

**compuvision/rainbow**

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**HIGH QUALITY EDITORIAL SERVICES**



# Our Company

With offices in Texas, Monterrey and Mexico City, Compuvision/Rainbow is Mexico's largest Full Service Development House. Since our inception, in 1985, we have been servicing the requirements for high quality editorial services and reliable turnaround times. Our demonstrated ability to meet these important needs allows us to be the leader of editorial services in Mexico. Our international clients, including McGraw-Hill School, Silver Burdett Ginn, Scott Foresman, and Prentice Hall, can certify our quality.

Compuvision/Rainbow is the result of the merge between Editorial Compuvision Mexico and Rainbow Editions. This merge allows our companies to offer our clients better services and a variety of them, as well as improved quality for the El-Hi markets.

Rainbow Editions is a company specialized in developing integrated editorial projects. It is a young and dynamic company with a textbook orientation in fields such as Reading and Language Arts. Compuvision's specialty areas include subject areas such as Mathematics, Science and Social Studies.

The integrated process offered by Rainbow includes editorial, design and production services. Rainbow's integrated process, combined with Compuvision expertise in working with extremely tight time-frames, as well as its proprietary process, has significantly impacted the quality of our projects while increasing the services available for the new millennium in the industry.

Our job focuses on writing and rewriting, original design and illustration, page composition and artwork. Fulfilling the Texas and California needs for quality products is one of the goals we have focused on in the past years.

Compuvision/Rainbow is now able to offer a wide range of services, from original page design to developing complete Spanish language programs based on State specific objectives. This ability has given us an unprecedented background in the Editorial Industry.

We have an installed capacity to translate over 6,000 pages and typeset over 14,000 pages per month and are also equipped to take on any special projects and meet the heaviest workloads of the most demanding publishers.

Should you want to send us a couple of pages for a cost estimate or a sample translation, free of charge, and without any compromise, please feel free to contact us at 011(52 555) 682 5088; by fax at 011(52 555) 682 5066 or e-mail at [sales@compuvision.com.mx](mailto:sales@compuvision.com.mx).

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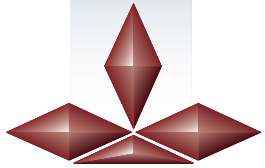
#### Mexico City

Av. Del Parque 97, Col. Nápoles,  
03810 México, D.F.  
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#### Laredo, Texas

1812 Commerce Rd. Suite 2,  
Laredo, Texas, 78041  
(956) 753 68 38



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# Resources

## Human Resources

From top-notch designers to recognized authors and illustrators, Compuvision has a large pool of available resources specialized in a diversity of areas and subjects.

## Technical Resources

Production processes take place on state-of-the-art Macintosh Workstations using QuarkXpress, proprietary systems, and others upon request.

Working on a network of over 20 Macintosh workstations connected to a server with the most strict security and organizational tools that allows all information to be backed up daily. A professional and experienced staff manages all of this, which is capable of meeting the turnaround times of the largest publishers and most demanding production schedules.

## Rate Structure and Services

Having our operation in Mexico allows us to lower our costs considerably, reflecting on a lower price to our customers without sacrificing the quality the editorial industry requires. We can offer special rates and discounts according to volume, type of project and services required and all our rates are negotiable.

Compuvision offers others services not specified in this package. Please forward your request to us for a cost estimate.

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# Integrated Process

Through the years, we have developed a unique and incredibly precise method for translating and assembling pages simultaneously. Our unique procedure allows us to offer the most reliable turnaround times and quality.

- **Design** Top-notch designers, experienced in editorial projects, create original page designs that give our projects a new and fresh look.
- **Illustration** Recognized illustrators from all over the world working in coordination with designers and authors provide a very interesting cultural diversity to our projects.
- **Original writing/rewriting** High quality original writing or rewriting, as required, is the task of authors and editors with diverse backgrounds, capabilities and experience in developing textbooks for elementary, middle and high school.
- **Translation** Fluent bilingual translators, working with highly experienced editors assure the perfection of the language.
- **Copyediting** Experienced editors make sure that the language is used in a standard way, reviewing the lexical variations appropriate for the target market, as well as the most common grammatical preferences of the audience.
- **Technical revision** Experts in the subject review the translation for technical accuracy and the correct use of specialized terms.
- **Page composition** Typesetters build pages based on industry standards, following the specifications required by our client. For translation projects, we follow the original language page layout in order to obtain the same visual effect, content structure and page quantity.
- **Proofreading** Experienced proofreaders read every page as many times as needed to ensure that all the corrections required have been reflected in every page.
- **Quality Control** Quality Control Department implements a checklist in different parts of the process that allows the detection of possible errors from manuscript to final files release.
- **Final Files** All the final files are prepared and reviewed before generating output files in any of the formats the customer requires. We can work with application files, PDF, Postscript files or any special requirement as needed.

# Commercial References

**Pearson Prentice Hall**  
Middle School Division

Mrs. Betty Barnett,  
Vice President

Mr. Patrick Connolly  
Production Manager

Mrs. Marina Liapunov  
Special Projects Manager

**McGraw-Hill**  
School Division  
Mr. Ernesto Reggianini  
Editorial Director

Professional Book Group  
Mr. Roger Kasunic  
Vice President Editing,  
Design and Production

**Harcourt Brace School Publishers**  
Mr. Varkey Chacko  
Vice President Finance

**Holt, Rinehart & Winston**  
David Lippman  
Senior Vicepresident, Publisher

**Pearson Learning Group**  
Mr. Dan Caton  
Vice President

**Pearson Educational  
Development Group**  
Mrs. Karen Pekarne  
Production Director

**Scott Foresman Addison Wesley**  
Ms. Therese Smith  
Mathematics Director

# Some Examples of our Work

## **Holt, Rinehart & Winston**

### Spanish People, Places and Change © 2003

Middle School Grade 6:

- Pupil's Edition
- Ancillaries

### Elements of Language, Spanish Edition © 2001

Middle School Grades 6, 7, and 8:

- Pupil's Edition
- Teacher's Edition

## **McGraw Hill School Division**

### Spanish Mathematics © 2002

Elementary Grades K through 6:

- Pupil's Edition
- Teacher's Edition
- Ancillaries

### Spanish Language Arts © 2001

Elementary Grades 2 through 6:

- Pupil's Edition
- Teacher's Edition
- Ancillaries

## **Prentice Hall**

### Spanish Biology © 2004

Middle School

- Pupil's Edition
- Teacher's Answer Key
- Ancillaries

### Spanish Mathematics © 2004

Middle School Grade 8

- Pupil's Edition

### Spanish Pre Algebra © 2004

Middle School

- Pupil's Edition
- Ancillaries

### Spanish Algebra I © 2004

Middle School

- Pupil's Edition
- Ancillaries

### The American Nation Spanish Edition © 2003

Middle School Grades 6

- Pupil's Edition
- Teacher's Answer Key

### Spanish People Places and Culture © 2002

Middle School Grade 6

- Pupil's Edition
- Teacher's Edition
- Ancillaries

### Spanish Science Explorer Series © 2000

## **Harcourt Brace School Publishers**

### Spanish Reading © 2000

Elementary Grades 2 and 3

- Pupil's Edition
- Teacher's Edition
- Ancillaries

### Spanish Science © 2000

Elementary Grades 4 and 5:

- Pupil's Edition
  - Teacher's Edition
  - Ancillaries
- Duverse:
- Ancillaries grades 1 through 5

### Spanish Mathematics © 1999

Elementary Grades 3 and 4:

Editorial Revision

Elementary Grades 1 through 6

- TAAS Teacher's Edition and Pupil's Edition

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### **Scott Foresman**

#### Spanish Science © 2000

Elementary Grades 4 and 5:

- Student's Edition
- Teacher's Edition
- Ancillaries

### **Addison-Wesley Longman**

#### Spanish Mathematics © 1999

Courses 1, 2 and 3:

- Teacher's Edition, National and Texas
- Student's Edition, National and Texas
- Ancillaries

Elementary Grades 3, 4, and 5:

- Teacher's Edition, National and Texas
- Student's Edition, Texas

Elementary Grade 6:

- Teacher's Edition, National and Texas
- Student's Edition, National and Texas

Diverse:

- CD ROM
- Kindergarten Jumbo Pages
- Technology Masters Grades K-8

### **Silver Burdett Ginn**

#### Spanish Mathematics © 1999

Elementary Grades 3 and 4:

- Ancillaries
- Kindergarten Jumbo Pages

#### Spanish Social Studies © 1998

Elementary Grades 3, 4, and 5

Our Community

- Teacher Resource Books, National
- Unit Tests Grades 3, 4 and 5 National

Our State

- Teacher Resource Books, National
- Unit Tests, National

Elementary Grades 3 and 5:

Our United States:

- Teacher Resource Books, National
- Lesson Review Books

Elementary Grade 4:

Texas USA

- Teacher Resource Book, Texas
- Unit Tests, Texas
- Teacher Edition Workbooks, Texas

Regions and Resources:

Teacher Resource Books, National

- Lesson Review Books, National
- Student Workbooks, National
- Teacher Edition Workbooks, National

Elementary Grade 2:

- Cards for Kids, National

Elementary Grade 3:

Communities Around Us

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