

AI-Powered Video Translation Platform Transforms Multilingual Media Localisation

The Client

Quiddity Infotech LLC is a global technology company delivering SaaS, mobile, cybersecurity, AgriTech, ERP and Cloud solutions, with over 100 years of collective team experience across software services and IT consulting industries.



Business Challenges

Quiddity Infotech LLC needed a scalable, cost-effective, AI-driven platform to deliver broadcast-grade video translation across multiple Indian languages, without the expense and delays of manual dubbing processes.

- Manual dubbing processes were costly, slow, and unable to scale across multiple language pairs
- Existing tools failed to preserve speaker identity, emotion, and tone during translation
- Lip-sync accuracy remained unachievable for premium, long-form broadcast content
- No unified pipeline existed to handle both long-form and short-form content consistently

The Solution

MTSL designed and deployed a Generative AI video translation platform for Quiddity, combining AWS Cloud infrastructure with Sarvam AI and SyncLabs/LatentSync to automate translation, voice synthesis, and lip-sync dubbing.

- A web-based interface lets users upload content, select languages, and configure speaker detection
- A six-stage pipeline covers ingestion, transcription, translation, voice synthesis, lip-sync, and output generation
- The architecture preserves speaker identity, emotion, and timing throughout translation
- The hybrid approach balances cost efficiency with broadcast-grade quality standards



Impact Delivered

The Generative AI pipeline cut localisation turnaround times by over 70 percent while reducing costs compared to traditional dubbing vendors, enabling Quiddity to scale multilingual content production.

- Hindi-to-Tamil translation went live, with architecture supporting seven additional Indian language pairs
- Speaker-aware translation supports up to 10 unique speakers per video with preserved voice characteristics
- Broadcast-grade lip-sync alignment maintains speaker identity and emotional performance across content
- An operational dashboard provides visibility into video, audio, and transcription activity

Technology Stack

- AWS Cloud Infrastructure
- Amazon S3
- Sarvam AI
- SyncLabs
- LatentSync
- Generative AI Models
- Speech-to-Text/Text-to-Speech Engines
- Cloud-Native Web Application Framework

Services Delivered

- Generative AI Solution Design
- Cloud Architecture & Deployment
- AI Video Translation Pipeline Development
- Voice Synthesis & Lip-Sync Integration
- Application Development & Testing
- Managed Cloud Support

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