

Press Release

Goal: Dismantling Language Barriers

Andrä AG supports the Rosetta Foundation

Berlin, 10 Mar 2010 – The global, not-for-profit Rosetta Foundation is receiving vigorous support from Andrä AG, the software specialist for translation management solutions. The Rosetta Foundation is dedicated to making access to information possible all over the world in every native language, as well as to providing other relief organizations with the latest technology and know-how and connecting them with qualified translators. As provider of the web-based translation management solution ontram, Andrä AG supports the organization's goals by supplying it with an office space, a staff member and corresponding expertise.

The Rosetta Foundation develops and operates a translation platform that serves as an interface between not-for-profit organizations and dedicated translators. Together they contribute to supplying people in all parts of the world with information in their native languages. The Rosetta Foundation also intends to build a "Translators Portal" connected with the translation platform: a community of volunteer translators, proofreaders, developers and project managers. These can exchange information, present their volunteering experience and their credentials. Contractors can select suitable translators from the volunteers and assign them translation jobs.

The Rosetta Foundation was founded in 2009 by Reinhard Schäler, Director of the Localisation Research Centre (LRC) of the University of Limerick, and is a subsidiary of the LRC and the Centre for Next Generation Localisation (CNGL), a major research initiative sponsored by the Irish government.

The founder and Director of Andrä AG, Sven Christian Andrä, a member of the Industrial Advisory Board of the Localisation Research Centre, offers emphatic support for the organization's goals: "Simple, free access to information is a basic right for all people, and

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essential in our globalized world to combat poverty, support education, and to build and expand healthcare and equal rights. That is why we have so long insisted on dismantling language barriers as a contribution to equal opportunity for everyone."

2,229 characters (incl. spaces)

Ready to print photographic material available on request.

About the Rosetta Foundation

The Rosetta Foundation supports charitable activities by developing and introducing an intelligent translation and localization platform. The software is based on an open-source model that grants access to the platform for the translation and localization community. The Rosetta Foundation provides this tool to not-for-profit organizations and volunteer translators. The foundation was founded in 2009 by Reinhard Schäler, Director of the Localisation Research Centre (LRC) of the University of Limerick, as a subsidiary of the LRC and the Centre for Next Generation Localisation (CNGL). The Rosetta Foundation's work enjoys the support of such companies as Welocalize, Multilingual Computing, PROMT and Andrä AG.

www.therosettafoundation.org

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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.

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