

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 webcast 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.

International Localization Pricing ¹

	Length and # of voices ²	Base Languages ³	Double Byte Character ⁴
Transcript Text Only ⁵	30 minutes	\$4,542	\$5,144
	45 minutes	\$5,724	\$6,627
	60 minutes	\$6,907	\$8,111
Full Text ⁶	30 minutes	\$10,970	\$12,292
	45 minutes	\$13,659	\$15,643
	60 minutes	\$16,280	\$18,907
Full Text/Audio ⁷	30 minutes/1 voice	\$13,437	\$14,759
	30 minutes/2 voices	\$14,103	\$15,426
	30 minutes/3 voices	\$14,770	\$16,092
Full Text/Audio ⁷	45 minutes/1 voice	\$17,359	\$19,343
	45 minutes/2 voices	\$18,359	\$20,343
	45 minutes/3 voices	\$19,359	\$21,343
Full Text/Audio ⁷	60 minutes/1 voice	\$21,213	\$23,840
	60 minutes/2 voices	\$22,546	\$25,173
	60 minutes/3 voices	\$23,880	\$26,507

¹ For 30 minute programs, prices include localization of up to 4,800 words in transcript and 3,200 words in static slides. For 45 minute programs, prices include localization of up to 7,200 words in transcript and 4,800 words in static slides. For 60 minute programs, prices include localization of up to 9,600 words in transcript and 6,300 words in static slides. Prices do not cover localization of Flash animations.

² Length of program defined as that length in minutes and below. Number of voices is that number of unique male and female voices for overdubbing.

³ Base languages include: French, German, Spanish, Italian, Brazilian Portuguese, Iberian Portuguese, Swedish, Finnish, Danish, Norwegian, Dutch, Russian, Greek, Polish, Czech, Hungarian.

⁴ Double byte character set languages include: Chinese Simplified, Chinese Traditional, Korean and Japanese.

⁵ Transcript Text Only assumes localization of just the program transcript.

⁶ Full Text includes localization of all textual elements including the program transcript, static slide content, registration page, confirmation page and email, and the AccelaCast player controls.

⁷ Full Text/Audio 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.

Options (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)

www.accelacommunications.com

On-demand Rich Media Pioneer

Accela Communications

provides interactive marketing services that accelerate sales and business growth for customers and partners across a wide range of industries.

We generate actionable results through the AccelaCast™ on-demand rich media platform and suite of services, the AccelaWorks™ web response management system and the ITworld.com® Site Network.

For more information, please visit:
www.accelacommunications.com

Learn how to optimize your webcasts with our white paper:

“Next Generation Webcasting”

For More Information

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