



CONTENT LOCALISATION AS A SERVICE

Video content consumption is growing exponentially. **Organisations worldwide are increasingly using video to inform, educate, influence and engage their stakeholders.**

Content Localisation as a Service (CLaaS) – a unique collaboration between IMES and Limecraft – **enables users to quickly and easily transcribe, subtitle and translate content within one centralised, web-based video platform** – providing a collaborative working space for internal teams and their external suppliers.

Take advantage of the service's intuitive interface, machine learning-powered intelligence and competitive subscription pricing model to simplify your workflows and build your online video library.

VALUABLE TIME-SAVINGS

- › Upload any kind of video or audio content to generate transcripts and create subtitles within minutes.

EFFICIENCY GAINS

- › Our intuitive platform streamlines the process – making it easier for you to manage, transcribe, subtitle and translate your content online.

REACH AUDIENCES, FASTER

- › Quickly reach a wider target audience. By using the service's advanced tool-set, users can upload videos directly to the platform and localise content for different regions.

ALL IN ONE PLACE

- › Our service provides an easy to navigate video content repository for multiple users to access remotely. This gives peace of mind that your valuable assets are exactly where they're supposed to be.

KEY FEATURES:

- > Automated transcription (utilising speech-to-text)
- > Automatic creation of subtitles
- > Translation and localisation
- > Utilising machine learning to adapt results
- > Enhanced collaboration through web based platform
- > Secure media asset management
- > Intelligent synchronisation to align your results and view everything in one place
- > Delivered in a variety of formats, including EBU-TT-D, SRT, STL, PDF, CSV, DOC etc.
- > All major languages supported, with more in beta

USE CASES

Marketing: engage effectively with customers and prospects globally

HR and Sales Enablement: support onboarding and training

Internal Communications: enhance events and employee engagement

Corporate and Investor Relations: reach and engage global stakeholders

Media Production: Automate the transcription and subtitling process

CONTENT LOCALISATION ENABLES USERS TO QUICKLY AND EASILY TRANSCRIBE, SUBTITLE AND TRANSLATE CONTENT WITHIN ONE CENTRALISED, WEB-BASED VIDEO PLATFORM

BUSINESS CHALLENGE

Transcribing audio and video content takes time, uses up valuable human and financial resources.

Adding subtitles to video content often requires outsourcing to specialist vendors. Sharing content with multiple parties across different platforms then extends the subtitling process, increases cost and can create operational inefficiencies.

Translating video content is essential when communicating with local audiences, but existing services in the market do not complement the review process.

HOW CONTENT LOCALISATION AS A SERVICE CAN HELP

- > Our transcription tools, supported by an intuitive interface, cut manual processing time by 50-60%.
- > Minimise time spent on creating transcripts, focus on subtitling and translating video content quicker and reach local markets faster.
- > Create subtitles in minutes and make live edits within the self-service platform.
- > Have the flexibility to easily amend text and subtitle length.
- > Manage your video content within one platform. Banish the need to outsource an additional subtitling service which may disrupt the content quality and supply chain.
- > Quickly generate foreign language translations from original content.
- > Share translations efficiently with relevant third-parties in local markets for immediate review.

**NEED HELP WITH TRANSCRIBING, SUBTITLING AND TRANSLATING YOUR VIDEO CONTENT?
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