

# Language specialist launches in the UK

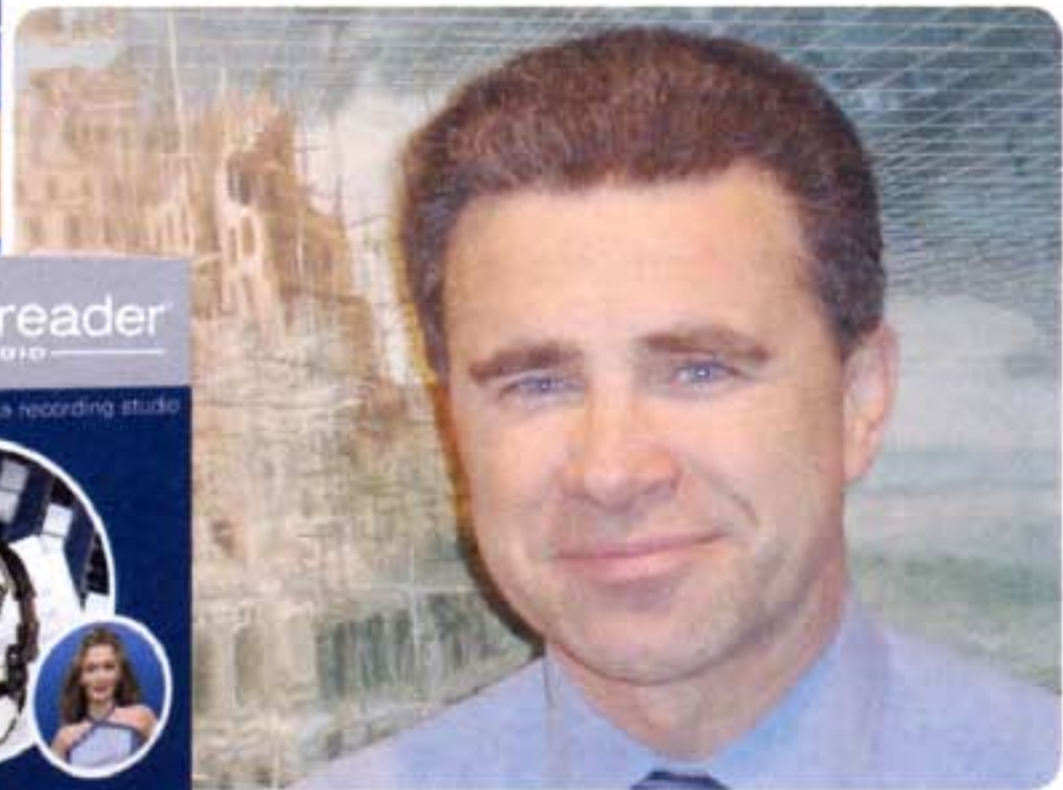
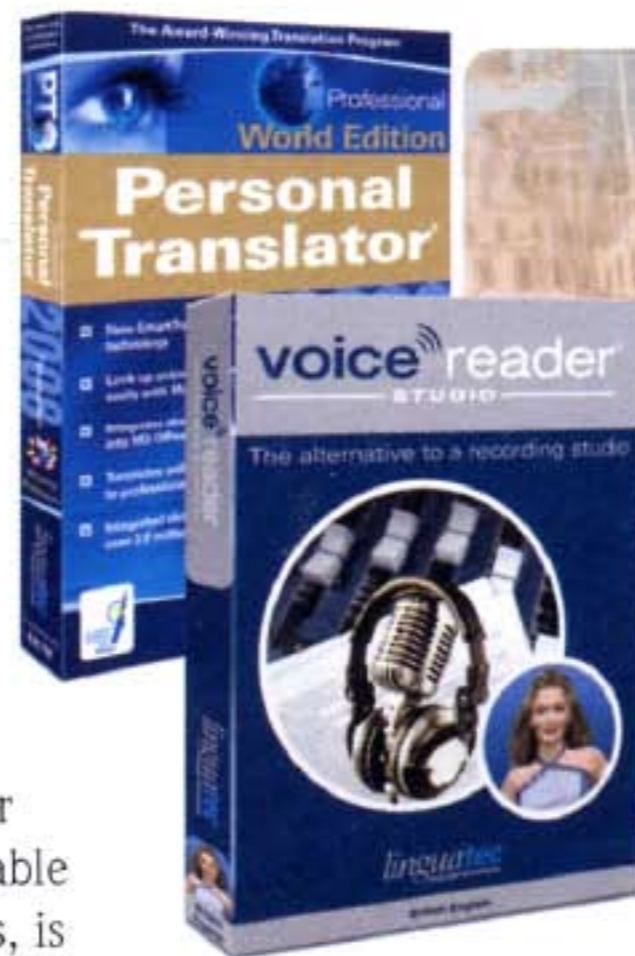
German translation outfit picks the UK for its first international launch...

## Scott Bicheno

LINGUATEC currently owns 80 per cent of the German software market and, having decided there is demand in the rest of Europe for translation software, that it's going to branch out. It picked the UK for its first launch as it believes the UK market is Europe's most developed in terms of IT consumption and web savvy population.

Dr Reinhard Busch, the CEO of Linguattec, spoke to *PC Retail* to explain what he thinks his company has to offer. "We are excited to bring Linguattec's software solutions to the UK. Both the *Voice Reader Studio* and *Personal Translator 2008* are a cost effective, efficient tool for any

business and will allow easy expansion into the global market," he said. *Personal Translator* is a piece of software that enables automatic translation of entire documents and websites. Busch thinks that in our globalised economy, the demand for making documents available in a number of languages, is large and growing. *Voice Reader Studio* is a professional text-to-voice tool, with which you can render any text into spoken narrative. The software can be used to add polish to a powerpoint presentation and of course it's also useful for assisting the



CEO Dr. Reinhard Busch, believes there is a huge demand for translation software

visually impaired. Busch think there is something for every part of the channel, as Linguattec offers a full spectrum of products, ranging from consumer to corporate. "With a wide range of software,

customers will range from home users and students to small businesses," said Busch. "Businesses can translate documents, create podcasts or even produce voice-overs." Linguattec is being distributed in the UK by Interactive Ideas.