

LINCOLNSHIRE COUNTY COUNCIL GETS MULTI-LINGUAL WITH SYSTRAN

UK's fourth largest county automates web page translation to improve access to local information for growing migrant population

London, UK – March 25th, 2008 - SYSTRAN, the leading supplier of translation software today announces that Lincolnshire County Council has enhanced access to local information for all 690,000 of its citizens, including a growing population of migrant workers with the automated translation of its web site, <http://www.lincolnshire.gov.uk/>, into 10 different languages.

The UK's fourth largest county is largely a farming county and services a rich diversity of nationalities. Lincolnshire has many Polish and eastern European workers on its farms and in its factories for whom day-to-day information about local services such as education, benefits, council tax and employment is important. So, the Authority selected SYSTRANLinks for 'fluid navigation' on translated links. Citizens can now click on a small flag and then forget that they are facing an English web site, as the translation operates in the background while they browse from page to page.

Peter Barton, Head of Web and Information Services at Lincolnshire County Council explains, " Our web site is complex and dynamic; the front page changes at least twice per day. We quickly concluded that whilst manual translations by a specialist translator or translation agency would be more grammatically perfect, with around 10,000 documents and 10 languages to address, the cost would be astronomic. Employing such an un-dynamic process would also be unhelpful. Even if we translated just 10% of the content, it would cost us around £100,000 per year which we simply can't justify."

The web content translation at Lincolnshire County Council is now fully automated. In practice, as the page content is updated by Barton's team in English, it is automatically translated into nine other languages with 'no fuss', and made live. Pages are available in English, French, German, Italian, Spanish, Portuguese, Mandarin, Chinese, Russian and Polish.

According to Barton, 85% of the web site's users come from UK URL locations, which indicates that the web team is reaching its target audiences correctly. The site is an impressive operation with over 140,000 visitors, 155,000 visits and almost one million page views every month. The Authority was also the first organisation in the UK to offer a 'read out' service that delivers web content by audio stream without downloads or plug-ins. The service has currently been upgraded to Dixarit Plus that also provides full magnification software to thousands of visually impaired people in Lincolnshire. The audio service will gradually be integrated with the translation service so it becomes possible to listen in different languages.



Supplied by UK distributor Omega 1st, SYSTRAN is the market leading language translation software for the desktop, enterprise and internet that helps individuals, small and mid-sized businesses, and large enterprises instantly translate and understand multilingual information and communicate more effectively in multiple languages. The SYSTRANLinks online service instantly converts the English version of the web site into multiple languages. The technology offers a broad linguistic coverage with the support of more than 52 language pairs.

About SYSTRAN

SYSTRAN is the market leader in providing language translation software for the desktop, enterprise and Internet that help individuals, small and mid-sized businesses, and large enterprises instantly translate and understand multilingual information and communicate more effectively in more than 50 language combinations. With over three decades of expertise, SYSTRAN products and solutions are the choice of leading global corporations and public organizations like the US Intelligence Community and the European Commission. SYSTRAN is headquartered in Paris, France with a North American office located in San Diego, California, USA.

SYSTRAN (Code ISIN FR0004109197, Bloomberg: SYST NM, Reuters: SYTN.LN) is listed on EuroList Paris, Compartiment C, and is member of Euronext's Next Economy segment.

www.systransoft.com

For further information on SYSTRAN please contact:

Clare Shephard or Natalie Sutton: maillot jaune communications

m: + 44 (0) 7736 793332

e: clare.shephard@maillot-jaune.co.uk or natalie.sutton@maillot-jaune.co.uk

