

Press Release September 15<sup>th</sup>, 2006

## **Linguatec Breaks Language Barriers to China**

### **Linguatec at the CeBIT Asia 2006**

For the first time, the language technology specialist Linguatec will be represented at CeBIT Asia. From September 17<sup>th</sup> – 20<sup>th</sup> Linguatec will be presenting the latest in language technology development at the Shanghai New International Exhibition Centre. The leading supplier of language technology software is extending its successful product lines Personal Translator and Voice Reader to include Chinese, thus opening up the expanding Asian IT market.

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### **Personal Translator available for English-Chinese**

Personal Translator enjoys an excellent reputation with numerous international companies. "The award-winning translation program Personal Translator is our flagship product. With the growing partnership in trade relations with China, the demand for communication aids is growing – both here and in China", says Linguatec CEO Dr Reinhard Busch. The tried and tested translation technology of the new Personal Translator (whose revolutionary process of Neural Transfer has an international patent pending) now also satisfies this demand.

The new language pair Chinese-English / English-Chinese marks the beginning of Linguatec's involvement in the Chinese market.

### **Voice Reader product line extended to Chinese**

A particular highlight in Linguatec's product portfolio is the Chinese version of Voice Reader, which can read out texts, websites, PDFs and emails in a reliable way, either directly as you read along, or as an exported sound file to listen to on the go. Thus, Voice Reader Chinese is an ideal support for anyone who is learning Chinese. For native speakers Voice Reader demonstrates its potential for efficient information absorption. According to a study by the University of Regensburg, the absorption capacity through listening and reading is 44% better than by reading alone.

"In view of the expanding Asian IT market and the rapidly growing Chinese economy, our language technology programs fit very well into the picture", explains Dr Busch. "Automatic tools are a time- and resource-saving factor for successful communication, especially in international dialogue. China is, for us, a culturally fascinating market and an important business partner."

Exhibitor's contact:

CeBIT Asia 2006  
17th – 20th Sept. 2006  
Shanghai New International  
Exhibition Centre (SNIEC)  
Hall E1, booth B23