

Revolutionizing E-Learning Localization with Integrated Visual Review

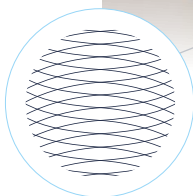
Case Study

Objective

Creating a more efficient and accurate translation process for our client's e-learning content, addressing the challenges of multimedia components such as text, audio, and video.

The goal was to improve contextual understanding for translators while reducing time spent on queries and revisions, ultimately delivering a better learning experience for end users.

Translation | Interpreting | Intellectual Property



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Challenge

E-learning courses present unique translation challenges due to their multimedia nature, incorporating text, audio, and video.

When using a traditional Translation Management System (TMS), translators work in isolated environments, focusing solely on text. Without the context provided by images or video, this can lead to misunderstandings, more queries, and lower-quality translations.

Implementation

Seprotec* initiated a test project using the visual translation feature of the Translate 5 tool, which allows translators to see their work in context.

This innovative approach combines the functionality of a TMS, such as translation memory (TM) and terminology management, with the ability to view and edit translations directly within the layout of the content.

Key features of this solution include:

- **Contextual Editing:** Translators can see how their translations appear alongside images and videos, reducing ambiguity.
- **Real-Time Updates:** Live editing ensures immediate alignment with content design and structure.
- **Integrated Tools:** The system retains all the benefits of a standard TMS while enhancing usability with its visual interface.

Results at a glance

- **Improved Translation Quality:** Context-aware translations result in more accurate and polished outputs.
- **Faster Turnaround:** Fewer queries from translators reduce delays, speeding up project completion.
- **Reduced Effort:** Less back-and-forth between translators and Ford employees, saving time and resources.



Our client

A globally recognized multinational within the top 5 automobile manufacturers worldwide, renowned for its innovative automotive solutions. As a multinational enterprise, our client relies heavily on precise, high-quality multilingual content to support its global communication strategy.

Since 2005, Seprotec Multilingual Solutions* has been a trusted partner in managing our client's multilingual content requirements. Our collaboration covers diverse content types such as web articles, technical documentation, e-learning materials, and marketing brochures, ensuring seamless communication across global markets.

*At the time the service was provided, the company was called tsd Technik-Sprachendienst and has since been renamed Seprotec Germany.