

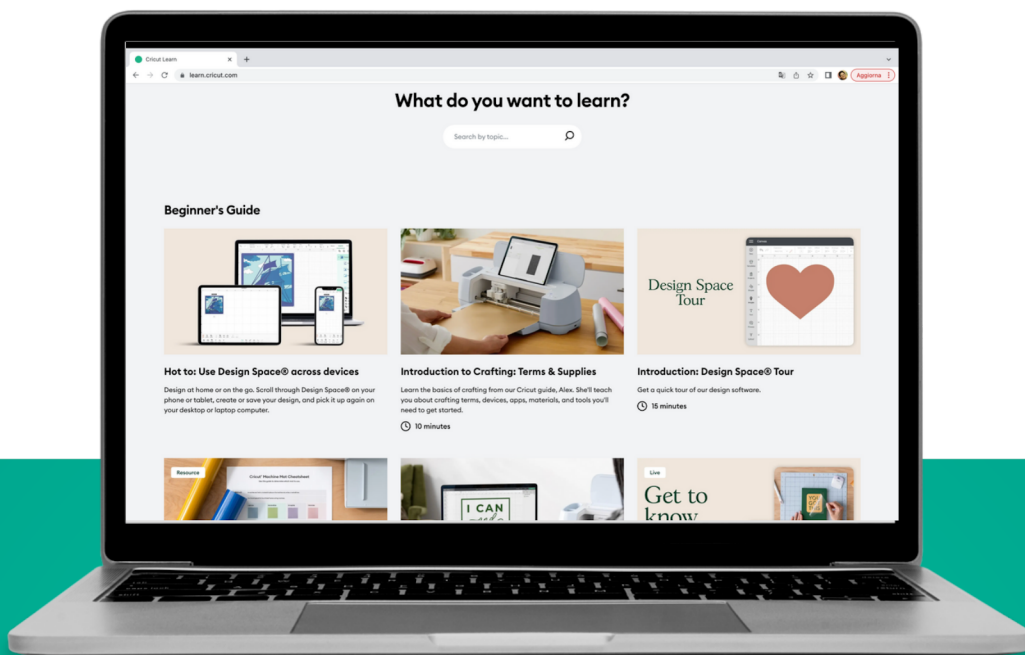


100+ mins in 5 languages in just 2 weeks

Learn how Translated helped Cricut localize its video library with a high-quality, lightning fast, and cost-effective solution.

The Challenge

Recognizing engagement as the primary catalyst for its expansion, Cricut strategically devised a plan to localize more than 100 minutes of video content into 5 languages to accommodate the markets they were entering. Unfortunately, manual localization was not viable at such a large scale, necessitating a swifter, budget-friendly approach without sacrificing quality.



About Cricut

Cricut is a creative technology company founded to empower DIY enthusiasts to bring their ideas to life. Its computer-controlled cutting machines are used by millions of home crafters worldwide for cutting paper, felt, vinyl, fabric, and other materials such as leather, matboard, and wood.

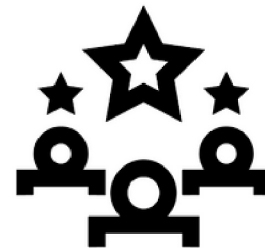


Translated's Impact

Thanks to our tested and dependable method for rapidly scaling audiovisual content, Cricut **doubled registrations for its onboarding courses** and consistently increased monthly active users in their targeted markets.

Cutting Production Time by Two-Thirds

Translated combines the world's leading machine translation with the largest network of vetted, native speakers and AI-assisted software to enhance auto-generated translations and deliver high-quality voiceovers in just minutes.



Expressive AI Voices

Translated's cutting-edge neural synthesis engine produces speech with authentic prosody, rhythm, and tone. As a result, AI-generated and human voices have become nearly indistinguishable.



Tripling Content Production With the Same Budget

By lowering recording costs, we empower partners to rapidly scale localizations, often translating initial content in three locales with a single budget.



ENGAGEMENT

"Tens of thousands of engaged users now have a place where they can be educated on our products."



Today, Cricut relies on Translated not only for audiovisual services, but also legal and DPT services. For any other translation needs, our content repository is directly connected with Translated, allowing everything to be localized without any additional effort on our part. I can now spend more valuable time on growth and with our stakeholders.

Brent Summers - Cricut Senior Localization Manager



Outstanding Voices

Translated's voice services are based on the talents of exceptional voice actors, whose voices are recorded in the studio and scaled with proprietary artificial intelligence (AI). By combining extensive expertise in audio and voice production with the power of AI, we create voices that resonate with the target audience.



A New Linguist Profile

Translated trains highly skilled linguists to create translations that perform exceptionally well when delivered through AI-generated voices.

These linguists also receive training on fine-tuning the final recording and adapting the localization after immediate listening to achieve the best possible outcome.

Our network of audiovisual linguists covers 68 languages in over 40 domains, including e-learning, finance, medicine, and tourism, ensuring that we can deliver voices tailored to each project's needs.

Gaia Celeste - Translated's Community Manager

We're ready
to design
the best solution
for your
localization
needs!

Contact

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Thank you.