

A Quick Look at Traditional Subtitle Generation for Technical Content

It is common for subtitles to be generated automatically from spoken dialogue. A text file is created and marked up with timecodes.

The text file is translated, but limited character space on screen makes it difficult to render the translation correctly at a comfortable reading speed, especially for technical content.

These problems are further compounded by poor quality and inaccurate translations produced by translators who are not subject-matter experts.

The LAI Difference: Revolutionizing Translation and Localization of Subtitles

LAI Technical Translation Services' unique approach to subtitle localization is your key to avoiding these common issues in traditional subtitle translation.

What you get: A linguistics team of skilled subject-matter experts with years of industry experience, and our proprietary AI tools boost the process. We've simplified subtitling across language barriers. Improved quality, lower cost, and a faster turnaround time make for an optimal service.



Traditional subtitle translation brings up other issues:

Loss of focus and quality

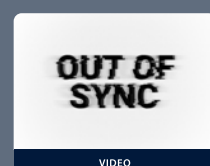
The translator ends up getting distracted with technical and formatting issues, losing focus and impacting translation quality.



(colored dashes represent sentences of dialogue)

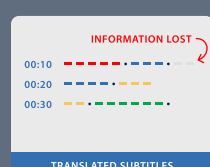
Sync issues and engagement

Artificial formatting constraints often make it difficult to keep the translation in-sync with the on-screen visuals, making it more difficult for the viewer to follow along and understand what's being presented.

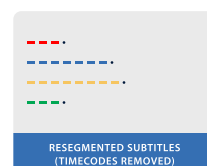


Damage to content by non-subject-matter experts

Formatting and linguistic constraints often require text to be edited to fit in the available space. Translation by non-subject-matter-experts who don't properly understand the content risks editing out important information that is essential to communicate to your target audience.



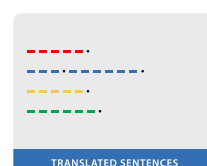
RESEGMENTATION



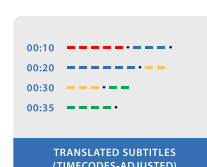
(colored dashes represent sentences of dialogue)



TRANSLATION



RETIMING AND REDISTRIBUTION



Step 1: Preprocessing Subtitles for a Simplified Workflow

Our translators work only with the full text meaning. No artificial boundaries to hinder meaningful translation. No risk of editing out critical information.

Step 2: Seamless and Accurate Translation with Natural Flow

High-quality translation is ensured by our subject-matter experts. Changes can be made easily, without worrying about timecodes.

Step 3: Perfecting Pacing

Translated sentences are resegmented and timecodes added. Comfortable reading speeds and engaging translation, guaranteed!

The result? A high-quality, accurate, and engaging translation, perfectly paired with the on-screen video and with none of the issues inherent in traditional subtitle translation. The process is simplified, faster, and more efficient.