

We Translate: Users can now easily translate Spanish, English, ASL (American Sign Language), and SSL (Spanish Sign Language)

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Users can now translate more effectively and learn about other cultures and dialects with the design inclusive We Translate app.

Whether you are learning a new language, visiting a different country, or simply bumping into someone who doesn't speak your language-- We Translate can help. All of us need help communicating sometimes, and We Translate provides a tool that helps; the problem is that many machine translators are unable to process the context in which a language is being used; which is necessary in order to correctly produce a translation. We Translate can help solve this problem by empowering users to help promote translational equivalence by entering and communally editing translations. We Translate provides users with instant translation that is both dialect and culturally sensitive for Spanish, English, ASL, and SSL languages. There is also a phrasebook category that allows users to quickly access common phrases one might use such as "where is the bathroom?". We Translate also uses VoiceOver, providing spoken descriptions of the translations.

We Translate has great options for helping users communicate, one of the product designers, Olivia Finholm, explains " We made We Translate to create an easy to use digital community and experience for We Translate users. We believe that translational equivalence is important to understanding culture and people deserve an app that helps

them understand one another and broaden their horizons in order to make a more inclusive society.”

Get started with us today by downloading the app, We Translate, or checking out our website wetranslate.com. Once it is installed on your phone, or you are on the website, allow We Translate to access your location, and simply fill out your information to create an account and join our community.

Current We Translate user, Angela Jones, believes this app helped understand new perspectives, “It helps me talk to my neighbor, who is deaf. Without this app, communicating would have been so difficult and I probably never would have bothered to try! What started out as learning how to sign ‘good morning’ turned into me finding a passion for ASL and gaining a new friend. I have even contributed some slang ASL signs to the We Translate community! We Translate has opened so many new doors for me, and I am so grateful.”

We Translate is simple to use and easy to understand-- download the application at the app store, or to learn more by visiting wetranslate.com/about

Hi Olivia,

Thanks for submitting your Press Release about the We Translate app. I thought that this was a great idea and that you spent time thinking of different ways that this would benefit the end user.

As a reminder, this service focuses on up to 10 pages/2500 words and provides feedback on up to 2 issues. When you read your returned submission, you will see that I inserted comments related to:

- **Redundancies and Word Choice:** While mentioning the name of the app was great, it happened a bit too much in the two pages here. Also, there were some points in which you attempt to transition from one sentence to the next, but ended up saying the same idea twice.
- **Punctuation and Editing Strategies:** The punctuation was a small issue that I saw, but the bigger problem was the typos that made their way in here. Hopefully you can use some of the strategies to look for the rest in your paper.

I know there were a lot of different boxes checked on the appointment form, but there was only so much time to work on some issues. I think that these are going to be the most beneficial to you.

I see that this is due tomorrow, but if next time you want to submit a draft sooner I would love to help you continue to work on your writing!

Thanks,

Jon

Professional Writing Consultant
The Writing Center at CU Denver