

# 18ways

## Localisation infrastructure for modern products

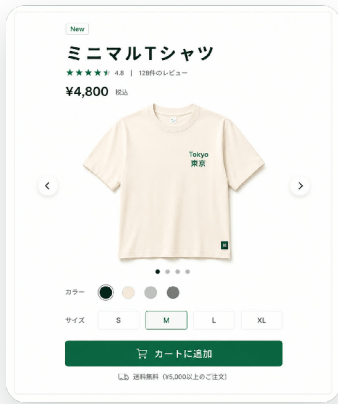
Launch websites, apps, and marketplaces in every language, without large dev teams supporting it.

Text, images, and videos handled in one step.

```
Product.jsx
1 <div>
2 + <T>
3 <h1>{product.title}</h1>
4 <p>{product.description}</p>
5 + </T>
6 - <img
7 + <Timg
8 src={product.photo.src} />
9 - <video>
10 + <Tvideo>
11 <source src={product.video.src} />
12 - </video>
13 + </Tvideo>
14 </div>
```

One simple change. Your app is ready for the world in minutes.

Product pages



Images & banners



Videos



User generated content



### ✗ Google Translate, ChatGPT etc.

- ✓ Dynamic text supported
- ✗ Not search-engine friendly
- ✗ No React / app support
- ✗ Dev must add new languages
- ✗ Image and video not supported
- ✗ No option for human review
- ✗ No automated localisation QA
- ✗ No deep context for translators

### ✗ Lokalise, General Translation, etc.

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- ✓ Search-engine friendly
- ✓ React / app support
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- ✗ Image and video not supported
- ✗ No dynamic AI/human pipeline
- ✗ No automated localisation QA
- ✗ No deep context for translators

### ✓ With 18ways, you move faster

- ✓ Dynamic text supported
- ✓ Search-engine friendly out of the box
- ✓ React / app support
- ✓ Self serve new languages in seconds
- ✓ Image and video supported
- ✓ Custom AI/human review pipelines
- ✓ AI detects and fixes translation issues
- ✓ Context & snapshots auto-attach

## 🔍 A localisation partner that spots issues before your users

18ways' AI agents continuously review translations *in context*.

They automatically fix what they can, and advise on other fixes for a human to review.

### Detects issues

From bad translations, to UI issues like text overflows.



### Attempts fixes

Automatically applies variants to fix issues.



### Advises humans

Flags complex issues for a human to review.



### One-Click Expansion

Add a new locale by clicking a button in the dashboard. Everything else is handled for you.



### Custom Pipelines

Set custom thresholds for AI and human reviews of content. Pipelines are completely handled for you.



### On The Fly Edits

Modify translations on the fly, instantly. Whether an AI agent, or a human translator. No need for a dev cycle.



### Runtime Translations

Localise anything. Static text, API responses, or dynamic text never before seen. Just add a <T> and you're done.



### Ready for SEO

Server-side rendered and ready for SEO. Translations load instantly, offering the best user experience.



### Context Aware

Humans and AI translators win with better context. Our runtime engine provides deep context, including anonymised snapshots.