

Straker Translations Limited  
Level 2, Building 3  
61 Constellation Drive  
Rosedale 0632  
NEW ZEALAND

ARBN: 628 707 399

Ph: +64 9 801 0648

[www.strakertranslations.com](http://www.strakertranslations.com)

[investors@strakertranslations.com](mailto:investors@strakertranslations.com)

## **ASX ANNOUNCEMENT**

31 July 2020

### **The 2020 Straker Translations technology demo / roadmap investor briefing**

Straker Translations Limited (ASX: STG), a world leading translation platform building the future of global communication bringing machines and humans together, will host a technology demonstration and roadmap briefing for investors at 4pm AEST on Tuesday 4 August 2020.

The webinar, by Straker Translations' Head of Platforms, Gianluca Savenije, will explain the future of translations services and where technological innovation drives growth, providing investors with an overview of:

- How the Ai powered RAY platform leads the industry in Ai driven productivity for translators
- How billions of data sets are captured and used to drive productivity improvements
- The full suite of functionality on the Ai powered RAY platform
- How data is used to provide productivity based pricing
- How thousands of freelance vendors are managed on the platform
- Media features supporting localisation of video assets at scale
- Various other automation and integration features.

Attendees will better understand how the Ai powered RAY platform simplifies the translation process for Enterprise customers, its key features that make it unique in the industry, and Straker Translations' position as a technology leader in the multi-billion dollar localisation industry.

Attendees will have the opportunity to ask questions in a virtual Q&A format.

Attendance is free; however, pre-registration is required.

#### **Virtual presentation details**

|              |   |
|--------------|---|
| Title        | Straker Translations technology demo / roadmap  |
| Time/date    | 4pm AEST, Tuesday 4 August 2020   |
| Registration | <a href="https://us02web.zoom.us/webinar/register/WN_h2RoAUTPTOaPPo7VfHfzhg">https://us02web.zoom.us/webinar/register/WN_h2RoAUTPTOaPPo7VfHfzhg</a> |

*This announcement has been approved for release by the Board of Straker Translations Limited.*

**For further information, please contact:**

**Corporate:**

Grant Straker, CEO & Co-Founder  
E: [grant@strakertranslations.com](mailto:grant@strakertranslations.com)  
P: +64 21 512 484

**Investors:**

Ronn Bechler, Market Eye  
E: [ronn.bechler@marketeye.com.au](mailto:ronn.bechler@marketeye.com.au)  
P: +61 400 009 774

**About Straker Translations**

Based in New Zealand, Straker Translations has established itself as a world leading Ai data driven translation platform powering the global growth of businesses.

Straker Translations has developed a hybrid translation platform that utilises a combination of Ai, machine-learning and a crowd-sourced pool of freelance translators. The Company's cloud-based platform manages the end-to end translation process, leveraging Ai, machine-learning to create a first draft translation and subsequently matching the customer's content with one or more of the approximately 13,000 crowd-sourced human freelance translators for refinement.

This process is managed using Straker's proprietary "RAY Translation Platform", which has been developed over eight years and is an enterprise grade, end-to-end, cloud-based platform. By leveraging machine translations and its big data assets, the RAY Translation Platform enables the delivery of faster and more accurate translations, lowering the time and cost to deliver versus traditional translation services. The platform can be integrated directly into customers' systems and consists of a customer dashboard, machine translation integration and modules for assisting and managing translators.

For more information visit: [www.strakertranslations.com](http://www.strakertranslations.com)