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Jonckers Founding Member in Language Data Automation Initiative
-- Helps Corporations Surmount Obstacles to Going Global --

PORTLAND, Ore. – While the global demand for content translation far outpaces translator capacity, Jonckers helped launch the TAUS Data Association (TDA) as a founding member, an initiative to enable more material to be translated with higher speed and quality, while lowering costs.

“Many of our Global 1000 clients have aggressive global go-to-market ambitions, so they face translation expectations, volume and timelines that are daunting, if not currently impossible,” said Nic McMahon, vice president for Jonckers US. “Jonckers is participating in this language data automation initiative for the collective good – to expand the resources corporations can leverage to successfully go global.”

Jonckers is one of forty organizations active in buying and supplying translation services and technologies that is collaborating to develop a system for pooling large collections of language data, enabling automation and streamlining of translation processes. The collaborating members, working within the Translation Automation Users Association (TAUS), have jointly formed the TAUS Data Association (TDA) and Jonckers is a founding member.

“Jonckers is helping enable a major breakthrough for the translation industry,” said Jaap van der Meer, Director of the TAUS Data Association. “There are simply not enough translators in the world to meet the rapidly growing demand for translations, let alone to deliver the speed and quality needed. This initiative helps all industry players to increase the level of translation automation to more effectively help corporations meet their business goals.”

TDA will host databases of translation memories and glossaries, giving free access to look up translations of terms and phrases. The first release of TDA – expected early 2009 – will include a language search portal for public use and a language data exchange facility for members. The language search allows translators, customer support staff, product developers and marketers, end-users and any other professionals to find translations of phrases.

About Jonckers

Jonckers Translation and Engineering -- 2007 Microsoft Service Vendor of the Year as part of localization group LCJ -- delivers software, eLearning and multimedia localization services to the world's leading companies. Jonckers achieves cost-competitive localization excellence through an ERP-controlled global network of wholly owned offices spanning Asia, Europe and North America. For more information, visit www.jonckers.com.

About TAUS

The Translation Automation User Society (TAUS) is a community of users and providers of translation technologies and services. The ambition of the TAUS community is to translate a manifold of content in an increasing number of languages through technology adoption, service innovation and cross-industry collaboration.

TAUS focuses on the whole spectrum of authoring, translation and globalization processes and technologies. Simply by enabling organizations to share relevant information, identify good practices, find technologies and experts, benchmark processes and leverage their buying influence, TAUS helps companies to save management time, avoid the risk of mistaken decisions, and save money. And by exchanging experiences and insights, TAUS members cut back dramatically on the learning and implementation costs of new translation technologies. For more information, visit www.translationautomation.com.

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