

Dear Client: In our **Fall QuickNews**, we would like to draw your attention to our audiovisual services for the Media, Advertising and Entertainment Industries...

Today's Topic: **Voice Talents**

...by Maria Pantazi

It is common knowledge that voice talents have been contributing to realistic productions and adaptations in the field of communication for a very long time – that “special voice” that will make a difference is much sought after in such thriving industries as media, advertising and entertainment. But what can voice talents really do for you and why are they so important?

Realistic Adaptation Matters...

Naturally, hearing correct expression and a familiar accent awakens a sense of authenticity and instills credibility. Using a native speaker (or one that has mastered your target country's accent) instead of someone whose pronunciation is clearly foreign to the country in question, renders your production far more believable. It shows your target audience that you know how to approach them on their own territory. Moreover, it proves that you have respect for that country's language, culture and mentality. An accurately adapted production is bound to win you a wider and, at the same time, more diverse audience

Where Voice Talents Come In.....

Voice Talents are employed for a large variety of tasks, including voice recordings, voice-overs and voice-coaching. Voice recordings are typically used by advertising agencies for commercials or promotional corporate presentations. Voice-overs are of particular importance for

popular movies in countries with high-diffusion languages, such as Chinese, Spanish, French, Arabic, German, Japanese or Portuguese, for which subtitled films and TV-series are more uncommon. And voice

coaches are called for by companies that want to select their own

Rely on WordExpress....

With our strategic location in Los Angeles, the world capital of entertainment, WordExpress, since its inception, has played an active role in the entertainment industry. Be it a movie script translation, subtitling, voice-over or voice coaching, our company significantly participates in the process of audio, video and film production.

Our job is to provide companies in the communication industries not only with first-rate translations, but also with valuable audiovisual resources in order to assist them market their services better at home and abroad and thus reach a wider clientele.

Whether you need an experienced professional or have your own voice talent, WordExpress can help you refine your project. From our pool of more than 1,000 voice talents specializing in over 100 languages, we can provide you with the exact language skills and voice characteristics that your project calls for! Alternatively, our highly qualified voice coaches instruct your actors of choice in the most effective manner.

Our voice talents are trained to portray characters from a large variety of ethnic, social and professional strata. WordExpress provides male and female voice talents in all age groups, with a wide range of dialects and accents, and a broad diversity in personalities and tonalities!

Entrust WordExpress with your audiovisual projects – your full satisfaction is guaranteed!

WordExpress is in compliance with the stringent quality standards of ISO 9001

Our quality control processes are unmatched in thoroughness – our goal is always perfection.

For a **free quotation** on your next project, please call us today at:

(310) 260-7700, ext. 125 or (800) 570-0700, ext. 125

Or e-mail your request to clients@wordexpress.net

Visit our website for more information: www.wordexpress.net

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