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For Immediate release

Translator with Speech for Windows Phone by Brillisoft now Officially in Top 5 App Downloads

The worldwide central repository for Windows Phone apps, <http://www.windowsphone.com/> has designated Brillisoft's language translation app 'Translator with Speech' as officially within the top 5 downloads for apps from their site this week.

Translator with Speech is now also the highest ranked paid translator app, and one of the highest rated, with most of those ratings being 5 star. With a price tag of just USD \$2.99, there have been several hundred thousand downloads thus far, representing the biggest market share of all paid translator apps on the Windows Phone platform.

Despite an industry wide slowdown in app downloads as reported by <http://gigaom.com>, Brillisoft continues to go from strength to strength in a saturated and competitive market. Gigaom reported that recent figures attest to at least 66% of USA Smartphone owners not downloading any new apps in any given month in 2014. On first reading this statistic, one might be quite surprised to learn that Nick Kairinos, chief architect at Brillisoft, actually welcomes this slowdown. Nick said:

"These latest statistics confirm our findings, that customers are demonstrating a move to quantity and reliability in apps over quantity and gimmickry. It's a simple demographic, quality apps continue to be downloaded daily by discerning customers who want something reliable, and above all, utilitarian. This move by Translator With Speech for Windows Phone into the top 5 is another example of a genuinely useful, quality product being recognised for what it is. In short, we're evidently reaching our target customer with a winning product."

About Translator With Speech: Technical specifications can be found here:

<http://bit.ly/translate-with-speech>

This app is a spoken translator utility for Windows Phone, which translates speech or text into 54 languages and is the perfect companion when travelling. Imagine that you're in Spain and you want to order grilled chicken. Launch the app, speak "I'd like some grilled chicken, please" in your native language, into your phone, and it will repeat the phrase in perfect Spanish to your waiter!

Advanced features, developed in response to extremely encouraging customer feedback since the app's launch in the summer of 2012, have recently been added, which have made Translator with Speech the official #1 top paid translator Windows app. Nick continued to expand on the simplicity but efficacy of the product:

“First of all, its important to remember that the app records your phrase before processing the translation, so we’ve allowed users the option of nominating a maximum recording time for their needs. On first launch, it will take about 10 or 20 seconds to load the comprehensive library of audio files, many of which will work without a data connection straight from the phone, thereby obviating the need for network connection or data roaming.

Whether or not the subsequent download of extra audio files is required, the app has been produced with economy, efficiency and user experience as paramount. Once you have used a translated phrase successfully, it can then be posted with one swipe to pre-specified social networks in any language, or recorded for subsequent use in a similar future situation. Additionally, users can copy translated text direct to the device’s clipboard or e-mail / SMS directly”.

With a download size of only 34Mb, running on Windows 7.5 to 8.1 this app is becoming an indispensable tool for business and tourist travellers alike.

Translator with Speech, it’s the app that, quite literally, speaks for itself!

ENDS

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