Computer Translation Service
Provided by Babylon.com

DALIA BLUMENTHAL
Babylon.com Ltd., Israel
About Babylon.com

Babylon.com Ltd. revolutionizes the way people retrieve and share information, turning any individual, business or organization into an expert. Founded in 1997 and based in Israel, the company provides information @ a click to over 6 million users around the world. Ranked number one in user satisfaction on CNET, Babylon's freeware provides concise, instant search results with its knowledge-sharing glossaries, translation capabilities as well as currency, metric and time zone conversions.

Bringing a world of information to users' fingertips in a single click, Babylon.com's freeware instantly unlocks everything from definitions to translations to conversions. Babylon's platform enables individuals, businesses and organizations to easily share their own expertise with millions of Babylon users worldwide.

For the first time, individuals and organizations can share their knowledge of specific subjects, instantly reaching others and simplifying the way users retrieve and share information. This freeware enables users to access definitions and translations from hundreds of glossaries, covering everything from martial arts and fraternity terms to medical and legal definitions.

With Babylon, individuals and organizations interested in sharing their expertise with others can create a glossary on any topic and submit it to Babylon through its Web site for others to use. By clicking on any word - whether online or offline - users see a dialogue box providing definitions and additional information on that word, as well as its source from the company's growing base of

glossaries. Babylon does not choose the information for its users, but allows them to select the source of their information, creating a unique user experience.

Babylon's already-established user base can continue to rely on its traditional functions: translation of any word into a variety of languages, conversion of currencies, metrics and time zones and a text-to-speech option that allows users to hear the correct pronunciation of a desired word.

BABYLON FEATURES

As Babylon's comprehensive databases, multi-language capabilities and conversion rates are frequently updated and enhanced, users receive automatic downloads of new information while they are online without having to reinstall the freeware.

In addition to Babylon's extensive glossaries and databases, users can also retrieve a quick definition as well as additional information on a selected word through Babylon's list of search engines and reference sites. By subscribing to glossaries, the information users want will be the first to appear every time they click on a word. The more glossaries users subscribe to, the more tailored their results will be.

Committed to its customers, Babylon took the feedback it was receiving from those who use the freeware daily and worked to change its look in order to maintain its simplicity and ease-of-use. Babylon listened to its customers' concerns and made key revisions to its dialogue box.

Additional features Babylon offers its users include:

• Free to Download: Babylon is available free of charge at www.babylon.com.
• Access Traditional Functions: Translate from English to a variety of languages, convert currencies, measurements and time, and hear the correct pronunciation of any word, value or expression with the text-to-speech option.

• Online Optical Character Recognition: Babylon.com's patented technology, using Online Optical Character Recognition (OCR), recognizes italicized fonts and text in bitmaps.

• Easily Customizable: Babylon's freeware allows the users to choose their own information. Users can save search results, install desired glossaries into a Favorites list, arrange glossaries into folders, rate glossaries from a 5-star system and re-size the pop-up information window according to their preferences. Additionally, users can choose to work online or offline by downloading certain glossaries to their hard drive.

• Revolving icon - recently added to indicate the connection status, online/offline/unable to connect, and also included is the option to delete saved definitions in the "Save-it" mode.

• Lighter interface - applied in yellow and with quicker refreshes of the window

• Re-sizeable search box & menu bar - with additional "convert" and "recommend" buttons that may be seen or hidden depending on the size of the window.

• Established Ability: Babylon has over 7 million users to date (November 2000) and represents the largest and fastest growing database of information on the Web. The freeware is compatible with Windows 95, Windows 98, Windows 2000 and Windows NT.

GLOSSARIES

Not only can individuals and organizations choose the information they want to receive, but they can also share their knowledge on a desired topic with others. With the Babylon Builder, they can create their own glossaries and share them with Babylon's millions of users. Additionally, the builder can process and show graphics in JPEG and Bitmap formats if the user would like to show a picture as part of his or her glossary.

Babylon.com allows users to search for specific glossaries in two ways: by browsing through the index of categories and subcategories, or if users know exactly what they are looking for, they can find information by typing in a keyword in the search option.

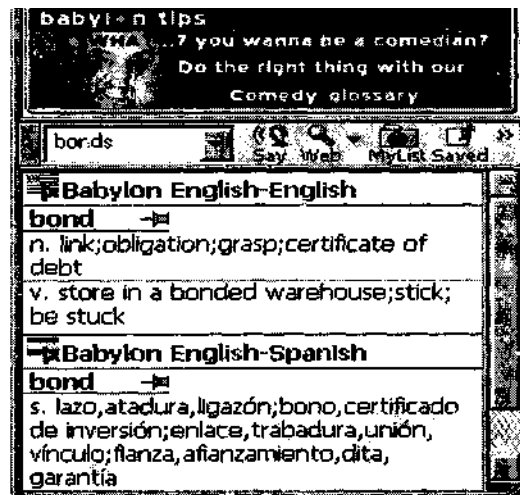Fig. 1 Have instant access to Britannica definitions at your fingertips

Fig. 2 Babylon translations feature covering over 90% of
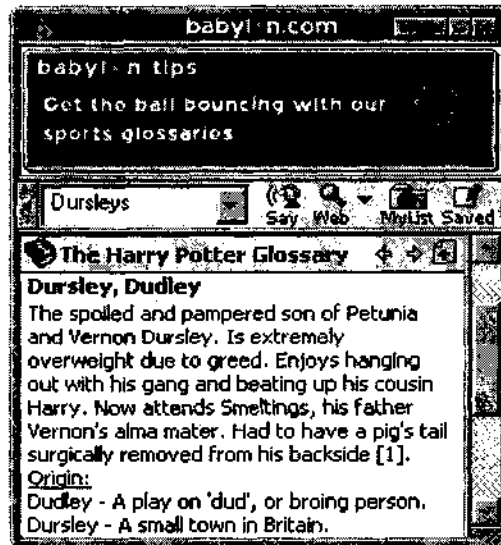languages spoken on the web.

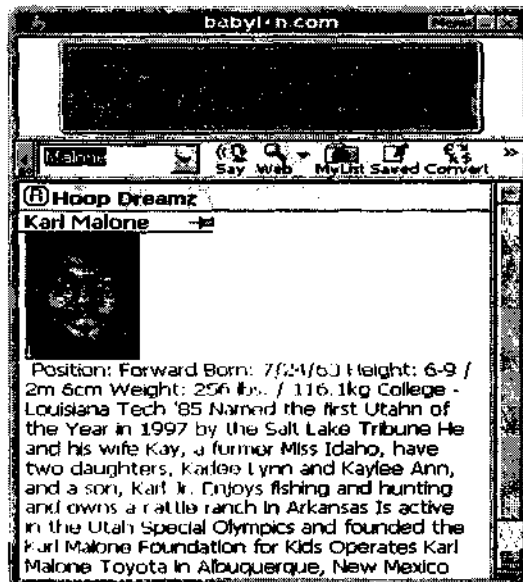Fig. 3 Sports glossary created in the Babylon Builder by a user - including pictures

Fig 4. Another user-created glossary covering over 600 terms from the
famous Harry Potter series

Figure 5   Babylon's conversion feature — Get instant conversions of currencies,
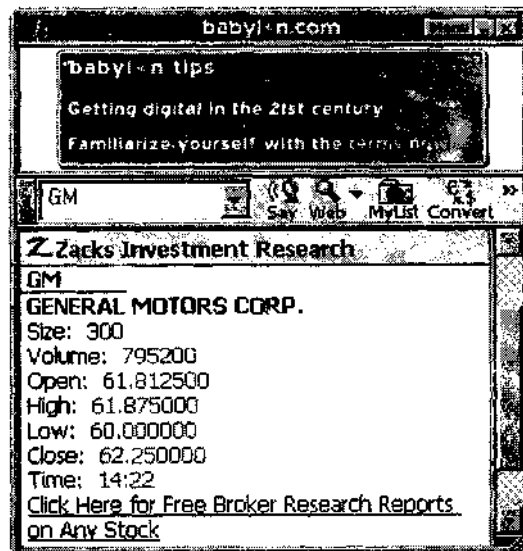time zones and measurements

Figure 6 - *Get Stock quotes @ a click* from partnership with
Zacks Investment Research

Figure 7 Babylon makes it easier for you to stay healthy
get nutritional value instantly