

PRESS RELEASE ASIA ONLINE

Asia Online & Across partner to link translation services into business processes

INTRO SUMMARY

Asia Online and Across Systems enter a partner agreement to provide open, enterprise-class translation solutions that enable both language service providers and global enterprises to fully integrate human and machine translation into organizations' existing enterprise software solutions like major CMS and ERP systems. Industry analysts expect the global market for translation services to grow rapidly to over \$33.7 billion by 2012, and the new partnership allows language technology users to tap into this growth and improve efficiency, while avoiding proprietary, single-vendor lock-in associated with other automated translation workflow management systems.

BODY TEXT

With the market for automated translation heating up, Asia Online, a world leader in providing customizable, high quality machine translation platforms, and Across Systems, a developer of enterprise-class translation process management tools, have joined forces as preferred partners to offer end-to-end translation solutions that dynamically link with large enterprise information systems.

The partnership positions Asia Online and Across as enablers of open, standards-based, best-of-breed translation infrastructure and provides the language services industry an alternative to the proprietary single vendor lock-in solutions. Across Systems' products link and manage corporate data for translation, automatically taking information from enterprise-class software such as Content Management Systems (CMS), Document Management Systems (DMS) and even Enterprise Management Systems (ERP) such as SAP. The partnership now takes the number of enterprise-class technology solutions that Asia Online is integrated with to over 40, with Across at the core for interoperability and workflow management.

In its new product version v5 SP1, Across has implemented an advanced interface for the incorporation of external MT solutions like that from Asia Online. Thus, for example, text segments that are not found in the Across translation memory can be routed to Asia Online's Language Studio™ Enterprise technology to deliver high quality automated translation or pre-translation for post-processing by a professional translator. Organizations can now seamlessly and efficiently manage the overall localization process, from content creation, adaptation, translation and editing, through to final delivery, - thereby integrating MT as an integrated process step within a translation workflow and taking advantage of all available technologies.

Mr. Daniel Nackovski, president of Across Systems Inc. said "Our customers demand precision and quality. Asia Online was selected as a preferred partner for automated translation because of its low cost of entry, flexible billing models, ease of customisation and support for open standards."

According to Mr. Dion Wiggins, CEO of Asia Online, "the partnership provides our customers access to entirely new applications and markets that traditionally were not possible with a human only approach,

as well as optimizing the existing human translation space with a man-machine hybrid translation model. The joint offering will allow customers and partners to benefit from solutions that enable translation as a utility, where very large volumes of critical content can be translated at high quality levels in record time.”

Common Sense Advisory, the leading independent translation industry research group, estimates that the translation services market will grow from US\$26.3 billion in 2010 to US\$33.7 billion in 2012, with more information progressively processed by highly automated man-machine collaboration platforms like Asia Online and advanced workflow automation tools such as Across.

This growth is causing significant changes in the translations services landscape. As basic human translation work becomes more competitive, LSPs are looking at ways to maintain margins, while at the same time address new higher content volume markets. Man-machine automated translation platforms like Asia Online enables customers to address both these needs, by keeping a key human element involved ensuring that quality levels are maintained or improved upon.

While many automated translation technology vendors have shied away from the professional language services industry due to the high quality levels expected, Asia Online has focused on this industry, listening to and understanding LSPs’ needs. This has enabled Asia Online to create automated language technology and processes designed to not only to meet the language industry requirements, but that also create brand new opportunities where cost and time/volume constraints were previously a barrier.

When this approach to automated translation is combined with the Across Language technology platform, the combined offering is a best-of-class complete solution that provides the detailed business intelligence, automation of complex workflows, deep project management and control of timelines and quality throughout the lifecycle of localization and large-scale translation projects.

Mr. Wiggins stresses the role of standards and openness in the industry as it expands. “Customers cannot afford to be boxed into proprietary solutions, because these inevitably limit your ability to link directly into clients’ existing information systems and therefore limit the scope of service offerings,” said Mr. Wiggins. “There is also a significant economy-of-scale in using open, best-of-breed shared services and resources such as those provided by Across and Asia Online.

Asia Online and Across both offer flexible and fully configurable on-premise based software licenses and software as a service (SaaS) pricing options.

About Across Systems (www.across.net)

Across Systems, based in Karlsbad, Germany, and in Glendale, CA, is the manufacturer of the Across Language Server – the world’s leading independent linguistic supply chain technology.

The Across Language Server is a central software platform for all corporate language resources and for controlling translation processes and workflows. The system simplifies, accelerates, and improves the management, coordination, and implementation of translations. The software includes a translation memory, a terminology system, and powerful project management and translation workflow control

tools. Product managers, translators, and proofreaders all work in one system, either in-house or via a seamless connection to translation service providers.

The target group includes all who offer or commission professional translations, such as export-oriented medium-sized enterprises, language service departments of international corporations, and professional translation service providers. By using Across, translation costs can be cut drastically, and the investment in Across usually pays off in a very short time.

Hundreds of leading companies including Volkswagen Group, HypoVereinsbank and SMA Solar Technology AG use the Across Language Server as a central platform for language resources and translation processes.

About Asia Online (www.asiaonline.net / www.languagestudio.com)

Asia Online is a privately owned company backed by individual investors and institutional venture capital. Its corporate headquarters are in Singapore, and it has significant operations in Bangkok, Thailand, with R&D activities throughout Asia and expanding sales operations in Europe and North America.

Asia Online has developed technology that enables near-human quality mass translation of text across more than 500 language pairs. The technology is currently being deployed to assist enterprises and language service providers translate large amounts of information into their preferred languages and translate millions of pages of open content into local languages absolutely free to help eliminate information poverty in countries which are under served by such content.

Asia Online won the Red Herring Global 100 Award for “Most Promising Technology Startups” in January 2009 and was profiled recently by Gartner in their report entitled “Cool Vendors in Emerging Technologies, 2009.”