

How Projector Creative and Tech Online Institute localized training materials

Case studies

professional modern training

Key results



Launched a pilot **project to localize** lectures in Ukrainian



Preserved **100% authenticity of lecturers' voices** thanks to AI technologies



Saved **up to 90% of time and resources** in dubbing lectures.

About the client

[Projector Institute](#) is an online platform designed for individuals seeking freedom in learning and career growth. It offers opportunities for:

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- ✦ Creative and IT professionals aiming to reach new heights in their careers;
- ✦ Individuals ready to transform their lives by mastering a new profession from scratch;
- ✦ Experienced professionals eager to enhance their skills and advance in their fields.



Projector Institute stands out for its practical approach to learning, with an online format that ensures education is accessible to everyone regardless of location or schedule.

👍 Over the past 9 years, Projector Institute has:



20,000

Educated 20,000 students through 130+ courses



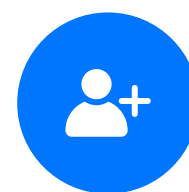
400

Built a community of 400 curators



100,000

Attracted 100,000 participants to its events



160+

Expanded to a team of 160+ dedicated professionals

Challenges

Over the years, Projector Institute has developed dozens of training courses and curated a unique Lecture Library featuring over 550 hours of educational materials. Operating on an

annual subscription model, this platform is accessible not only to Projector Institute students but also to anyone eager to explore creative and tech topics through lectures.

However, some of the content, particularly lectures recorded before 2022, was created in languages chosen by the lecturers, resulting in some material being available only in Russian. This created a need for Ukrainian and English translations to make the resources more inclusive and accessible.

To address this, we initiated a pilot project to localize the content while maintaining its original quality.

👉 It was crucial not only to translate the videos but also to retain the natural tone and character of the teachers' voices. This ensured that students could fully experience the authenticity and high quality of the materials.

Solution

The Pitch Avatar team undertook the challenge of localizing the lectures with a focus on maintaining authenticity and quality. Our approach included:



Authentic translation with AI:

Translating the lectures from Russian into Ukrainian using AI, ensuring accuracy while preserving each lecturer's unique style.



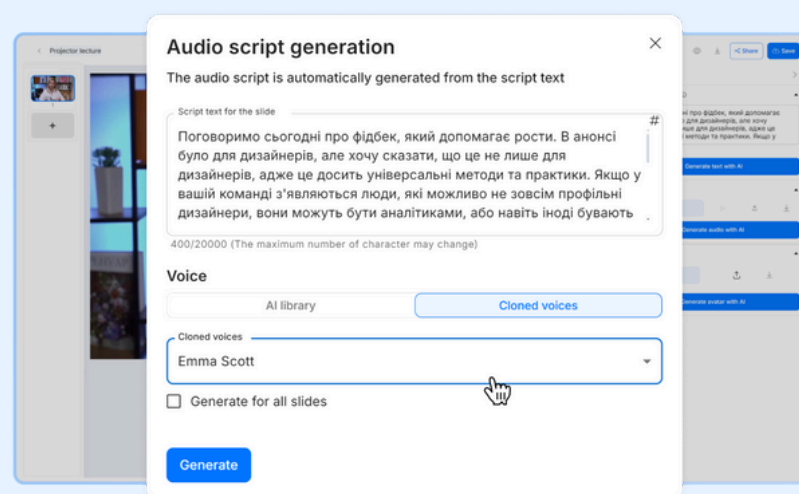
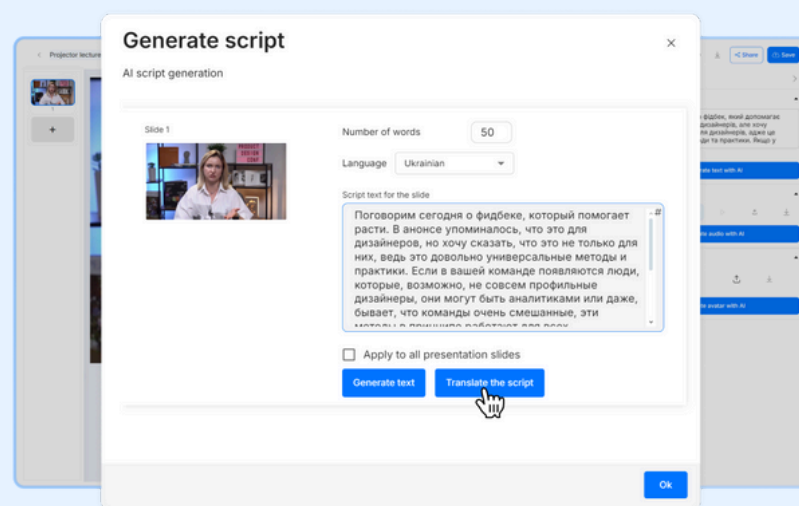
Voice cloning for realistic delivery:

Employing voice cloning technology to replicate the lecturers' voices in Ukrainian with remarkable similarity.



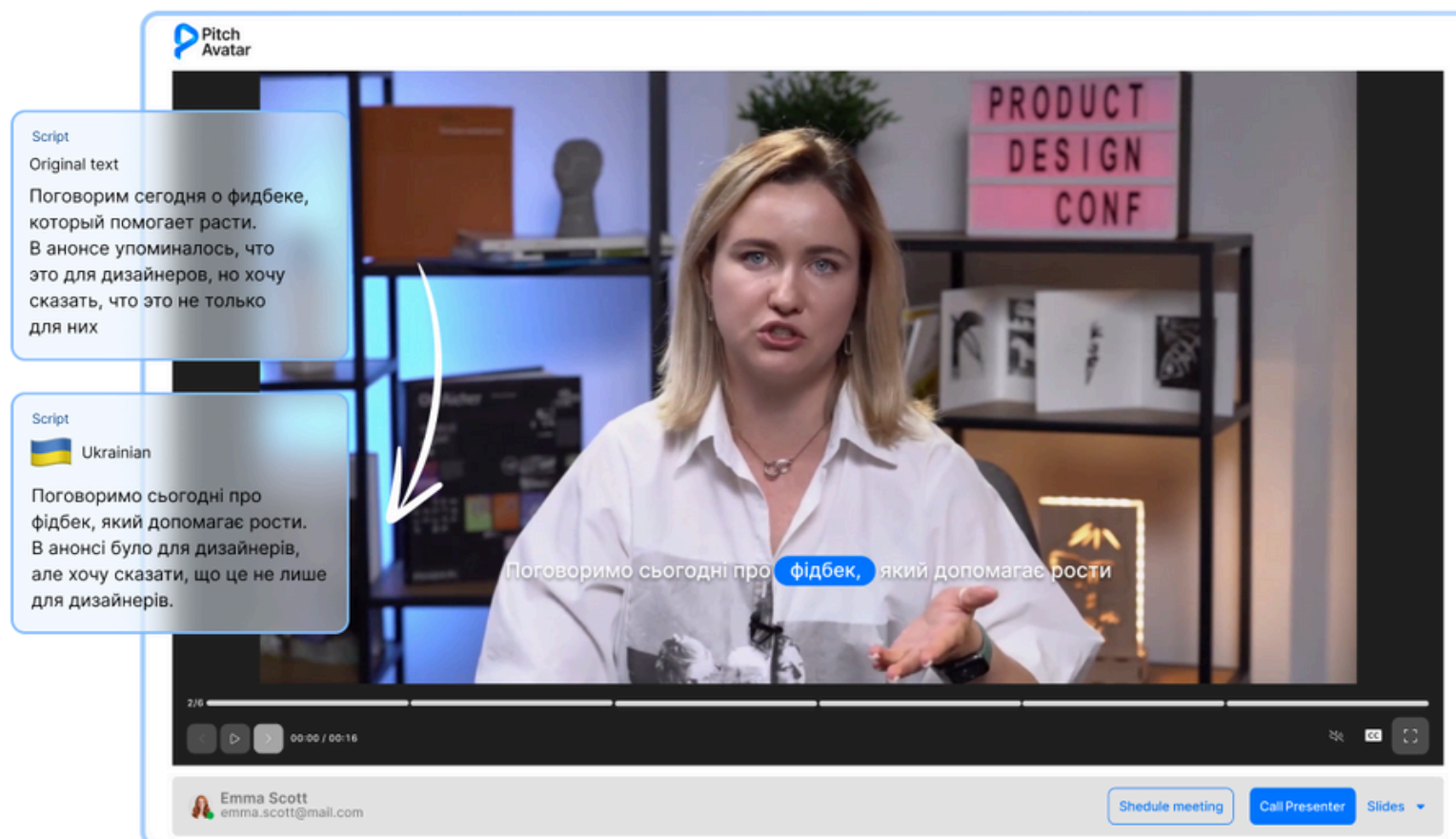
Seamless synchronization for immersive learning:

Synchronizing the translated content with the lecturers' lip movements and lecture dynamics using AI, delivering a seamless and natural experience.



Results

- ✦ Lectures are now available in Ukrainian, broadening accessibility for the audience.
- ✦ The localization process was completed efficiently, within a short timeframe, and without additional costs.
- ✦ The audience praised the new format, and Projector Institute successfully met the growing demand for educational content in Ukrainian.



“ In 2022, we made the decision to discontinue content in Russian completely. Since the platform has been active since 2017, we have accumulated many lectures that need to be re-recorded. However, this posed several challenges - many content creators could not produce high-quality re-recordings, and the process would have required extensive team resources, including managers, video production specialists, designers, and copywriters. Partnering with Pitch Avatar allowed us to overcome these challenges quickly and without utilizing our internal team’s resources. We are extremely pleased with the result and look forward to continuing our collaboration. ”

Lisa Kireenkova,
Project Manager at Projector Library

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