Logos Gets Revitalized

Is Logos becoming – at long last – a software factory?

Logos, the venerable developer of the eponymous MT system, is being rejuvenated by the addition of some new faces. Earlier this year, the company acquired a new president and CEO, J ens Thomas Lueck, who brings to the company a strong financial management background. More recently, Logos acquired a new vice president for development, Claus Gehner. Gehner was previously technical director of Oracle Europe. A third new hand is Peter Dressel, Logos's new vice president of sales and services, who arrived from Digital.

On the linguistic front, Logos's venerable founder, Bernard Scott, has come back on board as vice president of research. Earlier this summer, computational linguist Ian Hersey joined Logos. Hersey was previously associated for many years with the IBM NLP lab in Bethesda (now located in Cary, North Carolina). Logos currently numbers some thirty (computational) linguists and software engineers.

At American Translators' Association annual conference last November, Logos announced release 7.5 of its software, now called Multilingual Document Translation System. The new release has a new user interface based on OSF/Motif. The Logos software currently handles Interleaf, Frame, WordPerfect, and Microsoft Word file formats, something that must have warmed the hearts of the ATA crowd.

For Logos, the fresh infusion of marketing and development blood can onl y bode well for the company. For years, it concentrated on linguistic matters, largely to the exclusion of mundane but vital system and user interface considerations. A change of direction comes none too soon. Over the next few years, the battle for market share in the computer-aided translation arena is likely to be fought most fiercely in these very areas.

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