

GatesAir Partners With Janus Worldwide To Provide Localized Global Ready Content

Over-the-air broadcast transmitter manufacturer enlists the aid of Janus' translation services for marketing and customer service communications

CINCINNATI, OHIO, USA, September 5, 2017 /EINPresswire.com/ -- [GatesAir](#), the market-leader in solutions for over-the-air broadcasting and public safety communications, and [Janus Worldwide](#), one of the world's largest translation, localization and global content communications providers, have teamed up to take the range of GatesAir products and services to a global audience.

GatesAir manufactures transmitters and associated broadcast gear for over-the-air television and radio broadcasting around the world. The company trades internationally and supplies many of the world's global broadcasters such as CBS Radio, the BBC & Broadcast Australia.

"We engaged with GatesAir to localize marketing material and to translate user documentation," said Steve Higgins, Sales Director, Janus Worldwide.

"Janus Worldwide uses a team of Subject Matter Experts and detailed QA to ensure that we meet our clients' expectations. GatesAir really benefits from using our in-house tools and technology to drive consistency and terminology specific to the broadcasting sector."



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Our global customers have complex needs, We need to connect with them in many different languages, providing the right message within the right context. Janus successfully helps us to accomplish that.”

Keith Adams, Marketing Communications Manager, GatesAir

“As a high-tech manufacturer in a very specific industry, it is vital that the GatesAir brand is communicated perfectly,” said Keith Adams, Marketing Communications Manager, GatesAir. “Our global customers and prospects have complex needs and high expectations. We need to connect with them in many different languages, providing the right message within the right context. Janus successfully helps us to accomplish that.”

About GatesAir

GatesAir, Inc., a portfolio company of The Gores Group, provides complete solutions for over-the-air radio and television broadcasting, leveraging wireless spectrum to maximize performance for multichannel, mission-critical

services. Powering over-the-air networks worldwide with unparalleled reliability for nearly 100 years,

GatesAir's turnkey solutions enable broadcasters to create, transport and transmit radio and TV content. With customers in more than 185 countries, the company leads the industry in innovation and design breakthroughs, improving efficiency and reducing total cost of ownership. Visit www.gatesair.com for more information, Like us on Facebook <https://www.facebook.com/gatesair>, and follow us on Twitter at @GatesAir.



About The Gores Group

The Gores Group, founded in 1987 by Alec Gores, is a global investment firm focused on acquiring controlling interests in mature and growing businesses which can benefit from the firm's operating experience and flexible capital base. The firm combines the operational expertise and detailed due diligence capabilities of a strategic buyer with the seasoned M&A team of a traditional financial buyer. Over its 30 year history, The Gores Group has become a leading investor having demonstrated a reliable track record of creating value in its portfolio companies alongside management. Headquartered in Los Angeles, The Gores Group maintains offices in Boulder, CO, and London. For more information, please visit <http://www.gores.com>.



About Janus Worldwide

Founded back in 1996, Janus has a 20-year history in the translation & localization services market. We have 10 global office [locations](#) employing 250+ employees. Janus is amongst the top language service providers in the world and recognized as been Top 50 largest LSP's in Western Europe by the Common Sense Advisory. We are proud to be ISO 9001:2008 and ISO 17100:2015 certified and our clients are supported by our operations centres throughout the Americas, Europe and Asia. Let Janus take your company to a global audience. Visit Janus Worldwide www.janusww.com or send an enquiry to perfect@janusww.com

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