

The logo for MotionPoint, featuring the word "motionpoint" in a lowercase, sans-serif font. The letter "o" is replaced by a white play button icon. The background of the entire page is a blue-tinted photograph of two men in business attire shaking hands, with several yellow diagonal lines overlaid on the image.

motionpoint

How MotionPoint Ensures Translation Quality

Our industry-leading approach delivers world-class translations that serve your business goals.

MotionPoint solves the operational complexity and cost of website localization. Our superior turn-key approach to website translation delivers authentic, accurate translations that do more than capture the voice of your brand. They capture the imagination of your new customers.

What We Do

MotionPoint delivers world-class website translation in every language. We provide a comprehensive translation solution—which includes professional linguists, multi-stage editorial reviews and more—to ensure the best possible translations for your global markets. Before and throughout your website translation project, MotionPoint invests time and effort to understand your brand and business goals.

How MotionPoint Excels

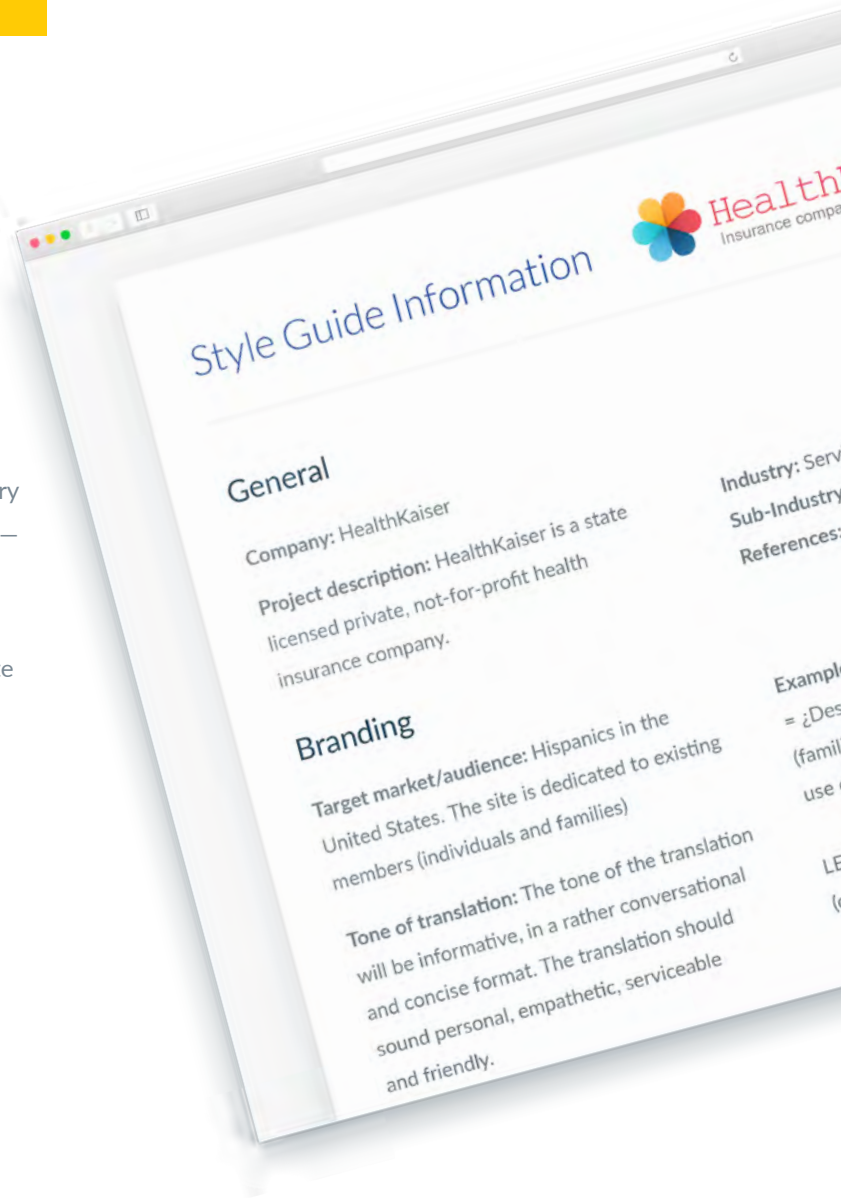
MotionPoint ensures translation quality in four important ways:

1 Delivering translation consistency and brand voice:

MotionPoint works closely with your team to perfectly capture the voice of your brand. We'll create a localized glossary and style guide that provide invaluable insights to our translators about industry-specific terms, and your brand's voice and tone. This helps them perfectly replicate those nuances in other languages.

2 Using a dedicated translation team for your content:

A translation team is assigned to your project from day one, and the same linguists will localize your website every day, throughout the life of your project. They're fluent in your industry, your brand and your target markets. This ensures a consistent treatment of your company's voice and style. The team also easily adapts to changes you make in messaging on an ongoing basis, so your localized content remains fresh and engaging.



Only Qualified Translators

- ▶ MotionPoint's translators are among the best in the industry.
- ▶ All MotionPoint translators, editors and reviewers are professional linguists.
- ▶ They're native speakers of the "target languages" into which they're translating.
- ▶ MotionPoint translation applicants must pass a rigorous certification program.
- ▶ Fewer than 10% pass. Fewer still are hired.
- ▶ Our linguists have experience translating subject matter within your industry.
- ▶ Our translation process is ISO 9001- and ISO 17100-certified, to maintain the highest quality standards.

3

Maintaining multi-stage review and editorial processes:



MotionPoint provides a world-class team of translators who review and localize the content on your website on an ongoing basis. Once content has been translated, it is reviewed by an additional linguist, and an editor then approves the overall project. This ensures consistency and a uniformity of voice throughout the translated website.

On every project, MotionPoint linguists follow your localized glossary and style guidelines to accurately represent technical industry terms and your brand's voice.

4

Providing translation performance for maximum impact:

Localized online content helps your business rank highly in regional search engines. MotionPoint chooses translated phrases and terms that are highly relevant for your company, and also have high SEO value in local markets. Our team will:

- ✓ Research the words and phrases that both convey your brand message and rank highly in search results
- ✓ Translate the metadata that search engines use when determining search rankings
- ✓ Leverage best practices that are unique to regional search engines
- ✓ Prioritize the localization of your website's most important pages when entering a new market

Conclusion

Customers in global markets expect to be served in their preferred languages with culturally relevant, localized online experiences. MotionPoint delivers that. With MotionPoint, there's no need to hire more employees, no learning curve to master the skills needed for website translation—and no worry about integrating CMSs, platforms or solutions.

About MotionPoint

MotionPoint solves the operational complexity and cost of website localization. Unlike all other approaches, our technology and turn-key solution are built specifically for this purpose.

We translate, deploy, and operate multilingual websites, optimizing the customer experience across all channels.

