



KEYWORDS LOCALIZATION QA IN TOKYO: OPENING JAPAN TO THE WORLD

Japan is a huge game consumer market. Are you tapping into it?

OVERVIEW

It is a challenge for Japanese developers and publishers to push their games to the rest of the world. The same is true for those outside that market who want to release their games in Japan.

Many who seek to enter the Japanese market often face not knowing who to talk to during the process. Additionally, those that they need to talk to often do not speak the same language. Keywords Localization QA in Tokyo is uniquely positioned to help bridge that gap.

COMMUNICATION, CULTURE & MANAGEMENT

From our Tokyo studio, Keywords has the capability to provide full support and service in both English and Japanese. We have extensive knowledge of different cultural backgrounds and we adjust our approach to every project based on each client's specific needs. We can also connect different stakeholders in the same organisation. For example, we help publishers communicate with their development teams located in different locations, and who speak different languages, to help smoothen the project workflow. Game quality and translation is improved when tested by native language testers.

A development team also needs bugs and data in a language they understand. A Japanese development team may not understand bugs reported in English, and vice-versa. Keywords Localization QA (LQA) in Tokyo can provide bug reports in the language preferred by the development team and project stakeholders – whether it is Japanese, English or any other language we support.

CHALLENGES

We have helped countless game developers and publishers worldwide face the important hurdles of accessing the Japanese market.

01

Cultural barrier

We know the different cultures, as we are the different cultures. We have more than 60 studios globally.

02

Language barrier

Our teams can both test and deliver work in any language. Japanese, English, you name it.

03

Management pains

No need to shop for 10 vendors anymore. We do it all for you and provide one point of contact.



SOLUTION

Keywords Studios in Tokyo is our Asia hub studio, and our bridge between Japan and the rest of the world. Our Tokyo studio offers Localization, QA Testing, Marketing, Development, Game Science and Player Support services.

01

Communication

We can connect all the different stakeholders of your, and other, organisations.

02

One-stop shop

Our Tokyo studio is home to testers from 20 countries. We can also access a global network for additional support.

03

Efficiency gains

You can save time and resources by partnering with us; one partner who can do it all under one roof.



"Keywords Tokyo is your bridge to the Japanese game market. Our multilingual teams are ready to provide you with the best solutions a QA team can offer."

FUMIKO OKURA

General Manager – Keywords Studios in Tokyo



"I am proud to lead one of the most talented, diverse and inclusive QA teams in Tokyo."

KUANG SHENG HUANG

LQA Manager – Keywords Studios in Tokyo

Keywords Localization QA in Tokyo provides native talent for more than 20 languages, all under one roof in the heart of the city.

TIME SAVING

We hire native speakers and perform the LQA testing in-house, under one management team.

By entrusting your projects to Keywords Localization QA in Tokyo, you only need to work with one point of contact to access a full range of services.

Even if projects require global collaboration with other Keywords studios, you only need to communicate with one team for the entire project.

An LQA project fully handled by Keywords reduces the effort needed to stay up-to-date with multiple vendors' separate teams.

COST SAVING

Our clients save additional management costs traditionally associated with engaging with multiple LQA vendors for one project, with separate and often siloed management teams, and little interaction between each other.

Our daily coverage and deliverables will come from the same contact, and contain the results of an efficient team working closely together, in-house, under one management team.

We offer a one-stop-shop for testing solutions. This means timely feedback, localization, reports and results.

EFFICIENT TESTING

With the testing team fully managed in-house and working together in the same physical location, Keywords approaches LQA projects in a strictly teamwork and communication-oriented fashion.

Our language-specific coverage tracking directly works to help us cover as much ground as possible for each language, no matter the size or complexity of the project. This reduces the risk of duplicated coverage and issue tracking along the way.

PARTNER WITH US

Keywords Localization QA has the global network of studios and breadth of testing services and experience to meet your needs. We continue to expand both locally and internationally to better support our clients. We are writing a new chapter on gaming services, and we would love for you to be part of the story. Are you ready jump in? Enter your details on [our website](#) to receive a proposal.

ABOUT KEYWORDS STUDIOS

We are the leading technical and creative services provider for global video games and beyond. With locations in Asia, Australia, the Americas and Europe, we have a breadth and depth in multiple industry-leading service lines including Art, Game Development, 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.