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[Select Language](#) | ▼

Press Release

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[MTA Headquarters](#)

IMMEDIATE

### MTA Expands Its Foreign Language Reach Through Automatic Website Translation Pilot

The Metropolitan Transportation Authority took a major step to improve communication with its foreign speaking customers by piloting an automatic translator on its website [www.mta.info](http://www.mta.info).

The "WorldLingo" automated translation program will translate a web page into 12 different languages: French, German, Italian, Portuguese, Spanish, Russian, Dutch, Greek, Japanese, Korean, Simplified Chinese, or Traditional Chinese simply by clicking on flags from the country where each language is spoken. The flags will appear at the bottom of each page on the MTA site.

"We are piloting this automatic translator in order to serve both foreign speaking New Yorkers and international visitors who use our website to get around New York or simply get information about the MTA," said MTA Executive Director Katherine N. Lapp. "We are experiencing record numbers of visitors to our site and we expect that this will attract even more customers to the site and to our system."

As with all computerized translation services, WorldLingo provides a literal, word-by-word translation of the English-language text. Its Instant Website Translator is a turnkey system that gives the MTA the ability to provide its customers with speedy multilingual translations in seconds.

The MTA pilot translation program will track usage over the next six months to evaluate the success of the translation engine.