


# Language Line Services

INTERPRETING YOUR NEEDS



Language Line Services can help you communicate with each one.



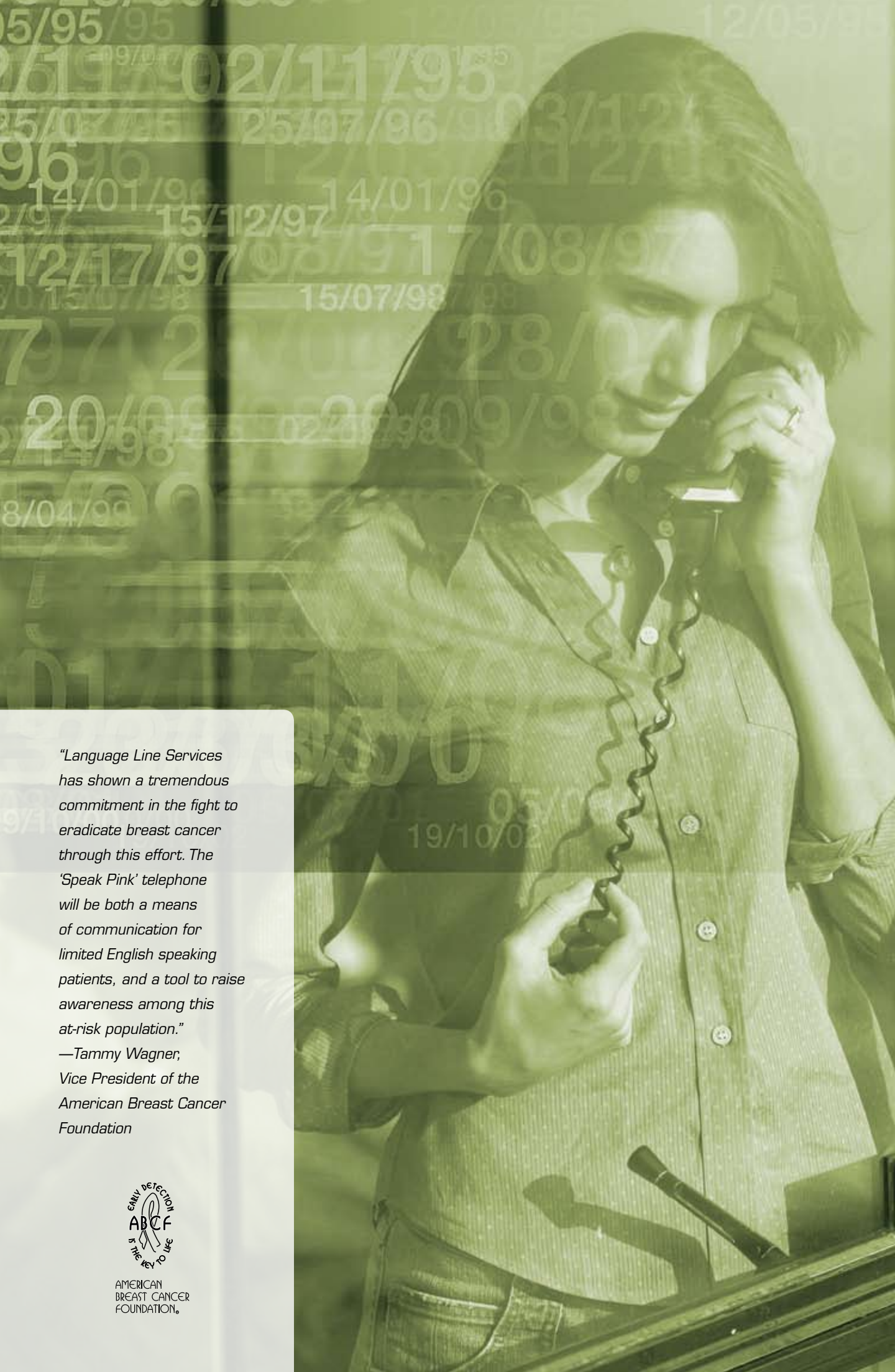
**24/7/365**

ON AVERAGE, WITHIN SECONDS,  
A CONNECTION IS MADE  
BETWEEN OUR INTERPRETER  
AND YOUR CUSTOMER

## A Life in the Balance

IN THE MIDDLE OF THE PACIFIC OCEAN, more than a thousand nautical miles from the nearest help, a Japanese fisherman falls gravely ill. Seriously worried, his crewmates send out a distress signal. A U.S. Coast Guard vessel responds, but no one on board speaks Japanese. Without a moment to waste, the Coast Guard contacts a Japanese interpreter and, with his help, is able to perform a preliminary medical diagnosis. The fisherman needs a doctor, and fast. An immediate rescue is his only chance. The interpreter quickly helps coordinate the details of a complicated plan that will require the combined efforts of the Coast Guard, a U.S. Air Force Para-Rescue Team, and every crew member on board the Japanese troller. Before long, the rescue team arrives on the spot. They rappel onto the fishing boat, stabilize the patient, and then airlift him to the nearest medical facility. The ordeal lasts ten, long hours. It's a close call. But the Japanese fisherman's life is saved.

*This really happened. And the interpreter works for Language Line Services.*



*"Language Line Services has shown a tremendous commitment in the fight to eradicate breast cancer through this effort. The 'Speak Pink' telephone will be both a means of communication for limited English speaking patients, and a tool to raise awareness among this at-risk population."*  
—Tammy Wagner,  
Vice President of the  
American Breast Cancer  
Foundation



## THE RISING NEED FOR GLOBAL INTERPRETATION SERVICES

The melting pot is alive and well. According to the U.S. Census Bureau, the foreign-born population of our country has grown from 9.7 million in 1970 to 35 million in 2005. That represents 12% of our current population. And the number continues to grow as a new non-English speaking immigrant enters the United States every 19 seconds.

When you consider that almost one out of five (or 52 million) U.S. residents speaks a language other than English at home, and that these residents are nearly four times more likely to purchase products and services from companies that communicate with them in their native language, it's easy to recognize the significant revenue opportunities.

And the U.S. isn't alone. Statistics are similar in other English-speaking countries. Canada has the highest per capita immigration rate in the world, driven by economic policy and family reunification; Canada also accepts large numbers of refugees. Newcomers settle mostly in the major urban areas of Toronto, Vancouver and Montreal. By the 1990s and 2000s, almost all of Canada's immigrants came from Asia.

Non-official languages are important in Canada, with 5,202,245 (1 in 6) people listing one as a first language. Some significant non-official first languages include Chinese (853,745 first-language speakers), Italian (469,485), German (438,080), and Punjabi (271,220).

In the United Kingdom since 2002 more than 2.5 million new workers arrived from abroad. One new immigrant worker registers every minute and this does not include non-workers such as spouse or other dependents.

Top ten languages spoken  
in the US after English are:

|         |            |
|---------|------------|
| Spanish | Vietnamese |
| Chinese | Italian    |
| French  | Russian    |
| German  | Polish     |
| Tagalog | Korean     |

Source: U.S. Census Bureau

## A COMMITMENT TO COMMUNICATION

Language Line Services was initially a volunteer organization when it was founded back in 1982. Throughout the years, an ongoing commitment to multi-lingual communication has made us the world leader in over-the-phone interpretation. Each day, 20,000 customers around the globe rely on the quality, accuracy, and professionalism of our highly skilled interpreter workforce.

The Language Line® Over-the-phone Interpretation Service enables you to communicate clearly with your customers, in more than 170 languages, within a matter of seconds. Our services are available 24 hours a day, 7 days a week, from any phone in any country. And our experienced interpreters are trained and certified to meet the specific needs of the major business services and medical industries.

Language Line Services is there to help bridge the language gap, quickly and conveniently, day or night, anywhere in the world.



# 11 BABIES EACH DAY

AVERAGE NUMBER OF NEW LIVES BROUGHT INTO  
THE WORLD BY OUR INTERPRETERS

## Not a Moment too Soon

AN OFFICER GLANCES UP FROM HIS COFFEE and sees a yellow flash. As a taxi speeds past, the frightened-looking driver makes eye contact but doesn't slow down. The officer and his partner jump into their patrol car, hit the siren, and engage in pursuit. The taxi swerves suddenly to the side of the road, and a panicked driver leaps out waving his arms. "Hurry! She's in labor," the driver screams, motioning the officers to his cab. The officers race over to discover a terrified young Asian woman lying in the back seat. She apparently speaks no English, so the officer radios dispatch for a Chinese interpreter. After a brief exchange with the woman, the interpreter announces the woman is speaking Mandarin, and she's about to give birth to her first child, right there, and right then. Keeping the interpreter on the line, the officer promises the woman everything will be fine as he prepares for the delivery. Minutes later, the child is born. It's a boy. An ambulance arrives, and mother and child are transported safely to the hospital.

*It really happened. And the interpreter worked for Language Line Services.*

*"Your World. Your Language.<sup>SM</sup> service has received a very positive response. Over 57% of the calls received have resulted in sales, proving that this line is not only beneficial to consumers, but to businesses as well."*

*—Jody C. Garcia,  
Vice President,  
AT&T Diverse Channels*



## THE STRENGTH OF LEADERSHIP AND INNOVATION

In 1982, the City of San Jose was having trouble keeping pace with its expanding need for interpretation services. We came to the rescue with a service that met their specific needs, and the over-the-phone interpretation industry was born.

Since then, many others have entered the industry, but no one has built the same track record of innovation nor the breadth of products to keep pace with us in this constantly growing and evolving market. But words alone won't adequately tell the story. Below is an abbreviated list of some of the innovative services we offer today.

**Language Line<sup>®</sup> Over-the-phone Interpretation Service** – With one toll free call, you can have your English interpreted into more than 170 languages within moments, 24 hours a day, 7 days a week.

**Language Line<sup>®</sup> Video Interpreter Service** – We partner with Cisco and Paras & Associates to offer video-based interpretation for use with sign language and spoken languages where a visual component is important.

**Language Line<sup>®</sup> Phone** – Language Line phones facilitate face-to-face interaction, in thousands of locations, by eliminating language barriers with the touch of a button. Language Line Services is also proud to partner with the American Breast Cancer Foundation in providing the "Think Pink" dual-hand-set phones. Proceeds from these phones are helping to fight breast cancer.

**Language Line<sup>®</sup> Document Translation** – We're not limited to spoken and visual language interpretation services. Our document translation services can meet all of your written translation needs, ranging from signage to legal documents.

**Language Line<sup>®</sup> Language Trak** – Language Line Services allows customers to get alerts regarding changes in demographic and language patterns throughout the world. With 25 years of data on language access and demographic patterns, this unique and patent-pending service enables businesses, governments and health care providers around the world to better plan and prepare for imminent changes within their respective regional, national, and international markets.

**Language Line<sup>®</sup> University** – We can also train and test your staff to ensure your customers receive competent service and support. International industry experts recognize Language Line University as the most effective tool in testing and assessing interpreter skills. Any place. Any time. Any industry.

**Language Line<sup>®</sup> HealthPort** – We are the exclusive provider, in partnership with Polyglot Systems, of HealthPort web-based, pre-programmed, healthcare set of instructions. This service is easy to deploy and enables nurses and medical practitioners to focus on medicine rather than interpretation.

**Language Line<sup>®</sup> Direct Response** – Our interpreters are also able to greet your callers in their own languages, identify their needs, and then introduce your English-speaking company's representative for further servicing.

**Your World. Your Language.<sup>SM</sup>** – This is the first multi-cultural lead generation service ever developed. This unique service enables limited-English speaking callers to access a free interpreter who helps them carry out a call to a host of businesses and consumer services.

**Language Line<sup>®</sup> On-site Interpretation Service** – A video-based interpretation for American Sign Language and spoken languages provided in partnership with Cisco and Paras & Associates.



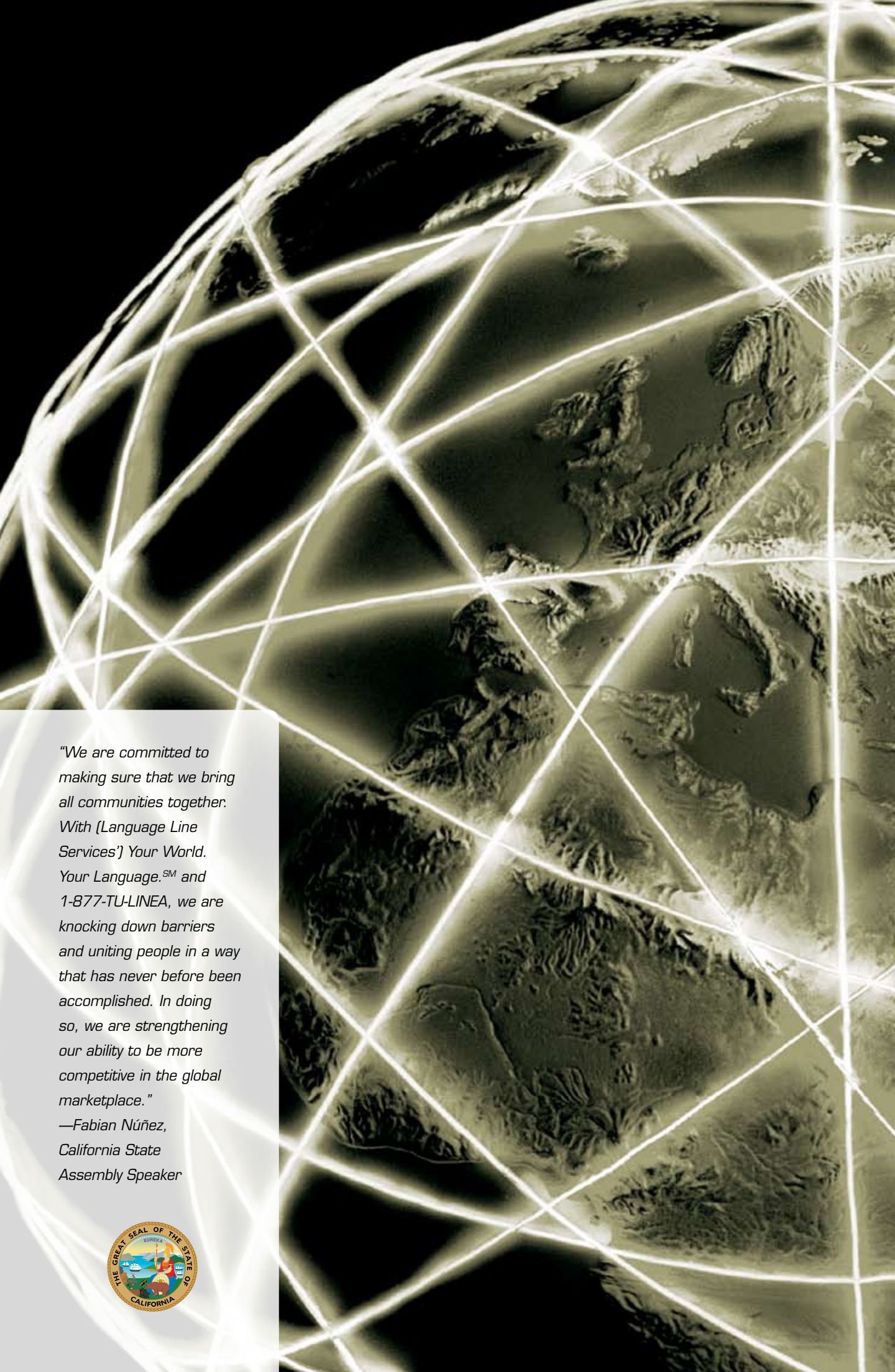
210,  
506,  
824

CUSTOMERS SERVED  
IN THE PAST 25 YEARS

## Millions on the Line

A NERVOUS FINANCIAL INVESTOR hovers above the phone on his desk. He's about to make a call to Madrid that could secure his firm a lucrative new account, or cost it tens of millions of dollars. This is his last chance. He has to get it right. And the person on the other end of the line doesn't speak a word of English. To make things worse, his company's interpreter isn't available. But he can't afford to wait. It's now or never. So he enlists the help of a third-party Spanish interpreter to help him navigate the subtleties of his conversation. He explains the nuances of his proposition. He emphasizes the gravity of its outcome. And he informs her it might be a very long call. It won't be a problem she assures him as she dials the number he's provided. "Hola," answers a voice at the other end. Several emotionally exhausting hours later, the investor hangs up his phone and exhales a deep sigh of relief. The deal is complete. All parties are happy. He immediately calls the interpreter back and implores her to accept a thank-you gift. She refuses. It's all in a day's work she insists.

*This really happened. And the interpreter works for Language Line Services.*



*"We are committed to making sure that we bring all communities together. With (Language Line Services') Your World. Your Language.<sup>SM</sup> and 1-877-TU-LINEA, we are knocking down barriers and uniting people in a way that has never before been accomplished. In doing so, we are strengthening our ability to be more competitive in the global marketplace."*

*—Fabian Núñez,  
California State  
Assembly Speaker*



## SERVING THE GLOBAL VILLAGE WITH GLOBAL EXCELLENCE

### Our Experience

We created over-the-phone interpretation. So you can count on Language Line Services to provide the most accurate, objective, and confidential interpretation available. Our expertise spans virtually every industry from banking to emergency healthcare. Our world-renowned interpreter certification program is unmatched in the industry. And our testing and training services ensure you're working with only the highest caliber professionals.

### Our Flexibility

We can supplement your existing in-house resources or be your sole source of language interpretation. With our constant call monitoring and our round-the-clock, scheduled staff, we can adapt quickly to any volume of calls.

### Our Compliance

Language Line Services interpreters deal with sensitive information on a daily basis—everything from personal medical records to privileged corporate financial information. So we ensure that the highest standards of information security are strictly enforced. Our services comply with Sarbanes Oxley, Gramm-Leach-Bliley, and other security requirements as well. In addition, our healthcare interpreting services are bound by HIPAA agreements, which guarantee the privacy of patients.

### Our Protection

Language Line Services set the industry standard for protection. Our insurance policies, which provide global coverage in excess of \$15 million, include coverage for Theft and Disclosure of Confidential Information as well as other critical insurance concerns. And we're proud of the pristine reputation we've established for protecting clients and their sensitive data.

## Top Ten languages spoken in Canada after English & French:

|           |            |
|-----------|------------|
| Chinese   | German     |
| Italian   | Arabic     |
| Cantonese | Portuguese |
| Punjabi   | Tagalog    |
| Spanish   | Polish     |

Source: Census of Canada

### Our Technology

To our clients, interpretation is mission critical. Our services and systems must be available at all times, regardless of worldwide events. To meet these needs, we invest millions of dollars annually to ensure 24/7/365 worldwide coverage and nonstop business continuity. With redundant technology centers, located in three geographically distinct regions, our clients remain protected even in the event of natural disaster or other regional service disruptions.

### Our People

Language Line Services is comprised of more than 3,000 interpreters worldwide. And our employee workforce will soon double.

Each interpreter we hire must possess fluent native language skills. They must also be fluent in English, have keen cognitive memory skills, demonstrate excellent customer service skills, and undergo a comprehensive background check. Only 1 out of every 12 who apply meet those qualifications.

Once hired, employees are then trained to field every kind of call they may encounter. They must pass rigid internal certification programs, including the only medical certification program available in the marketplace. And they are also routinely monitored and evaluated.

*"Being able to communicate with our clients in their own languages is a critical part of effectively serving our clients," said Mori Taheripour, Vice President of Corporate Diversity at the American Red Cross.*

*"As a volunteer-based organization, the American Red Cross is grateful to be able to rely upon the affordable and immediate support that Language Line Services provides, especially in the wake of a major disaster when time is of the essence."*

*—Mori Taheripour, Vice President of Corporate Diversity at the American Red Cross*



**American Red Cross**

### **Our Commitment**

We created this industry. We refined it. And we continue to lead the way. Each and every day, our interpreters enrich the world around them. They enable business opportunities. They help save lives. They even help bring new lives into the world—interpreters assist, on average, in the delivery of 11 babies each day.

In times of emergency, or in times of commerce, seconds count. And Language Line Services responds within seconds. Our staff interprets more than 170 languages and takes calls from all over the world. Quality and experience matter as well. It's no wonder the Chief Interpreter of the United States State Department tells new hires who want a career in the diplomatic field to perfect their skills with a three-year assignment at Language Line Services.

### **Our Quality**

We are the proud recipient of the prestigious Malcolm Baldrige and Eureka Quality Awards. And we've received numerous other accolades for performance, from institutions such as J.D. Power and The California Health Interpreters Association. After 25 years of service, we remain dedicated to providing our global customers with the best interpretation quality and services in the marketplace.

The difference we offer is our employee workforce. Unlike some new entrants into the marketplace which use an outsource contractor staffing model, we hire, train, and schedule our own employee workforce. Only the best interpreters answer our client calls. Why is this important? Employees can be trained, scheduled, and directed to offer the best global service possible.

### Top Ten languages spoken in the U.K. after English:

|            |         |
|------------|---------|
| Polish     | Russian |
| Turkish    | Bengali |
| Portuguese | Arabic  |
| Somali     | French  |
| Czech      | Kurdish |

Source: U.K. National Statistics

### **Our Promise**

Our 25 years of dedicated service to clients around the world means a great deal to us. Our ongoing leadership is the result of listening to customers and staying abreast of technology, immigration, and global demographics. We will continue to provide innovative solutions to the world's language barrier challenges to ensure that our customers' needs never go unfulfilled.



Maligayang pagdating · सुस्वागतम् · Sugeng rawuh · 欢迎  
 Dobro došli · Vitajte · Welkom · Vítajte · خوش آمدید · Ser  
 · Tere tulemast · Добре дошли · Sugeng rawuh · Valkomin  
 · स्वगतम् · Valkommen · བློ་བཟང་གནང་། · Merhba ghal  
 אים הבאים · Mařaba · Ongetorri · ڤر پښوگن پښوگن  
 Siyanamukela · خوشامديد · Mau koda · Xoş gəlmisiniz · V  
 Re le amohela ka · 1982 LLS Founded by a San Jose, CA Police Officer  
 · 1983 Influx of Hispanic and Asian Population 1983  
 · 1984  
 · 1985  
 · 1986  
 · 1987  
 · 1988  
 · 1989 Loma Prieta Earthquake Strategic Business Unit of AT&T  
 · 1990  
 · 1991 Bun venit · Խնդրե՛ք ընդհանրություն · Ni sa bula · Ласкаво проро  
 · 1992  
 · 1993 Language Line® Document Translation Introduced Surpassed 1 Million Interpretations  
 · 1994 Northridge Earthquake Malcolm Baldrige Award  
 · 1995  
 · 1996 Launched into Canada Atlanta Olympic Games  
 California Eureka Award LLS Pre-paid Interpreter Card (patent pending)  
 · 1997  
 · 1998  
 · 1999 Providence Equity acquired AT&T LLS Over 2 Million Interpretations  
 · 2000 Launched into the United Kingdom  
 9-1-1 and Aftermath 2001 10,000th Customer Obtained  
 · 2002 Language Line® University Introduced Court and Medical Certification Introduced  
 Implemented 2nd Redundant Site Language Line® Phone Introduced  
 · 2003  
 · 2004 Video Interpreting Service Introduced ABRY Partners Aquired LLS  
 Hurricane Katrina 2005 J.D. Power Recognition  
 20,000th Customer Obtained 2006 Acquired London Language Line  
 Indonesia Tsunami Implemented 3rd Redundant Site  
 Your World. Your Language.™ Introduced California Healthcare Interpreting Association Award  
 · 2007 Breast Cancer Awareness Phone Introduced Acquired Institute of Cultural Competency  
 Spanish Rage Study Published Rapid Connect Platform  
 · Launched into Australia National Medical Certification Task Force Convened  
 Launch Language Line® HealthPort  
 · 2008 Acquired TeleInterpreters Launched Global Advisory Council  
 Acquired Coto Solutions  
 · 2009  
 Selamat datang · Καλωσήρθατε · Samrahaem · Kari  
 Maligayang pagdating · सुस्वागतम् · Sugeng rawuh · 欢迎  
 Dobro došli · Vitajte · Welkom · Vítajte · خوش آمدید · Ser  
 · Tere tulemast · Добре дошли · Sugeng rawuh · Valkomin  
 · स्वगतम् · Valkommen · བློ་བཟང་གནང་། · Merhba ghal  
 אים הבאים · Mařaba · Ongetorri · ڤر پښوگن پښوگن  
 Siyanamuke · خوشامديد · Mau koda · Xoş gəlmisiniz · V  
 Re le amohela ka · 1982 LLS Founded by a San Jose, CA Police Officer  
 · 1983 Influx of Hispanic and Asian Population 1983  
 · 1984  
 · 1985  
 · 1986  
 · 1987  
 · 1988  
 · 1989 Loma Prieta Earthquake Strategic Business Unit of AT&T  
 · 1990  
 · 1991 Bun venit · Խնդրե՛ք ընդհանրություն · Ni sa bula · Ласкаво проро  
 · 1992  
 · 1993 Language Line® Document Translation Introduced Surpassed 1 Million Interpretations  
 · 1994 Northridge Earthquake Malcolm Baldrige Award  
 · 1995  
 · 1996 Launched into Canada Atlanta Olympic Games  
 California Eureka Award LLS Pre-paid Interpreter Card (patent pending)  
 · 1997  
 · 1998  
 · 1999 Providence Equity acquired AT&T LLS Over 2 Million Interpretations  
 · 2000 Launched into the United Kingdom  
 9-1-1 and Aftermath 2001 10,000th Customer Obtained  
 · 2002 Language Line® University Introduced Court and Medical Certification Introduced  
 Implemented 2nd Redundant Site Language Line® Phone Introduced  
 · 2003  
 · 2004 Video Interpreting Service Introduced ABRY Partners Aquired LLS  
 Hurricane Katrina 2005 J.D. Power Recognition  
 20,000th Customer Obtained 2006 Acquired London Language Line  
 Indonesia Tsunami Implemented 3rd Redundant Site  
 Your World. Your Language.™ Introduced California Healthcare Interpreting Association Award  
 · 2007 Breast Cancer Awareness Phone Introduced Acquired Institute of Cultural Competency  
 Spanish Rage Study Published Rapid Connect Platform  
 · Launched into Australia National Medical Certification Task Force Convened  
 Launch Language Line® HealthPort  
 · 2008 Acquired TeleInterpreters Launched Global Advisory Council  
 Acquired Coto Solutions  
 · 2009  
 Selamat datang · Καλωσήρθατε · Samrahaem · Kari  
 Maligayang pagdating · सुस्वागतम् · Sugeng rawuh · 欢迎  
 Dobro došli · Vitajte · Welkom · Vítajte · خوش آمدید · Ser  
 · Tere tulemast · Добре дошли · Sugeng rawuh · Valkomin  
 · स्वगतम् · Valkommen · བློ་བཟང་གནང་། · Merhba ghal  
 אים הבאים · Mařaba · Ongetorri · ڤر پښوگن پښوگن  
 Siyanamuke · خوشامديد · Mau koda · Xoş gəlmisiniz · V  
 Re le amohela ka · 1982 LLS Founded by a San Jose, CA Police Officer  
 · 1983 Influx of Hispanic and Asian Population 1983  
 · 1984  
 · 1985  
 · 1986  
 · 1987  
 · 1988  
 · 1989 Loma Prieta Earthquake Strategic Business Unit of AT&T  
 · 1990  
 · 1991 Bun venit · Խնդրե՛ք ընդհանրություն · Ni sa bula · Ласкаво проро  
 · 1992  
 · 1993 Language Line® Document Translation Introduced Surpassed 1 Million Interpretations  
 · 1994 Northridge Earthquake Malcolm Baldrige Award  
 · 1995  
 · 1996 Launched into Canada Atlanta Olympic Games  
 California Eureka Award LLS Pre-paid Interpreter Card (patent pending)  
 · 1997  
 · 1998  
 · 1999 Providence Equity acquired AT&T LLS Over 2 Million Interpretations  
 · 2000 Launched into the United Kingdom  
 9-1-1 and Aftermath 2001 10,000th Customer Obtained  
 · 2002 Language Line® University Introduced Court and Medical Certification Introduced  
 Implemented 2nd Redundant Site Language Line® Phone Introduced  
 · 2003  
 · 2004 Video Interpreting Service Introduced ABRY Partners Aquired LLS  
 Hurricane Katrina 2005 J.D. Power Recognition  
 20,000th Customer Obtained 2006 Acquired London Language Line  
 Indonesia Tsunami Implemented 3rd Redundant Site  
 Your World. Your Language.™ Introduced California Healthcare Interpreting Association Award  
 · 2007 Breast Cancer Awareness Phone Introduced Acquired Institute of Cultural Competency  
 Spanish Rage Study Published Rapid Connect Platform  
 · Launched into Australia National Medical Certification Task Force Convened  
 Launch Language Line® HealthPort  
 · 2008 Acquired TeleInterpreters Launched Global Advisory Council  
 Acquired Coto Solutions  
 · 2009  
 Selamat datang · Καλωσήρθατε · Samrahaem · Kari



Language Line  
services

World Headquarters: One Lower Ragsdale Drive, Building Two • Monterey, California 93940 USA

United States : Telephone: 800 752-6096 • Email: [info@languageline.com](mailto:info@languageline.com) • Web: [www.languageline.com](http://www.languageline.com)

Canada: Telephone: 800 731-6415 • Email: [info@languageline.com](mailto:info@languageline.com) • Web: [www.languageline.com/ca](http://www.languageline.com/ca)

Latin America: (Panama) Telephone: (+1) (507) 303-6022 • Email: [info@languageline.com](mailto:info@languageline.com) • Web: [www.languageline.com/pa](http://www.languageline.com/pa)

United Kingdom: Telephone: 0800 169 2879 • Email: [enquiries@languageline.co.uk](mailto:enquiries@languageline.co.uk) • Web: [www.languageline.co.uk](http://www.languageline.co.uk)

Australia: Telephone: +1 800 221-985 • Email: [info@languageline.com/au](mailto:info@languageline.com/au)

© 2007 Language Line Services

