# eLEARNING CONTENT CREATION AND LOCALIZATION

## Building Courseware for Global Markets

**Today's executives are being asked to manage multinational teams and initiatives, often with a unique set of globalization challenges.**

As content reaches more markets and audiences, organizations must design programs that accommodate language and dialect variations, as well as social, political, cultural and historical nuances. Lionbridge training content development and translation services specialize in developing and designing new training programs, or helping content professionals translate existing content for multilingual audiences. Our award-winning translation specialists are skilled at developing and delivering culturally appropriate materials across a variety of platforms.

### Globalization-at-Source™

Lionbridge instructional designers build content with a global audience in mind. Our Globalization-at-Source methodology improves the quality of source language materials and ensures that content is ready for global distribution, preserving informational and instructional intent across diverse cultures and languages. The transcreation methodology integrates content development and translation processes to reduce the time and cost of creating multilingual content.

### Industry-Recognized Depth of Experience

- Named one of the top 20 companies in the training outsourcing industry 13 years in a row

- Full-service solution centers in 26 countries

- 6,000+ employees supported by large global network of professional translators

- Highly-skilled engineering teams

- Instructional design expertise driving best practices in learning design

# LIONBRIDGE

## Multimedia Services

As training organizations aggressively shift their content to video formats, they must prioritize accelerated, cost-effective, high-quality translation. We can support all types of multimedia content through our video voiceover, subtitling and captioning services, which are delivered in multiple languages.

In addition, our full staff of experienced animators and multimedia talent can design interactive multimedia (animations and videos) from scratch. Among the benefits, companies can expect to:

• Help their target audience easily visualize, understand and retain information

• Decrease time to competence since visuals simplify complex tasks and material
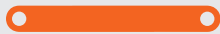
• Achieve a more favorable response to training

Our expert team is ready to step in and complete projects at any stage to help you improve, expand or modernize your eLearning offerings.

## Why Lionbridge

Lionbridge has the scalability and experience your company needs to drive global growth.

• Hundreds of specialized resources and a long history of managing complex training programs across multiple time zones, languages and cultures

• Talented staff linguists, translation managers and subject matter experts offering the best combination of personalized, local attention with efficient global execution

• Blended production models with local product management and offshore content development, offering significant cost savings over competitive approaches

• Seamless integration with your content development tools and processes for rapid time turnaround

## How We Help Customers

Here are some examples of how we've helped our customers meet their global training needs:

**Leading Software, Services and Solutions Company**
Architected scalable training development processes for 95+ eLearning titles, with 100% on-time delivery

**Corporate Learning Solutions Provider**
Integrated courseware development and translation, reducing project completion time by 35%

**Top Computer Hardware Manufacturer**
Facilitated simultaneous authoring and localization of software, manuals and packaging in 20 languages, reducing costs by 30%

**Large Multinational Conglomerate**
Translated eLearning courseware into 19 different languages

**Multinational Services Firm**
Developed browser-based product demo with voiceovers, animations and guided simulations

## Global Teams With Specialized Skills

### Content Creation

Technical authoring and illustration, instructional design, curriculum development, visual and informational design and virtual/augmented reality applications

### Content Enhancement

Voiceovers, subtitling, captioning, animation, gamification, standard compliance, new feature modules and version and platform development

### Content Conversion

Flash to HTML5, ILT to Virtual, and all formats to simulation-based learning

### Content Translation

Support for more than 100 languages and dialects; expertise in XML, reusable learning objects, self-paced certification programs and learning management systems

### Content Hosting

Customized learning platform managed by Lionbridge for hosting training courses, maintenance and user support and regular user activity reports

## Get Started

Contact us today to talk with an expert about how Lionbridge can improve the adoption, usability and success of your global products and services.

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