



ALPHA

Prospectus2024

YOUR **LOCALIZATION PARTNER** FOR GLOBAL SUCCESS





At Alpha CRC, we have a common thread
that connects people and process,
expectation and achievement,
legacy and prospect.

From our beginnings,
our teams have embraced cutting-edge technology
to achieve operational excellence:
expediting delivery,
reinforcing knowledge,
and augmenting capabilities.

Human expertise
in passion and creativity,
And artificial intelligence
to enhance and refine.

This is Alpha Intelligence

In-house staff



450

Continents



5

Global offices



18

Languages



100+

Who we are

Alpha CRC has been supporting businesses in expanding their global reach and engaging international audiences through high-quality localization processes for over 35 years. We work with clients in a range of key sectors, including digital technologies (DXT), engineering, lifestyle, gaming and marketing.

We specialize in **translating, adapting** and **originating** content for each locale, with services ranging from translation to audiovisual production and consultation on creative strategy. Our expert linguists, content creators and engineers leverage the latest technologies and artificial intelligence tools to ensure client projects are always delivered efficiently and to the highest standards.

Key sectors



DXT

Games

Audiovisual

Automotive

Fashion & beauty

Creative

Finance

Others:

**Engineering, Lifestyle,
Marketing**

Contents

05



Reach

Speak in your customer's voice

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Engage

Emotionally resonant content creation

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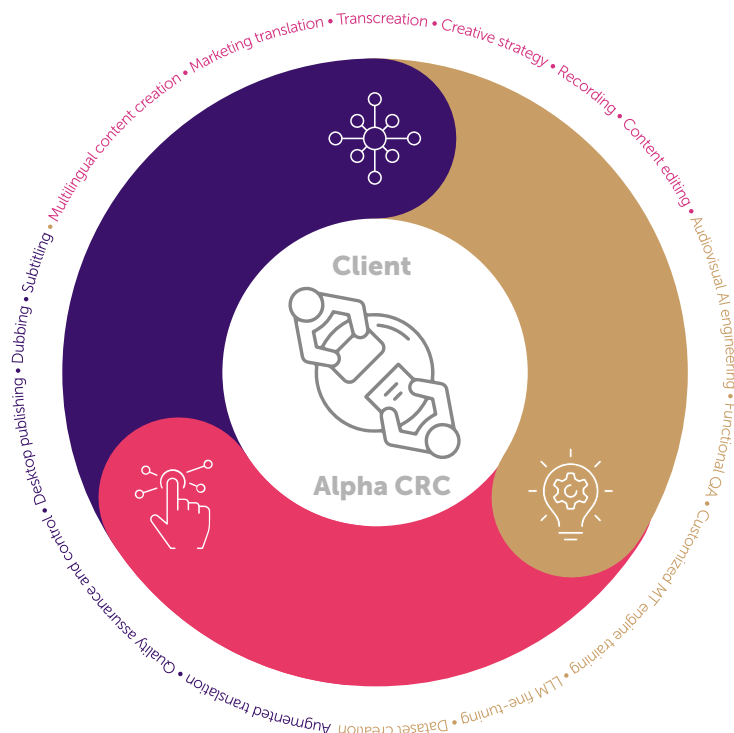


Innovate

AI and ML tech solutions

Services

Our full range of services help clients to reach, engage, and succeed in global markets. We follow an **under-one-roof model**, in which teams of linguists, content creators, and engineers work together to share knowledge, deepen relationships with clients, and deliver globally consistent, locally relevant content.



Reach

Speak in your customer's voice

Augmented translation

Quality assurance and control

Desktop publishing

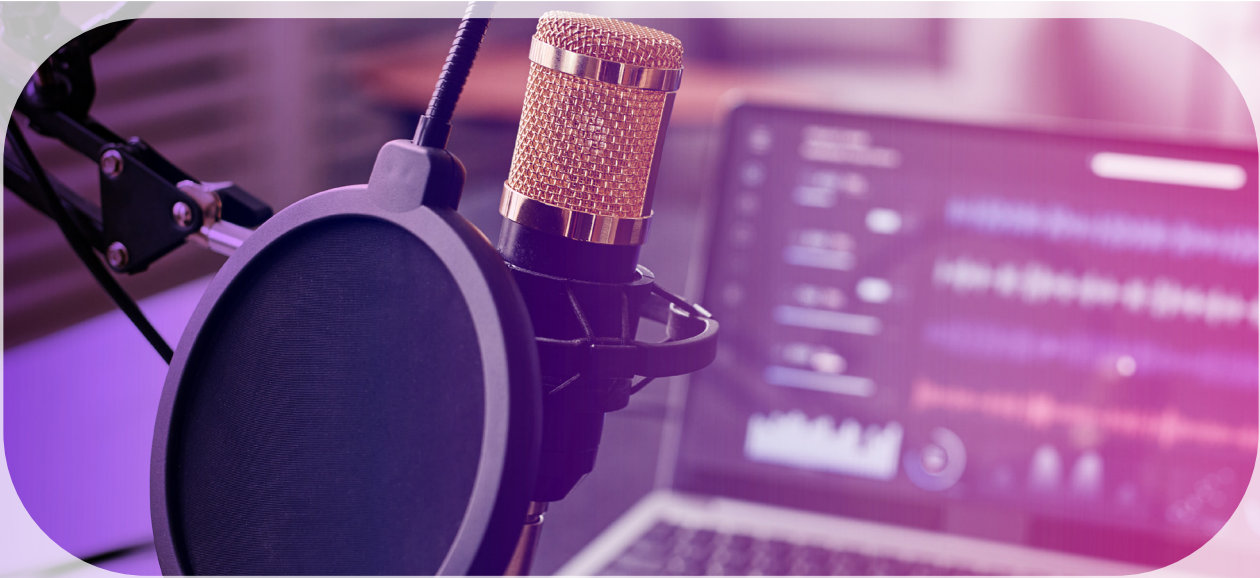
Dubbing

Subtitling



Reach

Speak in your customer's voice



- Augmented translation**
- Quality assurance and control**
- Desktop publishing**
- Dubbing**
- Subtitling**

Speaking the same language as your customers is crucial for building strong relationships and promoting trust.

According to a Common Sense Advisory survey, **75%** of consumers prefer to buy products in their native language. The same survey also revealed that **60%** of consumers rarely or never make purchases from websites that are not in their language. Customers are also more likely to return to a business that provides them with information in their native tongue. The lesson is clear: by speaking the same language as your customers, you improve your credibility, relationship with your customers and ultimately, your rate of success.

Alpha CRC offers a full range of services to ensure that you are speaking to your customers in their language, from translation through to dubbing and subtitling. We also provide quality assurance and control services to ensure the final text contains no errors, is correctly hyphenated and formatted, etc.



60%
of consumers rarely or never make purchases from websites that are not in their language

75%
of consumers prefer to buy products in their native language

Augmented translation



In today's global business environment, translation is more important than ever. With companies expanding their reach across borders and entering new markets, the need for accurate and effective translation services has become vital. Whether you are an established multinational enterprise or a small business looking to expand into new markets, translation can play a critical role in your success.

Alpha CRC sets itself apart through the combination of human expertise and the latest technology to deliver high-quality and effective translations. Our expert linguists use artificial intelligence tools to optimize tone and register and brainstorm translation options alongside CAT tools to ensure consistency with the client's brand voice and preferred terminology.



Tools we work with

We are tech-agnostic, and have developed various connectors to export and import client projects into CAT tools.

The most common include: MemoQ, Phrase, Smartling, Transifex, Contentqu, XTM, Adobe Experience Manager, Lokalise...and more.



End-to-end translation

Eliminate the headache of dealing with multiple vendors and expedite delivery.

From software translation to documentation and product descriptions, Alpha CRC provides scalable services to ensure your business is geared for success in international markets.



NMT and LLM post-editing

Thanks to their experience in post-editing, our expert linguists deliver high-quality translations in a fraction of the time.

Our engineers are also adept at custom-training NMT models, improving the output and further reducing editing times.

Quality assurance and control



Quality assurance and control involve comprehensive review processes where Alpha CRC linguists and testers scrutinize the localized material against the source content to identify any linguistic discrepancies, cultural insensitivities, or user experience issues. These meticulous processes help our clients maintain high-quality standards and effectively communicate with global audiences. We are also committed to developing tools to automate repetitive

and time-consuming tasks within the localization testing process. This includes checking for correct language display, navigation functionality, untranslated text detection, screenshot collection for review and form verification. While automation can significantly increase efficiency and reduce errors, it is not a complete substitute for the nuanced work of trained linguists and regional experts.



Localization QA

This involves a team of linguists who verify that translated content works appropriately in context. Our expert testers identify issues such as truncation, lack of UI scalability and contextual errors in vocabulary use.



Linguistic quality control

Designed to find patterns of errors rather than individual issues, Alpha CRC's linguistic quality control services helps clients to evaluate the quality of their translated output, and identify where improvements can be made in the localization pipeline.



User experience quality assurance

Similar to localization QA, UX QA looks to find errors or issues in localized content.

However, this process analyses live content, following the user journey and assessing cultural appropriateness, legibility, clarity, user satisfaction and readability.

Desktop publishing



Excellence is truly in the details. Ensure that the design, formatting and styling of your branded communications are perfectly adapted for local markets.

Alpha CRC's DTP experts have extensive experience handling projects in over 100 languages, including Asian, R2L and script-based work.

Our teams have developed and used various scripts and automations which reduce turnaround times and client costs. These include automated furigana implementation for Japanese DTP work and specialist tools that allow InDesign files to be easily converted to Microsoft Word documents.



Why use our DTP expertise?

Consistency across languages: Accurate desktop publishing ensures that the layout and design of the media remain consistent across different languages, maintaining the original intent and style of the content.

Enhanced readability: Text that is well-formatted and adapted to fit the target language's reading patterns improves comprehension and engagement among the audience.

Cultural appropriateness: Desktop publishing allows for the adjustment of images, colours, and design elements to be culturally appropriate and sensitive to the target audience, avoiding potential offence.

Cost efficiency: By doing it right the first time, accurate desktop publishing reduces the need for costly revisions and reprints due to errors in formatting or layout that can arise from improper localization.

Brand integrity: Maintaining the brand's visual identity across different markets is crucial. Accurate desktop publishing in media localization ensures that the brand's image and message are preserved.

Faster time-to-market: Efficient and accurate desktop publishing can streamline the localization process, enabling a quicker turnaround and helping products or services reach global markets faster.

Accessibility: Proper desktop publishing can ensure that localized media is accessible to people with disabilities, for example by maintaining the structure necessary for screen readers or by allowing for the resizing of text without layout issues.

Legal compliance: Accurate localization and desktop publishing can help ensure that the media complies with local laws and regulations, such as those pertaining to language use, which can vary significantly from one region to another.

Dubbing

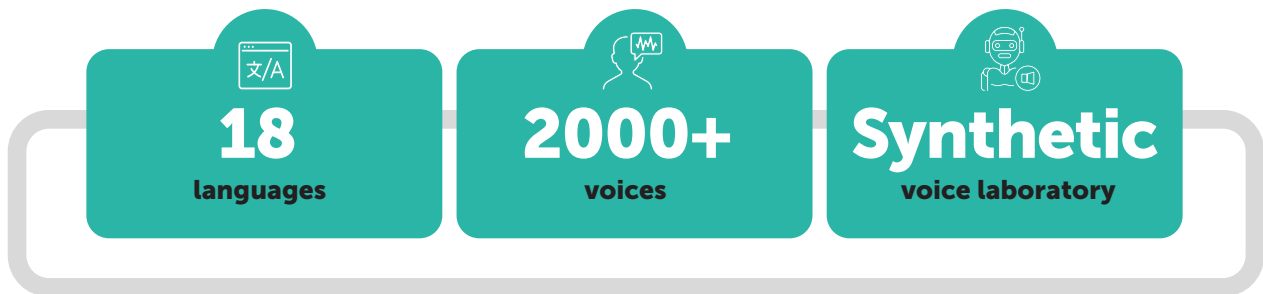


With professional voiceover artists and AI solutions on hand, Alpha CRC's in-house studios can provide full multilingual audiovisual services to clients.

Dubbing is one of the most effective ways to drive audience engagement with your brand, improving memorability and performance.

Alpha Studios is a sonic playground in which our studio engineers, multilingual voice actors and recording experts collaborate to perfect the brand tone of voice for each locale.

We are at the forefront of adopting various audiovisual tech solutions, including the introduction of AI-enhanced speech-to-speech solutions.



Subtitling

Transforming the spoken word to on-screen text, subtitling is a cost-effective way to preserve the integrity and authenticity of your narratives and content across multiple languages and platforms.

Whether you're creating movies, training videos, or adverts, subtitles are an effective way to open your content up to a wider audience.

It's not all about rolling content out into new markets: providing subtitles makes your content more accessible to the hard-of-hearing, and cultural minorities in your existing markets.

Our studio teams and language experts use **XL8's** AI tools to generate subtitles in multiple languages before ensuring that they are culturally, linguistically and emotionally appropriate. This reduces cost and increases speed to market.

Engage

Emotionally resonant content

Multilingual content creation

Marketing translation

Transcreation

Creative origination

Recording

Content editing



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Emotionally resonant content



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Recording

In today's digital era, a multimedia content strategy is critical for businesses looking to engage with a global audience. That's not just in the B2C space either. Indeed research from Forbes shows that **59%** of executives would rather watch a video than read text.

That's not to say that written content doesn't have its place either. At Alpha CRC, we recognize the importance of a multimedia content strategy for global engagement. We offer a comprehensive suite of multimedia localization and production services to ensure that your content is effectively targeted and localized to your audience. With our expertise and dedication to quality, we can help you reach and engage with your global audience more effectively than ever before.



59%

of executives would rather watch a video than read text.

Multilingual content creation



Access new markets globally and articulate your business needs with original and creative multilingual copywriting expertise.

Original content created specifically for each region is the best way to engage your users and consumers and make them feel valued. When created specifically for each locale, content pieces don't have to worry about the structural constraints of a source text, and are instead able to connect with the audience

on a deeper level. This leads to increased brand loyalty and stronger performance in international territories.

Alpha CRC leverages the power of **Launchpoint**, our internally developed AI tool, in order to produce original content for a variety of languages and locales. **Launchpoint** can be used to produce content from either generic or fine-tuned LLMs, which is then carefully edited by our teams of writers to ensure relevancy, interest, and adherence to brand tone of voice.



Marketing collateral and case studies

Marketing collateral works best when crafted carefully with a specific audience in mind.

Our content creation teams work to preserve brand identity and voice across languages, while ensuring that each piece of content will resonate locally.



Podcast and video scriptwriting

Looking to launch a new podcast or video series? Our copywriters craft engaging scripts that define your message while delivering entertaining content that keeps your audience invested.

Wherever they are around the world.



Search engine optimization

Multilingual SEO isn't as simple as translating the keywords from your source content.

Instead, we recommend fresh keyword research for each locale to ensure that you'll see appropriate returns on investment. Our teams are happy to help.

Marketing translation



Marketing translation is a distinct skill, and one that often sits between translation and free transcreation.

Requiring in-depth knowledge of both local culture and client products and services, marketing translation aims to provide appealing content that highlights the brand's values in a local context while respecting the source text and its levers of persuasion.

Alpha CRC typically looks to form long-term strategic partnerships with clients, using dedicated teams of in-house linguists who operate with a deep understanding of your products, services and brand voice.

We use the same technologies as we do for our regular translation tasks, including translation memories and termbases to ensure consistency with your key terminology and other preferences.

Artificial intelligence adoption is also on the increase as linguists look to create spaces for brainstorming ideas. This is all done

inside of Alpha CRC's in-house developed AI tools, which preserve client confidentiality and protect intellectual property.



Translating your website to the following languages enables you reach **80%** of the online purchasing power globally: **English, Chinese, Japanese, Spanish, German, French, Portuguese, Italian.**
(Translated)

Transcreation

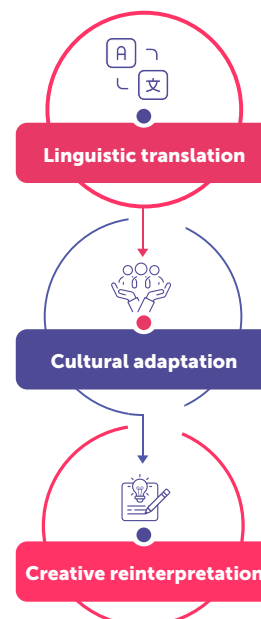
Slogans, taglines, emails etc. need to make a powerful impact. That's not going to happen if the audience is baffled by a cultural reference that has been lost in translation.

The transcreation process might be similar to standard translation, but it demands a great deal of creativity and ingenuity from the linguists that goes beyond accuracy and technical understanding.

During transcreation, linguists analyze the emotional value of a piece of content and consider how best to recreate that impact in their native language. Native linguists take into account both lexical and compositional semantics in context of the local culture to ensure original intent and style of the transcreated content.

Our expert linguists use specialist tools such as the **Alpha AI Playground** to workshop ideas and gather inspiration before

identifying the best option, and then polishing it to perfection for their target market.



Creative origination



Leveraging Alpha CRC's extensive localization know-how, the Alpha Creative team empowers clients to captivate their customers and employees across diverse cultures, markets, and industry sectors through enthralling and authentic content.

Our dynamic ensemble of designers, videographers, copywriters, and innovative minds provides comprehensive cross-platform AV multimedia solutions, guaranteeing the pivotal engagement of content on a worldwide scale.

We fuse the strength of inventive concepts, nuanced understanding of audiences, **AI-enhanced implementation**, and strategic business acumen to craft profoundly immersive experiences. These experiences seamlessly bridge the gap between brands and their audiences, ensuring a powerful emotional connection.



Copywriting and content creation:

- Website copy
- Blog posts and articles
- Scriptwriting for video and radio
- E-books and whitepapers

Video production:

- Corporate videos
- Explainer videos
- Animated shorts
- Product demos

Branding and identity:

- Logo design
- Brand strategy
- Corporate identity development
- Brand guidelines creation
- Naming and tagline development

Web design and development:

- User experience (UX) and User interface (UI) design

Graphic design:

- Print materials (brochures, business cards, flyers)
- Infographics
- Trade show displays and materials

Event marketing and experiential design:

- Event concept and theme development
- Event collateral and signage

Content editing

Perhaps you already have a piece of content you want to use for a specific market. Are you sure it's culturally suitable?

Alpha CRC's multilingual copyediting teams refine content to ensure your messaging is clear and appropriate for your target market, assessing the desired emotional impact.

To do this, we rely on a blend of personal expertise in both local culture and industry, as well as our internally developed AI tool, **Anvil**.

Anvil uses AI to quickly proofread, summarize or modify the tone of a source text. These options are fully customizable, supporting various use cases. This includes options such as modifying a source text for suitability over several marketing channels, from social media to blog content.

Our multilingual copyediting team ensures that the content aligns with the intended message, brand voice, and audience expectations. Human expertise is essential for adding the final touches that make content resonate with readers on a deeper level.

Recording



Sound is our lifeblood.

Our soundlabs are the perfect venue for you to join us and explore the myriad ways sound can enhance your global reach and engage international audiences.

With decades of experience in crafting a wide range of audio content, our teams are ready to guide you through the entire recording process at our state-of-the-art studios.



Podcasts

Whether you're looking to entertain or inform, podcasts are a great way to reach a whole new audience.



Audio branding

Strengthen your brand with a clear audio identity that ties directly into your messaging.



Soundscapes

Evoke the sensation of being in lost in a particular space or time with an immersive gaming experience for global audiences.



Innovate

AI and tech localization solutions

Audiovisual AI engineering

Functional QA

Customized MT engine training

LLM fine-tuning

Dataset services

Innovate

AI and tech localization solutions

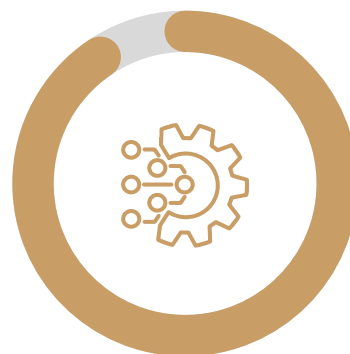


- Audiovisual AI engineering**
- Functional QA**
- Customized MT engine training**
- LLM fine-tuning**
- Dataset creation**

Alpha CRC has always been at the forefront of tech adoption in the localization industry. From the introduction of **CAT tools** to the embrace of **MT** and **NMT**, we are consistently looking for ways to improve our services, lowering costs and improving output quality for clients.

That desire to keep moving things forward has only grown stronger as we begin to see wider AI and tech adoption across all industry sectors. Our 'innovate' services have been brought about as a product of our experiments in using tech to refine and enhance our already robust localization and content production processes.

Whether you're looking to improve the quality of your NMT and LLM output, or want to find new ways of engaging audiences with audiovisual media, our teams are ready to help.



90%

Using the right software can help cut translation costs by **90%**. (Business Insider)

Audiovisual AI engineering



Alpha CRC operates Alpha Studios, a pioneering sound lab based in London that offers a range of audiovisual services, including dubbing, voiceover, recording, and filming. With a passion for innovation and cutting-edge technologies, the Studios team is now taking their expertise a step further by fusing the power of the well-trained human ear and a new set of AI-enhanced technologies.

These services cover the latest **speech-to-text (STT)**, **text-to-speech (TTS)**, and **speech-to-speech (STS)** technologies. As an experimental playground for sound, Alpha Studios is constantly pushing the boundaries of what is possible, offering multinational companies a revolutionary new way to engage with their consumers and employees.



Speech-to-speech

Speak to your employees in their language with our new speech-to-speech services.

Our Studios team transpose multilingual recorded content into your voice, allowing you to create audiovisual content for a diverse audience that still feels authentically you.



Text-to-speech

Gone are the robotic automated voiceovers of yesteryear.

Alpha Studios producers have the expertise required to refine and enhance computer-generated voices so that they engage and entertain, just like a human can.



Speech-to-text

We use AI generation to create and translate timestamped subtitles, which are then checked by our internal linguists and Studios producers before being given final sign-off.

That means no worrying about those inaccurate subtitles that blight online audiovisual content.

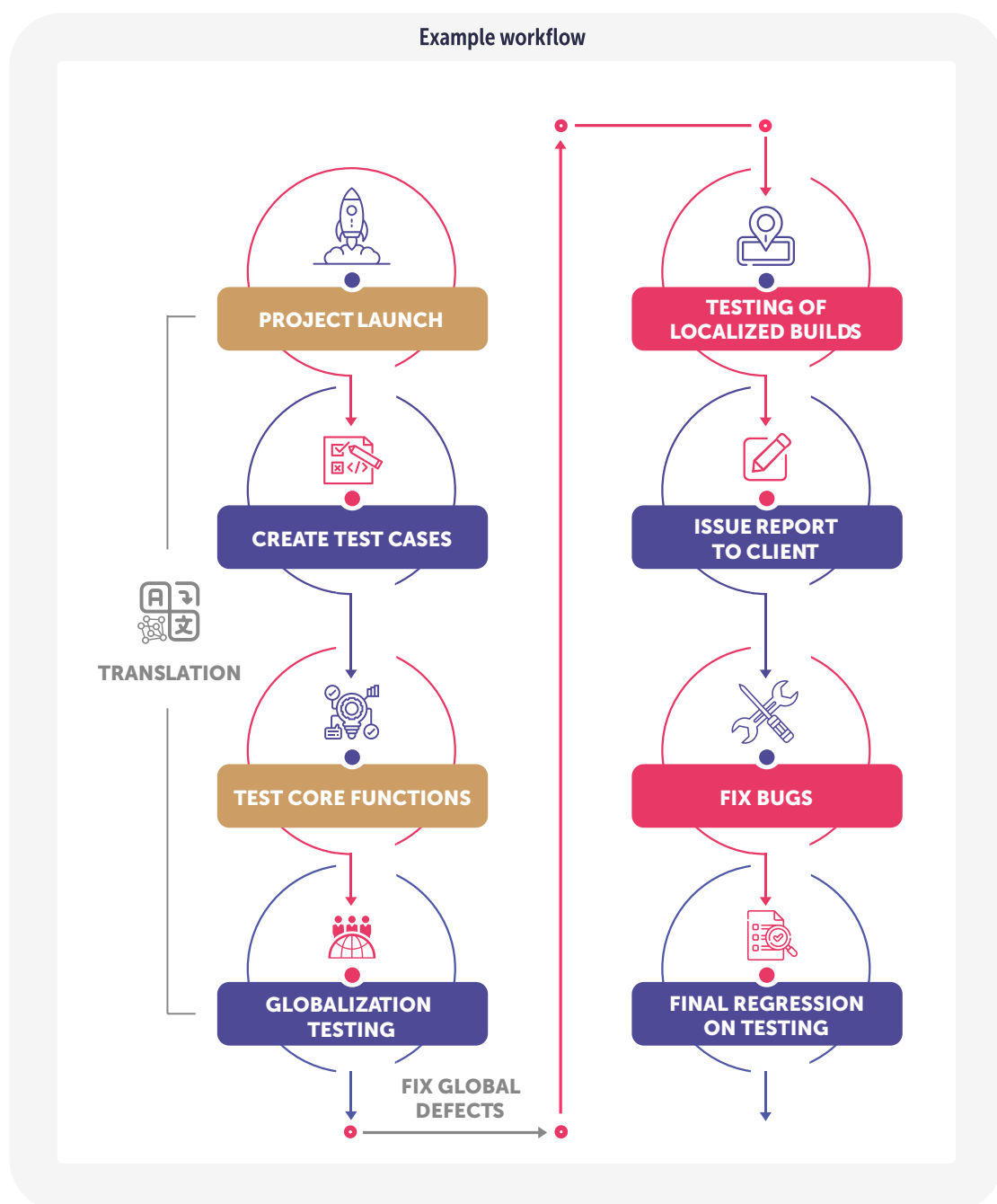
Functional QA



Ensure product development success with Alpha CRC's exhaustive functional quality assurance for all of your software and systems.

Our FQA specialists build comprehensive test beds across operating systems and devices, and provide clients with expert knowledge of automated testing, UI testing, and stress testing for all varieties of hardware.

The teams analyze all content to identify global issues such as truncation and misalignment, and examine software products to check for hard-coded strings which could interfere with the translation process.



Customized MT engine training



Neural machine translation has gone from strength to strength since its introduction and is now an effective way to mass-translate such as low visibility content, FAQ pages, and online-help systems. Output is now at such a high quality in select languages that clients will soon have greater confidence in publishing raw MT.

That said, machine translation is not yet perfect, and there are problems that can impact the quality of output from misunderstandings, mistranslations, and awkward phrasing. Alpha CRC has provided customized MT engine training for years to help clients improve the performance of MT engine on their content.

By customizing MT engines with client-specific glossaries, our engineering team are able to drastically improve output quality, reducing the need for human intervention.

Ultimately, this means lower costs to clients and quicker turnaround times, while our human linguists focus on the more high-value pieces of content.



LLM fine-tuning

Similar to customized MT engine training, LLM fine-tuning helps to refine output and improve adherence to a client's tone of voice or brand image.

While most LLMs are pre-trained to respond generically, this can lead to output that feels out of touch with your brand. Our teams create client-specific datasets from years of translation memories to fine-tune the LLM in an entirely confidential

process, accessible only to Alpha CRC employees and internal teams.

The potential applications of this are almost endless – whether it's used by our translators during our augmented translation processes, or by our copywriting teams while creating new multilingual content.

Dataset services

Dataset creation is crucial for fine-tuning LLMs and is available from Alpha CRC as a standalone service.

While generic datasets are available online for free, Alpha CRC focuses on the creation and maintenance of client-specific resources that will prove most useful in preserving accuracy in tone of voice across languages.

Our dataset services include the creation of client-specific data (based on translation memories, termbases, and style), the maintenance and continued growth of datasets, and dataset testing.

In our testing process, we analyse the dataset content to ensure that it is fit for purpose before fine-tuning a base model and evaluating the results.



S M A R T | H U M A N | G L O B A L

Get in touch

Whether you have a quick query, require a detailed discussion or just want to say hello, we'd love to hear from you.

Drop us a line and we'll get right back to you.

<https://alphacrc.com/contact/>

For more information, including insights and case studies, take a look at the Alpha CRC website: **www.alphacrc.com**

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