



PRESS RELEASE

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## **SDI LAUNCHES TRANSLATION SERVICE FOR THE WORLD WIDE WEB**

**Subtitling & Dubbing International (SDI) is launching a service under its own brand Worldword.net focusing on the translation of materials distributed over the Internet. Initially, translation into 19 languages will be available.**

The languages to be offered from the beginning are Swedish, Norwegian, Danish, Finnish, Russian, Estonian, Latvian, Lithuanian, English, French, German, Dutch, Italian, Spanish, Arabic, Japanese, Chinese, Thai and Korean. Activities will be based in Stockholm to start with, but the goal is to export operations to all SDI offices.

“Through this initiative, we are expanding our range of translation services and can offer even better service to customers,” says Staffan Samuelson, president of SDI.

The lion’s share of content on the World Wide Web is available only in English. Yet less than 10% of all people have English as their first language. The great majority of people living in Europe and Asia have a limited capacity to grasp information in English. For example, only 34% of company employees in Germany understand documents written in English, while in Sweden 85% can. As Internet access spreads among non-English speaking people, the demands made on translations of electronic information are increasing.

SDI is the world’s largest supplier of subtitling for television and cinema, DVD and videocassettes. SDI was founded in 1981 and operates subtitling and dubbing businesses in Sweden, Norway, Denmark, Finland, Estonia, Latvia, Lithuania, the Netherlands, Great Britain, France, Lebanon, Israel, Singapore, Hong Kong, Japan, Taiwan, and Thailand.

**For additional information, please contact Staffan Samuelson, president of SDI, telephone +46-8-5220 3040 or +46-70-762 0057.**

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