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 Documentation and Training Translation services help content professionals translate their existing content for multilingual audiences. Our award-winning translation specialists are skilled at developing and delivering culturally appropriate materials across a variety of platforms.

We also specialize in developing and designing new training programs. Our training development specialists are skilled in both instructional design and eLearning development. Their structural, technical and linguistic approach to training development ensures the cultural suitability and translation readiness of visuals and text.

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 methodology integrates content development and translation processes to reduce the time and cost of creating multilingual content. It incorporates technical writing and illustration, internationalization engineering, and content development and translation.

Rapid Video Translation

As training organizations aggressively shift their content to video formats, accelerated, cost-effective, high-quality translation becomes a top priority. Our three approaches to rapid video translation quickly connect you with in-market employees and customers, while reducing your video translation costs by 90%.

Global Teams with Specialized Skills

- 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 creation — technical authoring and illustration, instructional design, curriculum development, visual and information design
- Content enhancement — voiceovers, animation, rapid video translation, standard compliance, new feature module, version and platform development
- Content conversion — ILT formats to interactive, interactive CDs to online, PDF to XML, and all formats to simulation-based learning
**Why Lionbridge**

Lionbridge has the scalability and experience your company needs to drive its 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 model 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

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**Fast Facts**

- Industry-recognized Depth of Experience: Named one of the Top 20 Companies in the Training Outsourcing Industry for eight of the last nine years
- Full service solution centers in 26 countries
- 4,500 employees supported by large global network of professional translators
- Highly-skilled Flash engineering teams
- Rapid Video Translation service featuring three unique approaches and price points

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**About Lionbridge**

Lionbridge has offices in 26 countries. To find the location nearest you visit [www.lionbridge.com](http://www.lionbridge.com)

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**How We Help Customers**

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

<table>
<thead>
<tr>
<th>Leading Software, Services and Solutions</th>
<th>Large Multinational Conglomerate</th>
<th>Corporate Learning Solutions Provider</th>
<th>Top Computer Hardware Manufacturer</th>
<th>Multinational Services Firm</th>
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<tbody>
<tr>
<td>Architected scalable training development process for 22 eLearning titles, with 100% on-time delivery</td>
<td>Translated Flash-based courseware into 19 different languages</td>
<td>Integrated courseware development and translation, reducing project completion time by 35%</td>
<td>Facilitated simultaneous authoring and localization of software, manuals and packaging in 20 languages, reducing costs by 30%</td>
<td>Developed flash-based product demo with voiceovers, animations and guided simulations</td>
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