

# Case Study:

## Tapping Into New Markets

*“Excellent. Cross Borders assures that myGengo is the best partner for venture companies like us aiming at the global market. We hope to grow together beyond the borders in the world.”*

-Toru Murakami, CEO, Cross Borders

### The Challenge

Cross Borders just developed and released their iPad app Samurai Art, which covers traditional Japanese art and culture in the feudal period of Japanese history. In order to readily reach a considerably larger audience, they wished to translate the app into English and French. As the app makes a sophisticated collection of artwork including national treasures and important cultural property available worldwide, translation of the content needed to be academically accurate.

Furthermore, one part of the app - *the Tale of Genji* - includes words and expressions that reflect the era in which it was written, and uses many archaic expressions that are not used today. Cross Borders’ customers expect that technical usage of season words that allude to hidden meanings be considered and interpreted correctly.

### The Solution

Since Cross Borders used myGengo’s Business level service to translate similar ancient literature content, they were confident of myGengo’s consciousness of quality and appreciated faculty. Although deadlines were extremely tight – especially for the French version – myGengo was able to deliver quality on time.

New versions of the app will be released regularly and address an increasingly wide range of historical art collections. The frequent updates and rigid deadlines require a translation service partner with reliable productivity and high quality. Cross Borders chose myGengo since they believe “that it is the only and best service that could meet these requirements”.

#### Case

Cross Borders, a Tokyo based developer, uses myGengo to translate its frequently updated applications and app descriptions.

#### myGengo Product

Translate.Express

#### Languages

Japanese to English  
English to French

#### Number of Words

26,000

#### Client

Location: Tokyo, Japan

Cross Borders develops applications for and with clients to expand their horizons in the digital age. Cross Borders combines its knowledge of social media integration with programming prowess in order to give their clients the best possible strategies and tools needed to “cross borders” into the online world.

Cross Borders also creates applications that cover numerous platforms including desktop applications for Windows and Mac and mobile apps for the iPhone and iPad giving their clients access to millions of users.

<http://www.xbs.co.jp>

