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## **Innovative Software Translates into Accuracy and Cost Savings**

Translation and Localization Firm Strengthens Services

ROCHESTER, NY – Advanced Language Translation, Inc. began using a series of new software tools this month to expedite their translation and localization capabilities. The tools allow the translation firm to automate many of their services, which converts time and money for their clients into cost-effective, quality translations.

The use of **WebPosition Gold** is an example of an innovation that Advanced Language Translation, Inc. can leverage by increasing effectiveness in their clients' localization projects. *"It allows us to help our clients position their web sites more frequently in the search engines,"* notes Scott Bass, president and founder of Advanced Language Translation, Inc. Clients who would like to increase their overseas traffic can rely on more frequent appearances in the search engines. This service sets Advanced Language Translation, Inc. apart from their competitors who are largely unaware of the importance of web marketing and search engine optimization. When researching software, Bass notes, *"Our primary consideration is typically operational effectiveness, we ask, how will this software enable us to translate faster, layout foreign text better and more efficiently, or localize complicated web sites more easily—and most importantly, add value for our customers?"*

The use of **CopyFlow Gold**, an add-on tool for Quark Express®, is another example of an innovation. In the past, it was necessary to save a copy of the layout for translation, add the translations, and then comb the document carefully for correct copy flow—a process that took hours. The use of this new add-on tool allows for seamless transition to the translated versions in a faster cycle. The quicker transition saves time and money; which is transferred back to the customer in less expensive print media translations. *"It cuts the time for placement of translated text by at least 50%. It also eliminates errors, which arise if the text in a Quark document needs to be manually extracted,"* Bass commented.

Lastly, the use of **DWG Global** allows Advanced Language Translation, Inc. to determine the amount of text in an AutoCAD drawing to be translated and then extract the text in a format that can easily be shared with staff. Bass elaborates that, *"It allows us to quickly ascertain how much translatable text exists in a series of technical drawings so*

*the scope of the project can be assessed and a quote prepared. In turn, it allows us to just as easily insert the translated text back into the drawings.”* In the past, it was necessary to extract copy and instructions in drawings using a painstaking manual process that had a high margin for error. Additionally, manual extraction required the translator to have a working knowledge of AutoCAD software – a unique set of qualifications that is rare.

For more information on Advanced Language Translation, Inc. visit their website at [www.advancedlanguage.com](http://www.advancedlanguage.com) or call (585) 697-0462.

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Advanced Language Translation, Inc. was founded in 1994 as a corporate translation and localization company. Scott Bass, president and founder, remains focused on innovating the industry by researching new software and multimedia applications to expedite the translation process across a variety of print and online media. Their network of expert translators spans seven continents and their client base spans four continents. For more information on Advanced Language Translation, Inc. visit their website at [www.advancedlanguage.com](http://www.advancedlanguage.com) or call (585) 697-0462.

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