



REALITY ACADEMY

CASE STUDY

Language services in the **Learning & Development** sector for **Reality Academy**.

“TRANSLATION FOR LIP-SYNCHING PURPOSES AND VO SERVICES FOR OVER 250 MINUTES OF TIMED AUDIO RECORDING.”

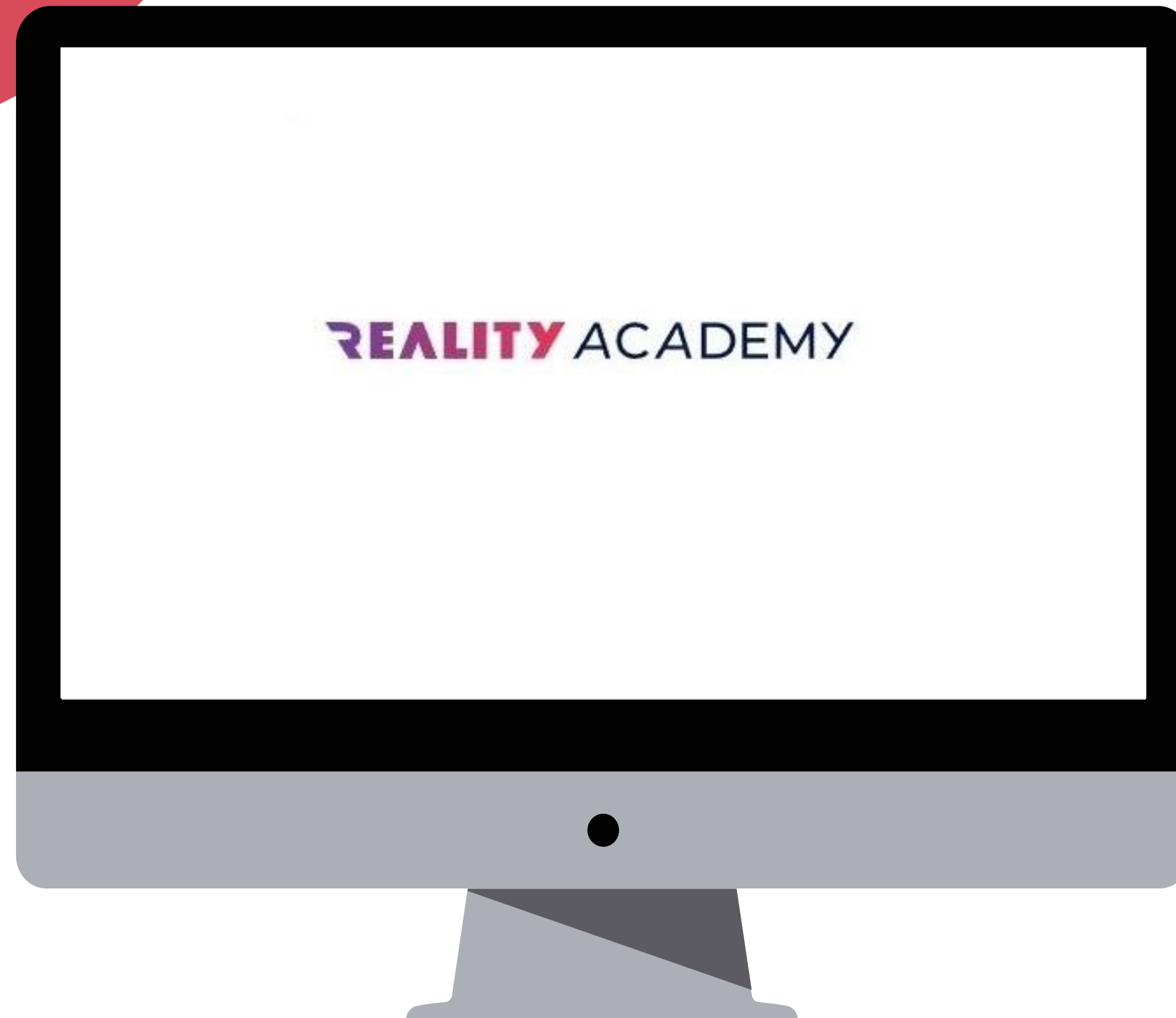
SPECIFICS

- Specific translation process and adaptation of the French script by SMEs into English UK to ease the future lip-synching step.
- More than 250 minutes of audio recording in English UK including untimed audio narration and timed audio clips to be synced into the videos.
- Coordination of approx. 20 resources (voice talents and linguists) to translate all scripts and voice all characters present in the videos.
- Acting directions provided and recording guidance for the voice talents to interpret each of the different roles lively.
- Lip-synching for the 6 learning packs created for Immersive Learning in Virtual Reality.

ABOUT THE COMPANY

Reality Academy is an Edtech company which specialises in the creation and deployment of training materials designed in Virtual Reality. Through Immersive Learning, Reality Academy help companies develop their staff competences.

The results of these atypical trainings are astonishing and backed by good statistics: training completion rate of 90%, learner's memorising capacity 4 times higher than with classic e-learning modules or video training materials, 87% of learners are willing to reiterate the experience.



sales@transladiem.com

transla|diem

OBJECTIVES & PROJET SCOPE



OBJECTIVE

Reality Academy designed a large Immersive Learning training program based on Virtual Reality technology for their international high-profile clients. The whole curriculum was made up of 6 distinct learning packs totalling hundreds of thousands of words for translation and more than 250 minutes of timed audio recording to be spread out across multiple actors and actresses for lip-synching purposes. This curriculum designed in French (FR) was to be localised into English over a period of 6 months. The aim of the trainings was to educate employees on topics such as Diversity & Inclusion, Management, Health and Safety, Mobility and Cybersecurity.



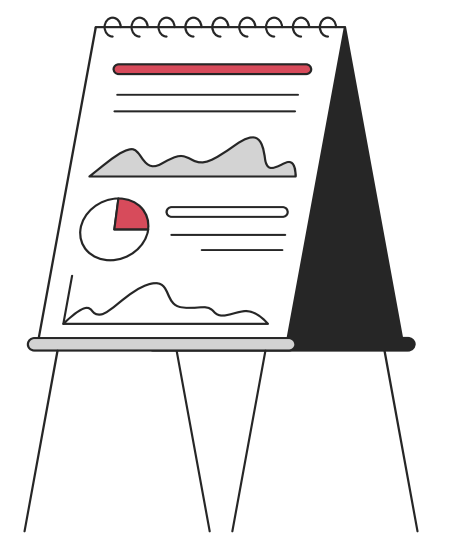
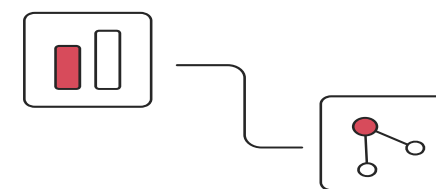
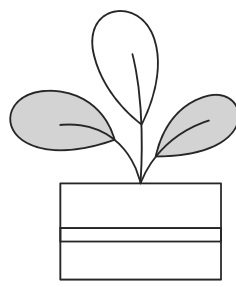
PROJECT SCOPE

The client required the translation of hundreds of thousands of words by our linguists trained in translation for lip-synching purposes. Our production team has then coordinated around 20 voice talents and gave precise acting guidance, so all characters present in the approx. 250 minutes of videos are performing well and giving an interpretation true to the source videos received in French while minding their speed of speech and pronunciation to keep up with the lip-synching requirement. The Voice Talents must also respect the emotions displayed in each work situations on screen. As per the final delivery, Transladiem audio engineers must deliver the complete audio synched track for each video as well as one timed audio track per character for each video.

PROJECT-RELATED CHALLENGES:

Once Reality Academy and Transladiem defined the project requirements, we kicked off the work bearing in mind the following challenges:

- ✓ Establish the project plan with priority files and batches agreed with the client per language to organise a rolling delivery and stick to our e-learning localisation process while making sure our linguistic quality assurance measures were applied at all stages of the process.
- ✓ Work as one team with our client and streamline the review process to get feedback on the voice talent performance as well as acting guidance along the way.
- ✓ Identify industry-specific terminology, build the project glossary to be sent out for the client's in-country subject matter experts (SMEs) to approve or amend them, whilst maintaining the client's preferred style, emotions and corporate terminology.
- ✓ Checking the character-limited script prior to translating and updating it with precise time stamps so to produce at a later stage accurately timed audio clips for the lip-synching step.



THE SOLUTION

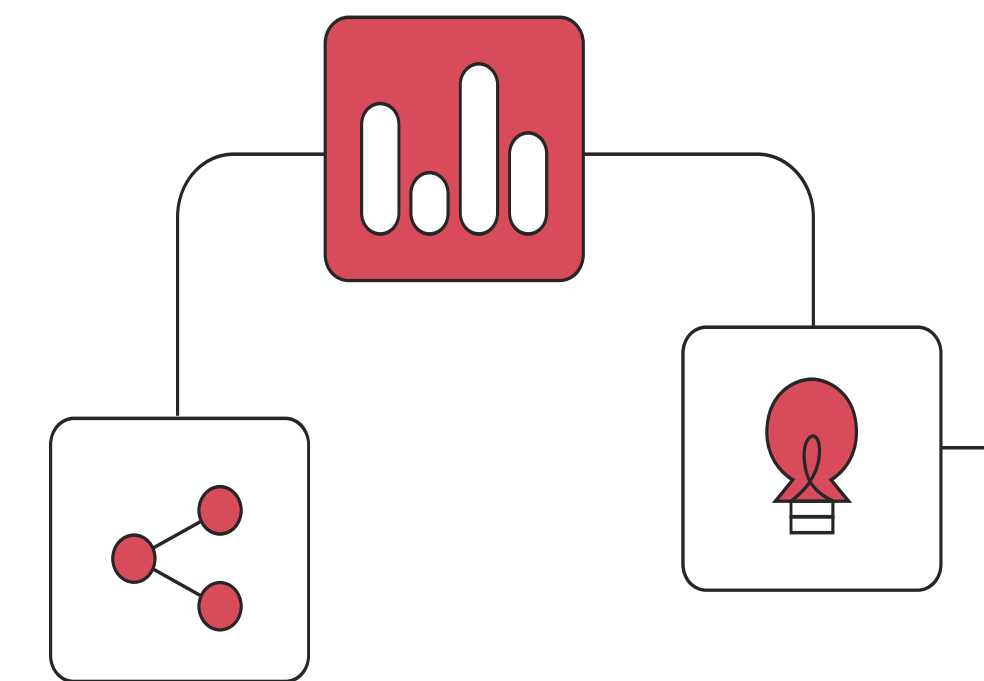
The dedicated Transladiem team set up an initial meeting to gather the key requirements and gather more information on the project objective. Our team then put together the project quote and created a timeline document outlining key dates and steps to go through for our client to be able to deploy their localised Immersive Learning training packs on time.

The preparation phase prior to translating and recording was quite demanding. Indeed, a carefully selected team of linguists and SMEs had to be formed, with the relevant background in translating scripts aimed at being voiced for lip syncing purposes which involves character limitation and a conscious choice of the words and wordings used to translate. Our team and the client also had to sit together to carefully select the male and female voices that would voice all the characters present in their curriculum. We have then gone through the process of creating audio teasers, which are short recordings (30 seconds max) of the current scripts with the selected actors and actresses for the client to envision how the voice actually renders for the character assigned to it. This process helped refine and firmly validate the pool of actors and actresses to rely on for this project. Last but not least, especially for the future lip-syncing purposes, the entire scripts received in French had to be cross-checked and timed properly.

Across that many deliverables and the huge amount of content, our project team had to make best use of our translation memory technology to ensure consistency across the various parts of this training curriculum (over 125000 words). This technology helped speed up the translation process and guarantee consistency between all files as well as keeping intact the emotions that will be voiced on screen and sticking to the corporate vocabulary used for the main sequences of each leaning pack. Our production team provided directions and recording guidance for the voice talents to interpret each of the different roles lively and to render properly each of the emotions displayed on screen in the French source videos.

As part of our final QA checks, our production team tested the lip-syncing quality for each video to make sure the newly recorded English audio clips were properly calibrated on the source video provided. Then, Transladiem audio engineers had to deliver the complete audio synched track for each video as well as one timed audio track per character for each video.

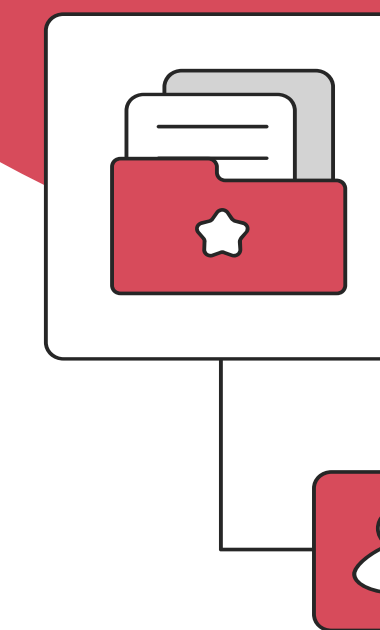
The project management team provided regular updates on the project's status to the client, ensuring timelines were maintained and any changes to content or to the project scope were dealt with in an efficient and timely manner.



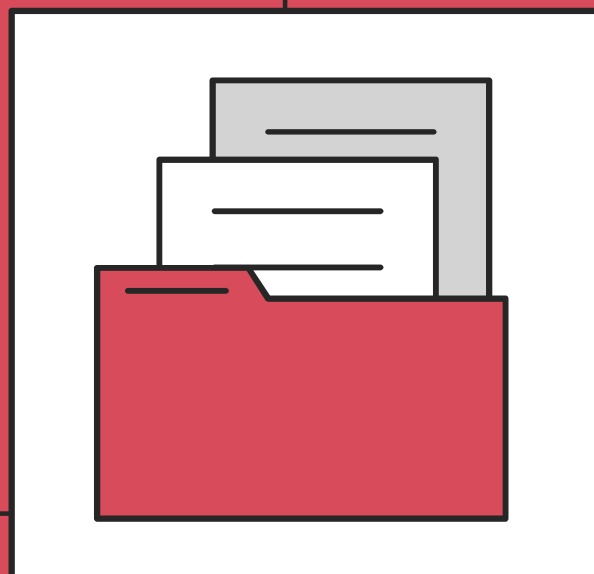
RESULTS

- Fully localised, tested, and functioning modules successfully delivered and signed off by subject matter experts on time with none or little feedback per language!
- Tailored, approved and consistent terminology and style throughout the translated modules.
- Optimised use of the translation memory technology that enabled consistency and savings through leveraging repeated content from current and past projects completed for Ecolab.
- Streamlined process and effective communication liaising directly with Ecolab key stakeholders and subject matter experts.
- All client reviewers have been successfully onboarded onto the online review platform and they have successfully used it to share timely and tracked feedback for our team to implement.

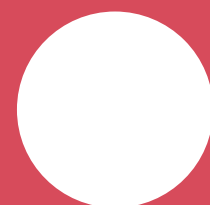
sales@transladiem.com



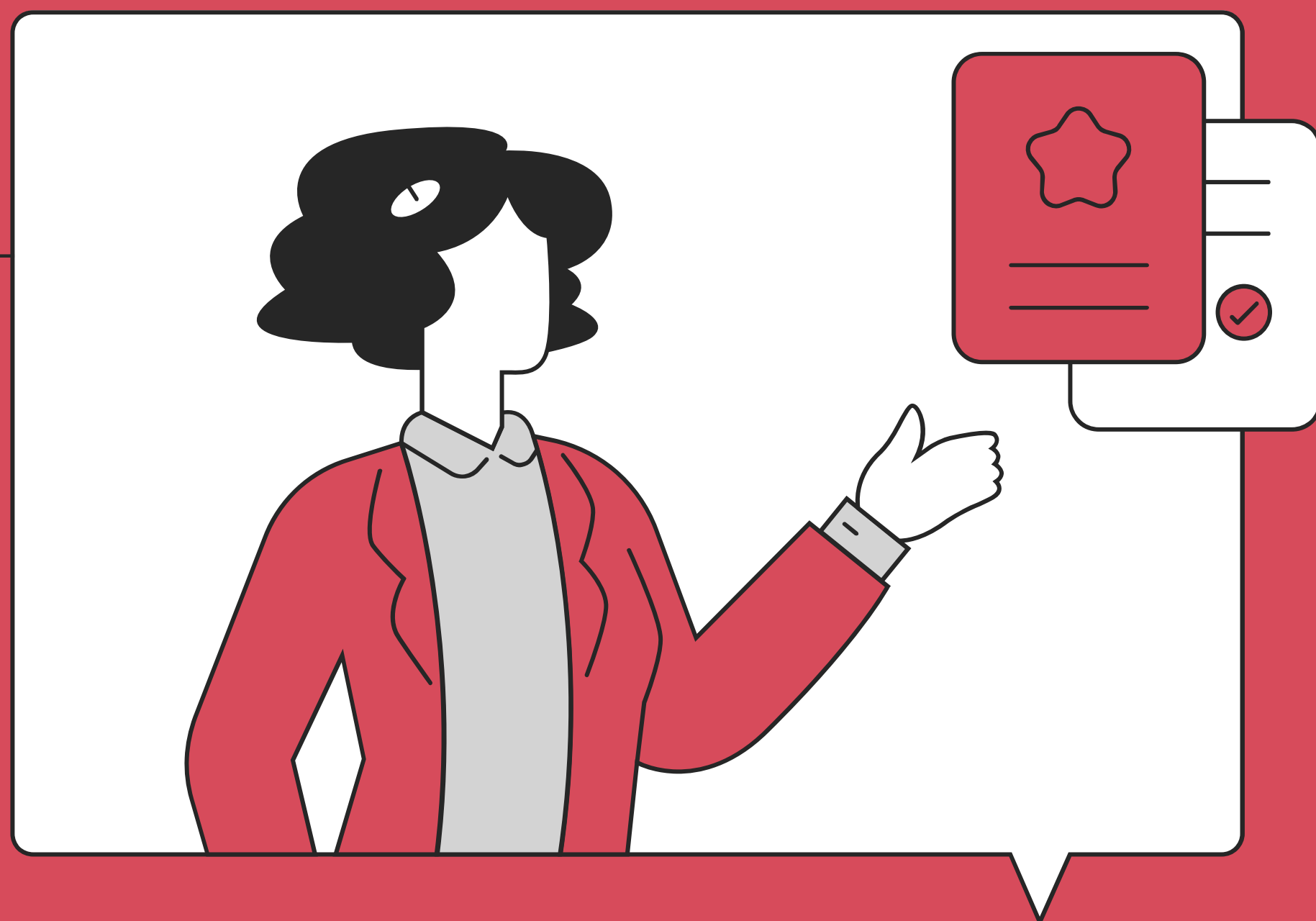
transla|diem



TESTIMONIAL



FR: “Transladiem a dépassé nos attentes. Les traductions étaient précises et adaptées à notre contenu d'origine. L'équipe était réactive, respectant les délais et prête à nous accompagner dans les projets urgents. La communication était excellente, ils ont compris nos besoins spécifiques. Nous recommandons vivement Transladiem pour des services linguistiques fiables et de qualité. Merci pour votre professionnalisme !”



EN: “Transladiem has exceeded our expectations. The translations were precise and true to our source content. The team at Transladiem was reactive, respected all deadlines and always offered prompt assistance to us with urgent tasks. Communication was excellent, they understood our specific needs. We highly recommend Transladiem when it comes to reliable and qualitative linguistic services . Thanks for your professionalism!”

PRODUCTION MANAGER AT REALITY ACADEMY

PROFESSIONAL LANGUAGE SERVICES FOR THE **LEARNING & DEVELOPMENT** SECTOR

INDUSTRY SPECIALISTS AND BESPOKE E-LEARNING PROCESS

At Transladiem, all is made to ease the e-learning localisation process and to offer a seamless experience to our stakeholders. Indeed, our Sales, Account Management and Production teams are proud to rely on e-learning specialists acquainted with L&D requirements and classic e-learning-related issues to anticipate when tackling multilingual e-learning localisation. We pride ourselves in mastering all authoring tools on the market and in having the most elaborated e-learning localisation process when it comes to Immersive Learning for Virtual Reality application in terms of taking onboard our client's requirements and feedback and of collaborating with client's subject matter experts.

CUTTING-EDGE TECHNOLOGY

At Transladiem, we put our technology at the service of our clients. Our translation memory technology will help you generate savings and translating consistently through the time. Our Online Review Platform will streamline the review process of the subject matter experts on client side and ease the project management with no more manual handling of files -, indeed the review phase is centralised, and its advancement can easily be monitored by our clients. On a trendier note, to offer unbeatable timelines and keep costs low, we put our machine translation engines at our clients' disposal. We also master all e-learning authoring tools in the market and can take care of the whole process of recreating the modules or simply focusing on the translation of the exports while keeping the coding elements intact so your team can rebuild the modules internally if you have the capability to.

PROFESSIONAL LANGUAGE SERVICES FOR THE **LEARNING & DEVELOPMENT** SECTOR

FOCUS ON QUALITY

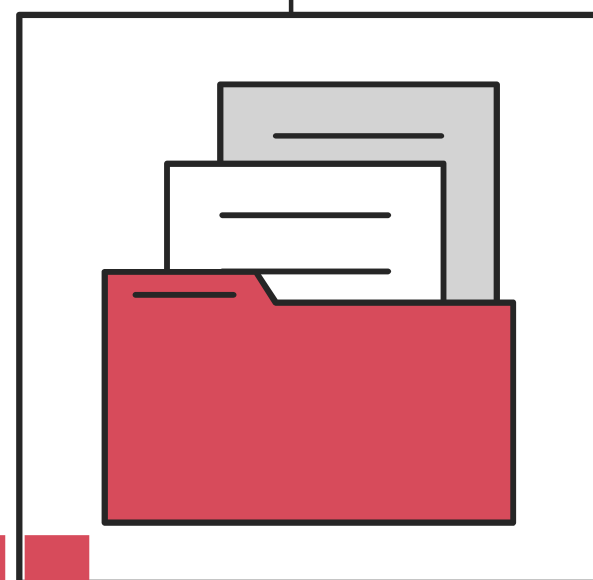
Quality is at the heart of everything we do. Our linguist section process has strict requirements so to allow us to only work with industry-leading translators. We also operate following internationally recognised quality and operational standards such as ISO 9001 and ISO 17100. We ensure that rigid quality assurance processes are in place and performed by our projects managers who streamline the work of our resources (linguists, voice talents, video editors, engineers, etc). Every project step at Transladiem is QA'ed prior to prepping the files for delivery so last adjustments and fine-tuning can occur. Another unique quality-based feature is our enhanced translation process called "Verification & Validation" which have our project managers perform 2 checks during the translation process instead of a single final one. Hence, our translation workflow includes internal checks on the work delivered by both the commissioned project translator as well as by the project proofreader upon delivery to us, so to make sure that each step of the process is always thoroughly QA'ed and to allow us to react immediately in case of non-conformities.

PERSONAL APPROACH, AGILE PROJECT MANAGEMENT AND TAILORED PROJECT PLAN

Transladiem provides you with a dedicated account manager who will guide you through your next translation or localisation project. We will discuss and gather all key requirements and draft the project plan and the corresponding timeline accordingly so to match your expectations. Client input and feedback are sought continuously, and our highly-flexible and reactive project team is ready to implement planned as well as last-minute changes anytime!

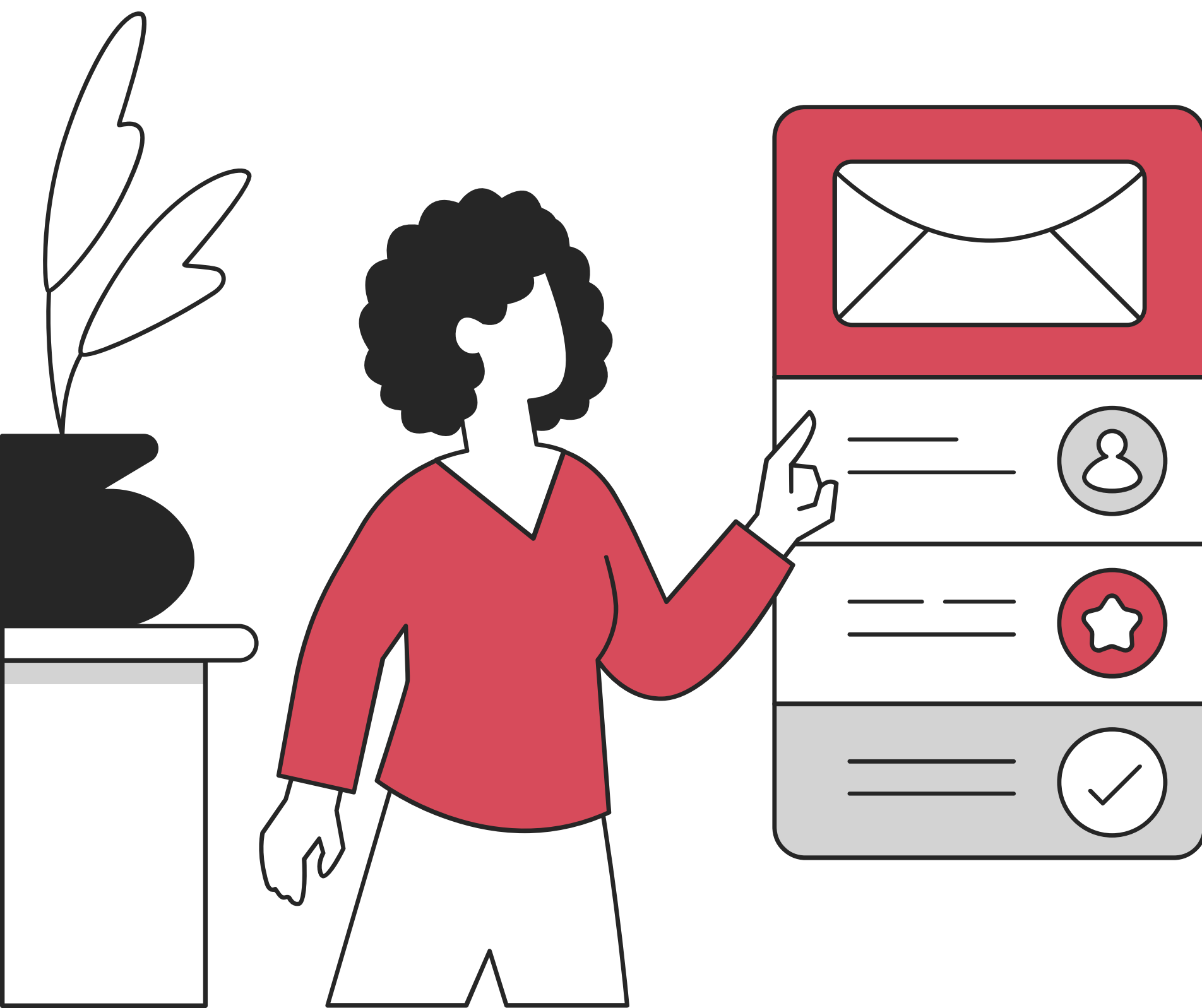


THANK YOU!



DO YOU HAVE ANY QUESTIONS?

www.transladiem.com
sales@transladiem.com



LONDON

115 Coventry Rd, London E2 6GG, United Kingdom



BARCELONA

C/ de Còrsega, 299, 2-2, 08008 Barcelona, Spain