

SYSTRANLinks

Are You Missing Your Target Audience?

Add Automatic Online Translation to Your Website with SYSTRANLinks

How Do You Communicate with the Non English-Native Visitors to Your Website?

Faced with the challenge of delivering relevant information in real-time, more and more businesses, local and state government agencies, online shops, recruiters, and other organizations focus their websites to respond to the needs and everyday questions of customers, communities, citizens, and other site visitors. But that solves only part of the problem, since many Internet users are not native-English speakers and would prefer to view content in their native language.

The importance of language, particularly on the Web, should not be underestimated. Recent surveys indicate that English accounts for only 31% of content available on the Web today. According to eMarketer, the number of Hispanic Internet users in the US alone is expected to rise to 16.7 million in 2006 and to reach nearly 21 million by 2010.

Businesses and government agencies alike need to carefully consider all of their potential information consumers and ensure that content is readily available in an understandable format for them. But traditional translation services, with high-costs and slow translation turnaround, cannot keep up with the real-time information needs of website owners.

The #1 Automated Online Translation Service for Websites

There is another option... a translation solution that is fast, cost-effective, and dynamic: SYSTRANLinks, from the market leading provider of automated translation software solutions.

SYSTRAN's automated translation software is the choice of leading portals like Google™ and Yahoo!®, global corporations, governments, and public agencies. SYSTRANLinks is a ready-to-go online translation service that can transform your website and content applications (like search components), into a multilingual interactive hub—all in real-time!

Drive Traffic to Your Website!

Once you add SYSTRANLinks to your website, your visitors are just one click away from reading your information in their native language. When visitors land on your site, they can select the language of their choice, click once to translate, and see their results in seconds. SYSTRANLinks can help you build your brand in a new marketplace and drive new revenue streams.

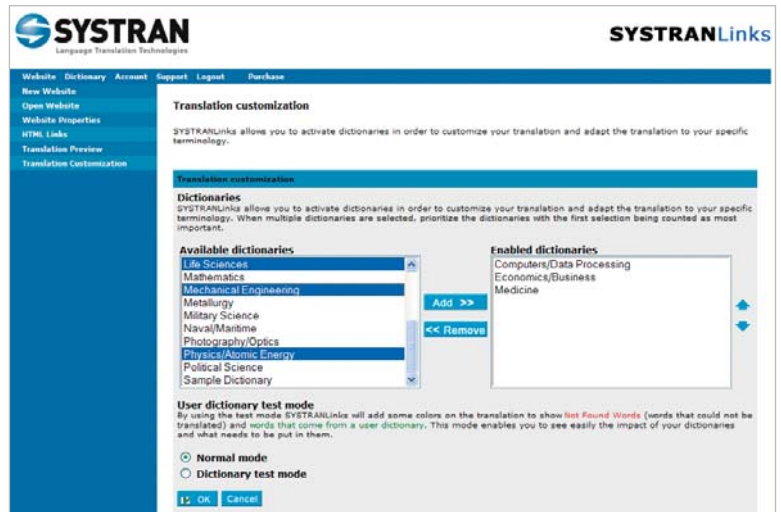
The screenshot shows the City of Cincinnati website with a translation overlay. At the top, there is a search bar and navigation links: Home, Do Business, Live & Work, Play, Departments, Services & Payments. Below the navigation is a large image of a parade with the text "a great place to...". To the right, there is a "I want to..." menu with options like "Request a Public Service", "Access Tax Information/Forms", "Find a job with the City", "Learn about the Cinergy Center", "Pay my Water/Sewer Bill", "Get a Permit", "Visit a Park", "Request a birth/death certificate", "Bid on a City Contract", and "See Frequently Asked Questions". Below the main content area, there is a "Translate this website:" button with flags for English, Spanish, Chinese, and others. The main content area is divided into sections: "Do Business" (Assistance, Incentives, Bids, Vendors, Government Information, More...), "Live & Work" (Birth / Death Certificates, Human Services, Jobs, Neighborhoods, CPOP, More...), and "Play" (Athletics, Attractions, Events, Parks, Recreation Facilities, More...). At the bottom, there are sections for "News" (May 23, 2006 Public Arts Grant Review Meeting; April 23, 2006 Northbound I-71 Lytle Tunnel Closure; April 20, 2006 Grow Cincinnati Day), "Events" (May 7, 2006 Flying Pig Marathon; May 6 - Nov 18, 2006 Cincinnati Parks 2006 Concerts and Events; May 1 - 7, 2006 Cover the Uninsured Week), and "Features" (Police Recruit Application; Recommended 2006 Budget Update; MSD Receives National Honors; More...). On the right side, there is a "Office of the Mayor" section with links for Home Page, Council Members, Council Calendar, Committee, and Agendas.

Site visitors can easily identify the language of their choice to view the website's content.

Key Features and Benefits

Available features are determined by the service level you choose: Bronze, Silver, or Gold.

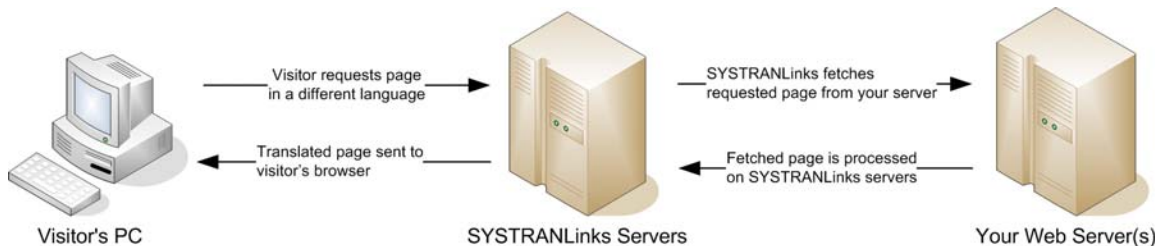
- Real-time translation of your website that is fast, useful and cost-effective.
- Automatic update of all translations whenever the site is modified.
- Add translation to the search component on your site, or integrate translation with other content applications using our API. Your website visitors will be able to search for and find relevant information in their own language.
- Improve translation quality by training the software to understand your terminology using the integrated Online Dictionary Manager with its built-in domain dictionaries.
- Quick and easy to set up—just copy and paste our Translation button on your homepage.
- SYSTRAN-hosted solution eliminates the need for IT resources.
- Available in over 30 language pairs.
- A proven automated translation solution.



Select the domain dictionaries that best match the subject matter of your website for contextual translation results.

How SYSTRANLinks Works

SYSTRANLinks adds a transparent layer between your website and your site visitor's browser. It's easy to use, and requires only minimal programming to set up.



When a visitor lands on your site and requests a different language, your server will forward that request to the SYSTRANLinks servers. Our servers will fetch the requested Web page from your Web server(s) and translate it into the selected language.

SYSTRANLinks also modifies the HTML to enable fluid navigation, which means that all links in the requested Web page are translated as well. The translated Web page is then returned to the site visitor's browser. When the visitor clicks on a link on the translated page, the newly requested Web page is also automatically fetched and translated.

It's as simple as that, takes only seconds, and provides a seamless experience for your website visitors.

Make Your Web Content Applications Multilingual

SYSTRANLinks is hosted on our worldwide network of high volume servers, so there's never any load on your server system for translation processing. Accessible through any system that supports Internet access, this real-time service translates full sentences in plain text.

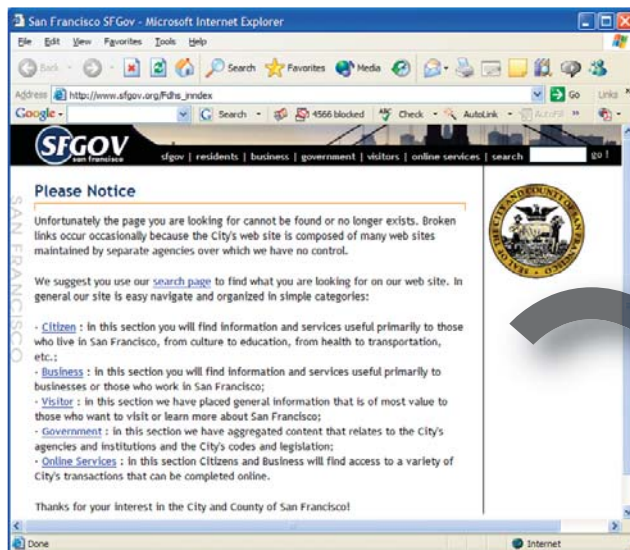
The SYSTRANLinks API allows you to easily add a multilingual layer onto any Web content application. You can integrate automatic translation services in the search component on your website, eCommerce application, database, chat forum, email, and other custom interfaces without modified programming. Our API is based on standard TCP/IP architecture, and requires minimal resources and effort to integrate into your site.

SYSTRANLinks Service Levels

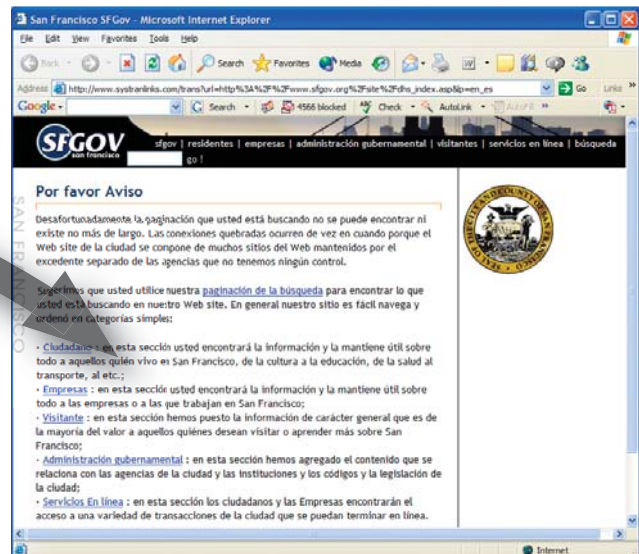
SYSTRANLinks is available in three service levels. Choose the one that best meets your needs!

- SYSTRANLinks Bronze** Automated website translation for small organizations with low access volumes
- SYSTRANLinks Silver** More advanced website translation for small and midsize organizations with larger volumes
- SYSTRANLinks Gold** Advanced website and application translation support (includes search, eCommerce, chat forums, email, and other services)

Features	Bronze 1	Bronze 2	Silver 1	Silver 2	Gold 1	Gold 2
Number of language pairs	1	4	6	8	All	All
Available languages	European	European	Global	Global	Global	Global
Co-Branding	Logo & Banner	Logo & Banner	Logo	Logo	Logo	Logo
Maximum requests per year	50,000	100,000	500,000	1,000,000	2,500,000	5,000,000
Fluid Navigation	✓	✓	✓	✓	✓	✓
User Dictionary	None	50 terms	100 terms	100 terms	1,000 terms	1,000 terms
API	×	×	×	✓	✓	✓
Advanced features	×	×	×	×	✓	✓
Customization	×	×	×	×	✓	✓
Setup fee	-	-	\$360	\$675	\$1,350	\$2,700
Annual fee	\$450	\$810	\$3,240	\$6,075	\$12,150	\$24,300



A Web page in English is translated into Spanish within seconds.



Language Pairs

Available languages pairs are determined by the service level you choose: Bronze, Silver, or Gold.

European Languages

- English ⇔ Dutch
- English ⇔ French
- English ⇔ German
- English ⇔ Greek
- English ⇔ Italian
- English ⇔ Portuguese
- English ⇔ Spanish
- French ⇔ Dutch
- French ⇔ German
- French ⇔ Greek
- French ⇔ Italian
- French ⇔ Portuguese
- French ⇔ Spanish

Global Languages

- English ⇔ Chinese
- English ⇔ Dutch
- English ⇔ French
- English ⇔ German
- English ⇔ Greek
- English ⇔ Italian
- English ⇔ Japanese
- English ⇔ Korean
- English ⇔ Portuguese
- English ⇔ Russian
- English ⇔ Spanish
- French ⇔ Dutch
- French ⇔ German
- French ⇔ Greek
- French ⇔ Italian
- French ⇔ Portuguese
- French ⇔ Spanish

Implementing SYSTRANLinks Features

The technical features of SYSTRANLinks are simple to implement.

Co-Branding

Logo

A **Powered by SYSTRAN** logo with a link to <http://www.systransoft.com/> must be placed on your website

Banner

A SYSTRANLinks banner will appear at the top of all translated Web pages

Data Form Reverse Translation

Automatically translates the content in data forms located on the Web from the visitor's language into the original language of your website.

User Dictionary

Use the Online Dictionary Manager to train the software to understand your terminology by adding terms to the User Dictionary. Dictionaries are currently available in English, French, Spanish, German, Italian, Portuguese, Greek, and Dutch languages only. Coming soon: Chinese, Japanese, Korean and Russian.

Size Limitations for Translation

The average size of a Web page is 20 Kb

- Web pages in HTML or RTF up to 64 Kb will be translated
 - Web pages in plain text up to 16 Kb will be translated
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Customization

Priced separately after linguistic and/or technical analysis.

Free Trial Offer

Interested in adding SYSTRANLinks to your website?

Sign up for a **FREE** trial today at <http://www.systranlinks.com/> or contact us by phone.

About SYSTRAN

SYSTRAN is the market leading provider of language translation software products and solutions for the desktop, enterprise and Internet that facilitate communication in 40 language combinations and in 20 vertical domains. With over three decades of expertise and research and development, SYSTRAN's software is the choice of leading global corporations, portals including AltaVista™, Google™, Yahoo!®, and public agencies like the US Intelligence Community and the European Commission.

Use of SYSTRAN products and solutions enhances multilingual communication and increases user productivity and time-savings for B2E, B2B and B2C market segments as they deliver real-time language solutions for search, content management, online customer support, intra or inter company collaboration, and eCommerce.

For More Information

Learn more about SYSTRAN Desktop Products, Network Solutions and Corporate Solutions at www.systransoft.com

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