

Press release

Andrä AG at ONLINE EDUCA 2008 in Berlin

e-Learning with ontram for faster market launches

Berlin, 26.11.2008 - At the Berlin ONLINE EDUCA 2008 from 3 to 5 December, Andrä AG, an independent manufacturer of software products for professional translation management, demonstrates the importance of global e-Learning when launching new products. In the competitive international market, short time-to-market spans are becoming more and more important to secure the commercial success of products. Apart from product information, multi-lingual user information must therefore also be made available and adapted to the respective local requirements. The intuitively usable ontram software enables companies to realise the necessary translation, adaptation and correction processes more efficiently, more transparently and more economically. Thanks to direct connectivity with authoring systems and Learning Management Systems (LMS), ontram can be incorporated within existing environments without media switches.

The use of ontram enables enormous potential savings to be achieved in the field of e-Learning applications such as multi-lingual training programs, Web Based Training (WBT), Computer Based Training (CBT) or multi-media training solutions and individual training software. Time consuming, cost intensive process loops are reduced to a minimum. The available Translation Memory functions noticeably accelerate the translation input, thereby further reducing the required processing times.

ontram's decisive advantage is its permanently available preview function which enables process participants to directly view any contents in the target format. The software is capable of importing complete SCORM-/AICC Course Packages to prepare them for translation. By means of a live interface to the LMS, the user can at any time view the translation and text processing status within the context of the course, meaning that contents and structures can be directly read in and retained as logical units throughout.

ontram works well in conjunction with all customary WBT as well as CBT systems and programs such as PowerPoint, Word or InDesign. The software can be easily incorporated in existing system landscapes. By means of a workflow with a uniform surface, the contents of varying learning media can be efficiently translated and adapted. The solution by Andrä AG therefore enables the transfer of contents, data and learning structures across systems, thereby realising significant potential savings by comparison with traditional translation processes.

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ontram is available in four editions: "ontram Value", the compact quality version for process groups of up to 50 users, "ontram Enterprise", a version that is finely tunable to individual requirements within comprehensive translation processes involving large user numbers, "ontram DTP", which is specifically designed for clients wishing to use the software for InDesign processes, as well as the "ontram Software as a Service" lease model that is tailored to user requirements at a monthly flat fee that is independent of the volume concerned.

ONLINE EDUCA 2008, Stand A19

At the leading international e-Learning Conference for industry, the education as well as the public sectors, Andrä AG will be demonstrating at the Berlin InterContinental Hotel, Stand A19, how ontram is already successfully used in international E-Learning processes and the field of WBT.

3,335 characters (including spaces)

Ready to print photographic material is available on request or on www.andrae-ag.de/EN/press/

About Andrä AG

Andrä AG, whose headquarters are based in Swabian Straubenhardt, and which has branch offices in Berlin, Karlsruhe and Darmstadt, was founded in 1999. Since that time, Andrä AG as an independent service provider and manufacturer of sophisticated software products has been supporting companies in the systematic optimisation of translation and adaptation processes. ontram, the Online Translation Management Framework of Andrä AG is currently enjoyed by more than 1,000 users in the processing of over 10,000 translation tasks a year in any language by means of this intuitively usable software. Thanks to its fully web-based approach, open interfaces and the integration of all project participants within a common workflow, ontram enables an efficient translation management and market adaptation in real-time. Reference clients include Daimler AG, Robert Bosch GmbH and Raytheon Professional Services.

www.andrae-ag.de

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Press contact partner

Andreas Wegner
index Agentur GmbH
Zinnowitzer Straße 1
10115 Berlin, Germany
Tel.: +49 (0) 30 390 88 – 282
Fax: +49 (0) 30 390 88 – 199
e-mail: a.wegner@index.de
www.index.de