



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 / איטורים

FOR IMMEDIATE RELEASE

CONTACT: Myriam Siftar
215-729-6765

Myriam Siftar Presents at Technical Communication Conference: Language Translation a Growing Concern

PHILADELPHIA, PA, OCTOBER 21, 2008 – Myriam Siftar, president of MTM LinguaSoft, recently returned from Chattanooga, Tennessee, where she presented a workshop at the Practical Conference on Communication hosted by the [Eastern Tennessee Chapter of the Society for Technical Communication](#) on October 10 and 11. Siftar's workshop, "Technical Writing with Translation in Mind," was designed to familiarize technical writers with the translation process and give them tips that would help save time and money for their clients during translation.

Siftar's proposal was received enthusiastically by conference organizers. Translation issues have become a major concern for technical writers, whose clients are more often reusing their training, marketing and informational materials in foreign markets or for domestic, non-English-speaking audiences. In the current economic client, MTM has seen a growing demand for translation and localization of all kinds of technical materials from user manuals to e-learning applications. The response to Siftar's workshop is another sign that demand for technical translation is likely to continue to increase.

#####

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 or contact Myriam Siftar at 215-729-6765.