



For Immediate Release

May 9, 2002

Iverson to Show SDLX and Workflow Demos at ASTD

June 3rd to 5th, 2002 – ASTD in New Orleans – See SDLX and Workflow Demos!

Iverson Language Associates, Inc. will be exhibiting at the American Society for Training and Development (ASTD) International Conference and Exhibition on June 3rd to 5th, 2002 at the Ernest N. Morial Convention Center in New Orleans, Louisiana.

At the **Iverson** booth, (#2409), guests will be treated to a demo of the SDLX translation memory software. This is an invaluable tool for enhancing the capabilities of translators, translation agencies, and companies with translation/technical writing departments to produce quick and accurate translations at a cost savings. As a reseller and end-user of SDL products, **Iverson** has first hand expertise using and demonstrating this software.

Also featured at the **Iverson** booth will be a demo using an internet-based workflow management tool. This demo highlights the ability of companies and organizations to communicate regarding all aspects of product development and implementation, using an Internet site as the universal portal of information exchange.

Case studies on translation/localization, computer-based training programs, technical writing, and knowledge management from different areas of industry will be available as a courtesy to those who visit the **Iverson** booth.

Iverson Language Associates, Inc., headquartered in Milwaukee, is a leader in translation/localization, interpretation, technical writing and multimedia production. **Iverson** provides translation, desktop publishing and project management to a wide variety of industries such as manufacturing, finance, travel, advertising, high tech and education. For more information, please logon to the **Iverson** website at www.iversonlang.com.