

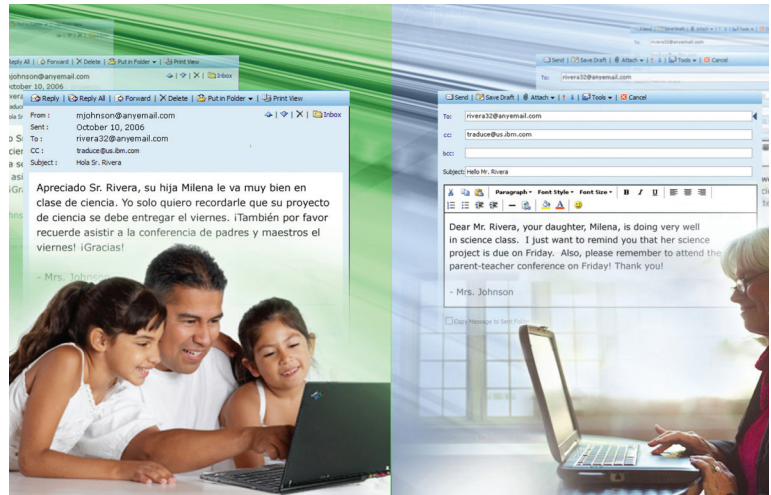


*“Never should there be barriers that prevent parents from being active participants in the school life of their children. ¡TradúceloAhora! affords us that opportunity to remove a language barrier. We are grateful to IBM for always striving to make the world a smarter place.”*

—Jeanne Goka, Principal, Ann Richards School for Young Women Leaders

## ¡TradúceloAhora! (Translate Now)

*IBM translation technology bridges language divide between schools, Hispanic community*



IBM's ¡TradúceloAhora! enables bidirectional translations (English-to-Spanish and Spanish-to-English) of emails between parents and teachers.

Imagine for a moment if the flood of emails you receive daily suddenly became an indecipherable series of fonts and symbols. Unfortunately, this scenario is a reality for many Spanish-speaking individuals with limited English skills.

It's a situation that is especially frustrating for parents when it comes to online correspondence with their child's school. Now, there's a solution: ¡TradúceloAhora! (Translate Now!), a grant program featuring IBM's automatic translation technology.

### **Bidirectional translations**

More than 700 schools and not-for-profit organizations in the U.S. and Latin America are participating in the ¡TradúceloAhora! grant program, which is opening up a world of information on the Web for Spanish-speakers. Also, bidirectional translations (English-to-Spanish and Spanish-to-English) of emails is helping parents better communicate with their children's teachers.





¡TradúceloAhora! is an IBM program that automatically translates Web pages and emails from English to Spanish and vice-versa.

“The Digital Divide means more than simple physical access to a computer,” said Robin Willner, vice president, Global Community Initiatives, IBM Corporate Citizenship and Corporate Affairs. “It’s the ability to access relevant Web content and understand important information available on the Internet. It’s equally important for Spanish-speaking parents to understand emails on school-related topics from their children’s teachers.”

### IBM WebSphere Technology

¡TradúceloAhora! uses an enhanced version of IBM WebSphere® Translation Server software, which continues to improve based on comments and feedback from users. The program has been very successful in opening up a world of information on the web for Spanish speakers — jobs, legal aid, education, health care, immigration — and enabling greater communication with teachers and others.

“It was so difficult before to connect with my child’s doctor over the phone but now I can send an email and now he responds promptly. I can now send in my questions and concerns before scheduled visits so that I make sure to get the answers I need about my child’s health and medication. I really feel more empowered now that I am able to have my concerns addressed,” said a member of the New Jersey Statewide Parent Advocacy Network.

The Tomás Rivera Policy Institute, recognized as the nation’s premier Latino think tank, conducted an independent evaluation of the grant program and concluded that the ¡TradúceloAhora! automatic translation software was of significant benefit to the participating organizations and their constituents.

For more information on IBM Corporate Citizenship and Corporate Affairs, visit [ibm.com/ibm/ibmgives](http://ibm.com/ibm/ibmgives) or call 914-499-1900.



© Copyright IBM Corporation 2010  
Produced in the United States of America  
February-10  
All Rights Reserved

IBM and the IBM logo are trademarks of International Business Machines Corporation in the United States, other countries or both.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

This publication contains non-IBM Internet addresses. IBM is not responsible for information found at these Web sites.



Please Recycle