

MEDIA AVAILABLE: Businesses Choosing to go Global are making WiseTranslations their Translation Partner by Choice

For Immediate Release

ARLINGTON, Va./EWORLDWIRE/June 23, 2008 --- Busy suburbs of Washington, D.C. hail the largest and most diverse multiethnic communities in the U.S., so the D.C. Metro area becomes the perfect place to find the offices of WiseTranslations - a translation company specializing in languages from around the world.

From headquarters located in a large, glass-enclosed office building, WiseTranslations has operated for five years. Despite many sectors of the economy experiencing a slow down, Sales Director Austin Smith reports a surprising increase in business. "Growing numbers of companies are selling goods and services in other markets such as Europe or Asia that are unaffected by any economic setbacks. We help bridge any language gap by translating contracts and promotional materials."

With a client list sporting companies from around the globe, the company has expanded from a core business comprised mostly of document translations - medical, legal, and educational transcripts - to an entire range of products spanning marketing brochures in several languages to Web site localization and much more.

According to Smith, WiseTranslations' professional translators do far more than simple interpretations of languages. They accurately express the concepts, ideas and cultural differences between two - or more - languages. "Despite technological advances in translation software programs, a key element missing that science cannot replace is the ability to detect nuances in language, and having awareness of sensitive cultural issues that can affect the message to be conveyed."

Continued need in the information and technologies sector has driven the global translation industry revenue to nearly USD\$10 billion a year and growing, forecasting a bright future for WiseTranslations. Smith stated, "We translate into over a 100 different languages and take all the proper steps to ensure that every document we translate is completely accurate."

Smith contends translation is not only the building block of globalization in the modern business world but a necessary process to ease sharing of knowledge and expertise. Future expansion of business into online venues opens additional opportunities for WiseTranslations, as businesses engaging in Internet business are working to accommodate demand for information to be available in every major language because they know they can be far more effective when localizing products and services - by presenting offerings in native language. Projections in population growth such as by the United Nations reflects estimates that the world's population today will move from nearly 6.7 billion to 9.2 billion by 2050.

"As populations grow, so does the demand for information and the need for people to communicate across languages. Having the right resource available with the infrastructure and experience to handle globalization challenges such as services from WiseTranslations can make a world of difference at the bottom-line," said Smith. "Properly converting marketing materials, Web site content, and other relevant information in to the target market language can help to avoid costly mistakes."

WiseTranslations demonstrates its commitment to clients with 24-hour, live customer support, to serve customers across the world and in 24 timezones. "Your message should not be lost in translation to your customers, and our message is clear to our customers that we are always here for them," concluded Smith.

For more information about services available from WiseTranslations, visit '<http://www.wisetranslations.com>'.

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