

An Accessible Virtual Global Product Launch with High Security Needs



CLIENT

Large multinational technology company.

EVENT

Sometimes a product or service launch is so critical to a business that absolute secrecy is required prior to the launch event.

This was the case for a multinational client who came to Captionmax to have launch media (Keynote and Product videos) localized. So critical was the security around the content of these videos that the client was not prepared to allow the content outside of their network, or even outside of their physical sites.

The timeline from completion of the assets to the launch event was so tight that there was a need to localize the assets as they were being produced.

To meet this need, Captionmax arranged for our linguist/subtitle teams to work on site at the client's locations in six cities around the world. With the linguists in place, the next challenge was to coordinate the flow of assets from the production house to the linguist teams around the world as each cut came available, and then to loop in the client's local product specialists for review of each round of subtitles.

Over an intense ten-day period, 22 linguists in five different time zone invested more than 600 hours in the translating and timing tasks required to localize and then re-localize multiple cuts as the content was developed and refined through the production process.

The end result was a high-profile global product launch localized into the 6 languages of the client's key markets around the world.

SUMMARY

600 hours time on task

22 linguists

6 languages and 6 highly secure workspaces around the world

5 time zones

RESULT

Highly secure product launch with content that had global reach and impact.

