



Translation and Localization  
Traduction et Localisation  
Übersetzung und Lokalisierung  
Traducción y Localización  
翻译和网站本地化  
अनुवाद और स्थानिकरण  
التكليف و الترجمة  
תרגומים/איתורים

FOR IMMEDIATE RELEASE

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**MTM LINGUASOFT FEATURED IN PHILADELPHIA BUSINESS JOURNAL**  
**President Myriam Siftar presents workshop to New England Translators**

PHILADELPHIA, JUNE 5, 2008 – MTM LinguaSoft and its founder and president, Myriam Siftar, were featured in the May 30-June 5 issue of the [Philadelphia Business Journal](#). The focus of the article was the company's work in developing multilingual websites. "Companies already have a portal to break into an overseas market, but many of them are overlooking that opportunity," Siftar said in the article. The article also highlighted how Siftar has been trying to form ties with the advertising agencies and Web development companies that already work within the corporate world. Such ties could swing business toward MTM LinguaSoft, while also helping the advertising agencies and other service providers add something to their own offerings.

Further showcasing her expertise in the language industry, Siftar gave a workshop entitled "Current and Future Trends in Machine Translation and Their Impact on Translators" at the Annual Conference of the New England Translators Association on May 31. The workshop described the significant changes that have taken place in the automated translation industry following an influx of government R&D money after the events of 9/11.

Siftar has a BS in computer science from a leading French engineering school, a master's degree from the European School of Management in Paris, and an MBA from Drexel University. She also has over 15 years of experience as a project manager implementing ERP and e-commerce systems for both Fortune 500 and startup companies in the US, Europe and Latin America. Siftar has participated, as both speaker and exhibitor, in the last two annual conferences of the American Machine Translation Association in 2004 and 2006, because MTM LinguaSoft is a value-added reseller of An-Nakel® translation software developed by the French company, CIMOS.

MTM LinguaSoft is also a provider of human translation services to a linguistic research consortium that creates linguistic data used for the development of translation software.

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MTM LinguaSoft is a language service provider based in Philadelphia, Pennsylvania. While specializing in the translation and localization of websites, software and online applications, such as e-learning modules, MTM LinguaSoft also provides a full range of document translation and multilingual desktop publishing services to customers in the United States and abroad. The firm is also distinguished by its strength in Middle Eastern and Asian languages. For more information about MTM LinguaSoft, go to [www.mtmlinguasoft.com](http://www.mtmlinguasoft.com) or contact Myriam Siftar at 215-729-6765.