ADMERIX...
WHERE YOUR PROJECT GETS DONE

ADMERIX
The Solutions Company

Overview of Audio Localization and Voice Over Solutions

Admerix
Audio Solutions

Admerix provides full start-to-finish services to complete your audio and voiceover work

- **Professional voice talents**
- **Purpose-built studio facilities**
- **Language monitoring by second native linguist during the recording**
- **Linguistic quality assurance**
- **Editing of finished sound files**
- **File output to client specifications and technical quality assurance**

There is a massive demand for quality audio voiceover localization, but professionals who are responsive, reliable, and can handle demanding audio projects are expensive and hard to find.

In-house solutions often lack skilled personnel to produce corporate-grade work.

Recently there has even been attempts at shortcuts involving linguists recording work themselves without any quality audio equipment. Predictably, these have been disastrous for several large vendors in just the past year.

The solution

To make sure budgets and schedules are met, it is key to work with an experienced provider of localization audio services. Admerix provides full studio audio services for all the Asian, Arabic, and European languages we localize. We also carry out full post-production work including editing and compiling in various formats.

We also provide attention and expert guidance throughout the full project cycle from our native-English speaking project managers who have years of localization industry experience.

Types of audio projects Admerix has completed

eLearning (for both corporate training and children's learning), law enforcement, GPS devices, GPS services in mobile phones, health and safety demonstrations, corporate orientation (ethics, code of conduct, etc.), voiceovers for advertising

List of languages covered

Burmese (Myanmar), Chinese Cantonese, Chinese Mandarin, Hindi, Tamil, Punjabi, Indonesian, Japanese, Kazakh, Korean, Malay, Mongolian, Russian, Tagalog, Thai, Turkish, Ukrainian, Urdu, Vietnamese, Czech, Danish, Dutch, English Aust. English UK, English US, Finnish, French, French Canadian, German, Greek, Italian, Norwegian, Polish, Portuguese, Portuguese Brazilian, Spanish, Spanish Latin American, Swedish

Meet

the demand for quality localization audio

All our voice talents are native speakers of their languages. Linguists are recording on-site. Admerix provides voice samples for clients to approve before starting projects.

Localization procedure

Typically we localize the English scripts to the target language(s) for the audio work. Our rates for translation include translation and then editing by an additional linguist. It also includes expert oversight by our industry veteran project managers. Our linguistic resources have extensive experience with this particular type of translation work which has different requirements to that used for the written word.

The resulting localized content is put in a format relevant for the recording session (so it can be easily used by voice talent) and sent to the client for approval. The translation process often has to take into account time stamps, and the translations are often specially tailored to ensure compatibility with time frames for the final soundtrack usage.

In some cases clients already have their text localized, but often we still need to arrange it into a proper format for the recording session.

Audio recording procedure

1. The client chooses recording talents from the voice samples provided.
2. Once approved, voice talents are booked and the studio is scheduled along with and engineering and language monitor.
3. For the actual recording process, an audio engineer and project manager direct the recording. A language monitor, who is an additional native linguist for the language being recorded, follows along during the recording as a double check to ensure the script is being recorded correctly (to make sure nothing is missed and all tone and intonations are correct, etc.).
4. Editing/engineering of finished sound files
5. File output to client specifications and technical quality assurance

Rates

Rates are quoted per project. Depending on the requirements of the project, the work can be highly engineered broadcast quality recording or less elaborate production for elearning, online software tutorials, etc. It depends on the client output requirements and the voice talents desired.

Overall you will likely find that recording in a lower cost location will offer significant savings over studios in the U.S. and Europe that charge minimum fees for full-day studio rentals.

Time frame

The time frame of auto projects also varies based on the above factors. It should also be noted that unlike localization where projects can be started immediately, audio work usually requires at least a few days advance notice as studio time must be scheduled and voice talents can be checked for availably and then scheduled.

What we need to get you a quotation

Localization audio projects can vary widely, but in general to make a quote we need the following information:
  1. Languages
  2. Numbers of linguists and gender of linguists required
  3. Project description (including if the voice talent is an announcer, narrator, actor (playing a role), etc.)
  4. The target audience that the recording will be used for.
  5. Audio output required (for instance: "wav files,16 kHz mono, bit rate 256kbps")
  6. Any other special instructions from the client

Admerix will help you meet your audio sales goals in 2010

Why not give us a project to quote? Along with a full fixed price quotation and firm delivery schedule, we will be happy to provide male or female voice samples in the language you require.

Admerix is ready to help you reach your sales goals in 2010.

About Admerix

Admerix is a full-service localization solutions company headquartered in stable and transparent Singapore. Founded in 2005, Admerix is led by localization veterans with over 25 years of localization industry experience.

The Admerix team provides customized localization solutions for localization taking advantage of industry-best practices. By focusing their experience on your project, Admerix native-English speaking American, British, and Australian project managers create confidence as they complete complex, multi-language localization projects on time and within budget.

Headquartered in Singapore, Admerix has production and resource development centers in Bangkok, Guangzhou, Hue, and Prague.

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