

# LocalizeDirect

**1/3 OF THE GLOBE WILL WOW  
AT YOUR LOCALIZED GAME**



**Portfolio, Pricing & Case Studies**

# WHO WE ARE

LocalizeDirect is an international **game localization & LQA** company. Our localization CMS, LocDirect, allows the translating of games during development thus cutting the time-to-market period.

Founded by ex-game developers Christoffer Nilsson and Mattias Wennerholm in 2009, now, LocalizeDirect incorporates a network of more than **200 native-speaking translators and game testers** working in 40+ languages.

The HQ is based in Sweden with a development team operating in HCMC, Vietnam and PM offices in Mexico, Argentina, Brazil, China, Poland and the UK.



# 56+

LANGUAGE PAIRS

# 500+

COOPERATIVE  
GAMING COMPANIES

# 700+

LOCALIZED GAMES

# 40M+

TRANSLATED WORDS



# OUR SERVICES



## GAME TRANSLATION SERVICES

*One-stop & top quality localization solution*

We translate **all game genres, in-game and marketing materials**, and **support all file formats**. No machine translations - all is done by native-tongue linguists.

Our **translation memory system** recognizes the files you uploaded earlier and translates only new text. A dedicated localization manager will take care of all your translations, updates and extra strings. Translate up to 2,500 words/day in any language.



## LOCALIZATION QA

*Game testing in 15+ languages*

**Quality Assurance** across multiple supported platforms - **PC, Android, iOS**. Our game testers will play your game to detect any **linguistic, visual, and functional issues** and present it in a detailed actionable report.

Decide how many levels should be tested and in how many languages. Pay per hour. A personal account manager will guide you throughout the LQA process.

# OUR SOFTWARE



## LOCDIRECT CMS

*Localize game updates as easy as 1, 2, 3*

**Customizable localization system** to eliminate bugs & translate even live games.

LocDirect was **designed specifically for game development**. It allows developers and translators to collaborate within the same platform in real time.

With **API integration, version control, TMS, and in-game text change management**, you'll be able to easily track changes, share strings and increase the quality of your translations.





# WHY US?

- Focus solely on games
- 20+ years in the games industry, 10 years in game localization
- High-quality human translation (only native linguists)
- We DON'T use machine translations
- Translation services 24/7
- PM support in all time zones
- 10% discount on the translation orders placed via the Online Order system
- Proven track record of localizing and testing games for global games industry leaders
- 97,8% customer satisfaction rate

## USED BY THE WORLD'S BEST GAMES COMPANIES



# CASE STUDIES

*"From 1 to 10, your game is a 9.  
I'm the one you need."*



# MANOR CAFE



*Developer: Gamegos*

*Platforms: Facebook / iOS / Google Play*

**62,000+ words** translated

**11 languages:** French, Italian, German, Spanish (Spain), Dutch, Portuguese (Brazil), Russian, Chinese (Traditional and Simplified), Japanese, Korean.

Manor Cafe is a match-3 mobile puzzle game. It's been localized to **gender-oriented languages** like Japanese, Russian, and Portuguese. To achieve this, the translators utilized scripts - to become immersed into the storyline and provide the most natural interpretation. Besides localizing the text, the linguists view video-play in English containing dialogues to ensure the accuracy of translations.

Since 2018, LocalizeDirect has **localized game updates on a weekly basis**. With LocalizeDirect's assistance, Manor Cafe has reached **3,000,000 downloads** worldwide with **300,000+ daily active users**.





# OUTWARD

KOCH  
MEDIA

**Developer:** Koch Media GmbH

**Platforms:** Windows PC / Xbox One / PlayStation 4

**320,000+ words** translated

**20 languages** (in- & out-game localization)

One of "the **most ambitious role-playing games of the year**", action RPG Outward takes the gamer on a **20-30 hour** fantasy journey.

The players can **choose their character to be male or female**. This is regularly a challenge for localization into gender-oriented languages. For instance, localizing into Spanish, translators had to make the **whole game gender neutral** to avoid issues.

As a result, the **Spanish localization was praised** by the local gaming communities.



# WARSPEAR ONLINE



**Developer:** AIGRIND LLC

**Platforms:** Android / iOS / MS Windows / Windows Phone / Linux / Macintosh

**1,1 million+ words** translated with LocDirect CMS  
**17 languages** (in- & out-game localization)

We started cooperation on Warspear Online in 2013. Localization of the title is characterised by **quick turnarounds**.

Most of the time, the in-game text needs to be translated **from Russian into English**, then into other languages. That's why **AIGRIND uses LocDirect CMS** which allows for translating text on the run.

Warspear Online was recognized as the Best Mobile MMO 2016 at Best App Ever Awards and has received a **4.2/5 rating from 150k players**. It has also been downloaded more than 5 million times.





# LEGENDARY: GAME OF HEROES

**Developer:** N3TWORK Inc.  
**Platforms:** iOS / Google Play



**515,000+ words** translated in LocDirect CMS  
**17 languages** (in- & out-game localization)

Legendary: Game of Heroes features continuous updates, running live events, campaigns, and hundreds of collectable characters.

From the very beginning, N3TWORK used our **LocDirect CMS and translation services** to localize assets on a **weekly basis**. The translators joined online groups of Legendary fans to suggest the best translations based on community preferences.

Legendary: Game of Heroes has received a **4.4/5 rating** from **138,000 players** and has been downloaded over 5 million times worldwide.









# WHAT OUR CLIENTS SAY

*"It has been a great partnership. Their work processes are amazing!"*





**Fay Griffin**

N3TWORK INC

*LocDirect has allowed us to carry on a brisk pace of live operations in our game and efficiently and quickly get **5000+ words translated each week** for our events. The LocDirect system has also made it such that we didn't have to hire a person specifically to handle complex spreadsheets going back and forth between game team and translators.*



**Jean-Baptiste Bolcato**

Rebellion

*LocalizeDirect has pretty much become our **default localisation service provider**: they worked with us for **over 6 years** to localise most of our games, including our biggest award-winning franchise - **the Sniper Elite series** - into up to **9 languages**. That's a good **few millions of words over dozens of SKUs**, delivered in a timely manner by the on-call experienced translators, well versed in anything historically or military accurate.*



**Adolfo Gómez-Urda Montijano**

WB GAMES

***Fixing a cutoff translation** normally takes 1 week (enter a bug, shorten the translation, wait for a new build, regress the bug to ensure the shorter translation is no longer cutoff), but with LocDirect's Runtime String Update feature, only **1 minute**.*



**Gabriel  
Vaiteka**  
HOPLON

★★★★★ May 06, 2019

## "High quality Localization services for video-games "

### Describe the project or task the provider helped with:

Hoplon has been working with Localize Direct since 2017, to localize the game Heavy Metal Machines, in the following languages: Russian, German, French, Spanish, Turkish and Polish.

As a PC multiplayer the game, it has a lot of content (+35.000 words just in English), so localizing it is no simple task, and using Localize Direct's have brought us the best results.



**Elena  
Kononova**  
HEROCRAFT

★★★★★ Jun 03, 2019

## "Accurate, fast, attentive."

### Describe the project or task the provider helped with:

LD helped us with a huge PC RPG called INSOMNIA: The Ark, which has more than 160.000 words of dialogues and other in-game texts. Their job was to proofread the English translation from the previous translation agency because the translations contained a ton of terrible mistakes.

### What do you like best?

I liked the attitude of the managers. They were very polite and were always ready to assist or meet you halfway in case there was an issue.

Also we were happy with the proofreading that LD has done. The texts got much more understandable.



**Rebecca  
Brown**  
GAMEGOS



**Rebecca Brown**  
about 4 months ago



Localize Direct provides us, Gamegos, with a fast and reliable localization service for our mobile games. With all the languages they provide us localization services with, we've never been disappointed. We know that what we write in English transfers to the players in other languages and all our players get the same experience from our games. We spend a lot of time and effort on our games, and it is great to know that we can deliver them to many, many people who speak different languages.

They are also very responsive and proactive. The translators always ask and comment on the content, so we know that they know what they're working on and they genuinely care about our projects. I recommend working with Localize Direct to anyone interested in having localization services.

# OUR PRICES

Get an instant quote online at [localizedirect.com/prices](https://localizedirect.com/prices) or receive a custom quote within 1 business day.

from  
**0.11€ /word**  
**TRANSLATION**

*Up to 10% off the online orders*

from  
**28€ /hour**  
**LQA**

*Personalized testing plan*

from  
**679€ /month**  
**LOCDIRECT CMS**

*Unlimited projects,  
hosting included*

Reach us to get expert market advice:  
[sales@localizedirect.com](mailto:sales@localizedirect.com)



# THERE ARE 2.5 BILLION GAMERS WORLDWIDE. HOW MANY PLAY YOUR GAME NOW?

Contact us today to unleash your game's full potential!



**[sales@localizedirect.com](mailto:sales@localizedirect.com)**

Sweden: +46 (0)42 181962

UK: +44 (0)7532050838

Gasverksgatan 9, 252 25

Helsingborg, Sweden

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