



# PRESS RELEASE

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## RWS has joined Yocova as an ISV Partner

**RWS Group, a world-leading provider of technology-enabled language, content and intellectual property services has joined Yocova.**

RWS, a unique, world-leading provider of technology-enabled language, content and intellectual property services, has become a Yocova member. The UK-headquartered company with over 65 offices across the globe is a leading player of content creation in multiple languages. With over 7,000 employees, RWS has the capability to create content in any language to help businesses extend their global reach and communicate with customers and clients globally.

RWS provides its services across many industries, including regulated, government, high-tech and industrial organisations. It provides businesses with a service that helps them to meaningfully connect with their audiences and customers in multiple languages around the world.

RWS's presence in the aviation industry is going from strength to strength. Norse Atlantic Airways has recently selected a combination of its language services and Tridon to ramp up its operations, and has been working with them since autumn 2022. Driven by the need to create content in multiple languages, Norse Atlantic Airways chose RWS to deliver multilingual booking experiences to its customers.

RWS is now seeking to expand its presence further in the global aviation industry by connecting with other key global players via the Yocova platform.

### **RWS Group comment**

"Our collaboration marks a significant milestone as RWS. Together, we aim to revolutionize the aviation industry by facilitating meaningful connections, enhancing multilingual customer experiences, and extending businesses' global reach. Our unwavering commitment to excellence, and Yocova's expanding presence in the aviation sector, exemplifies the immense value this partnership brings to the global aviation ecosystem."

### **Yocova comment**

"We're delighted to have RWS onboard. Given that RWS is driven by its mission to connect people around the world with meaningful content in multiple languages, it's fantastic to have them join our global aviation community. As a member, RWS will be able to easily share its services within the Yocova Marketplace, to benefit businesses and global players in the sector. As we look to connect the world through aviation, it's fitting that RWS has joined us to strengthen this ability through their innovative communication technologies."



## About Yocova

Yocova (You Connect for Value) is an open, neutral digital platform and ecosystem for the aviation industry to collaborate, manage data, and access leading digital services from OEM partners and digital vendors.

It's an end-to-end platform for innovation: digital infrastructure and services to facilitate the exchange of ideas, data, and apps in aviation.

The platform is structured around the pillars of Community, Data Rooms, Marketplace, and Enterprise engagement:

- **Community:** the global aviation community on one open and trusted platform – connect and collaborate with aviation peers in public forums and private working groups
- **Data collaboration:** a decentralised, secure, and voluntary data API exchange giving you full control of who accesses your data to support your digital initiatives
- **Marketplace:** a trusted 'go to' aviation marketplace for digital transformation – find, try, buy, and deploy leading digital aviation apps, data API's solutions and services, or sell and manage your own through a global route-to-market
- **Enterprise engagement:** Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community.

For OEM partners, Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community. For OEM customers, a single entry-point for swift, efficient user access to all OEM digital content.

Yocova continues to pursue its growth strategy at pace with over 6,000 aviation professional members from across 425+ airlines and 840+ aviation enterprises extending across the aviation value chain, including but not limited to professionals and enterprises from airlines, business jet operators, digital/data vendors, through to airports, ANSPs and OEMs.

## About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our combination of AI-enabled technology and human expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 40+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.



We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: [www.rws.com](http://www.rws.com).

**Yocova contact details**

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