

SDLO

The logo consists of the letters 'SDLO' in a bold, white, sans-serif font. The letter 'O' is replaced by a stylized yellow planet with a white ring. The planet has a bright yellow center and a white ring that curves around it. To the right of the planet is a white swoosh that starts from the top of the planet and curves downwards and to the right.

**SDL** | Trados  
Studio 2009

*Innovation Delivered.*

The future ...today

**SDL** | **TRADOS**  
TECHNOLOGIES

- **1984** saw the launch of TRADOS GmbH (TRAnslation & DOcumentation Software) as a Language Service Provider by Jochen Hummel and Iko Knyphausen in Stuttgart, Germany to provide translation services for IBM.



■ **TRADOS**

- **1990** brought the first version of one of TRADOS's main applications MultiTerm. MultiTerm was initially created as a terminology management tool for DOS.
- MultiTerm was the first commercially successful terminology management system and dominates this category until today



- **1994** saw the first Translator's Workbench developed to run on Microsoft Windows. TRADOS was very fast successful with the new Workbench (200 licences to the European Commission, and a further 200 licenses to Berlitz).
- **June of 1994** brought the release of MultiTerm Professional 1.5 which included; fuzzy search to deliver successful searches (find all word forms, compound terms, spelling mistakes), a dictionary style interface, faster searches through use of new highly compressed data algorithms, drag and drop content into word processor and very powerful layout possibilities.
- During the same year TRADOS brought the first commercial alignment tool on the market TAlign, which later as Windows Version was marketed as WinAlign

# History of SDL | TRADOS



2000

2001

2003

2004

2006

2007

2008



- **In 2009**, SDL TRADOS celebrates 25 years of translation memory technology
- SDL Launches revolution in translation productivity – SDL Trados Studio 2009

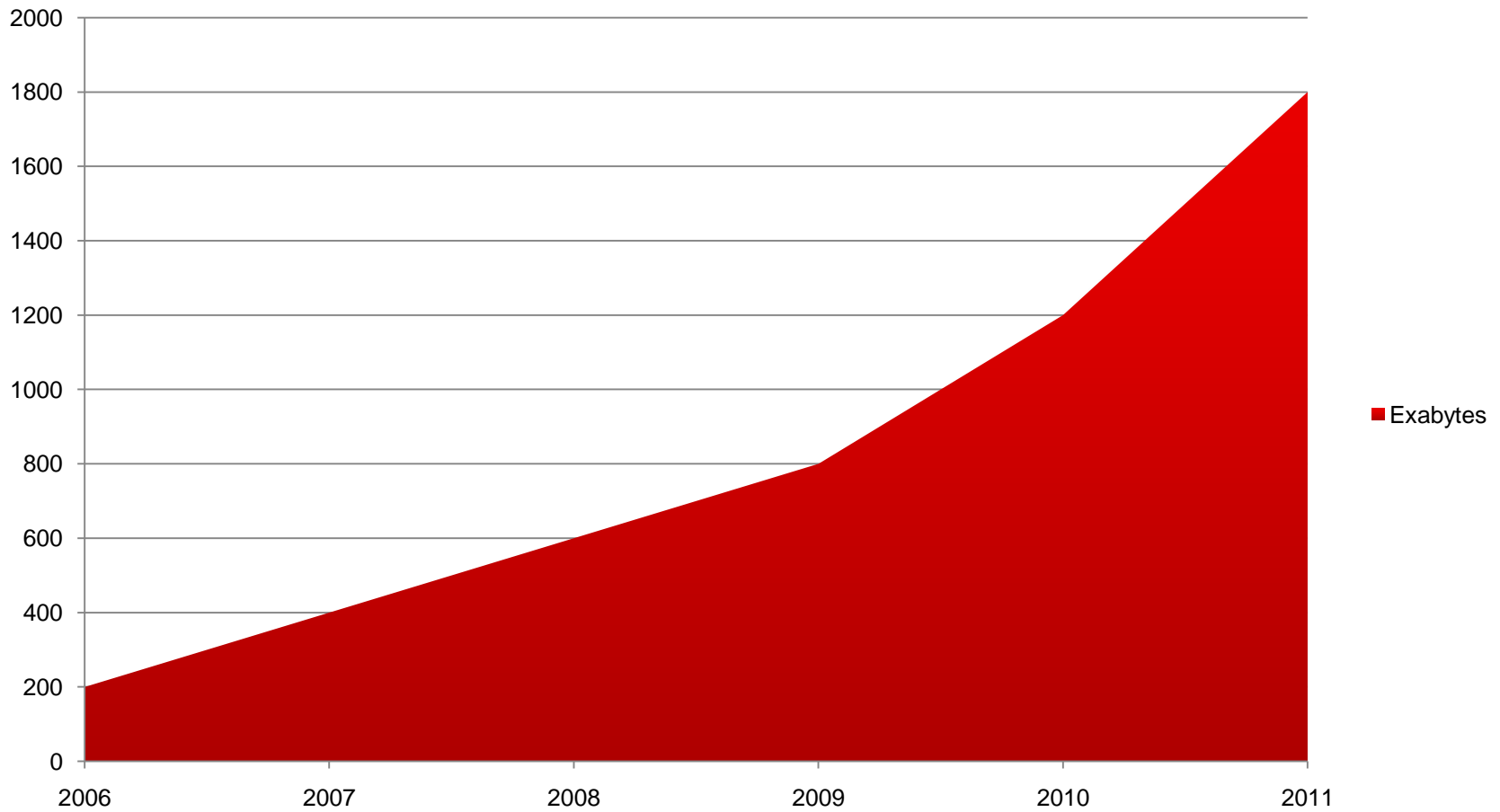


# From Conception to Development...

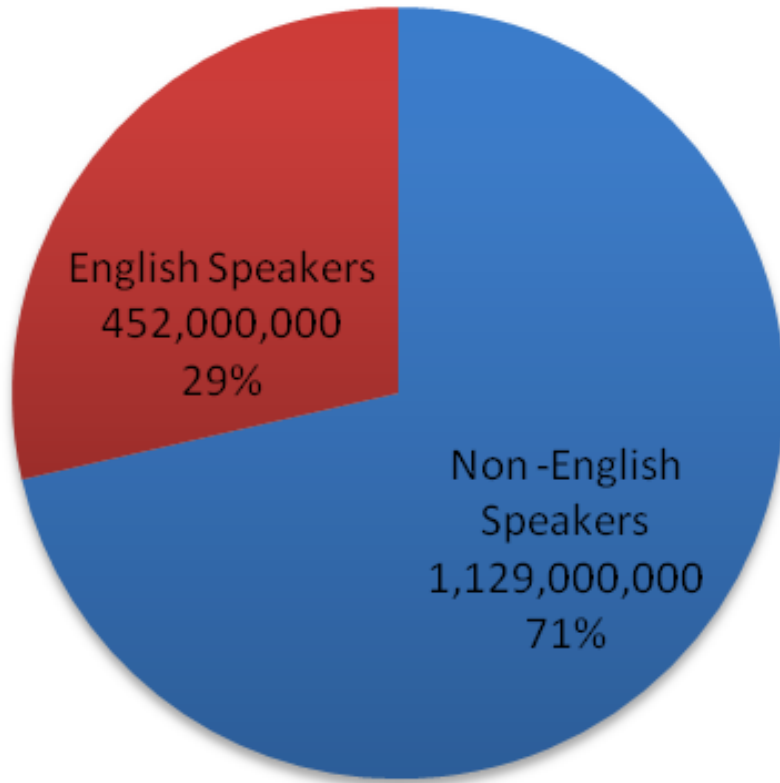
- **INVESTMENT.** SDL Trados Studio 2009 is the result of over 25 years development and \$100m in R&D expenditure
- **FEEDBACK.** It includes over 80 ideas from [ideas.sdltrados.com](http://ideas.sdltrados.com) – the industry's only platform for the open exchange of product feature suggestions and ideas
- **BEST OF BOTH. AND MUCH MORE.** It takes the best of both worlds – SDLX and TRADOS – and offers customers unprecedented productivity gains
- **INNOVATION.** Behind SDL Trados Studio 2009 lay the industry's largest team of product managers, developers, beta testers, support, marketing and sales experts – ready to show the industry how innovation is meant to be delivered

# Why? Content is expanding

## Exabytes

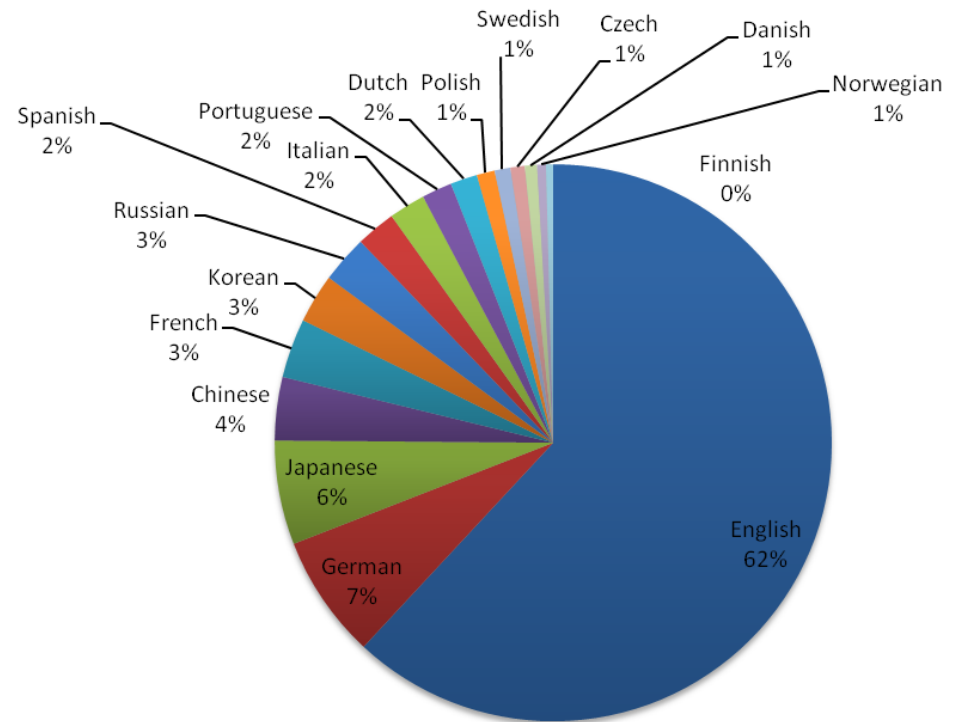


# In which language?



Millions of Users

## Pages by language



- **Technology could play a role in easing the tension between productivity and quality.**
- **By allowing more time for translation and less time spent on more trivial quality checks – the result could be a higher quality translation produced in less time.**

## The ultimate goal

