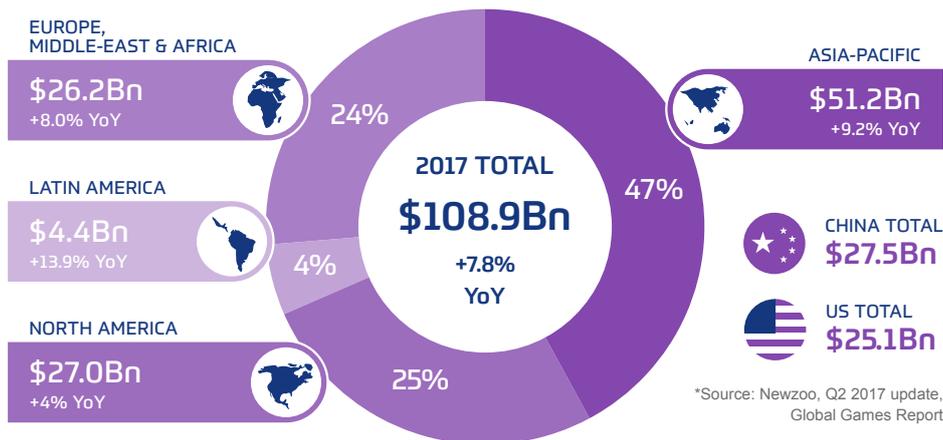**Keywords**
Localization

SUCCESS STORIES :
LOCALIZATION MANAGEMENT SOLUTIONS

XLOC LEADS IN MANAGING MULTIPLE SOURCE LANGUAGES FOR ASIAN GAMES

Multilingual publishing is a given in the video games industry and the ability to effectively streamline the management of all languages is imperative. Our Asian clients, including Capcom, helped drive the growth in the industry not only in Japan and the Asian region but worldwide. As more players in more territories consume more game content, the requirement for efficient localization processes becomes ever more apparent.

2017 Global Games Market
(per region with global year-on-year growth rates)*

EUROPE, MIDDLE-EAST & AFRICA
$26.2Bn
+8.0% YoY
24%

ASIA-PACIFIC
$51.2Bn
+9.2% YoY
47%

2017 TOTAL
$108.9Bn
+7.8% YoY

LATIN AMERICA
$4.4Bn
+13.9% YoY
4%

CHINA TOTAL
$27.5Bn

US TOTAL
$25.1Bn

NORTH AMERICA
$27.0Bn
+4% YoY
25%

*Source: Newzoo, Q2 2017 update, Global Games Report

The Challenge

In response to increased market demand and the globalisation of games, a growing number of Asia-based video game developers and publishers are seeking more sophisticated localization management solutions. It is essential that these solutions support Japanese, Chinese, Korean and other Asian language (the source) to English language translation (the secondary source), as well as the concurrent translation of English to European languages. XLOC addressed this scenario for Capcom, who also required:

- Visibility of translation progress for all languages and status tracking
- Edit capabilities for Japanese to English
- Edit capabilities for English to European languages
- Tracking of all changes
- Compilation of all latest source and translated data into one delivery

It was also essential that the Capcom solution provided ways to synchronise language databases that compartmentalised the developer/publishers localization process and allowed for greater visibility into each stage of development.

OVERVIEW

Client Profile
Capcom has been at the forefront of the video games industry for 25 years. With offices in Japan, Europe and the United States, it is reputed with introducing cutting-edge technology and software to the video games market.

Industry
Video Games

Business Challenge
To deliver a localization management solution that supports Asian to English language translation as well as the concurrent translation of English to European languages.

XLOC Solution
The development of a Linked Waterfall Project (LWP) process that allows for the separate management of two linked databases.

Results
Successful management of multiple translation threads by global teams.

XLOC Solution

To address the challenge, the XLOC team developed a Linked Waterfall Project (LWP) process that allows for the separate management of two linked databases: Database 1 (DB1) manages Japanese source and English targets and Database 2 (DB2) manages English as the source and the remaining languages as the targets.
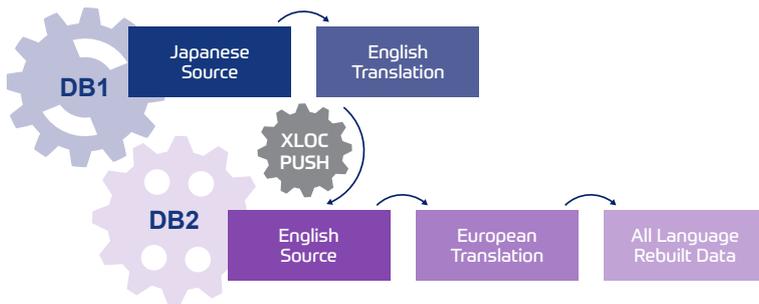
The link between DB1 and DB2 is a PUSH feature that compiles the latest source and target data in DB1 and triggers an English source update to DB2. The PUSH is initiated by the Project Manager, who determines when the English is ready for release to the translators in DB2. The game file templates used in DB2 maintain the latest Japanese source, English and, when rebuilt in DB2, the remaining translations for the entire project. These are then delivered to the developer for implementation. Both projects run concurrently throughout the course of development.

XLOC standard functionality ensures that all changes for both DB1 and DB2 are tracked, searchable and that translators and managers are fully informed and act accordingly. When setting up waterfall projects, specific string metadata are maintained and consistently carried over from DB1 to DB2.

The Result

By using XLOC, our Asian developers and publishers, including Capcom, can now simultaneously manage multiple translation threads by global teams.

Linked Waterfall Project (LWP) process

Over 30 game titles across multiple publishers have used this powerful waterfall process. It is available today and can be leveraged by developers who have a source language translation to concurrently manage with a secondary source. The linked databases allow localization management to initiate a release of data further down the localization production pipeline, keeping the integrity and metadata intact. Through the use of waterfall databases, developers can manage and modify their Asian to English translations, while also managing translations from English to other European languages. These projects help ensure simultaneous release and the associated improved revenue stream.

> " XLOC's solution was an essential part of releasing our game. An international, multi-SKU title released in multiple languages and platforms is an overwhelming task. With XLOC's localization expertise, our localization time was significantly reduced and we were able to create a much smoother and more standardized development pipeline. "
>
> *Localization Manager, Capcom*

ABOUT XLOC

XLOC, part of the Keywords Studios group, is the leading provider of web-based global localization management solutions for the international computer and video games industry. XLOC offers organisational management systems that streamline localization processes and simplify the integration of localization into the development cycle to realise the full potential of the global marketplace. XLOC products are compatible with all major 3D engine technologies, social networking games and vast MMO environments, and can be leveraged as stand-alone products or be combined with XLOC's consulting and support services. Titles built using XLOC include the Call of Duty® series, the Civilization™ series, Destiny™, Bioshock™, Kim Kardashian: Hollywood and many more. Visit xloc.com for further details.