LocalizeDirect

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

Portfolio, Pricing & Case Studies
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

[Logos of various game 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

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.
MORE AWESOME GAMES WE LOCALIZED
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

LocalyzeDirect 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**.
★★★★★ May 06, 2019

"High quality Localization services for video-games "

Gabriel Vaiteka
HOPLON

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.

"Accurate, fast, attentive."

Elena Kononova
HEROCRAFT

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 180,000 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.

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 or receive a custom quote within 1 business day.

from 0.11€ /word
TRANSLATION

from 28€ /hour
LQA

from 679€ /month
LOCDIRECT CMS

Reach us to get expert market advice:
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

Sweden: +46 (0)42 181962
UK: +44 (0)7532050838

Gasverksgatan 9, 252 25
Helsingborg, Sweden

© 2019 Localize Direct AB. All rights reserved