

ShowTrans

audio translation for a global audience

“ShowTrans breaks through Broadway’s language barrier!”

~Theatre Direct International Magazine

“Until recently, non-English speaking theatergoers had to rely on friends to translate, or they guessed at what they were hearing. Thanks to technology, those days are gone. Broadway has introduced **ShowTrans**, an audio system designed to help international visitors follow the action.”

~Cynthia Tornquist
CNN

“The hottest thing on Broadway these days isn’t a show, an actor, or a song. It’s a device...

It’s *ShowTrans*, folks.”

~William Maiman
Theatre Crafts International

“With the tourist season in full swing, language relief is on the way for foreign theatergoers – **ShowTrans**, an infrared sound system that provides foreign language synopses of the action on stage.”

~William Grimes
The New York Times

“Broadway shows are now accessible for non-English speaking audiences thanks to ShowTrans, an infrared sound system that transmits a scene-by-scene synopsis in a listener’s choice of Japanese, Korean, German, Spanish, Portuguese, Italian, or French.”

~Multicultural Marketing News

“Sound Associates, Inc., the company that makes available the Infrared Listening Systems in legitimate theatres not only on Broadway but around the nation, has come up with **ShowTrans**, a tiny device that clips over one ear, to give non-English speaking theatergoers an approximate translation of the show in progress.”

~Ellis Nassour
Playbill-on-line