

AMPLEXOR

# Rich Media Localization

GLOBAL CONTENT SOLUTIONS

Rich media outperforms standard content by over 260 percent. Are you successfully engaging your global audiences?



## Audiences exposed to rich media content are **three times more likely to engage** with a brand.

Modern consumers are bombarded with over 5,000 marketing messages a day. As this number increases, brands need to amp up their global marketing strategy with more creative and engaging content that enriches user experiences. Whether for promotion or training purposes, innovative media resources have become a vital part of any communication strategy. And when it comes to reaching new markets or collaborating with teams around the globe, **culturally adapted rich media content is what puts you at an advantage.**

## Engaging global audiences with interactive media

True artists create compelling multimedia content, but only masters of localization can do justice to the cultural adaptation of your carefully crafted assets. That's why at Amplexor we believe in a strategic partnership to create, manage and adapt your rich media content for global audiences. We also understand the challenges of competing in today's cluttered digital space and immersing audiences through modern devices.

Whether it's globalization expertise, a creative mindset, multichannel delivery, content automation or all of the above – we can hit the mark!

### Why Amplexor

- Globalization consultancy
- Rich media expertise
- Workflow automation
- End-to-end approach

## OUR APPROACH

# A strategic partner for multimedia localization

At Amplexor, we live and breathe content. When it comes to rich media localization, we can cover your content lifecycle end-to-end. From video animations to augmented reality, we are experts at relevant, impactful, and continuous messaging using state of the art multimedia and authoring tools.

### → Centralized content strategy

Expert assistance on content best practices, including resource planning, process workflows, and technologies, while aligning with your budgets and objectives.

### → Multichannel delivery

We can tailor small or large-scale multimedia projects in any language or format, always maintaining the integrity of your global brand's messaging and style.

### → Global partner network

With an international network of creative specialists, we can collaborate with your team or agency to create and maintain a reputable and trustworthy brand, continent to continent.

### → Multifaceted compatibility

A deep understanding of various authoring tools, multimedia formats and technology integration allows us to work and deliver in your preferred environment.

### → Workflow automation – creation to localization

Do you require a fast, fully automated workflow? We can do it! With custom workflow automation, you can go from creative concept to global deployment quickly and efficiently.

Multimedia  
production

Script  
localization

Arts &  
Graphics

Global  
branding

Transcriptions

Video  
Editing

Animation

Voice-Over

AR/VR Apps

Dubbing and  
subtitling



# All languages, audiences, industries, formats, channels, platforms. All in one place.

Technology connects people, but it's content that brings them together. When it comes to global communication, Amplexor covers your content lifecycle end-to-end, helping you to personalize your interactions with prospects, customers, suppliers and partners worldwide.



LET'S TALK!

## Is your content strategy engaging users across markets?

Our localization experts are ready to scale your brand across continents.

Connect with us today!

AMPLEXOR

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