



**For Immediate Release**

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**Wimmerlin Publishes Article on Translation Memory**

*-Language Expert Stresses Importance of Human Element*

MILWAUKEE -- H el ene Wimmerlin recently published an article in the March 2004 edition of Multilingual Magazine entitled, "The Case for Proofing 100% Matches." In this article, Wimmerlin presents the rationale and benefit of conducting reviews when using translation memory (TM) software during the translation process.

The article underscores the importance of incorporating a human element, in conjunction with the advantages that translation memory software technology offers. "...a TM system is just a piece of software that doesn't have the insight and understanding that a human being might have...the purpose of TM tools is to assist translators – not to replace them."

Wimmerlin earned her Master's Degree in Translation from the University of Wisconsin-Milwaukee, and her M.A. in Specialized Translation from the Universit e des Sciences Humaines of Strasbourg, France. She is a member of the American Translators Association (ATA) and an Associate Lecturer at the University of Wisconsin-Milwaukee where she teaches Computer-Assisted Translation (CAT). She is employed with Iverson Language Associates, Inc. as an Account Executive.

**Iverson Language Associates, Inc.**, headquartered in Milwaukee, Wisconsin, is a leader in managing document translation, and a reseller of SDLX translation memory software. **Iverson** provides translation, interpretation, desktop publishing and project management to a variety of industries such as manufacturing, finance, hospitality, health care and education. For more information, please visit the **Iverson** website at [www.iversonlang.com](http://www.iversonlang.com) or contact Steve Iverson, President.