

For Immediate Release

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Asia Online and McElroy Translation Join Forces for High Volume Translations

Automated translation technology start up and veteran translation company poised to lead industry in
MT/HT collaboration

Austin, TX (19 May 2008)—McElroy Translation, a full-service language services provider based in Austin, is partnering with automated translation technology expert Asia Online to collaborate on new technologies based on the symbiotic relationship between machine translation and human translation (MT/HT). The partnership combines Asia Online's statistical machine translation platform and interactive continuous improvement environment with McElroy Translation's deep linguistic expertise in technical and patent translations.

This technology and services collaboration by the companies will break new ground in the translation market by dramatically cutting delivery times and costs while maintaining top quality on high-volume, large-scale translation projects (those with hundreds of millions of words).

Kirti Vashee, Vice President of Sales, Americas and Europe for Asia Online explains: "Asia Online's statistical machine translation platform is an environment for collaborative and continuous improvement. Human subject-matter experts review the early translations and make any necessary corrections to perfect the text. A comprehensive analysis of the corrections is performed in real time, from which the system learns so that not only will it never make the same mistake twice, but also all subsequent translations are improved. Our unique collaborative relationship with McElroy provides the subject-matter experts and linguists needed to ensure the continued improvements in the scope of vocabulary and quality of translation."

Massive translation projects, which often are in the technical or intellectual property fields and frequently involve English and Asian languages, have been prohibitive to date because of the cost and time required. However, by matching statistical machine translation and interactive continuous improvement to an expert linguist who has subject matter expertise, the jobs can be accomplished quickly at a high level of quality.

"There is a large body of content out there that hasn't really been touched outside of the native language because of translation limitations," said Bob Donaldson, VP of Strategy for McElroy Translations. "One way to change that is to use statistical machine translation that is then polished by a human translator. McElroy is combining its forty years of experience in intellectual property and technical translation with Asia Online's dynamic technology to create a major shift in the translation industry."

About McElroy Translation (www.mcelroytranslation.com)

McElroy Translation places 40 years of experience, extensive linguistic resources, and advanced business processes to work for every client. From its home-base in Austin, Texas, McElroy offers translation and localization services in more than 100 languages to clients worldwide. The company specializes in the legal, pharmaceutical/medical, energy and software industries. McElroy prides itself in quality assurance and professional project management support.

About Asia Online Pte Ltd (www.asiaonline.net)

Asia Online's unique services enable people to transcend language as a barrier to knowledge by providing unrivalled access to the limitless store of English-language content on the Internet, in their language of choice.

Asia Online's primary focus is to deliver huge amounts of content in local languages. In doing so it has created a core technological infrastructure that enables massive translation projects to be undertaken. Asia Online is working with language service providers and publishers with its unique infrastructure that facilitates the ongoing evolution of real time corrective improvements that aims to deliver machine translation quality that is second to none.

Formed in 2007, Asia Online is a privately owned company backed by a number of individual investors and institutional venture capital. It is headquartered in Singapore, with operational headquarters in Bangkok, Thailand, where it conducts R&D and daily business operations. Asia Online currently employs more than 180 staff and is in the process of being incorporated in an additional 10 Asian countries.