



Globalization Partners International (GPI) and ON24, Inc., translate best-selling author Mike Bosworth's Customer Centric Selling webcast into Chinese and Portuguese.

Webcast [Translation Services](#) offered by Globalization Partners International and On24, Inc., for both 'live' and 'on-demand' events announced.

WASHINGTON, DC, - SAN FRANCISCO, CA, January 12, 2006 - Globalization Partners International (GPI), a provider of website, software and documentation [translation services](#), and ON24 Inc., the global leader in webcast and multimedia communication solutions, today announced the launch of their [Webcast Translation Services](#). To showcase the new service offering audiences worldwide can view the popular Customer Centric Selling webcast by Mike Bosworth in Simplified Chinese and Brazilian Portuguese. Mike Bosworth is a founding partner of CustomerCentric Systems and also is the best-selling author of *Solution Selling: Creating Buyers in Difficult Selling Markets* (McGraw-Hill, 1993) and co-author of *Customer Centric Selling* (McGraw-Hill, November 2003).

“Translating the Customer Centric Selling webcast into Chinese and Portuguese has now made our webcast available to China and Brazil’s growing business and consumer populations hungry for US-style management and sales consultation,” says best-selling author Mike Bosworth. “Both markets are now billed as star performers among the new global players of the 21st century, along with Russia, India, and Korea, known as the BRICKs, and we wanted to reach them in their native languages.”

“Webcasts are becoming a venue of choice for companies that want to communicate with potential customers and employees worldwide. By providing [translation services](#) for webcasts, GPI and On24 are enabling companies to offer more engaging content in a self service, experience-as-many-times-as-you-need format,” says Martin Spethman, GPI’s Managing Partner. “GPI - On24’s packaged offering includes translation of registration pages, lobby pages, slide consoles, PowerPoint slides, audio scripts with dubbing, captioning and hosting, as well as target audience user testing conducted in over 20 countries.”

“ON24’s delivery platform ensures audiences globally can download a company’s customized webcast 24/7,” says Michael LaRocco, On24’s Operation Manager. “With a simple user interface, On24’s clients can deliver customized [multilingual audio](#) and video webcasts to their customers with no downloads or plug-ins required, no pay-per-seat pricing, multi-faceted interfaces for company branding and detailed reporting to track ROI on a webcast.”

About Globalization Partners International (GPI)

Globalization Partners International, LLC., (www.globalizationpartners.com) provides document, software and website internationalization, localization and translation services into over seventy-five languages including Arabic, Chinese, French, German, Italian, Japanese, Korean, Portuguese, Russian and Spanish. For more information contact: Martin Spethman at mspethman@globalizationpartners.com or 866-272-5874.



About On24

ON24 is a leading provider of global webcast and multimedia communication solutions. ON24 offers one-stop solutions for internal and external multimedia communications for customers in the enterprise, technology, life sciences, government and financial services industries. More than 500 leading companies including Cardinal Health, Cisco Systems, Credit Suisse First Boston, Hewlett-Packard, Merrill Lynch, NCAA, Philips, and Sun Microsystems use ON24 for activities such as conferences and events, product launches, sales training, continuing medical education, executive announcements, equity research and financial road shows. Companies interested in learning more about ON24's complete line of webcasting solutions can call 415.369.8000 or send inquiries to solutions@on24.com.