

For Immediate Release

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**New Human-optimized SMT Service Offers Higher Quality, Low Costs for
Discovery and Patent Searches**

MT PLUS from McElroy Refines Search without Breaking the Bank

Austin, TX (16 March 2009)—McElroy Translation, a full-service language services provider based in Austin, Texas, is adding to its (McElroy+Machine) Translation suite of services, or (MT)², with a new offering for law firms and eDiscovery providers faced with deep and complex discovery and patent searches. The MT PLUS service improves discovery and search screening for high-volume discovery in litigation cases and patent retrieval searches while keeping costs to a minimum.

The enhanced MT PLUS delivery to the client provides a much more targeted and accurate search space than raw machine translation output. It does so by combining MT processing with a proprietary MT PLUS filter, which applies custom dictionaries and technical terminology resources as well as any client-specific translation memories. The service also targets documents of interest for human-certified translations.

The real benefit of MT PLUS is the tremendous increase in searchability over a basic machine translation system that is not trained for the field in question. In fact, test results of MT PLUS are dramatic. For example, in a major ongoing IP litigation support project, an eDiscovery search engine missed basic terms such as “wet etch” or even “process defect” that were mistranslated in the raw version, but with the enhanced MT PLUS version, the search engine was successful.

“A number of our clients indicated that ‘raw’ machine translation was not meeting their needs, even for document screening,” said Shelly Priebe, President of McElroy Translation. “At the same time, ‘traditional’ human translation is often too costly for screening large volumes of documentation. Now we are offering our customers a suite of human-optimized machine translation services that fill the gap between those two options.”

In addition to MT PLUS, McElroy announced its first (MT)² service in January: MT SUPREME. MT SUPREME is a customized SMT domain development service offered by McElroy and Asia Online, the statistical machine expert. For incredibly high volume projects that require a custom domain, this service combines a continuous improvement environment from Asia Online with human subject matter experts to drastically increase quality of machine translation.

“MT PLUS is a cost-effective solution for many eDiscovery or other project-based screening applications, where speed and cost control are important,” said Bob Donaldson, Vice President of Strategy at McElroy Translation. “For very large litigation projects or more permanent applications such as patent search, MT SUPREME, with its larger initial investment and greater potential for ongoing quality improvement, is likely a better choice.”

With the (McElroy+Machine) Translation suite of services clients harness the power of machine translation by recognizing the quality level that is required to optimize performance with sophisticated search tools. McElroy experts work with clients to select a service based on project scope.

More information on the (MT)² suite of services, including MT PLUS and MT SUPREME, can be found at www.mcelroytranslation.com.

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.