



SOLUTIONS BRIEF: KEYWORDS LOCALIZATION QUALITY ASSURANCE

CREATING AN IMMERSIVE EXPERIENCE FOR PLAYERS IN ANY LANGUAGE

At Keywords Studios, we partner with leading players in the games industry to deliver world-class Localization Quality Assurance (LQA) services. With more than 20 years' experience in the interactive and entertainment sectors, our skilled teams collaborate to deliver customised LQA solutions that are trusted for success. By providing consistent and reliable LQA, we help ensure our clients delight their players everywhere with a truly immersive experience.

Since 2009, Keywords LQA has tested 2,000+ game titles and provided more than 3,000,000 hours of in-game testing to our client partners across the globe. With extensive experience across genres, platforms and devices, our teams utilise the latest available technologies to achieve the highest standards possible. Keywords' flexibility and scalability helps ensure that we can tackle any project, regardless of size and scope.

We also cover all major languages on all relevant platforms and provide dedicated support across multiple time zones.

LQA is an integral part of Localization and a crucial testing process focussed on the language quality control of a product. The primary function of LQA is the verification of localized text and in-game audio while ensuring the product is free of localization defects or bugs before release.

The breadth of our offerings cover correcting linguistic errors, contextual inconsistencies, cosmetic issues, integration problems, insufficient internationalisation and cultural inappropriateness. Our passionate teams of native testing talent help ensure optimal LQA results for our clients around the world.

Completing the Localization Circle

We support our clients with their LQA requirements across a wide range of gaming platforms, from casual mobile games, to AAA blockbusters through to the latest in virtual and augmented reality. Context is key to fixing major issues within a game that can arise even from perfectly correct translations and we provide native, contextual improvements for localized text and audio. Our LQA processes help verify the following:



LINGUISTIC QUALITY

Linguistic errors such as grammar mistakes, punctuation issues and spelling errors.



GENERAL FUNCTIONALITY

Broken functionality, implementation/integration issues and unsupported extended characters.



LOCALIZED VOICE OVER AUDIO QUALITY

Audio/subtitle mismatches and synchronisation and recording/postproduction issues.



INTERNATIONAL SUFFICIENCY

Adherence to locale standards such as time, currency and numerical values.



COSMETIC INTEGRITY

Truncations, overlaps/overruns, misallocated text and alignment issues.



COMPLIANCE CONFORMITY

Manufacturers' terminology, naming conventions used in the product, shell integration, button/controller representations and platform-specific features.



CONTEXTUAL CONSISTENCY

Mistranslations/inaccurate translations, culturally inappropriate content and politically sensitive content.

LQA Process and Workflow Overview

Our LQA process consists of the following five key phases:

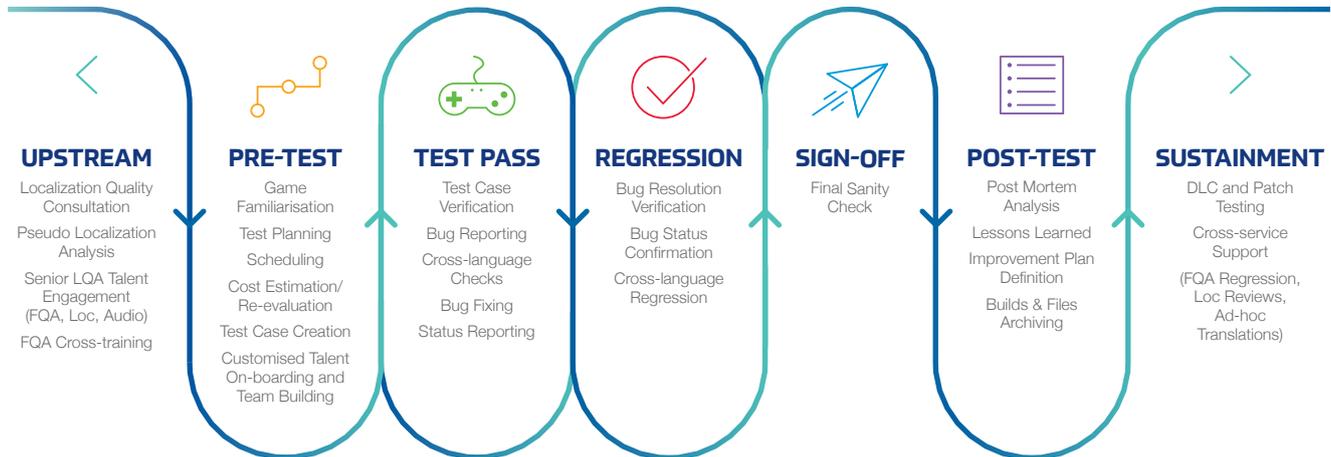
- Pre-test and preparation
- Test passes against localized builds
- Regression and bug confirmation testing against updated build versions
- Final sign-off and sanity check
- Post-test project closure





We believe LQA is an integral part of the Localization process and we integrate our testing and quality control processes both upstream and downstream throughout the project lifecycle.

The flow chart below outlines the relevant subtasks at each phase:



Your Strategic Partner

Our LQA teams are flexible and dedicated to providing a solution for every challenge. We deliver a premium, quality-oriented service with unrivalled scalability thanks to our global footprint. We have more than 1,000 testing seats across three continents and fully secured local delivery centres for LQA in Dublin, Milan, Montreal, Singapore and Tokyo.

We successfully leverage an engaged, dedicated pool of subject-matter experts as needed and can support with stand-alone reviews and ad-hoc testing. Our “follow-the-sun”

models, together with native teams dedicated to a single IP, can provide 24-hour assistance as required. We strive to improve process efficiencies and deliver across functions with a single point of contact.

Keywords LQA can also help coordinate collaborative solutions across multiple service lines. Integrated solutions, such as LQA, Functionality QA and Player Support, can often deliver the best results for our partners and their games.

Keywords Localization QA delivers an expansive range of offerings including:



LQA

Localization QA testing and play-throughs on localized languages.



CONSULTANCY

Localization quality consultancy and geo-political advice.



FUNCTIONALITY

General functionality and implementation testing on localized languages.



COMPLIANCE

Linguistic compliance testing verifying hardware manufacturer terminology and naming conventions.



REVIEWS

Stand-alone linguistic reviews and LQA audits.

We have a culture that is multicultural, welcoming and empowering. We have built long-term partnerships with some of the games industry’s biggest players and have moulded our processes around best practices.

Read more at <https://www.keywordsstudios.com/services/localization-qa/> and contact us to discuss how we can support your LQA needs.

ABOUT KEYWORDS STUDIOS

Keywords Studios is a leading technical services provider for global video games and beyond. With locations in Asia, the Americas and Europe, Keywords Studios has a breadth and depth in multiple industry-leading service lines including Art, Engineering, Audio, Functionality QA, Localization, Localization QA and Player Support. Working across all major platforms, in more than 50 different languages, Keywords Studios delivers support for its clients across the globe.

