

## Localization Benefits

- Greater worldwide communication through enhanced marketing programs
- Maintain corporate brand identity and messaging worldwide
- Generate quality international sales leads and achieve higher ROI
- Guarantee culturally appropriate content via highly cost-effective webcast programs
- Reduce high travel costs and extensive overseas coordination
- Remove the stress of coordinating across multiple time zones with AccelaCast's on-demand programming
- Guarantee optimum performance via global content delivery network

Positioning your company's products and services internationally is a competitive requirement in today's dynamic marketplace. In order to maximize your selling potential globally, you need to be strategic and market savvy in order to be effective – or your money is easily wasted.

Accela Communications provides localization services for global deployment of your webcast marketing initiatives. We can help you deliver your content to any international target market, while preserving your corporate brand and message. More than just basic translation, full localization enables you to position and adapt your company's product and/or service to create cultural, linguistic, and commercial relevance to a specific locality.

AccelaCast provides your company with the opportunity to expand into global markets and diversify your customer and prospect base without significant travel costs or extensive long-term planning and coordination. Customers and prospects

can simply go to a Web site to watch your on-demand program at their convenience. In a recent survey of business professionals, 94 percent preferred the convenience of being able to view an on-demand program versus live webcasts. AccelaCast's on-demand programming feature is especially appealing for overseas markets because it eliminates the need to coordinate across various time zones and maximizes viewership.



## International localization services include:

- Start-to-finish program management by Accela Communication's highly qualified webcast production teams.
- Localization of controls, buttons and help section on player interface and registration.
- Localization and redeployment of program content including: transcript, agenda, slides (with graphics), resource page, speaker bios, evaluation questions, Q&A/FAQ, all messages and all program identification and branding elements.
- Localization of the registration module, including: overview, benefits, registration questions and thank you page.
- Audio overdubbing, encompassing a complete reintegration and synchronization of all elements.

## Localization Services

### Language Options & Formats

- Base languages include: French, German, Spanish, Italian, Brazilian Portuguese, Iberian Portuguese, Swedish, Finnish, Danish, Norwegian, Dutch, Russian, Greek, Polish, Czech, Hungarian.
- Double byte character set languages include: Chinese Simplified, Chinese Traditional, Korean and Japanese.
- Transcript Text Only - assumes localization of just the program transcript.
- Full Text Localization - includes all textual elements including the program transcript, static slide content, registration page, confirmation page and email, and the AccelaCast player controls.
- Full Text/Audio Localization - includes localization of all textual elements including the program transcript, static slide content, registration page, confirmation page and email, and the AccelaCast player controls, as well as overdubbing of the audio portion of the program.

### Other Services (custom pricing, available upon request)

- Localization of promotional materials.
- Localization of in-program Flash animations.
- Management of localized promotion program.
- Additional words or voices beyond number specified.
- Monthly streaming, hosting and data management.
- CD-ROM Master (\$1,000)

## On-demand Rich Media Pioneer

**Accela Communications** provides a suite of software platforms and professional services to produce, deliver and measure interactive video communications across a wide range of industries.

We create opportunities for market and audience engagement with the AccelaCast<sup>SM</sup> rich media platform, combined with the ability to measure, manage and monetize those interactions through the AccelaWorks® data acquisition, measurement, classification and delivery system.

For more information, please visit:  
**[www.accelacommunications.com](http://www.accelacommunications.com)**

### For More Information

For additional information on AccelaCast, please contact your representative or:

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