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e-Learning Localization Group

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Washington, DC April 2, 2002 – Globalization Partners International (GPI) has launched an e-Learning Localization Practices Group in its Rio de Janeiro, Brazil office. The group was formed in response to a demand for the translation and localization of e-Learning content and applications into Brazilian Portuguese for the Brazil market.

GPI's e-Learning Localization Group is composed of translators, multimedia design and authoring specialists, localization engineers and database developers with expertise in the creation and localization of multilingual multimedia.

“The formation of the Brazil e-Learning Localization Group demonstrates an increased capacity and cost-effectiveness in providing e-Learning localization services to companies who need to deliver e-Learning in Brazil,” said Martin Spethman, GPI's Managing Partner USA. “The Brazil center is staffed with the right mix of software and website localization professionals and Portuguese translation teams, which are built around a client's required subject matter and delivery platforms.”

Jorge Marinho, who is in charge of GPI's Brazilian e-Learning Localization Group stated “the group regularly works with Macromedia's suite of products including FLASH and Dreamweaver, with Powerpoint continuing to be a common authoring tool for e-Learning. The proprietary web applications and e-Learning portal solutions bring their own interesting mix of internationalization and localization issues, which must be addressed in order to enable these applications to appropriately deliver e-Learning in Brazil. The compelling cost-savings achieved by offering distance learning in a geographically dispersed country like Brazil has made multilingual e-Learning solutions a popular investment right now.”

About Globalization Partners International (GPI)

Globalization Partners International, LLC., (www.globalizationpartners.com) provides document, software and website internationalization, localization and translation services into over 50 languages including Arabic, Chinese, French, German, Italian, Japanese, Korean, Portuguese, Russian and Spanish.