

Media Contacts:

Media Relations
hi@lexigo.com

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LEXIGO, a leading Translation and Multicultural Communication Provider, Announces Launch of The NATIVE Experience Podcast.

LEXIGO, an award-winning translation services and technology provider, is excited to announce the launch of its new podcast, The NATIVE Experience. This engaging new show, hosted by veteran podcast host Brian Kane, invites experts from various fields to discuss their experiences and knowledge of multilingual communications.

The NATIVE Experience aims to empower listeners by going beyond mere translation and localization. By sharing captivating stories of successful product localizations, engaging insights into working with multicultural communities, and personal narratives that shed light on unique communities, the podcast inspires its audience to produce native in-language content and connect with their audiences in more meaningful and authentic ways.

"We believe in the power of stories to inspire and educate," says LEXIGO CEO. "We're excited to use this platform to share the stories of those who have successfully navigated the complexities of CALD communications, and to provide our listeners with practical insights they can use in their own journeys."

The NATIVE Experience is recorded via Zoom and offers an interactive and engaging experience, thanks to the expert guidance of host Brian Kane. The podcast aims to provide its listeners with a deeper understanding of translation, localization, and native communication in an ever-globalizing world.

"Native communication goes deeper than just translation or localisation," explains Kane. "It's about designing content that resonates with a specific audience. Through The NATIVE Experience, we aim to empower organisations to connect more authentically and effectively with their diverse customer bases."

Listeners can access The NATIVE Experience on popular podcast platforms and through LEXIGO's website at <https://www.lexigo.com/podcast>

The first ten episodes are live with a new episode released every Tuesday.

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About LEXIGO

LEXIGO is an award-winning translation and multicultural communications

agency - enabling business, brands and government to communicate with confidence and boost time-to-market across 171 languages.

Driven by a global network of 10,000+ native translators, LEXIGO's own cloud technology harnesses advanced AI to deliver authentic, peer-reviewed and culturally-informed translation.

Awarded as one of Australia's most innovative companies in the Smart100 index and a Top 10 SME in the DELL Business Excellence Awards, LEXIGO is leading the way in accurately translating and managing multicultural content for hundreds of organisations every month.

Founded in 2011 by Mark Saba, LEXIGO is a privately held company headquartered in Melbourne, Australia and operates globally.

About The Native Experience

For more information about The NATIVE Experience podcast, including guest booking and sponsorship opportunities, please contact nx@lexigo.com