

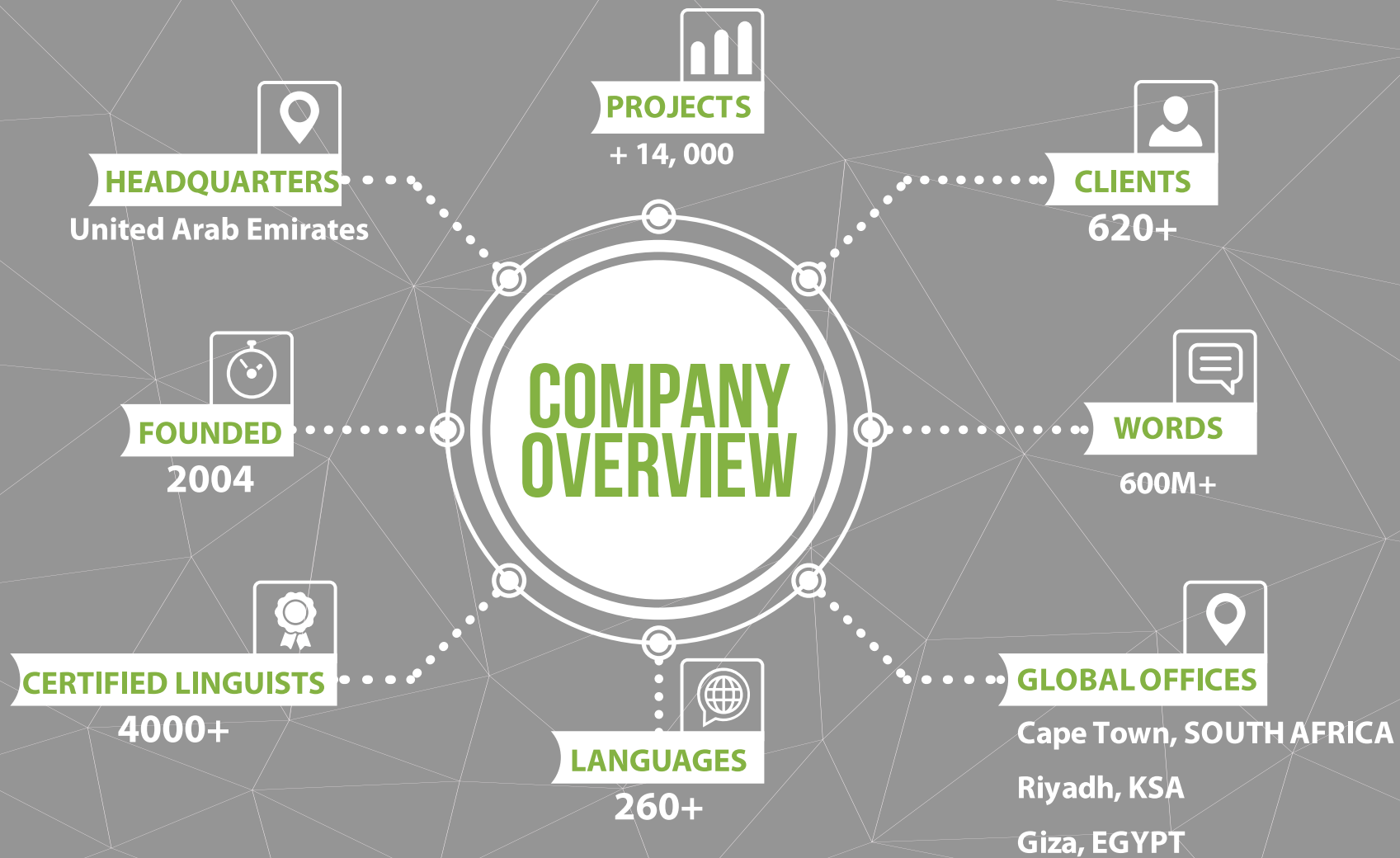


# Multimedia

## Localization Services

Transcending Language Barriers,  
Empowering Global Communications

**bayantech**  
a teqneyat company



## bayantech – Your Long-Term, Strategic, Reliable Partner

bayantech is a leading professional language service provider, offering a comprehensive suite of ISO-certified and smart translation and localization solutions. We are fluent in more than 260 languages, including all African and Middle Eastern languages, in addition to the major languages of Asia and Europe.

bayantech was founded in 2004, and nearly two decades later, bayantech has become a recognized leader in the translation and localization industry. We have also grown from 1 to 4 offices in the United Arab Emirates, Saudi Arabia, Egypt, and South Africa.

Over the years, we have built dedicated and specialist teams that combine experience, technical and linguistic capabilities, and leading language technologies to provide customized and engaging multilingual multimedia localization solutions that enable your multimedia production to take the world by storm.

**We are language masters, industry experts, and technology innovators. We build bridges and break down barriers. We help our partners connect with the whole world better, faster, and more efficiently.**

## Our Mission

To provide individuals and organizations with comprehensive premium-quality translation and localization solutions through innovation and efficiency, and with exceptional value.

## Our Vision

To continue to be the fastest-growing translation and localization provider globally with the same passion and enthusiasm we started with. We also aspire to always be one step ahead of the game, where we are able to forecast the industry's trending services, thus empowering you to lead the way and connect with the whole world easily and efficiently.





## Embracing Multimedia as the New Mainstream

Today's businesses are run by the media. As you might know, it attracts people, increases sales, and drives business growth. However, the significance of multimedia is within the fact that humans from different parts of the world can communicate through emotions and feelings that multimedia help trigger. This is the essence of multimedia. And at bayantech, we recognize the value of multimedia. It's why we work tirelessly to craft words that evoke emotions in people around the world, no matter their language or culture; this is the essence of our multimedia localization services.

Multimedia localization is one of bayantech's key services; we have a depth of experience having worked on several projects with different needs and expectations and of varying size and complexity, all of which have been completed with quality, on time and within budget.

## We Help Businesses and Brands Lead the Global Multimedia Boom

bayantech effectively and efficiently localizes all types of multimedia content, offering powerful and consistent communications across the world. In order to do that, creativity is key. With that aspect in mind, bayantech's carefully selected media translation linguists and wordsmiths take your texts beyond mere word-to-word translation to ensure its context and meaning are accurately rendered. Their abundant imagination, coupled with extensive subject-matter expertise, native fluency, and deep cultural awareness, ensures the highest quality multimedia localization services and guarantees entertaining user experience.



## bayantech Multimedia Localization Services



**Translation, Localization,  
and Transcreation Services**



**Subtitling Services**



**Audio and Video  
Transcription Services**



**Audio and Video Post-  
Production Services**



**Multilingual  
Voice-over Services**

## Wondering How You Could Benefit from bayantech Multimedia Localization Services?

Get a glimpse of the benefits that you can get when you use bayantech multimedia localization services:

- ▶ **ISO- Certified Quality** – giving you peace of mind.
- ▶ **Customized and Interactive Multilingual Solutions** – matching your audience's culture and preferences.
- ▶ **Talented and Experienced Teams of Native Linguists and Subject-Matter Experts.**
- ▶ **Support for +260 Languages**, including double-byte languages such as Chinese, Japanese, and Korean as well as bi-directional languages such as Arabic and Farsi.



▶ **The Latest Language Tools and Software**

▶ **Diligent Project Management Teams**

▶ **Rigorous QA and Testing Procedures**

▶ **Speed and On-time Delivery**

▶ **Cost-Reduction Strategies**

**These aren't just promises — they're real results and the reason why our partners have found us a qualified, flexible, and reliable language provider and partner.**

If you want to know how we are able to achieve these results, the next part of our profile provides a detailed look at our comprehensive solutions, processes, teams, and tools. And once you decide to partner with bayantech, you can see these results in action!

**bayantech brings you**

**We dedicate a significant portion of time and resources to ensure**

**Excellence =**

**Exceptional Quality +**

**through our rigorous ISO 9001:2015 and 17100:2015 certification standards and stringent QA process.**

**Expert Teams +**

**We have fully committed teams of experienced linguists, voice over artists, and engineers who share knowledge, information, and resources and work collaboratively.**

**Efficient Processes & Tools**

**Thanks to our proactive project management teams, we have flexible and efficient processes to deliver the largest and most technically complex projects faster, with high quality and within budget.**

## OUR EXCEPTIONAL QUALITY

At bayantech, we believe that exceptional-quality multimedia localization is achieved through a strong focus on **USER EXPERIENCE**, which comes down to 3 key principles:

Linguistic Competence

Cultural Relevance

Technical Accuracy

## USER EXPERIENCE

### 1. Linguistic Competence

To maximize the power of multimedia content and the impact of localizing that content on your target audience, we believe language competency comes first. Because we know it's all about creating content that should look and feel as it has been developed just for your target audience, we provide only accurate, fluent, and natural-sounding translations. Otherwise, this could be an easy way to mess up the user experience.

Here, at bayantech, we don't put you or your users in any awkward situation that may result from mistranslation. All our translations are 100% free of any linguistic errors and adhere to the linguistic standards of each target language, leaving no room for mistranslation or misinterpretation. Additionally, we provide localized content that matches the intent, style, and tone of your original message as well as the identity and image of your brand.

## 2. Cultural Relevance

Is it enough that your content is speaking the language of your users? Absolutely not.

Whether it's a document, an audio, or a video, we realize that we are dealing with a type of content that uses culture to create an emotional appeal and personal connection with users.

It's why we accurately translate and artfully render and adapt your content while carefully keeping cultural and contextual relevancy/appropriateness in mind. We communicate your messages effectively in a way that respects and resonates with your various audiences for a more relevant and immersive experience for everyone. This includes several aspects such as expressions, slang, and idioms, as well as images, colors, date formats and measurement units, writing direction, design, layout...etc.

**We ensure that you won't be looking at a translated content, but rather a localized one.**



### 3. Technical Accuracy

While bayantech translation and localization teams ensure that your users interact with your multimedia content, our technical and engineering teams ensure that their experience is pleasant and smooth from a technical and functional perspective. We work to ensure that your multimedia production isn't only perfectly localized but also technically perfect for instance, our subtitling services consider technical aspects such as reading pace, characters-per-line limits, timing, synchronization, positioning, text expansion, and more. For our voice over services, our skilled sound editors and expert engineers work on mixing and editing and ensuring perfect synchronization and audio quality. And for textual documents, our DTP teams provide professionally adapted and formatted layout and design; delivering a localized mirror of the original layout.

Thanks to our ISO 9001:2015 and 17100:2015 quality standards, our meticulous -3eye QA (Translate, Edit, and Proofread), expert teams, and advanced language tools, we are able to deliver superior levels of consistent linguistic competency, cultural relevancy, and technical accuracy.

Our High Client Satisfaction is Synonymous for Our Exceptional Quality



## OUR EXPERT TEAMS: All Working for One Ultimate Goal – Meeting Yours

What makes up our team is individual minds. Our global team consists of professional project managers, linguists, subtitle translators, transcribers, voice over artists, localization engineers, developers, graphic designers, and sound and audio engineers. They embody the ideal blend of decades of experience, talent, and the care and joy of driving your projects forward. Additionally, they are committed to continuous training and development in order to be able to meet up with challenges associated with the industry.



## WE DO OUR UTMOST FOR YOU

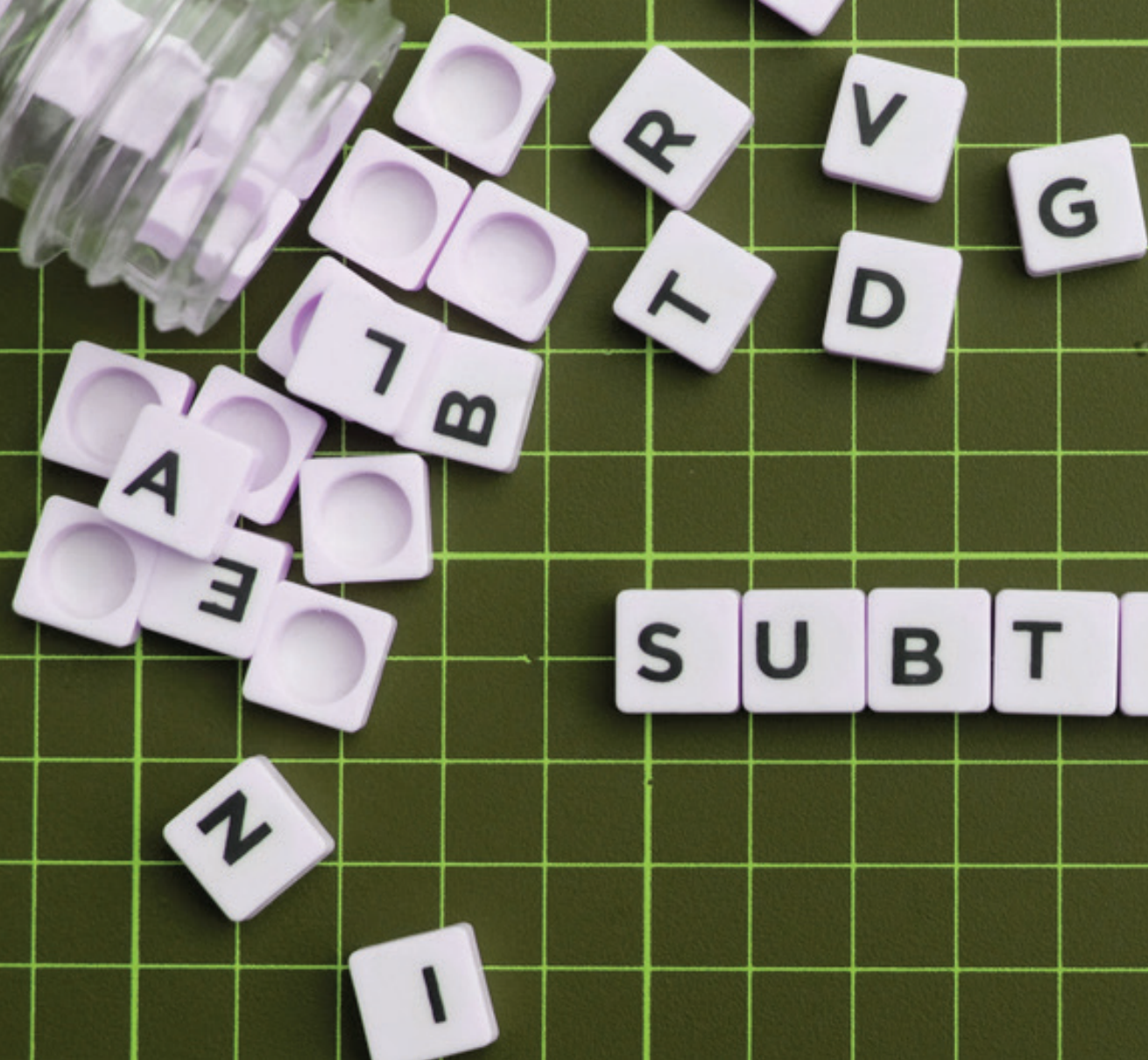
### Our Project Management Team

Our project managers work collaboratively with your team so that you won't have to go through the agony of how to get everybody on board. They oversee all activities from planning to delivery, and they will guide you throughout the entire journey of your project. Our project management approach helps fulfill your requirements in terms of quality, budget and time constraints. By listening to and understanding your needs, they develop tailored localization solutions, because they understand that every project is different and one size does not fit all.

## Subtitling Teams

Because subtitling is an art, bayantech never relies on machine translation. We fully depend on human, professional subtitle translators. They are bilinguals who demonstrate native proficiency in the source and target languages. They live in the target country and have adequate exposure to the culture of your intended audience. Their strong grasp of cultural awareness enables them to handle the specific requirements of subtitle translations spanning from bridging cultural gaps to conveying your message in the span of a few words that accurately depict the meaning.





S U B T I T L E

## Transcription Teams

Whether you need Verbatim, Smart, or Edited transcription, bayantech transcriptions are 100% human-powered to provide you with the most accurate and efficient transcription services that speech recognition technology can never offer. Such technology can't give you 100% accurate transcripts or captions because it can't understand the context and thus can never interpret meaning correctly. It also can never differentiate between homonyms; identify slang, technical words, or acronyms; or recognize accents, voice changes, and background noises/overlapping speech.

This is where the power of our human transcriptionists lies and it's why they are the backbone of our efficient transcription services. They save you the risk of any inaccuracies, misinterpretations, and - sometimes - fatal mistakes. They are native, experienced transcriptionists who are fluent in various accents. Their extraordinary listening skills and great attention to detail bring the authenticity of the spoken language into readable, fluent, and neat text.

## Voice Over Teams: All Great Stories Need a Great Narrator

At bayantech, our voice artists are native speakers of the target languages with impeccable pronunciation and enunciation. Our team of voice actors is diverse, with different skills, from different backgrounds, and of different ages and genders. Their extensive expertise, acting talents, and wide range of voice personalities make them powerful storytellers, allowing them to convey your message effectively, create a connection with your audiences, evoking feelings, and bring your message -and brand- to life. You can have access to pre-recorded samples of their previous work so that you can choose the perfect voice that best reflects your brand message and voice.





**Voice Over**

## Post-Production Teams

With the experience of our Post-Production team, we ensure to make this complex process as trouble-free as possible. Working by a clearly defined post-production plan and with the latest technologies, our Post-Production teams of localization engineers and sound/audio engineers work hand in hand to create efficient localized multimedia productions. They are professionals who realize the importance of working in harmony, covering all of the key tasks, ensuring exceptional quality, and leaving nothing to chance. They have precise attention to detail and deep expertise in multimedia formats, capable of responding to any technical issues that may arise from the very start right up to performing the final touches.

**Our Clients Trust Our Expert Teams – Now You Can Too**





**Production**

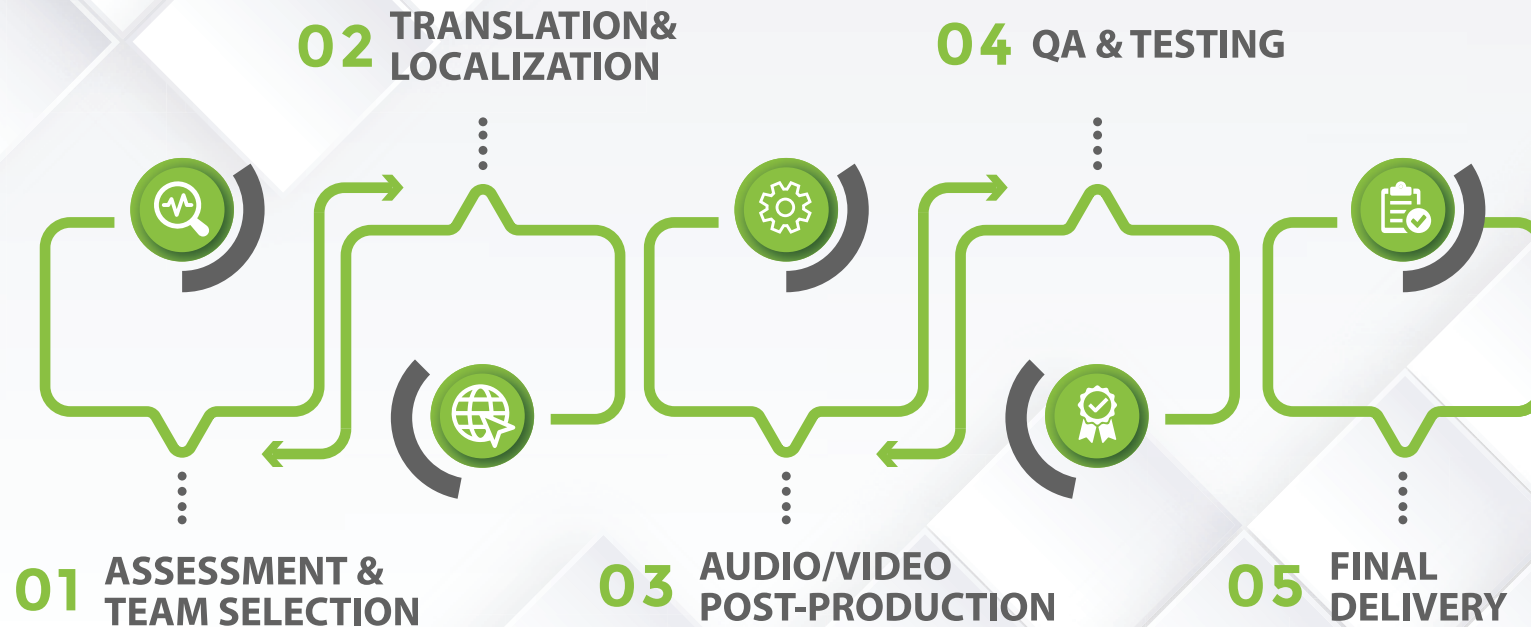
## OUR EFFICIENT PROCESSES & TOOLS: A MEANS TO YOUR END – YOUR GOALS

We see our efficient processes and tools a means to your end – effectively and efficiently meeting your goals for quality, budget, and time.

We adopt a holistic approach to organizing workflow, backed by a productive working environment that puts the efforts of each member of our dedicated in-house team to perfect use. With goal-oriented methodologies and industry standards strictly conforming to our ISO 9001:2015 and 17100:2015 certified quality management standards, we guarantee seamless, customized processes and workflows to better fit our clients' needs. Not only that, but we leverage our processes and tools to ensure on-time deliveries and keep costs in check, without any surprises.

## bayantech Translation Process

Leveraging our proven past experience and translation tools, we design efficient, customized, and systematized processes and workflows to better fit our clients' needs. However, below you can find the five key steps we generally follow:





## Our QA Procedures:

bayantech thinks QUALITY from the start. Before we start the translation and localization of your project, there are two vital elements to maximize our quality:

1. Assessment of Your Source Content
2. Team Selection

We review your source files and identify any issues that might affect the entire process. Our project managers, then, assign the project to our native-speaking linguists who are specialized in the subject matter, setting the foundation for a successful start of the project. The selected team works tirelessly to maintain quality at every stage of the process, which makes our QA procedures easier and faster.

We apply a meticulous 3-eye TEP (Translate, Edit, and Proofread) quality assurance process. All our reviewers and proofreaders are in-country native speakers with wide expertise in the subject matter and who work with their full attention to detail. Upon completion of the translation/localization step, the project is handed to our hawk-eyed reviewers who diligently revise the source against the localized content, ensuring absolute accuracy and consistency. Only after the completion of the editing process do our proofreaders start fine-tuning the content to refine the language and cultural aspects, ensuring the highest levels of linguistic competence and cultural relevance.

**We check and recheck to make certain our ultimate goal is achieved – exceptional quality.**



## Technical QA and Testing : Delivering Flawless Localized Multimedia Productions

Our technical QA procedures check if the content looks and feels perfectly localized. If the project includes printed materials, our DTP specialists and graphic designers ensure that the localized content is properly formatted, professionally displayed, and matching the source documents. They validate the layout, design, font, graphics, page flow, writing direction, text expansion...etc.

If it's a video or an audio file, our skilled teams ensure that they are technically precise and fully functional. For subtitling projects, they diligently check reading pace, characters-per-line limits, timing, synchronization, positioning, text expansion, and more. For transcription projects, they perform a meticulous review of your audiovisual content against the transcript, making sure your transcript is delivered with utmost accuracy, consistency, and coherence. For voice over projects, they work on mixing and editing and ensuring perfect synchronization and audio/video quality. They are also responsible for delivering your projects in your preferred format.

## bayantech Multimedia Localization Tools: Doing More with Less

### Translation Management System

- Translation Memory/ Client-Specific Translation Memories
- CAT Tools
- Terminology Management Tools
- Building Glossaries
- Style Guides
- Pronunciation Guidelines (for Voice Over Projects)



### Multimedia and Post-Production tools

- Graphic Design Tool Kits
- Digital Editing Tool Kits
- Subtitling and Time-Coding Tool Kits
- Voice Over and Dubbing Tool Kits



## Trust in bayantech Multimedia Localization Services

### Experience

Bringing more than 15 years of experience, we've been responsible for the smooth, successful completion of a diverse variety of projects. Throughout these years, we've been able to develop our expertise and create our very own formula of success: an expert, dedicated team of native-speaking linguists and subject-matter experts harnessing technology and language tools and streamlining processes to offer you the best multimedia localization services – a second to none. You can trust our word – and our work.

## **Flexibility and Reliability**

bayantech is your reliable and flexible partner. We are committed to doing the right thing for our clients, every time, all the time, combining the right people, processes, and technologies to power our performance.

We are FLEXIBLE; we transform our capabilities to your benefit. We are equipped to innovate and shape our support, adapting and adopting our solutions to your unique needs and requirements. We are RELIABLE, delivering quality, considerable cost-savings, and fast turnaround time consistently to our clients. We also have the capacity and capabilities to effectively and efficiently handle large volume projects at tight deadlines, without sacrificing the quality or the integrity of your projects.

## **Confidentiality**

bayantech protects your information your translations remain highly confidential. We rely on a centralized server where our teams can access everything securely. Moreover, our strict non-disclosure requirements and rigid confidentiality policy safeguard your data against security leaks.



## Contact Info and Offices

We are here 24/7 and always ready for accepting your requests for multimedia translation services no matter where you are and what language you need.

Let us help; we CAN help; and we are delighted to help!

### Our Branches:



#### **UAE office (Headquarters)**

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+971-526-314819 (sales)



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