



TRANSPERFECT  
GAMING SOLUTIONS



Xbox released its docuseries *Power On: The Story of Xbox*, a six-part series that takes viewers behind the scenes of Xbox's 20-year history, to emphasize the importance of gaming communities and fans worldwide. To achieve this, Xbox invested in premium captioning, subtitling, and audio descriptions in multiple languages.

Xbox chose TransPerfect as its partner for this project due to the benefits provided by TransPerfect's integrated technology, services, and capabilities in **supporting accessibility and inclusion across 30+ languages**. Through collaboration with production hubs worldwide and linguistic specialists experienced in similar content, TransPerfect created a global solution that combined cloud-based and in-studio approaches. The final versions in various

languages were delivered on time and within budget, allowing fans to support their favorite gaming platform in their preferred language.

By working with TransPerfect, the Xbox Global Experimental Marketing Team successfully integrated accessibility and inclusion into their international engagement strategy. As a result, the docuseries has **garnered more than 8.5 million views on YouTube since its release in December 2021**, with international audiences playing a significant role in this achievement.

The success of the partnership between Xbox and TransPerfect has led to ongoing collaboration on additional languages and other projects.