



Wadi Ventures press release, 30 September 2013

Bablic, the most advanced, automatic, web content localization solution completes pre-seed round from Wadi Ventures.

TEL AVIV, 15 JUNE, 2013 – BABLIC (www.bablic.com), the world's most advanced content localization solution for the web, has announced it has completed its pre-seed funding round by Wadi Ventures. BABLIC's technology allows website owners to fully localize web content (both static and dynamic) quickly and without any effort by simply pasting a snippet in the website's code. All text translations are executed by professional translators in an impressive variety of languages and the whole process takes no longer than 10 hours.

BABLIC's solution effectively allows website owners to fully localize their websites in all languages overnight.

Bablic's solution includes a variety of valuable features to provide a full localization service: Customizable language menus, automatic detection and update of new content, *ad-hoc* image localization, social and collaborative translation, CSS adaptation wizard and many more.

"We believe the value of Bablic lies in a strong combination between usability and result", said Ishai Jaffe, CTO and co-founder of Bablic. *"It is an incredibly user-friendly platform that delivers uncompromising end results. It requires no specific technical knowledge and at the same time it recreates the original user experience in every language. All this in just a few hours"*

As the markets grow increasingly global, interest in content localization is steeply on the rise. Bablic and Wadi Ventures are confident that Bablic's solution will be able to satisfy the needs of a very wide market segment, from SME to more complex e-stores in a variety of sectors and industries worldwide. In fewer words: a huge market.

Bablic already offers its services to a small group of selected customers while several more are waiting for the official launch of its services and have pre-registered for a demo.

"We are thrilled about Wadi's involvement in our company", said Ishai Jaffe "Their network and expertise are already bringing added value and this will accelerate progress significantly. I am very optimistic about the future". Jonathan Pacifici, General Partner at Wadi Ventures, also commented the deal: *"The world might be flat but web localization is a strong need for companies going global. We are confident that Bablic will be the next big thing in corporate web presence".*

Contact us:
[+972 \(0\) 3 6348059](tel:+972036348059)
info@bablic.com

www.bablic.com