LocalizeDirect

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

LocalizeDirect is an international game localization & software company. Our localization CMS, Gridly, 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 400 native-speaking translators and game testers working with 65+ language pairs.

The HQ is based in Sweden with a development team operating in HCMC, Vietnam and PM offices in the US, Canada, Argentina, Brazil, China, Germany, Poland, Hungary, Russia, and the UK.
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 22+ languages

Language 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

GRIDLY CMS

Localize game updates as easy as 1, 2, 3
Customizable headless spreadsheet-like CMS
to eliminate bugs & translate even live games.
Gridly was designed specifically for game
development. It allows developers and
translators to collaborate within the same
platform in real time.

With powerful API, version control, TMS, in-
game text change management, and
Memsourse integration you'll be able to easily
track changes, share strings and increase the
quality of your translations.

More info: gridly.com
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
"From 1 to 10, your game is a 9. I'm the one you need."
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 20,000,000 downloads worldwide with 330,000+ daily active users.
OUTWARD

Developer: Koch Media GmbH
Platforms: Windows PC / Xbox One / PlayStation 4

1.4M+ 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

1.7M+ words translated with LocDirect CMS  
17 languages (in- & out-game localization)

We started cooperation on Warspear Online in 2013. Localization of the title is characterized 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 our CMS which allows for translating text on the run.

Warspear Online was recognized as the Best MMO RPG game 2015 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

7.2M+ words translated
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 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**.
"High quality Localization services for video-games"

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."

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 160,000 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, gridly.com or receive a custom quote within 1 business day.

from
0.11€ /word
TRANSLATION

from
28€ /hour
LQA

Free plan available
GRIDLY CMS

Up to 10% off the online orders
Personalized testing plan
Unlimited projects, hosting included

Reach us to get expert market advice:
sales@localizedirect.com
THERE ARE 2.7 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
© 2021 Localize Direct AB. All rights reserved