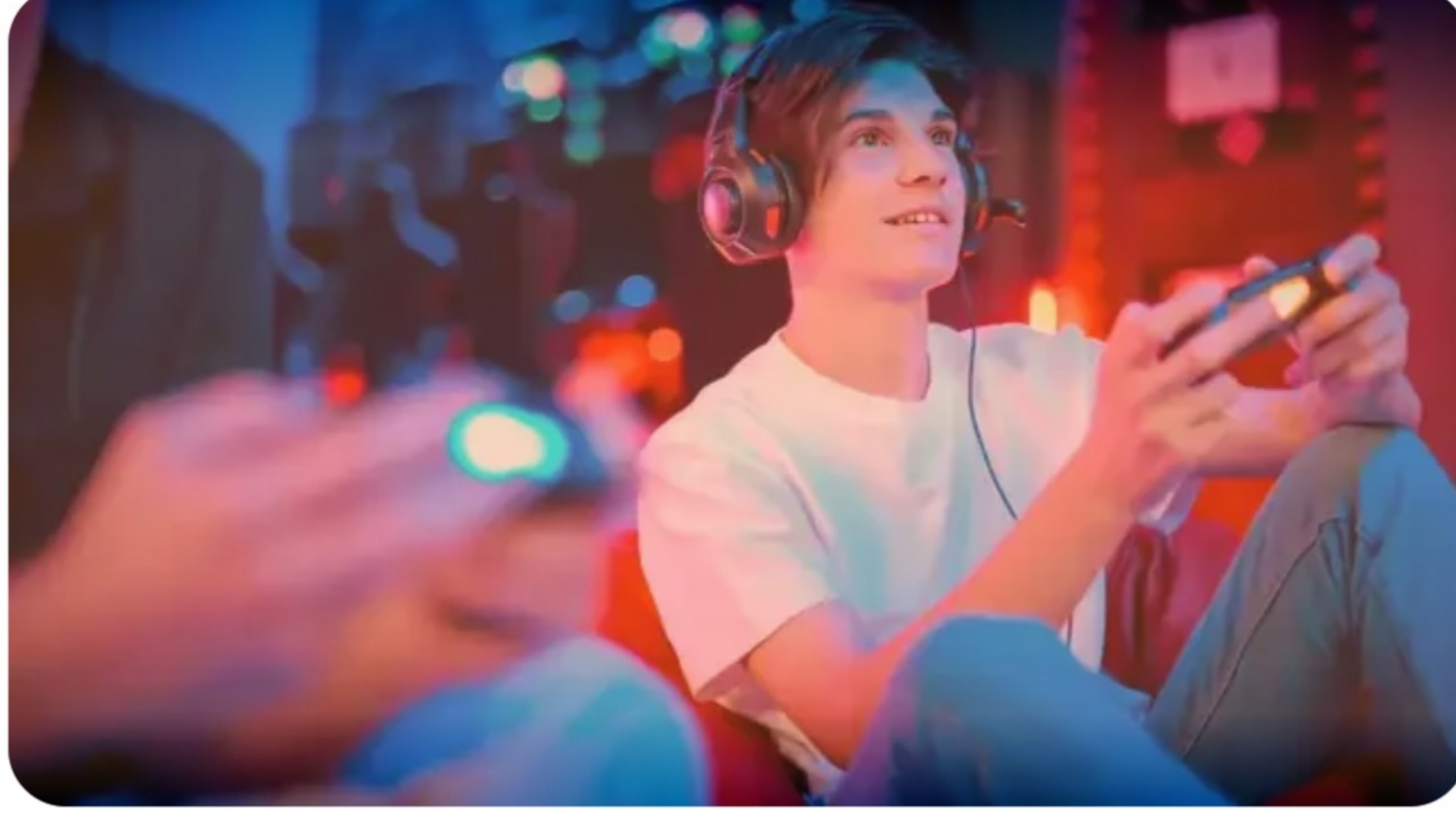


Video Game Localization Win the Global Market Game

With a creative storyline and well-designed characters, your game has been a phenomenal success in the local market. You decided to go global and localize your game into multiple languages.

Excited to start playing after a long day, your passionate gamers downloaded the game: the graphics are great; the music is thrilling, and just when they started to get immersed in the game, they got distracted by grammar mistakes, typos, and a monotonous, robotic voiceover that wasn't synced with the text, making it difficult to follow the story and game instructions. The negative feedback from a significant number of players forced your game developers to eventually release an updated version with corrected text and audio, resulting in financial losses.



How can your game smoothly cross linguistic and cultural barriers to ensure the highest ROI?

01



Rely on Transbridge game localization service to launch your game globally

02



Bring your multilingual players a user-centric, equally enjoyable gaming experience

03



Relax and enjoy the surge in your game revenues

Why Game Localization?

With the strikingly continuous development of the games industry and how fierce the competition is in the gaming arena, video/mobile game localization helps you reach a broader audience and stay ahead of the game.



75% of gamers prefer to play games in their native language, and 40% of them would not buy a game if it was not localized.



A case study showed that localizing a mobile game into 18 languages increased its downloads by 200% and its revenue by 300% in one month



Localized games have a higher chance of being featured in app stores and gaining visibility, leading to increased downloads and monetization opportunities

At Transbridge, we have the winning cards of game localization and we play them right



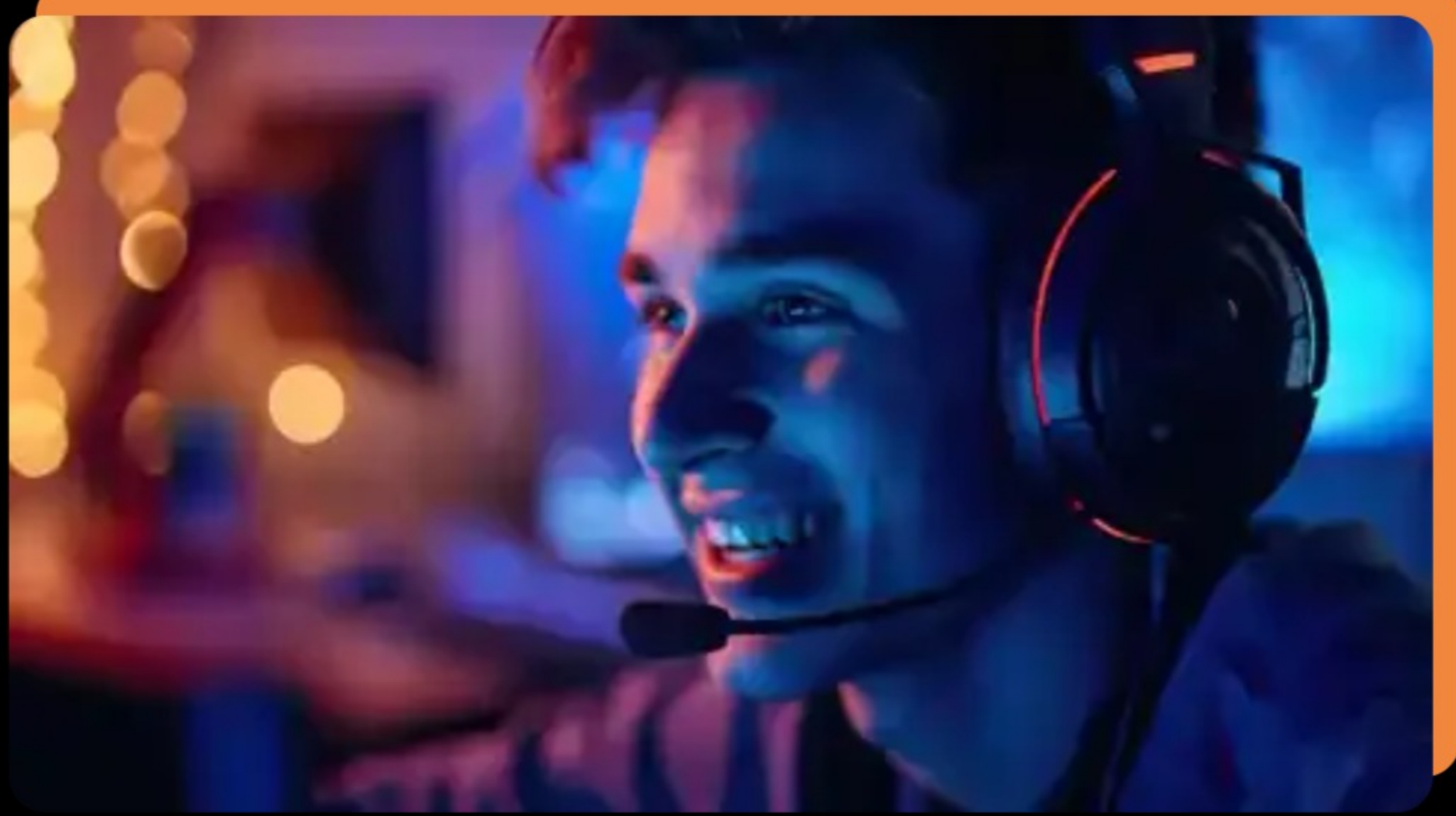
Game-Savvy, In-Country Linguists

Unlike other types of translation/localization, games extensively involve humor and slang, including specialized gaming slang, as well as quotes and references from popular culture, literature, or history. Only passionate, game-savvy, in-country native speakers can spot the subtle cultural differences and customize your game accordingly, maintaining the mood and feel of your game while making sure it resonates with your target players' cultural nuances and appeals to their tastes and preferences.



At Transbridge,

We rely on a wide talent pool of native-speaking, in-country linguists specialized in the gaming industry. Their subject-matter expertise and deep cultural awareness allow them not only to mediate between different cultural elements but also to take heed of compliance and regulatory issues—for example, some countries have strict policies against game content that includes violence; so, making sure your game conforms to the target locale's specific regulations is crucial to avoid game recalls and consequent financial losses.



When choosing to partner with Transbridge for video/mobile game localization, expect nothing short of immaculate translations, faithful to the original (source) game, adapted to your target audience, and adhering to the target region's regulations.

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Turnkey Video/Mobile Game Localization Services

Transbridge is a one-stop shop for all your game localization needs including voice over/dubbing, subtitling, and localization testing. We perfectly integrate the skills of translators, voice talents, and localization engineers, seamlessly managed through an automated workflow, monitored by our diligent project managers, while applying industry best practices and conforming to ISO certificate standards. Focus on your core business of creating engaging games and leave the burden of localization for us to handle. Rest assured that you will receive an error-free localized game on-time and on-budget.

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Robust QA and Testing

Whether it is video game localization or mobile game localization, the localization process goes far beyond language translation: it encompasses ensuring the overall quality of the game; meticulously reviewing and testing to guarantee accuracy, consistency, and functionality is pivotal to delivering a high-quality localized game that offers your players an immersive gaming experience.

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State-of-the-Art Technology

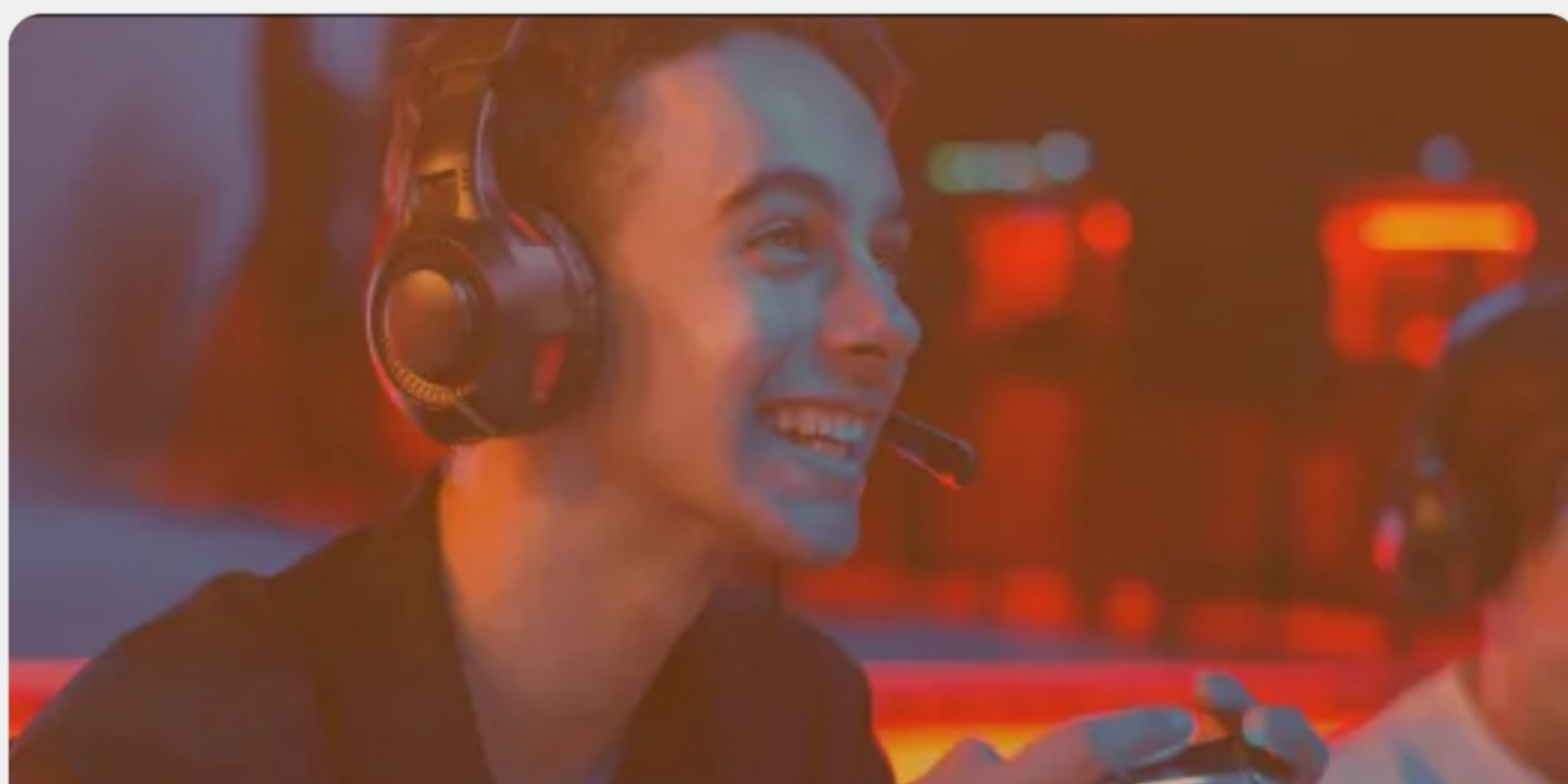
Investing in the latest technologies and Translation Management systems, we not only overcome the technical hurdles of game localization but also raise the bar of the industry standards and provide you with tangible benefits that help you tap into new markets with ease and confidence.

[Read less](#)

How our pioneering technology helps you reach players globally?



We offer the sim-ship model (simultaneous-shipment), which allows a game to be released in multiple regions at the same time. Games can have a short shelf-life and are prone to be pirated. Hence, releasing games simultaneously across the globe maximizes profits and puts you ahead of the game.



Realizing the need for game continuous updates and maintenance, as games often receive content updates, expansions, or patches, we invest in cutting-edge Translation Memory tools allowing us to smoothly apply updates and adjustments, ensuring terms consistency across your multilingual game. **Enjoy the advantage of implementing your updates, free of charge**

At Transbridge, we take your game seriously! We offer our game localization services in all Middle-Eastern, African, Asian, and European languages, including rare and challenging languages, delivering localized games with impeccable quality, enhancing player engagement and leading to increased revenues and a positive brand image.