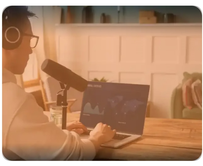
Dubbing and Voiceover

Give your Multimedia a Global Voice

With the fierce competition of the global market and today's customers becoming more aware than ever of the intricacies of multimedia localization, easily distinguishing between poor- and high-quality dubbing/voiceover, the negative effects of settling for subpar dubbing/voiceover can be drastic. With instant access to social media sites and online communities that bring your multilingual consumers together, the repercussions of a poorly dubbed video range from lack of immersion and engagement to negative reviews or even becoming subject for sarcastic memes, negatively impacting your brand image.

From bringing your in-game characters to life and weaving captivating narratives for your diverse global players, to extending the reach of your marketing campaigns across linguistic boundaries, or ensuring accessibility of your educational content worldwide, choosing the right dubbing and voiceover service provider can be the decisive factor in shaping the success of your multimedia endeavors, making the difference between amplifying multimedia ROI and wasting good content creation and localization money.



Choose the right voice for your brand story and expand your reach across linguistic and cultural barriers!

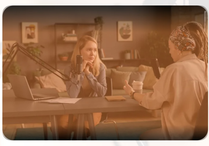
Transbridge brings a huge talent pool of diverse voice actors, fluent in 120+ languages, under one roof. With streamlined workflow, advanced dubbing software, professional recording studios, and a meticulous quality assurance process that starts from voice casting till post-production editing and review, Transbridge offers world-class, end-to-end dubbing and voiceover services, providing your audience with an immersive viewing experience, guaranteeing the highest ROI for your multimedia content.

Dubbing and Voiceover Services in a Nutshell

What to Look Out for when Choosing a Dubbing/Voiceover Actor?

Voice Talents: Sounding as Natural as it can be
Capturing the tone, emotion, and character nuances to maintain content authenticity requires careful selection of voice talents, taking into consideration gender, age, and voice acting skills to ensure complete unity between the voice heard and what is displayed on screen.

Mastering not only Language, but also Dialect
Making sure the voice talents are fluent not only in the target language but also the specific dialect of your target audience is of paramount importance. For example, if your target language is Arabic, you may opt for Modern Standard Arabic (MSA), which is the formal version—a suitable choice for documentaries or educational content, or choose colloquial Arabic, with almost 25 different dialects, best-suited for games, marketing, and entertainment content.



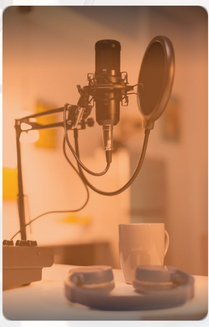
What is the Difference between Voiceover and Dubbing?

Dubbing
involves replacing the original dialogue or vocal performance in a video with a translated version in a different language. It is a complex process that requires lip-sync; that is, professional voice actors record the translated dialogue in synchronization with the lip movements of the actors on screen.

Voiceover
is adding spoken narration over the video content to provide explanatory commentary or additional information to the audiovisual content. Unlike dubbing, voiceover doesn't require lip synchronization

When to Choose Dubbing versus Voiceover for your Multimedia Content?

Dubbing
offers the benefit of a completely immersive viewing experience and allows for cultural adaptation of the original content to ensure it resonates with your target audiences' cultural norms and references. If you aim at expanding your market to new horizons to reach a broader multilingual audience, dubbing can be your perfect choice. However, due to the complexity of the dubbing process, it requires more time and resources when compared to voiceover.



Consider dubbing for your highly visible content:

Games: Outplay your competitors by providing an engaging video game for your multilingual players

Marketing Videos: Get your brand message across in multiple languages through the most powerful marketing tool: videos

Entertainment and Animation: Provide your global audiences of TV/streaming platform shows or animation movies with an immersive viewing experience that sounds authentic and resonates with their cultural preferences.

Voice Over: brings multiple advantages including flexibility, cost-effectiveness, and quick turnarounds. Compared to dubbing, voiceover is a less sophisticated process that doesn't require lip synchronization, but it is also less immersive. So, it is best used for instructional videos or documentaries, or when cost effectiveness and fast delivery are prioritized.

Consider voiceover for your audiovisual content:

Consider voiceover for your audiovisual content: Educational/Tutorial Videos: Enhance learners comprehension and information retention and provide accessible educational content for learners with visual impairments.

Documentaries: Breathe life into storytelling by providing narration or commentary in multiple languages.

What are the Types of Dubbing and Voiceover that Transbridge Provides?

Lip-Sync Dubbing

The original dialogue is totally replaced with a recorded translated version that matches the lip movements of the actors on screen. Professional voice talents act the translated dialogue, precisely conveying the emotion and tone of the original dialogue, while making sure the translated dialogue is in synchronization with the timing and lip movements of the on-screen actors, providing a seamless viewing experience.

UN-Style Dubbing (Voiceover Dubbing)

Overlaying the translated dialogue over the original audio without matching lip movements; that is, the original audio remains audible underneath, as if it is subtle background noise. This dubbing style is commonly used in news broadcasts, live event recordings, documentaries, and educational videos.

Narration Voiceover

Providing commentary, explanation, additional information, or storytelling to the audiovisual content. It is used for a wide variety of multimedia content such as corporate presentations, audiobook narration, and E-learning modules.

Why Transbridge is your Trusted Dubbing and Voiceover Service Provider?

The Right Voice Talent in All Languages, All Dialects

At Transbridge, we understand that high-quality dubbing/voiceover is underpinned by discerning voice casting. Selecting from a vast network of professional voice talents, fluent in Middle-Eastern, European, Asian, and African languages, we make sure the voice actors are native speakers, fluent not only in the target language but also the specific regional dialect of your target audience to guarantee complete comprehensibility and ensure your video sounds natural, authentic, and appealing. Our voice talents are scrutinized in casting sessions (auditions) to assign the voice actors whose acting skills, language and dialect fluency, and vocal qualities (tone, intonation, pitch, etc.) best match the tone and style of your multimedia content, the character/role, and your specific requirements and preferences. Whatever the language and dialect needed, the type of multimedia content, and the scale of the project, Transbridge finds the perfect voice talent for every video.

Dubbing that doesn't Sound "Dubby"

The best dubbing is invisible! A perfectly dubbed video is the one that makes your audience feel like the voice they hear is spoken by the characters on screen. With accurate, culturally adapted script translation, precise lip-synchronization, and meticulous voice casting, we deliver unmatched-quality dubbing with no "dubby effect," providing an engaging viewing experience that builds brand loyalty.

Groundbreaking Technology

Investing in cutting-edge technology is integral to our dubbing and voiceover success formula: Advanced dubbing software, audio editing tools, and lip-sync algorithms play a major role in streamlining workflow, enhancing efficiency, and optimizing quality.

Quality Guarantee

At Transbridge, we implement a comprehensive quality assurance process covering every step of the dubbing/voiceover cycle, leaving no room for errors and accepting no compromises on quality.

Our QA Process

01 Script Translation Editing and Review

Thorough editing by in-country, native-speaking linguists with extensive expertise in script translation and profound industry knowledge, making sure the translated script is culturally appropriate and the tone and style are consistent and best fit the purpose, brand style, and target audience's preferences, ensuring that the translated dialogue is not only accurate but also natural.

02 Voice Casting and Performance Evaluation

Casting directors and quality monitors oversee the voice casting process to guarantee that the voice talent selected possesses the qualifications and skills that match the required criteria including age, gender, vocal qualities, technical and linguistic abilities, and acting skills. In addition, the voice actor's performance is monitored in real-time to ensure emotional consistency with the source material.

03 Lip Synchronization and Timing (for Dubbing)

Ensuring precise lip synchronization so that the translated audio recorded by voice actors accurately match the lip movements of the original actors on-screen is vital to avoid a distracting dubbed version that sounds artificial. Utilizing sophisticated lip-sync algorithms and techniques and top-notch dubbing software, Trasbridge ensures immaculate lip synchronization.

04 Audio Quality Check

After sound mixers and engineers work on smoothly integrating the dubbing/voiceover audio into the original audiovisual content, sound editors meticulously review the audio mix checking for the balance of the levels of dialogue, volume, music, and sound effects and making sure to remove any mistakes or background noise to ensure clarity, consistency, and high audio quality.

05 Final Review

Our quality assurance team reviews the final product and sends it to the client for feedback. Any final adjustments requested by our clients or recommended by the QA team are to be implemented.

Full-Cycle Support

Transbridge offers end-to-end dubbing and voiceover services catering to a wide range of industries. From script translation, voice casting, and recording in our professional, fully equipped studios to lip synchronization, integration/mixing, and quality assurance, Transbridge takes care of every step in the dubbing/voiceover project cycle.