



**For Immediate Release**

April 12, 2002

**Iverson to Exhibit at STC, May 5<sup>th</sup> – 8<sup>th</sup> 2002**

**Iverson Language Associates, Inc.** will be exhibiting at The Society for Technical Communication (STC) 49<sup>th</sup> Annual Conference and Exhibition on May 5<sup>th</sup> to 8<sup>th</sup>, 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](http://www.iversonlang.com).