



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 Featured in PA Business Central**

PHILADELPHIA, PA, NOVEMBER 13, 2008 – Myriam Siftar and MTM LinguaSoft, the language services company she founded in 2003, were recently the subject of a feature article in PA Business Central ([www.pabusinesscentral.com](http://www.pabusinesscentral.com)), a business publication catering to the state's central region. The article grew out of Siftar's co-sponsorship of an International Trade Conference in State College. The company has supported many companies involved in international trade by translating and localizing marketing materials, product information and user manuals into a wide variety of languages. MTM LinguaSoft was the subject of a feature article in the Philadelphia Business Journal earlier this year focusing on its work in website globalization.

The company's accomplishments in localizing e-learning applications for large pharmaceutical and telecommunications companies have led to other related accomplishments. In its October/November issue Multilingual, a magazine for the language industry, published Siftar's review of the ToolBook Translation System. TTS is software module that supports localization of e-learning applications developed using the ToolBook authoring system.

Siftar also presented a workshop on localization at the annual conference of the Pennsylvania Distance Learning Association, which took place yesterday at Penn State's Great Valley campus in Malvern.

#####

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.