

## Press Release

Connecting Know-how in Translation Management

### **Andrä AG and Clay Tablet are strategic partners**

**Berlin, 21 October 2009: In advance of the Localization World Conference Silicon Valley, Andrä AG, manufacturer of web-based translation management software, and Clay Tablet Technologies, providers of a unique connectivity platform that connects any content system to translation technologies and providers, have entered into a strategic partnership. The goal of their cooperation is to make their respective systems accessible to a broader market more quickly and easily, in order to improve the efficiency of translation and review processes.**

ontram enables the browser-based translation and editing of texts, independent of the file format of the source documents. Users are assisted with translation memory, a terminology database, integrated change tracking, and a spell-check available in more than 30 languages, along with supplementary functions to improve productivity. All users access the same standardized translation workflow and can generate real-time previews for target formats like Adobe InDesign directly, to check the layout and thus avoid unnecessary correction loops. The software needed to display the desired previews does not even have to be installed on the user's computer.

The powerful interfaces of both systems were used to link ontram to Clay Tablet, thus integrating the tool with many existing content management and ERP systems. This provides for the seamless transfer of contents to be translated and allows a high degree of automation. Translations can be performed more quickly and economically.

Sven Christian Andrä, chief executive of Andrä AG, looks forward to working with his new partner: "As an internationally acknowledged specialist in the integration of a wide variety of systems, Clay Tablet provides future-oriented technology. Combined with our web-based ontram solution, we can offer our customers an even broader spectrum of applications.

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Because we complement each other, the partnership fits in perfectly with the expansion strategy of our skills network."

*1.978 characters (incl. spaces)*

### **About Clay Tablet Technologies:**

Clay Tablet Technologies' unique translation integration software, Clay Tablet 2.5, easily connects any number of content management systems to any translation system or provider. Clients immediately benefit from Clay Tablet 2.5 with improved translation process efficiency, making it significantly faster and easier to set-up, manage, send and retrieve translation projects. Based in Toronto, Canada, Clay Tablet works exclusively with a global channel partner network of technology vendors, translation service providers and system integrators. For more information, visit [www.Clay-Tablet.com](http://www.Clay-Tablet.com).

### **About Andrä AG**

Andrä AG is headquartered in Swabian Straubenhardt, and maintains branch offices in Berlin, Karlsruhe and Darmstadt. Since its founding in 1999, Andrä AG has established itself as an independent service provider and manufacturer of sophisticated software products and supported companies in the systematic optimization of translation and adaptation processes. ontram, the Online Translation Management Framework by Andrä AG, is a user-friendly tool currently enjoyed by more than 1,000 users to process over 10,000 translation tasks a year in any language. Thanks to its fully web-based approach, open interfaces and the integration of all project participants within a shared workflow, ontram enables efficient translation management and market adaptation in real time. Reference clients include Daimler AG, Robert Bosch GmbH, Metabowerke, Herbstreith & Fox, CLAAS and Raytheon Professional Services.

For more information, visit [www.andrae-ag.com](http://www.andrae-ag.com)

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