



For Immediate Release

April 12, 2002

Iverson to Exhibit at STC, May 5th – 8th 2002

Iverson Language Associates, Inc. will be exhibiting at The Society for Technical Communication (STC) 49th Annual Conference and Exhibition on May 5th to 8th, 2002. The SCT Annual Conference will be held at the Opryland Hotel in Nashville, Tennessee.

At the **Iverson** booth, (#313), guests will be treated to a demo of the SDLX translation memory software, an invaluable tool for enhancing the capabilities of companies to provide quick, 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 one of the knowledge management services that **Iverson** provides its clients: developing and implementing a company-wide structure to gather and relay information (both internally and externally) regarding all aspects of product development and implementation, using a secure 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, Wisconsin is a leader in translation/localization, interpretation, technical writing and multimedia production. **Iverson** provides translation, knowledge management, 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.