



## **NEWS RELEASE FOR IMMEDIATE RELEASE**

**ForeignExchange Translations, Inc.**  
411 Waverley Oaks Rd., Suite 315  
Waltham, MA 02452  
(781) 893-0013  
[www.fxtrans.com](http://www.fxtrans.com)

### **Heuberger Featured Panelist at Localization World**

#### **ForeignExchange president to share CBT expertise**

Waltham, MA, June 18, 2007 – ForeignExchange Translations president and founder Andres Heuberger will be a featured guest panelist at Localization World’s European Conference, taking place this week in Berlin, Germany.

Heuberger will be one of two speakers at a conference plenary session on designing computer-based training (CBT) for localization. The other speaker will be Eoghan O’Maolain of Rendition Digital, who was also a featured speaker at a recent ForeignExchange audio conference on the same topic.

One result of globalization is the trend towards training staff using computer-based training modules. In their workshop, Heuberger and O’Maolain will share their expertise with delegates, discussing best practices for putting together a computer-based training program that can be easily localized and used successfully with staff in many different countries.

“I am pleased to be participating in Localization World Europe once again, and also excited to be taking part in this particular session on computer-based training,” says Heuberger. “CBT offers a lot of promise for global companies, but there are significant pitfalls as well. ForeignExchange has done a lot of work in this area, and I am happy to share some of the valuable insight we have gained.”

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**About ForeignExchange Translations**

ForeignExchange Translations, Inc. is redefining the delivery of foreign-language services to the medical device, biotechnology, and pharmaceutical industries. ForeignExchange's solutions are based on its proprietary Multilingual Compliance Process, combining expert linguists, best-of-breed technology, and measurable translation quality in a robust and scalable process that can be deployed in multiple languages simultaneously. ForeignExchange provides Internet globalization, software localization, and technical translation solutions to clients such as Abbott (NYSE:ABT), Pfizer (NYSE:PFE), GlaxoSmithKline (NYSE:GSK), Baxter (NYSE:BAX), and Medtronic (NYSE:MDT). For more information, please visit [www.fxtrans.com](http://www.fxtrans.com).