

Multimedia Localization Services



Online content is shifting from static, text-based formats to highly visual, interactive experiences. Consumers worldwide prefer and expect multimedia content—such as video—and when users receive material “their way,” global companies see improved customer satisfaction, retention and loyalty. The trend is clearly towards condensed, personal and dynamic information that is quick and easy to consume. On top of all that, global companies are recognizing that localized multimedia content can:

- › Improve website traffic—video makes a website **50 times** more likely to appear high in search results
- › Boost knowledge retention for training and how-to content—**by up to 74%**
- › Increase user engagement and social participation—users are **150% more likely** to share a video than an article
- › Improve conversion rates—videos on a landing page increase rates by **up to 80%**
- › Decrease helpdesk or chat support—**by about 50%**—by providing clear visual info

Multimedia is everywhere: a marketing presentation on your corporate website, a product walkthrough, a how-to video, a training video for your overseas staff or an interactive demo for a tradeshow. It all needs to be properly localized and culturally adapted to trigger the right reactions in international audiences and positively impact customer satisfaction and brand perception in-market.

Why RWS Moravia?

- › **Fast response times:** 30 offices worldwide, 300+ in-house translators and revisers and 20,000+ in-country translators.
- › **Attention to detail:** We work as an extension of your team to deliver a tailored and flexible solution to best meet your needs.
- › **Certified quality control procedures:** We are part of RWS, the first language services provider to receive ISO 9001 certification.

Yet, multimedia localization is a very complex process. There's the coordination of various activities and resources, the integration of disparate components like audio and video, finding expertise in the latest software and hardware and the availability of recording facilities. **You need an LSP with a professional multimedia department.**

Our Multimedia Localization Group provides solutions that address today's requirements for highly branded, very local and super-personal multimedia. We provide:

- › Audio recording (narration)—in over 100 languages
- › Dubbing, including lip-synching
- › Subtitle translation and production
- › Script creation, transcription and translation
- › Text-to-speech
- › Video and multimedia production—localization, building and testing
- › Content creation—production of original scripts and storyboards
- › Cultural assessment and optimization of multimedia content

Expert Voiceover with Professional Results

We have two professional recording studios—in the Czech Republic and China—equipped with the latest hardware and technologies. We translate your transcript and record a voiceover audio track with a native-speaking, professional voice artist. After post-production, we can deliver the voiceover recordings either as native audio files (e.g. mp3, wav), or the audio can be integrated back into the video and encoded—the audio on your source video will be muted and replaced by the voiceover track.

We also know that the voices you choose have a major impact on the perception and acceptance of localized multimedia products in target markets. That's why we've established an extensive network of professional, native-speaking voice talent covering over 100 languages. We can provide recorded samples of multiple voices so you can choose the right ones for your brand.

If you're ready to produce compelling, onbrand multimedia content for your target markets, we're RWS Moravia. We produce global interactive customer experiences for the world's most recognized brands.

