

# Solution Brief

## Moravia Multimedia Localization Services



Online content is shifting from static, textual 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 they have to develop and localize multimedia to:

- > 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.

The trend is that consumers worldwide increasingly prefer and expect multimedia content—such as video—yet multimedia localization is complex and time-consuming. Choosing an LSP like Moravia with a dedicated multimedia business unit can ensure that your interactive online content reaches your audience and maintains your brand in market.



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.**

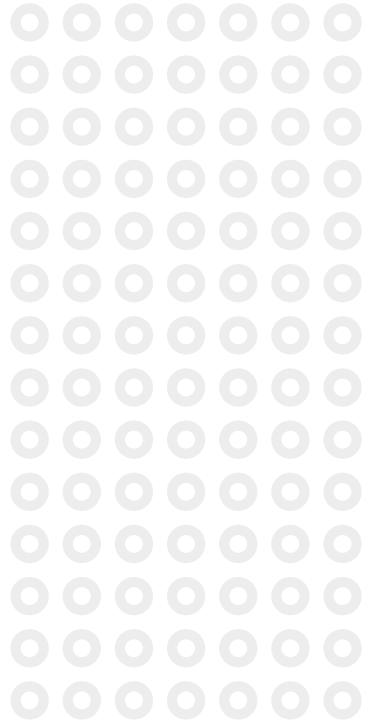
Our **Multimedia Localization Group** provides solutions that address today's requirements for highly-branded, very local, and super personal multimedia. We provide:

- > 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

We have three professional recording studios—in Argentina, the Czech Republic, and China—equipped with the latest hardware and technologies. 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 highly-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 highly-branded multimedia content for your target markets, we're Moravia. We produce global interactive customer experiences for the world's most recognized brands.

To learn more about our multimedia localization services, please contact us at:  
<http://www.moravia.com/en/contact-us/>.



## About Moravia

We are a leading provider of translation, localization, and testing services. We collaborate and innovate; we are flexible and reliable. Because of our comprehensive services, our clients enter global markets with high-quality localized products and digital content that meet their customers' language and functionality requirements in any locale. Leveraging our global operational model, flexible technology approach, and deep cultural expertise, Moravia enables brands to deliver local relevance on a global scale.

Moravia IT has nine offices: Brno, Czech Republic (headquarters); Rosario, Argentina; Nanjing, China; Budapest, Hungary; Dublin, Ireland; Tokyo, Japan; Monterey, CA, U.S.; Seattle, WA, U.S.; Thousand Oaks, CA, U.S.