

## Case Study - Dynamic Digital Depth



Dynamic Digital Depth (DDD) work within the 3D technologies industry to enable glasses-free 3D viewing of video, photos, games, and Computer Graphics content for consumer mass markets on a variety of platforms.

Operating in a niche industry, DDD recognised the global potential of partnerships within the Japanese market and decided to localise their website to appeal to the Japanese manufacturers of displays and devices as well as software companies who are current innovators in this market in Japan.

Web-Tranlations have localised DDD's website by working in conjunction with the Japanese and American offices of DDD to ensure their distributors have a localised website which reflects the quality of their products and demonstrates DDD's commitment to the Japanese market.

### The Challenge

- To provide a Japanese version of DDD's website
- To strengthen distributor relationships in Japan
- To demonstrate DDD's commitment to their Japanese partners
- To launch the website and use it for marketing purposes before and after major industry exhibitions in Japan
- To deliver brand awareness internationally
- To communicate with customers in America and Japan, with a time zone difference of 16 hours

### The Solution

- Website localisation to generate interest and initiate new relations
- Translation and Desktop Publishing work of brochures into Japanese
- Rapid turnaround of additional marketing literature for exhibition use
- Research to identify Japanese equivalents and ensure appropriate terminology
- Creation of glossaries to maintain consistency in DDD's marketing materials
- In house Japanese Project Managers to ensure Quality Assurance
- Localisation of 300 images

### The Results

- An informative Japanese website to welcome potential partners to a long term relationship with DDD
- Increased brand awareness and product knowledge within the Japanese 3D technology marketplace
- Appointments and meetings booked in advance of the exhibition taking place
- Multilingual marketing materials available for promotion
- Japanese glossaries for future reference

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