

AMBER

LOCALIZATION SERVICES

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MEET AMBER

- Product Development
- Development Services
- Localization Services

- Amber Studio
- Partner Studio

SAN FRANCISCO

LOS ANGELES

GUADALAJARA

MONTREAL

WARSAW

BOTOSANI

BUCHAREST

MONTREAL

Center of excellence for Localization Services
Rich video game ecosystem (140+ studios, 15,000+ experts)
Highly multicultural city (Native-speakers: 51% French, 14% English, 35% Other language)

OUR MISSION *...is to make your local game a global success!*

REACH A LARGER AUDIENCE

Increase your ROI by making your game engage your players in their local language all over the globe.

BEST PRACTICES

We partner with you to provide Best Practices to ensure your Localization processes are effective and efficient.

TAILORED SOLUTIONS

We offer tailored solutions for your Localization needs, adapted for each project.

PASSION FOR THE TRADE

We offer full multilingual localization services on all platforms by professionals who are passionate about games.

ONE STOP SHOP

We understand game production and game development cycle as we have experience creating games from scratch up to release and live ops.



LOCALIZATION ROADMAP

Localization

Translation + Editing + Proofreading (TEP) by native-speaking linguists and adapted for all markets

Transcreation and preserving the rich meaning and experience from original text on all target languages

Localization QA

Manual tests on various platforms by native-speaking testers

Identifying linguistic issues in context with platform requirements, game mechanics and user playthrough experience

OUR TRANSLATORS

Community hired through a rigorous qualitative process

Linguistic test, performance evaluations, full text review and crosschecks by other linguists

In-country native-speaking professional linguists

A must to get quality translation for each target language

Culturalization and transcreation specialists

Adapting translations so that everything feels right and is appropriate for each target region and culture while maintaining the intent, style, tone and context

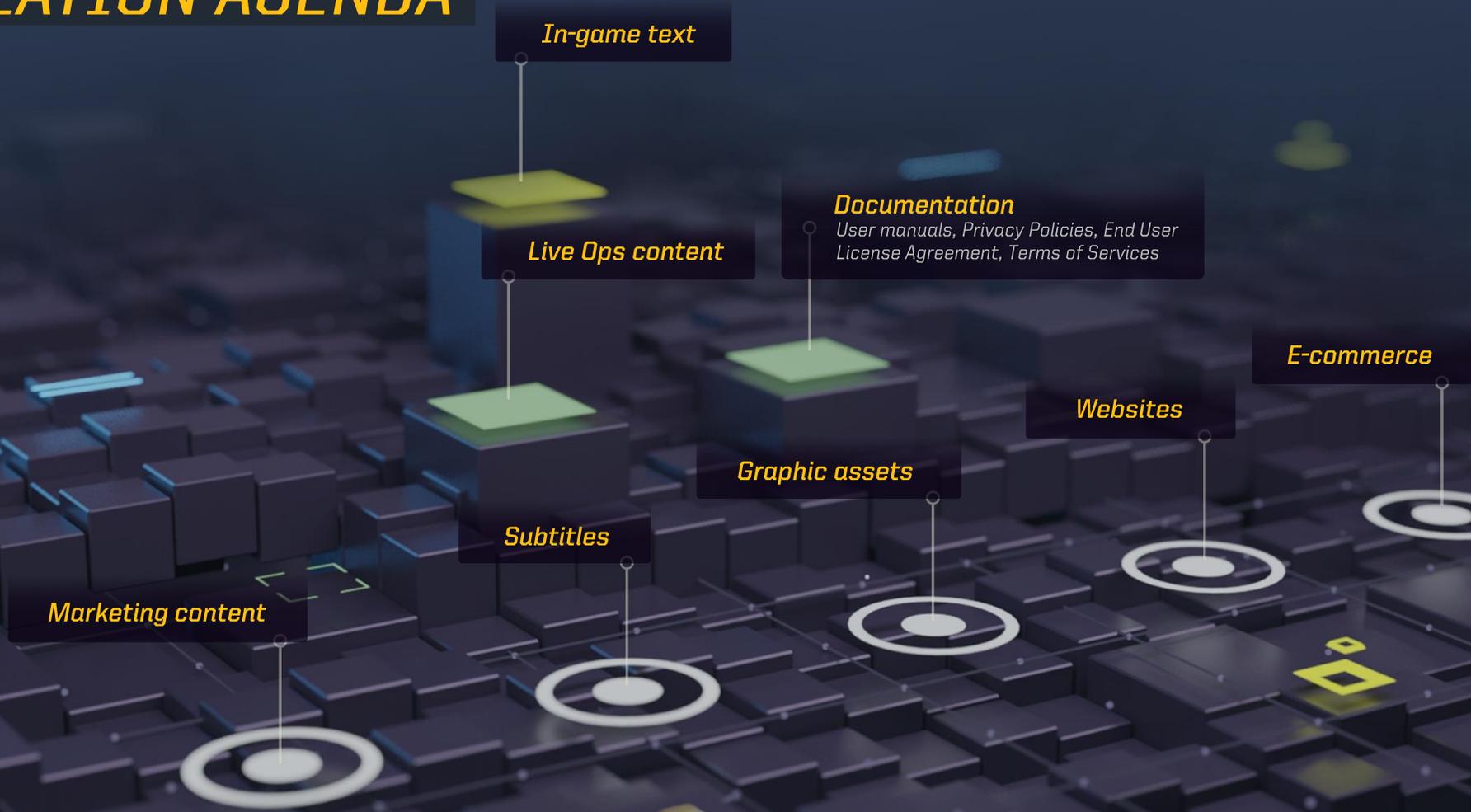
Experts on game content and terminology

Using game terms and expressions designed for players and ensuring that game terminologies are respected and consistent throughout the game

Hand picked based on game genre

Prioritizing linguists who are knowledgeable about your game and/or game genre

LOCALIZATION AGENDA



TOOLS AND METHODOLOGY

Use of professional CAT tools adopted by all linguists to increase translation quality, reduce costs and drive efficiency.

Creation of glossaries, game IP specific style guides and product knowledge to achieve brand consistency across all linguists.

Pro-active Localization workflows with open communication between Localization and Localization QA teams to achieve best outcomes for player experience.

Our toolset:



memoq



Jira Software



crowdin



lokalise



LOCALIZE
DIRECT

OUR LOCALIZATION PROCESS

01. Translation

Full translation from source text to target languages
In context with the style of the game and its characters

02. Editing

Ensuring translation is on par with original source
In terms of meaning, context, tone and terminology
Verification of linguistic errors.

03. Proofreading

Ensuring translated text flows naturally to a native player and is free from linguistic errors.
Adjustments to tone and style will be applied to provide an engaging player experience.

** All Performed by two (or more) linguists for each target language to ensure quality*

OUR LOC. QA TESTERS ARE:

Native-speaking testers in the target languages of your game

Culturalization experts that ensure an authentic experience on each target language is as though it was the original (source) language

Knowledgeable about game platforms and their terminology

Fluent in English

Passionate about games

Game testers with an eye for details



03_LOCALIZATION QA

WHAT WE DO?

Full playthrough of the game on target physical devices covering different screen size combinations

Checking all text and voice-over content

Creating + following test plans and text tracker

Cross-checking issues on all languages

Text management tools - we also work with the partner's tools

Reporting issues in the bug-tracking database of your choice or our internal JIRA

Providing recommendations to make sure the player experience is always tailored to the culture of each target language

Regression tests

Reporting customizable to your needs: Bug Reports, Daily Test Reports, Progress Trackers, KPI Trackers, QBRs, Post Mortems, etc.

ISSUES WE ADDRESS

Implementation

Wrong language, untranslated content, placeholders, incorrect text

Linguistic

Grammar, punctuation, typos, inaccurate translations, etc.

Consistency

Names, items, terms, buttons, etc.

Voice-Over and Subtitles

Timing, audibility, mismatches, wrong audio

Graphical

Cut-offs, overlaps, overrun, alignment, spacing, font readability

Cultural and Region Specifics

Cultural inappropriate content, mistranslated expressions, time, number and currency formats

Compliance

Game glossaries (IP specifics) and manufacturer terminology

WORLD LANGUAGES COVERAGE

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We localize your game to meet your target audience



Covered Languages:

- Arabic
- Bulgarian
- Chinese (Simplified)
- Chinese (Traditional)
- Croatian
- Czech
- Danish
- Dutch
- Finnish
- French
- French - Canadian
- German
- Greek
- Hindi
- Hungarian
- Indonesian
- Italian
- Japanese
- Korean
- Norwegian
- Polish
- Portuguese - Brazilian
- Portuguese - Portugal
- Russian
- Romanian
- Serbian
- Slovenian
- Spanish - Castilian
- Spanish - LATAM
- Swedish
- ...and others

OUR COMMITMENT

Customized solutions based on your needs

Friendly and professional experience

Free consultancy advices and recommendations from experts

Scalability and fast turnaround

Quality delivery

AMBER provides the benefits of coordinating a complete set of development services under one roof, like a One-Stop-Shop.

Among the advantages our company structure offers, we provide:

- Project knowledge retention
- Productive synergy that minimizes time & cost
- Cross-service verifications for optimum quality results
- Fewer points of contacts and smooth coordination between services



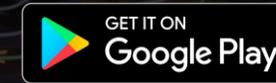
Stellaris Galaxy Command



Targeted languages: French, German, Spanish Castilian, Portuguese, Russian

- This has been one of the more challenging requests, but for course, for Amber, challenges are always welcomed.
- The high complexity of the game together with the total number of strings and the tight deadline have been two factors that required perfect focus on our end and we did a hell of a job!
- The overall coverage and the constant language cross checks, whenever a bug was identified, lead to a very organized bug database and also reduced the number of additional investigation work mainly because several fixes would influence a considerable proportion of the game.

Steven Universe Unleash the Light



Targeted languages: French, Italian, German, Spanish Castilian/ LatAm, Chinese Simplified/Traditional, Japanese, Korean, Russian, Turkish, Portuguese (BR)

- Our LQA team covered all content from the newly released DLC while progressing through all of the additional areas;
- Having a tight deadline, our expertise as gamers was of great help enabling us to efficiently and accurately review all of the sections of interest;
- Besides of the LQA work, bug tracking has been handled using our internal Jira management system;
- As always, personalized reports have been created and shared at the end of the day outlining the overall progress and also critical points that were noticed during testing.

Cardpocalypse



Targeted languages: French, Italian, German, Spanish Castilian

- Linguistic & Functional QA testing offered in one seamless solution, managed by a single PM;
- Assured a consistent level of quality for all of the targeted languages;
- Our native speakers reviewed the natural flow of the translations, checking colloquialism for the phrases to have a logical meaning in the designated language;
- Structured LQA strategy and testing processes worked seamlessly with the partner's Agile game team environment

LINK TWIN



Targeted languages: English, French, Italian, German Spanish Castilian, Russian, Japanese, Korean, Chinese Simplified

- Step by step localization roll-out plan to meet the deadlines for every phase ensuring the quality of the product. This plan also helped us to keep track of deliverables and timelines step by step;
- We used a centralized collaboration platform for LQA Project Managers, so they could oversee task progress in real-time on multiple language streams;
- Our Localization specialists created templates which were used during the translation process. The templates helped the translation team work faster, facilitated the formatting requirement and allowed the translators to focus on the actual translation of the text

DreamWorks' - Trolls Pop

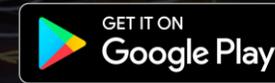


Targeted languages [Localization]: French, Italian, German, Spanish (LATAM), Russian, Indonesian Bahasa, Thai)

Targeted languages [LQA]: French, Italian, German, Spanish Castilian

- On Trolls Pop, we had the opportunity to start from scratch (Alpha) and we're really proud to have been part of its ascension.
- The game has received our support on a multitude of services such as: Functional QA, Certification, Benchmarking, Customer Support and once it was released we've started collaborating on Localization & LQA.
- The complete package of services is a great support booster as all of our suggestions will take into account feedback from all of the involved parties and create a much more complex overview on each aspect of the game.

Rick and Morty - Clone Rumble



Targeted languages: French, Italian, German, Spanish LatAm, Portuguese (BR), Chinese Simplified/Traditional, Russian

- Our Localization specialists covered all of the current content during gameplay and also reviewed the localized text that will be part of the upcoming content.
- The main task was not only to review the strings from a visual standpoint but also to make sure that translations were accurately fitting the context;
- In order to efficiently cover the request, bug regression has been performed while progressing through the game;

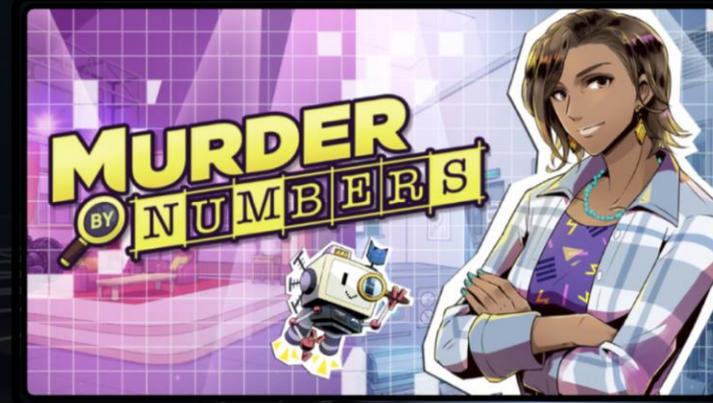
Red Wings - Aces of the Sky



Targeted languages: French, Italian, German, Spanish, Portuguese, Polish, Russian, Japanese, Chinese Simplified

- Due the COVID pandemic, the company that started this request needed to close out their office so our task was to continue and complete it in due time.
- One of the two main challenges that we faced was the reduced deadline caused by the sudden changes and also, more importantly, was the fact that the remaining translations needed to be in tone with the pre-existing ones.
- Time was of the essence, so, in order to be able to deliver the best results, a solid and efficient strategy was required.
- We can confidently say that we knocked this request out of the ballpark given the overall conditions.

Murder by Numbers



Targeted languages: Japanese

- Created and used a step by step LQA Testing plan to meet the deadlines for every phase ensuring the quality of the product, also for keeping track of the deliverables and timelines along the way.
- Used a centralized collaboration platform for LQA Project Managers so they could oversee task progress in real-time.
- Creating Templates to increase efficiency and visibility on the covered areas.

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