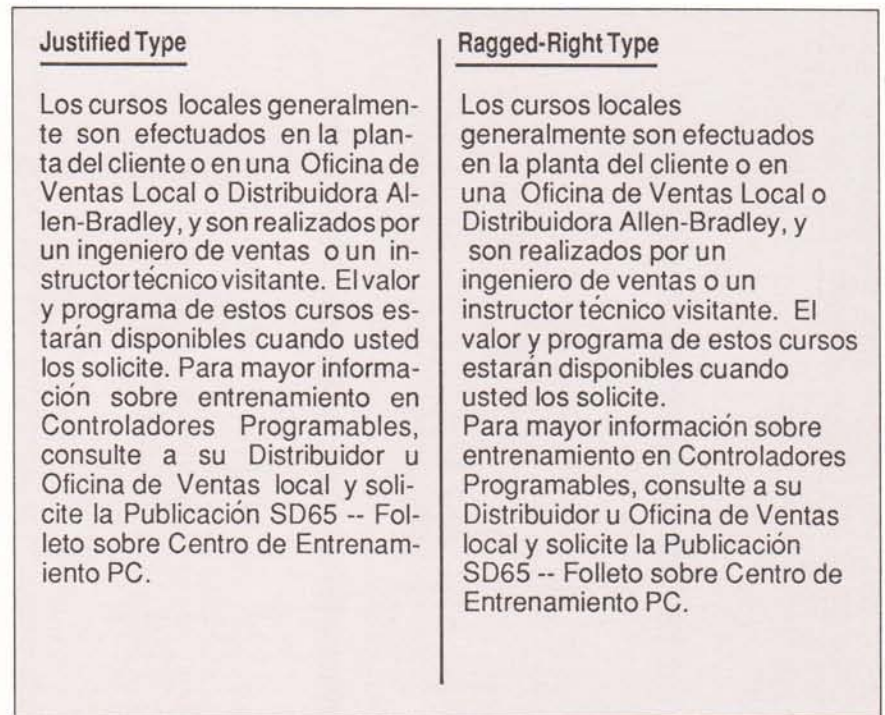
Remember, A-B is a global company. Think Global. ○

Figure 3.2



The top box is a section of a chart explaining the benefits of a product. The other box shows the Spanish translation of the same information. The person handling this conversion must either redraw the box (if room permits) or set the Spanish version in smaller type to fit the space available.

Figure 3.3



The "ragged-right" format is ideal for typesetting foreign languages because it accommodates long words.

Comments or Questions. . . Send them to:
Hank Olszewski
Strategic Communications Dept.
1201 South Second St.
Milwaukee, WI 53204
ABMAIL:MKECOM



WRITING COPY WITH A GLOBAL EYE

It's been said that global competition is forcing manufacturers back to basics — i.e. building products faster, better and at lower cost. Getting back to basics is a good idea on many levels, including writing copy for the global marketplace.

In the last issue of "Think Global" we discussed color reproduction in a global context. In this issue, we'll take a closer look at the actual writing.

Writing an A-B product brochure for global distribution should not be a philosophical plunge into the human condition — save that for poetry. Concentrate instead on clear and technically correct writing that can be understood by translators virtually anywhere in the world.

When writing, think in terms of thought for thought translation. Let each thought or idea be clear so the translator can then put it in his or her own language. This doesn't mean you need to become a "generic" writer, just a writer who gets the point across. Sometimes the need to sound "intelligent" overcomes the need to make a point.

In issue number two of "Think Global" we wrote about the hazards of clever writing and the need for visual thinking. Here are a few points to consider when sitting down to the keyboard.

- Try hard to avoid colloquialisms, slang and local idioms

when writing for translation. Remember that phrases like "bottom dollar," "gas guzzler" and "boost your sales" may not be readily understood by a translator.

- Humor isn't universal. It's hard enough to get friends to laugh at jokes, let alone people of a different culture.
- Carefully check all references to countries and regions. It's easy to sound globally ignorant if you confuse Russia, the Republic, with the Soviet Union, the country.
- Watch out for references to historical people or places. For in-

stance, "Reagonomics" is not universally known and cities like Melbourne are not exclusive to one country.

- Industrial terminology can also be a problem outside the U.S. For example, when referring to four-color printing you're apt to hear "What four colors?" The correct term is "four-color process printing."
- Sport terms can be confusing. Remember not everyone is familiar with football and basketball.
- Expressions can be easily misunderstood. In correspondence, Europeans frequently interpret phrases like "at your earliest convenience" literally and assume they can respond to the request whenever they want.

Writing for global distribution requires considerable self-examination. Be prepared to question every aspect of your writing and thinking. And don't forget the rules of good writing in general depend on your ability to communicate the message clearly and simply. Remember, Allen-Bradley is a global company. Think global. ○



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