

# ALPNET *to market translation tools*

**A**LPNET Inc, the international translation and localisation services company, announced at the LISA forum in Salt Lake City in March that it has begun actively marketing its suite of translation tools.

A special version of the company's Translation Support System (TSS), known as JOUST Lite, will be available as freeware, to be downloaded from the ALPNET web site, as from this month (April 1998). ALPNET is making this first product available as a freeware package in order to let users familiarise themselves with ALPNET's translation technology.

During the launch at the LISA (Localisation Industry Standards Association) forum, Russell Rolfe, director of ALPNET's technology development group, explained that JOUST Lite was a version of the robust JOUST Pro, which is used by ALPNET translators. The 'Lite' demonstration version was limited in the file formats it can handle, and allows the user access to only one translation memory and one dictionary per language. "JOUST", he said, "helps us improve services to clients by reducing turnaround time, facilitating updates, and assuring consistency throughout all documentation and user

assistance information published by clients. Today we have an installed base of some 1,000 translators, who find that one of the greatest strengths of our JOUST Pro software is the speed at which translated segments are recalled from the translation memory files."

ALPNET's motive in providing JOUST Lite as a freeware package is to expand their installed base and promote the market awareness of ALPNET's technology. This will then lead into marketing of ALPNET technology.

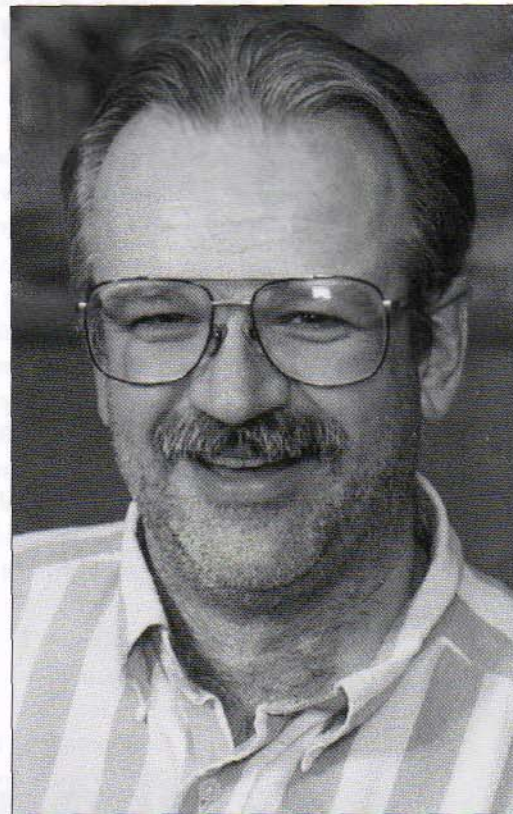
ALPNET president

Jaap van der Meer said that it was ALPNET's strategy to regain its leadership position in the language tools and technology market. "ALPNET was the first company to introduce a translation memory product and evolved to a point where the technology was used primarily internally. With the recent renaissance of translation memory tools, our partners and clients have expressed a strong interest in purchasing ALPNET's technology. We believe that our technology is superior in performance, is compatible with the largest number of file formats - including the TMX standard - and is available in the broadest array of languages.

"The market for stand-alone translation technology, while growing rapidly, is limited to only a few relatively small software developers. We feel that corporate clients are more interested in complete solutions rather than new, fragmented tools that require extensive support."

Later this year ALPNET plan to release their "Pro" version of JOUST on a subscription basis. This will allow remote translators to connect to ALPNET servers and share translation memories." ■

Further information at <http://www.alpnet.com>



Russell Rolfe



[www.alpnet.com](http://www.alpnet.com)