



motionpoint

MotionPoint's Effortless Approach to Website Translation

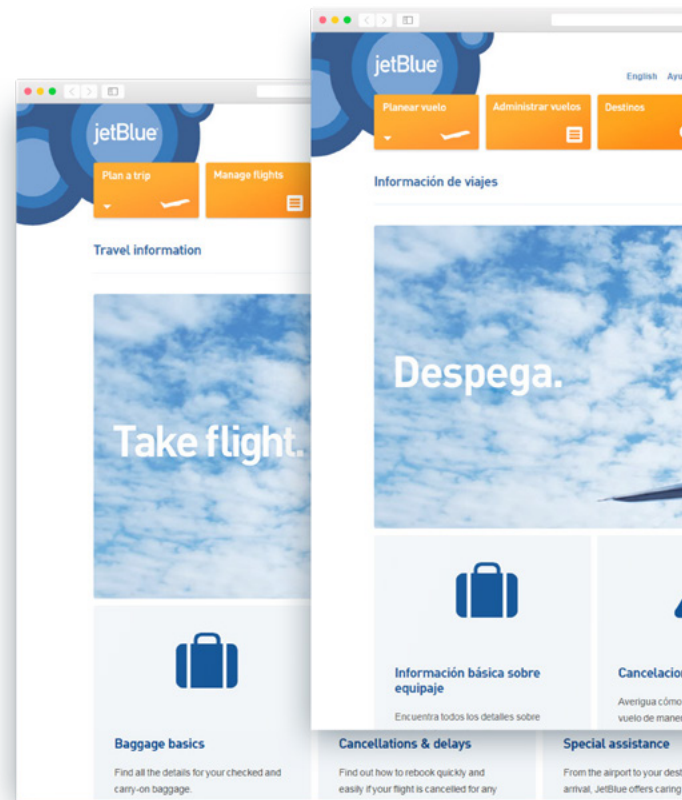
Discover how MotionPoint's managed technology platform delivers the competitive advantage your organization needs.

High Stakes in New Markets

As your company expands into new markets, few investments are as important as website translation.

It's essential to get it right. Presenting web content in locally preferred languages:

- 1 Builds goodwill and credibility among customers
- 2 Creates a satisfying experience for local audiences
- 3 Drives brand awareness
- 4 Demonstrates your commitment to the region
- 5 Ensures compliance with local regulations
- 6 Provides a valuable resource for in-country marketing and sales teams



The Power of MotionPoint's Effortless Solution

MotionPoint's managed technology platform leverages the code and content of your website so you don't need to build separate websites for every language and market you serve. Our technology assembles your translated content—stored in a special translation server—and instantly presents it to visitors as they navigate your localized site.

MotionPoint's model is more than just a translation solution. It's a complete, end-to-end approach to creating, launching and maintaining multilingual websites. MotionPoint's approach minimizes the costs and complexity of website translation by using the most advanced technology, coupled with human expertise in linguistics and IT.

Here's how you'll benefit:



SPEED AT LAUNCH

MotionPoint deploys translated websites in as little as 30 days.



SPEED ON A CONTINUAL BASIS

After launch, our solution identifies, translates and deploys your new content typically within one business day. No other solution reliably delivers translations within that timeframe.



SCALABILITY

Using our solution, you can launch as many additional localized sites as you need, for as many markets as you wish, without hiring additional staff.



COMPREHENSIVE

MotionPoint's industry-leading technology automatically detects the full range of translatable content on your website including text, images, metadata, third-party feeds and applications.



TECHNOLOGY INDEPENDENCE

Our proxy approach works with any site or programming language, and isn't affected by changes you might make to your CMS or website design.



FLEXIBILITY

Our teams use human translators or machine translation capabilities (or both) to deliver the most authentic and economical translations possible.

Why We're Different

MotionPoint is the only company that provides a solution that requires no ongoing customer-side effort, combining the best of technology, translation and expertise. We can handle any website, of any size, built on any technology:

- ✓ **Proprietary technology** to reduce complexity and optimize speed and quality
- ✓ **Effortless management** that removes the burden from your team
- ✓ **Customer focus** to help advance your business goals for new markets

Unparalleled Value of Your Multilingual Websites

Working with MotionPoint brings you:

- ✓ Faster, simpler implementation
- ✓ Authentic, localized translations
- ✓ Accelerated time to market
- ✓ Independent, industry-leading technology
- ✓ Effortless site management and maintenance
- ✓ Easy scalability to add markets and languages

Contact us to learn how we can help your business reach new markets and new audiences with authentic, immersive multilingual websites that give your customers an unparalleled online experience.

About MotionPoint

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

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

