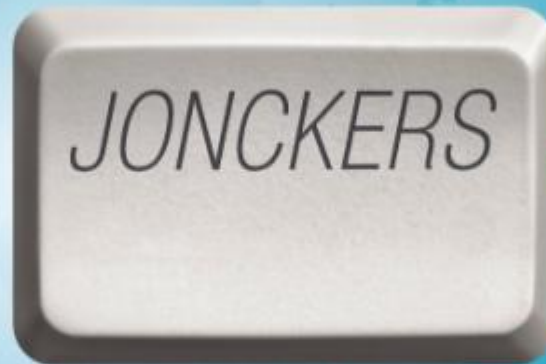


Setting up localization collaboration for successful globalization.

Sanghwan Lee



YOUR LOCALIZATION HOTKEY

AGENDA

Jonckers Overview

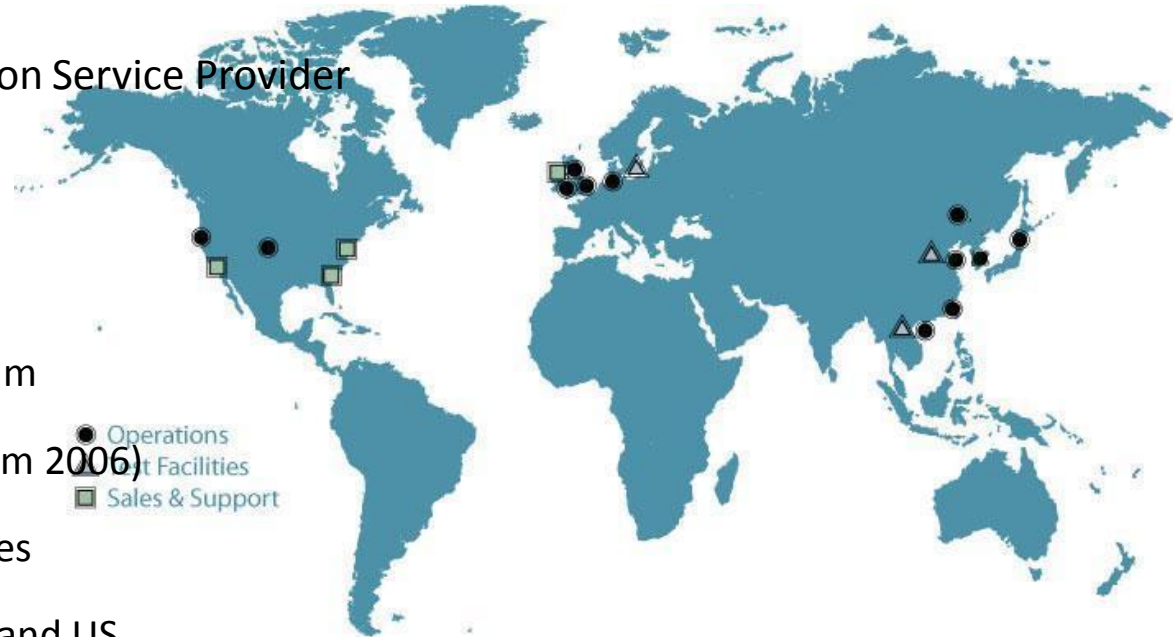
1. Definitions
2. Why Internationalization
3. Steps in the Game Localization Process
4. How are games localization different?
5. Who is LSP?
6. How to set up localization team?
7. Checklist for collaboration with LSP
8. Localization Kit.



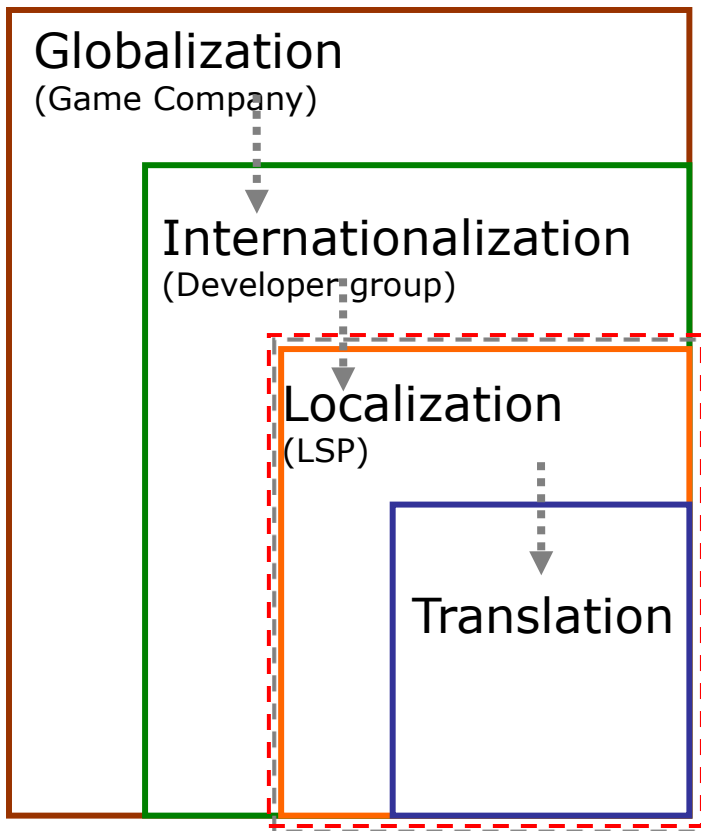


Jonckers Overview

- Company: Jonckers Translation and Engineering (Founded in 1994)
- Full service, mid-sized Localization Service Provider
 - Consultancy
 - Translation/ Localization
 - Engineering
 - Testing
- Heads Quarters in Brussels, Belgium
- Seoul office in Yeouido, Seoul (From 2006)
- Supporting more than 50 languages
- Global locations in APAC, Europe, and US
- MS Service Vendor of the year 2007 – selected from 15,000 vendors globally



1. Definitions - glossaries



- ◆ **Language Service Provider (LSP or Vendor)**
- ◆ **Localization (l10n)**
- ◆ **Internationalization (i18n)**
- ◆ **Globalization (g11n)**



Definitions – Tools used in L10N



Translation Management Systems (TMS)
Machine Translation tools (MT)

The diagram illustrates a workflow for localization. It starts with a blue box labeled 'Text' on the left. An arrow points from this box to a green box containing 'Translation Memory (TM)' and 'Terminology Databases (TDB)'. From the green box, another arrow points to a larger olive-green arrow pointing right, which contains 'Translation Management Systems (TMS)' and 'Machine Translation tools (MT)'. In the background, there is a faint wireframe globe.

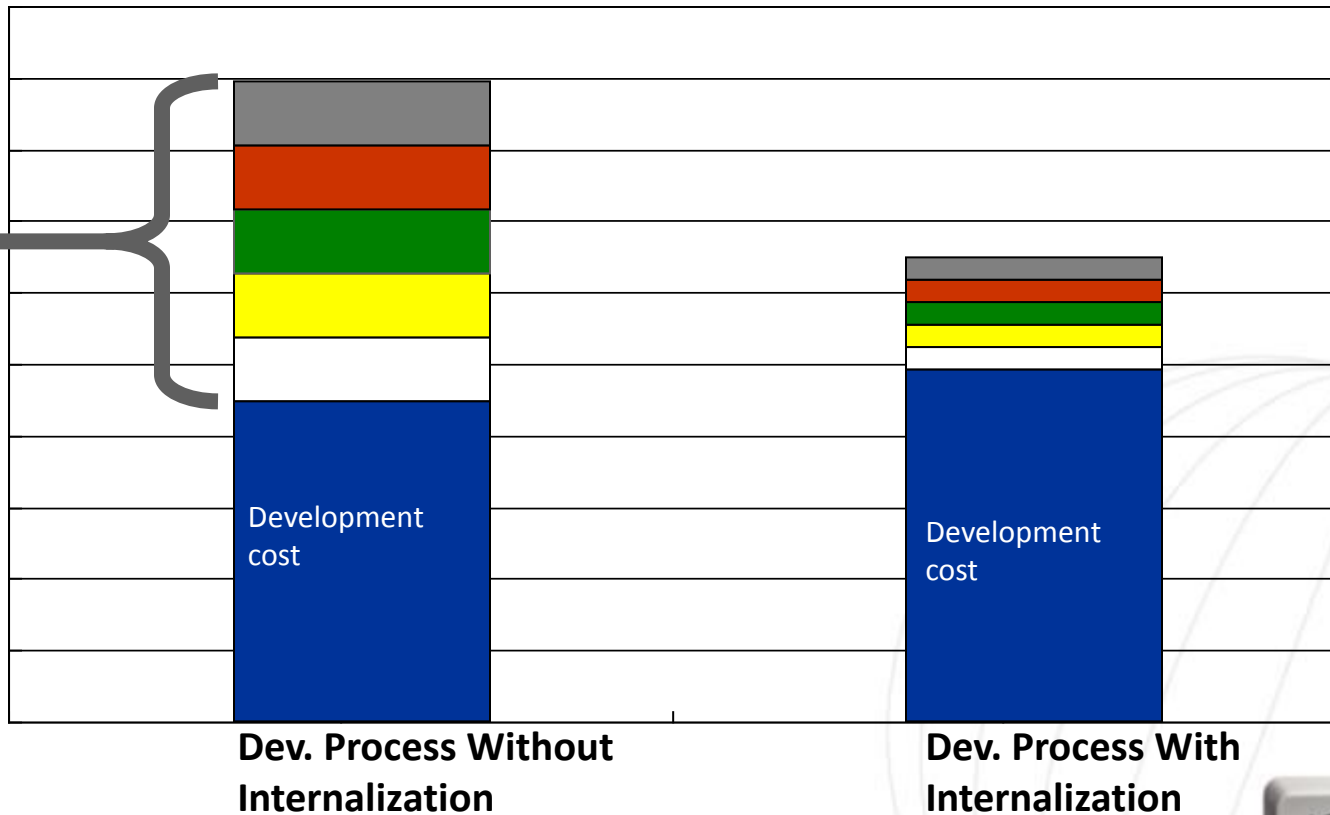
Translation Memory (TM)
Terminology Databases (TDB)

Text

Why Internationalization?

Cost

- Additional effort for develop and bug fixing
- Specific development for each country
- Decreasing localization productivity
- UI Engineering
- Testing duplication





Steps in the Game Localization Process (In-game text)

INITIAL RUN-THROUGH

SPEC CREATION

TRANSLATION

POST-TRANSLATION PROCESSING

LOCALIZATION TESTING

DEBUGGING

JONCKERS

YOUR LOCALIZATION HOTKEY



Steps in the Game Localization Process (Optional task)

- ◆ **Graphics**
- ◆ **Audio Production**
- ◆ **Manual (Desktop Publishing)**
- ◆ **Website**





How are games localization different?

Item	IT Product	Gaming product
Component	Mostly text (& Engineering)	Text + Multimedia
Contents	General & Standardize	Game specific (Different background information)
Translation skill requirement	Low	High (Creative skill required)
Resource Pool	Many	Not much than IT product.
TM availability	Possible	Partial
# of game specific LSP	Most of LSP	Limited # of game oriented LSP



Who is LSP (Language Service Provider)?

MLV (Multi-language Vendor)

1. WW network
2. Various Service
3. Experiences
4. High Cost

SLV (Single-language Vendor)

1. Limited Capability
2. Limited Service
3. Low Cost



How to set up localization team?

REQUIRED RESOURCES

PM
Translator
Linguists
Engineer (DTP)
Tester

CASES

Case1 : Company who has internal localization organization

- PM manage multiple localization projects.
- Decide outsourcing to LSP depends on Volume and internal capacity.

Case2 : Not available localization organization.

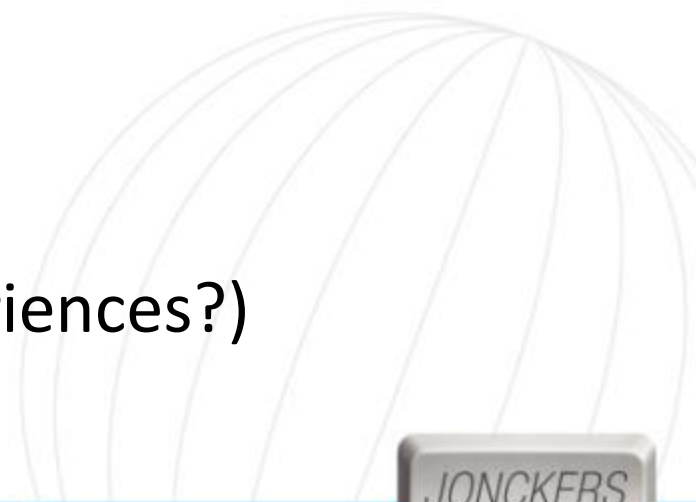
- Marketing or Business team handling localization projects.
- Commonly outsourcing to LSP.



Checklist for collaboration with LSP

▪ Quote Stage

- Source material?
- Reference materials? (Build, context info...)
- Project manager?
- Work scope is fixed?
- Candidate LSP list?
- LSP validation criteria?
(Quality or Cost or Capacity, Experiences?)
- Sample translation is required?





Checklist for collaboration with LSP


▪ Production stage


- Creating basic localization Kit (Style guide and main glossary)
- Project schedule (Schedule risk?)
- Translation asset managements (Translation DB)
- Query handling
- Quality issue -> Re-translate?




Localization Kit

•Benefit

-
- Proposals are more realistic.  Choose the right LSP

 - LSP quotes and plans are more accurate.  Stay within budgets and timelines

 - Localizable content is maintained in one place.  Improves organization of and access to information

 - Facilitates problem resolution before a project starts
 - Reduces the number of queries ; empowers the LSP to be more self-sustaining.



Localization Kit

▪ Basic localization kit information

- All deadlines
- Customer expectations (linguistics, technical aspects)
- List of tools
- Procedures
- Relevant reference materials.
- Previously translated materials.
- Translation memories
- Font requirements
- List of non-localizable text
- Linguistic style guides for all target languages.
- Locations for transferring files.





Conclusion

Considering internationalization from dev. stage

LOW Cost

Selecting LSP depends on situation

High quality

Standardize localization process

Low cost + High quality

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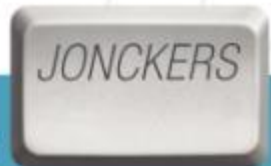
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Questions?



THANK YOU!

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