

# Evolution

Variations  
ev•o•lu•tion Noun

any process of formation or growth;  
development: the evolution of the drama.

a product of development;  
something evolved.

Biol. change in the gene pool of a population from generation to generation by such processes as mutation, natural selection, and genetic drift. the development of a species or other group of organisms; phylogeny. the theory that all existing organisms developed from earlier forms by natural selection; Darwinism.

a process of gradual, progressive change and development, as in a social or economic structure.

Related forms  
ev`o•lu'tion•al•ly, ev`o•lu`tion•ar'i•ly, Adverb



Evolution of  
**Ordbogen**

## Our Products

### Ordbogen.com

Our company name, which means “the dictionary”, refers to our flagship product Ordbogen.com, Denmark’s largest digital dictionary website, hosting over 60 different online dictionaries in 22 languages.

### Grammatip.com

Grammatip is our online tool for teaching Danish spelling and Danish, English, German and French grammar to Danish school children (2nd-10th grade) and adult learners.

### Educas.com

Educas is our online school portal with thousands of exercises spanning all subjects from 0th-10th grade, with new exercises added daily. Similar to Grammatip.com, all exercises are assigned and solved online.

## Find us



**OrdbogenCom**



**Ordbogen A/S**



**Ordbogencom**

Use #ordbogencom to join in



**Ordbogen**

Also at: Careers at Ordbogen



**careers.ordbogen.com**

Each year the Danish business newspaper Børsen awards the prestigious Gazelle award to the fastest growing companies in Denmark. Recipient companies must have at a minimum doubled revenue in terms of sales or gross profit during a four-year period.

# Evolution of Ordbogen

## 2001 The beginning

Cool Systems ApS was created and the related website coolsms.dk turned into one of the largest websites in Denmark at that time with > 250,000 unique visitors per day. It was revolutionary in that it offered a way for individuals and corporations to send text messages at a tenth of the usual cost.

## 2003

Ordbogen.com was launched by Cool Systems ApS (later Ordbogen A/S), as the first ever subscription-based dictionary site in Denmark. It offered simple and reliable online access to a high-quality Danish-English dictionary by translator and editor Jørgen Rohde.

## 2005

1st self-produced dictionary was published by replacing the previous version with a new and technically stronger one.

Ordbogen entered a strategic partnership with the Centre for Lexicography at Aarhus University to publish the Danish Internet Dictionary.

## 2006

2nd self-produced dictionary (Danish-German) was published and also became a huge success.

## 2012

### 5th Gazelle Award *(Super Gazelle Company)*

Grammatip was merged into Ordbogen A/S.

Educas ApS was created (formerly Virkartimen) and offered a revolutionary online educational learning platform for use within Danish elementary schools.

Ordbogen became a world partner of Oxford Dictionaries, and also entered into strategic partnerships with publishers Duden Schulbuch and Cornelsen Verlag.

## 2011

### 4th Gazelle Award

Ordbogen entered a strategic partnership with the Danish Language Council.

## 2010

### 3rd Gazelle Award

Grammatip was acquired to broaden the portfolio.

Ordbogen entered a strategic partnership with the publishers JP/Politikens Hus.

## 2009

### 2nd Gazelle Award

Ordbogen is the Gazelle regional winner (fastest growing company on the island of Funen).

## 2008 1st Gazelle Award

## 2013

### 6th Gazelle Award

Lemma.com was launched to provide an online dictionary for the international market.

## 2016

"Grammatip for voksne" (Grammar education for adults) was released.

## Today

Today Ordbogen A/S has grown into Denmark's largest online dictionary company with more than 60 dictionaries in 22 languages amassing over 1 million article views per day. Additionally, the company has grown to more than 130 employees (with a goal to reach 500 by 2020), and has more than 85% of the market share in Danish educational products and translation services.

## The future

Lemma (internationalisation of our dictionaries) will be released.

Write Assistant will be launched to move us closer to our vision of being the world's foremost online language and translation resource.

