

LIONBRIDGE AURORA AI™ FOR LUXURY BRANDS

Lionbridge's AI-First Global Content Platform for Elevated Storytelling

In a world where Artificial Intelligence (AI) is redefining how we search, shop, and engage — Aurora AI empowers luxury brands to scale their global presence while preserving the artistry, exclusivity, and cultural nuance that define them.



WHAT AURORA AI OFFERS LUXURY BRANDS



Intelligent Orchestration with Brand Awareness

Aurora AI is more than a Translation Management System (TMS). Our AI-first orchestration platform intelligently routes content to the **optimal mix of AI and human expertise**, ranging from AI translation with human post-editing to full human translation.



Luxury-Aligned Precision

Linguists trained in luxury language **refine every word, the tone, and nuance**, to ensure cultural resonance and brand integrity across every project. Whether the translation is AI-assisted or performed entirely by humans, the result is always brand-aligned and market-ready.



Composable, Human-in-the-Loop Ecosystem

Aurora AI seamlessly integrates into luxury content workflows, offering **editorial control and creative oversight** at every step. It adapts to emerging technologies while keeping **humans in the loop** where it matters most — creativity, nuance, and brand storytelling.



Scalable, Multilingual Storytelling

Aurora AI enables fast, high-quality multilingual content production at scale **without sacrificing the craftsmanship** that luxury demands. From flagship campaigns to product descriptions, your brand voice remains consistent, refined, and emotionally resonant.

Aurora AI Benefits Luxury Brands By:

- Accelerating global storytelling while preserving human creativity and craftsmanship
- Balancing AI efficiency with human artistry, offering the best of both worlds
- Preserving brand voice and cultural nuance across languages and markets
- Reducing operational complexity while enhancing creative control
- Supporting both AI-forward and human-preferred workflows, meeting brands where they are in their digital journey