
Multimedia translation services

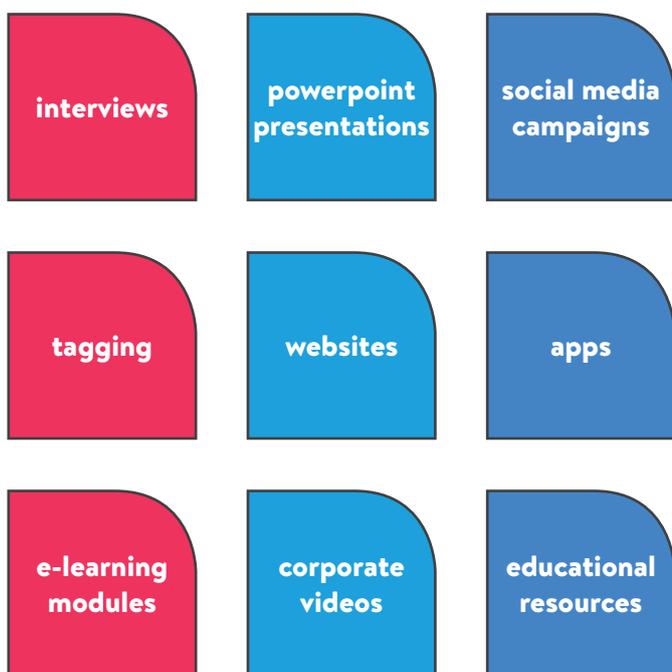
Multimedia explained

Multimedia means presenting information in more than one form. It includes the use of **text**, **audio**, **music**, **graphics**, **animation** and **full-motion video**.

Polaron's multimedia translation services are delivered by NAATI accredited professionals in over 80 languages, to support you in all phases of **development**, **implementation** and **dissemination** of your multimedia project.

We deliver a suite of interactive solutions that are certain to achieve results, specifically tailored to your target audience.

TRUST POLARON TO DELIVER YOUR MULTIMEDIA TRANSLATION SERVICES FOR



The interactive solutions we deliver are made with your audience in mind, to cater to their communication style, literacy levels and cultural sensitivities.

When approaching a multimedia project in a language other than English, you need the specific expertise of language professionals.

Technical expertise alone is not enough because it doesn't take into account the cultural and linguistic dimensions.



Voice recording

for voiceovers, dubbing, prompts, announcements



- **Transcription**
- **Translations**
- **Time stamps for synchronisations**

Multilingual voice talent

- male / female
- different ages
- variety of accents

- **Recording content**
- **Editing by sound engineer**

READY-TO-GO RECORDINGS

DID YOU KNOW?

Information dissemination is an important part of the process. We can also help you with

- information on specific communities
- advice on cultural appropriateness
- support in matching message with community profile.

SUBS

Subtitling

for corporate videos, interviews, presentations and ads

Transcription of source recording

Translation of transcription

Time stamps for synchronisation

Editing subtitles to meet specs

Reviewing to ensure synchronisation

ACCURATE, INTEGRATED SUBTITLES

UNDERSTANDING THE PROCESS OF SUBTITLING

To allow the human eye to take in the image while reading the text displayed on the screen, subtitles should not exceed 35 characters with a maximum of 2 lines per screen.

This limitation creates some further challenges when

- translated text is longer than the source
- the language is written from right to left.

The translated text needs to be adapted, to preserve the meaning while allowing for the limited available space.

QUICK GLOSSARY OF TERMS

Related to multimedia translation services

Accessible content – content that can be searched and browsed via computer software used by people with a disability.

DTP/typesetting – formatting and placing of text into a specified graphic layout and style.

Dubbing – process used in video production in which the verbal components of a soundtrack are replaced with the translated version.

DVD authoring – creation of a DVD that can be played on a DVD player.

Easy English – a form of writing used to give information to people who have difficulty reading, writing or understanding words.

Editor – someone who revises the material to ensure it is error free and is consistent with the desired output.

Infomercial – a form of video advertisement consisting of informative and instructional material presented in an entertaining manner.

Narration – a commentary that accompanies a video production.

Plain English – a writing style that combines clear, concise expositions, simple sentence structure and a design that is easy to navigate.

Podcast – a digital file (audio or video), usually part of a series, that can be downloaded from a website.

Right-to-left (RTL) – languages whose script is written starting from the right of the page, such as Arabic, Hebrew, Persian and Urdu.

Sound engineer – person who works on audio recordings to produce sound for film, radio, television.

Source recording – recording in the original language.

Tagging – editing of PDF files and web content to make them accessible to a wider audience of people with a disability without affecting the look or visual integrity.

Transcreation – recreating a brand message in another language to preserve the cultural and emotional content.

Voiceover – a recording in another language is overlaid onto the original soundtrack, which can still be heard in the background.