

Project: SUBTITLING FOR GLOBAL CLINICAL TRIALS



Park Media's client was developing a new drug to combat the H1N1 virus. The phase II clinical trials were being conducted globally and required widespread recruitment of physicians. Park Media was approached to produce videos to facilitate the recruitment process. After consultation with Park's project managers,

Park devised a strategy to deliver trial information and preparation material in an easy, accessible and understandable way to doctors all over the world in a variety of languages. Once engaged, Park **teams responded efficiently** and performed under unusually tight timeframes while adhering to rigorous AMA requirements for translation.

In this complex project, Park deployed more than forty linguists to facilitate script translation and localization, while simultaneously working to create the videos. After the videos were assembled, they were proofread and reviewed by native speakers to the countries where the trial physicians were to be recruited. Once finalized, the videos were converted into formats ranging from hard-copy DVD to embedded flash video for Internet distribution. Park bridged the linguistic gap and overcame cultural barriers by devising a solution that delivered more than 250 videos in 16 languages across five continents in four different distribution channels. Post-engagement,

Park's client was able to quickly and efficiently recruit physicians all over the world for their clinical trial, and the study got started soon after.

Project: FOREIGN LANGUAGE MULTIMEDIA PRESENTATION



Park's client required an on-screen translation of an important announcement by their CEO, to be shown to an audience in mainland China. The announcement was delivered at the Macworld Conference & Expo, and represented a momentous occasion for the company; it was the introduction of a new product that **quickly became** their largest source of revenue. A precise and natural translation was required for the Mandarin speaking audience to receive this crucial product.

Park Media responded to the client's request using innovative and effective means. Park Media combined technology and translation technique to create a multimedia translation of the live presentation, utilizing on-screen subtitles which surpassed our client's expectations, thereby assisting our client to launch the product successfully into the Chinese market.



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