



# VIDEO GAME AND APP LOCALIZATION

In order for smartphone games and apps to attain their full potential they need to be effectively localized by native speakers.

## FULL LOCALIZATION ENABLES

Expansion of market share and target audiences

Engagement and the creation of linguistic, cultural and emotional ties

Reduced costs and development times and increased return on investment



According to recent studies, in 2019 the global video game software industry will be worth some 10 billion USD. The expansion of digital entertainment and the globalization of communications has led to software development firms and smartphone games and apps developers increasingly needing to adapt their content to different markets. Currently, most major video game titles are marketed in over 30 countries and are translated into more than a dozen languages.

**Localization is, according to experts, directly responsible for over half the turnover of the gaming industry.**



Localization in the field of multimedia entertainment is crucial for the end user to obtain a native gaming experience and for them to be engaged on their own emotional, social and cultural terms.

As well as showing users that developers are committed to offering the very best possible gaming experience, regardless of their spoken language, full localization can lead to multiplying sales fivefold for a given territory.

## industry demands



## seprotec solutions

- Very tight deadlines ✓ We guarantee a 24 hour service on projects thanks to an extensive team of managers located in different time zones and a single management software that streamlines the workflow.
- Complex terminology ✓ Translators, linguists and terminologists work from the very beginning in order to become familiar with the product, defining the correct terminology, drafting lists of unwanted terms, source materials and defining a tailored style for the project.
- Cutting-edge technical development ✓ We use specialized software and tools to manage the project from the preproduction to testing stages.
- The need to localize into several languages ✓ SeproTec has 30 years of experience translating between over 120 languages.
- Multiple linguistic and technical stages ✓ We manage each project according to a specific workflow designed jointly with clients, ensuring traceability.
- Continuity in narrative, tone of voice and audio materials ✓ Each project is given personalized treatment and managed by a specific team of experts assigned to the account. This ensures continuity in the narrative, consistency in the cultural localization and consistent tone and dubbing, both for the main title as well as for subsequent sequels or expansion packs.

When embarking on a software or mobile application localization process for the first time, it is important to remember that it is a highly complex process in terms of **technology** (understanding the platform, programming language, integration, structure, hard-code, dubbing and sound post-production, testing, bug reports), **linguistics** (terminology, language varieties, adaptation without losing the narrative content) and **culture** (uses, expression, legal aspects). The process encompasses all areas related to the product: script, dialog, user interface, tutorials, manuals, packaging, patents, legal documents, merchandising, advertising, PoS display and more.

SEPROTEC HAS AN EXTENSIVE TEAM OF PROFESSIONALS WHO USE THE MOST CUTTING-EDGE TECHNOLOGY AND TOOLS TO ENSURE ALL THE ASPECTS OF LOCALIZATION ARE TACKLED OPTIMALLY.



**30** years  
of **experience**  
in **translation**

Translation  
into over  
**120**  
languages

production  
centers in  
**Europe and  
America**

**325**  
employees  
**7500**  
industry-  
specialized  
freelancers

text interface dialog patents legal documentation online gaming manuals video games MMOGs packaging voice-over mobile apps script



### Our experience is your peace of mind.

- SeproTec has 4 centers in Europe and America and offices on three continents.
- SeproTec has an extensive team of professionals including 325 employees and 7,500 freelance collaborators of all nationalities.
- SeproTec also employs native linguists and localization experts from around the world.
- SeproTec has long-standing experience in the video game and online and offline digital entertainment industries.
- SeproTec organizes castings for dubbing actors and records audio material in collaborating sound studios.
- SeproTec uses the most cutting-edge technology.
- SeproTec has been awarded the UNE-EN ISO 17100, ISO 9001 and ISO 14001 certifications.
- SeproTec offers end-to-end project management, from the reproduction stage to the final delivery.

### Our know-how is to your benefit.

- We will work actively on your project 24 hours a day and offer constant feedback.
- Each project is managed and developed by a dedicated team of professionals.
- We guarantee native speakers will be translating your project to ensure the final product sounds natural.
- We understand and are familiar with all the challenges and needs of digital product localization.
- We manage each and every stage of the project in order to minimize clients' workloads.
- We manage complex digital projects and work with all kinds of platforms and formats.
- We guarantee the quality of all our work.
- You can leave your projects in our hands, our expertise and commitment will ensure their success from beginning to end.

#### About SeproTec

SeproTec is a Sepro Group company offering multilingual services, with 30 years of experience providing cost-effective and high-quality solutions in the fields of translation and interpreting. Named one of the top 30 businesses in its industry (Common Sense Advisory), SeproTec employs cutting-edge technology to manage translation projects, designed specifically to maximize client satisfaction, and has 325 employees and over 7,500 freelance collaborators who work with management teams to offer a 24 hour service for any multilingual needs.

