Q. If we are using launches (http://docs.adobe.com/docs/en/cq/current/wcm/launches.html) to work on future release. Can we use machine translation for this also?
   A. Yes, you can run Machine translation workflow on Launches content as well. It may not be hooked up with UI though.
   REPLY: If does not appear in UI How do make promote part of launch promote?
   A. You can use Launches UI to do the same. Let me clarify: my comment about UI was limited to the Languages section of the References Tab.

Q. Is translated content happens on-demand clicking on translate button Or translated content stored somewhere & just displayed clicking translate button?
   A. You can configure persistence options. We provide three options out of the box:
       a) Translate contributions on user request and persist thereafter
       b) Automatically translate contributions in all supported languages, as soon as a contribution is made
       c) Do not persist translations

Q. How do you persist, at a high level?
   A. We store translations in the configured backend (JCR, MongoDB, Cloud Storage) as child of contribution. We create a new translation node and save translations in specific languages under a language specific nodes. For example, a French translation is stored as <comment node path>/translation/fr