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- Mukund Bhagavan,
Director of Strategy, hi5
Networks

Client Value

- Continuous and rapid translation and localization of content into as many as 20 languages weekly
- Elimination of misunderstandings by adapting information to meet hi5 customers' cultural, linguistic, and business requirements
- More streamlined processes through consolidation with one language vendor and the use of Freeway, Lionbridge's online translation delivery platform
- Satisfaction of hi5's 80+ million members

hi5 Connects Young People in 20 Different Languages

hi5 Networks, Inc. is one of the leading social networks, with a unique, international footprint that touches North and South America, Europe, Asia, Africa, and Australia. Its 80+ million registered members, in over 200 countries, use hi5 to communicate with friends around the world in 20 languages, and to connect with the local and global communities that are important to them. hi5 provides a localized experience for its members, helping them connect with others based on language or other personally relevant cultural and popular interests.

Challenge

For hi5 (one of the top 10 most-trafficked Web sites according to Alexa), the ability to have pages in multiple languages is crucial to future success, since more than half of the site's annual visitors hail from Latin America and Europe.

When hi5 initially turned to Lionbridge, the company had previous localization experience with another third party, but it was dissatisfied with the overall quality of those earlier translations. Additionally, hi5 had seen a 56 percent jump in users to just over 18 million; and today, hi5 continues to grow by 150,000 new users a day. To continue growing membership at this rapid rate, the San Francisco-based firm needed to work collaboratively with a partner that could consistently deliver high-quality translation and localization services to meet its members' satisfaction requirements.

Solution

Lionbridge initially localized the hi5 Web site into Japanese. This included translation of the master glossary, full Web site translation, and a thorough in-context review.

Next, Lionbridge managed an independent audit of seven of hi5's previously localized sites to evaluate and grade the quality of the translated content. This controlled review was performed by Lionbridge translators. The independent process provided hi5 with the confidence it needed, without disrupting its own internal processes. Due to the low quality rating of the LQI, Lionbridge completely edited three languages to increase the quality, tone, and consistency of the content.

On an ongoing basis, Lionbridge now translates hi5's content weekly into as many as 20 different languages. Each week Lionbridge receives an update file containing 500 to 1,000 total new words and quickly translates and localizes the final files within four days.

Lionbridge uses Freeway,[™] its online translation delivery platform, to support Web translation for hi5. Freeway provides a host of productivity-enriching features that help hi5 closely manage its quick-turn translation projects — from project creation and translator collaboration to terminology management and reporting.

"By working with Lionbridge and their Freeway system, we've expanded our service to include 11 more language options — all of which were turned around quickly," said Mukund Bhagavan, director of strategy for hi5. "As part of our focus to deliver a valuable and relevant experience for our diverse global membership, we now provide language coverage for 80% of the world's Internet users, with more translations in the works."

 Lionbridge has offices in 26 countries. To find the location nearest you, visit www.lionbridge.com