

# Localization of Video Games



Universal  
Domination

# Collateral Success.



What makes an electronic game a success  
in Moscow or Warsaw or Shanghai?  
Its Action and Reaction!

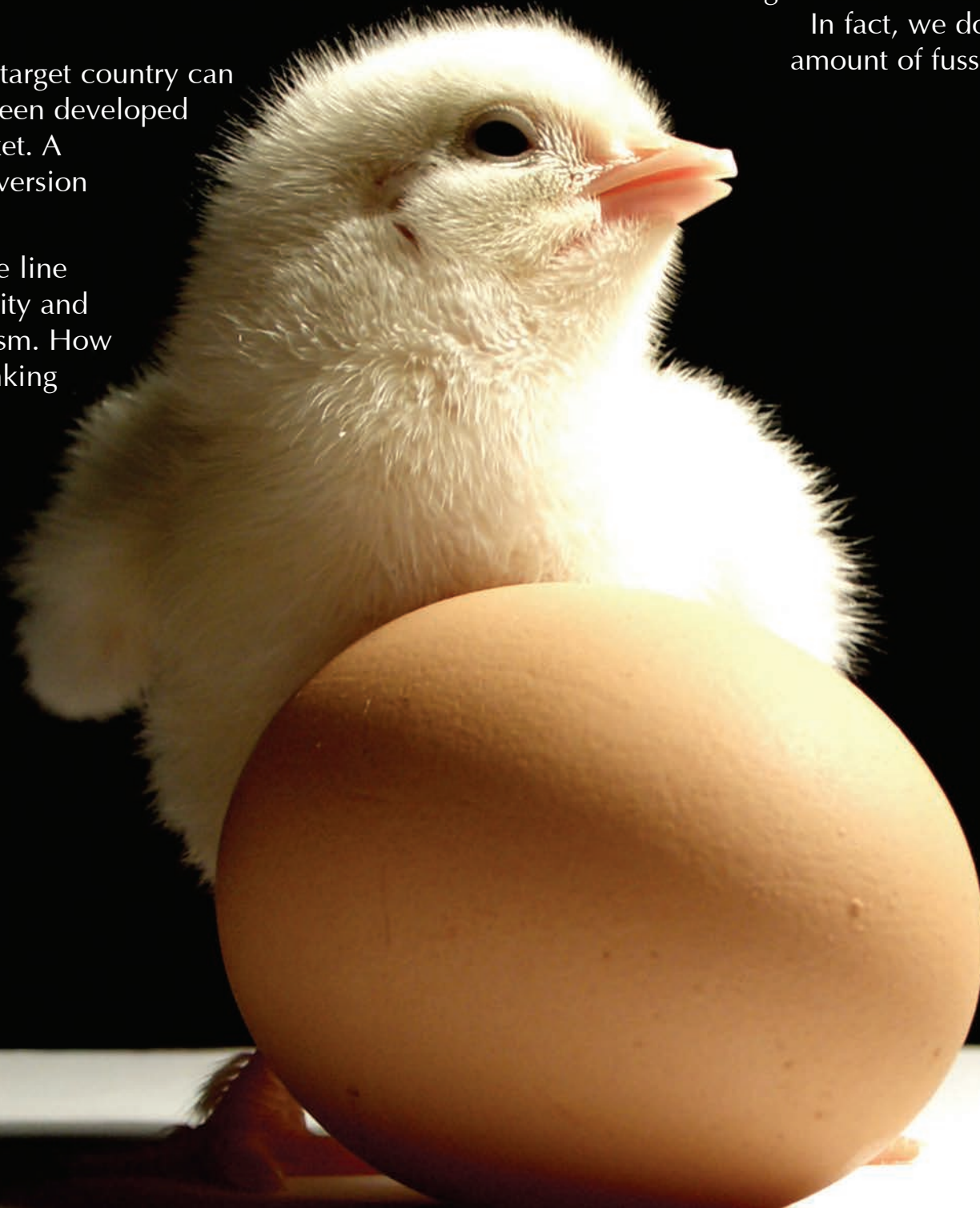
Hollywood type action, combined with culturally balanced  
reaction. Sounds complex? Not to us. Sometimes American  
made electronic games skate onto international markets on  
culturally thin ice. To avoid total annihilation and to gain  
universal domination talk to us first.

# The egg before the chicken.

Localization of a game for a target country can be difficult if the game has been developed exclusively for the U.S. market. A watered-down international version doesn't satisfy anyone.

At One Planet we walk a fine line between American authenticity and international cultural relativism. How is this accomplished? By thinking locally in tandem with the development of a game's American original. We think local in Moscow, Shanghai and in 10,000 other cities around the world.

We help you create international versions of games even before they are finished. In fact, we do it with a minimum amount of fuss to your developers.





## Benefits of working with One Planet:

Localize during game design stage to save money down the road

Accelerate time to market

Launch multilingual versions simultaneously

Increase manageability of the entire project

Avoid negative reaction from authorities or religious groups

Gain fans in every language

Culturally sensitive games drive up sales and revenue





# Open the GATE

Localization of any game requires knowledge of the target audience and local cultural norms. Working with our translators and editors in target countries, we set up a Game Advisory Team of Experts (GATE).

We only select GATE members who closely represent the age group and educational level of the intended audience of your game. GATE members generate specific feedback on all of the game's cultural and linguistic elements such

Local jargon

Colors

Use of graphics

Soundtrack

Appropriate voiceovers

Historic and religious sensitivities





# Box office Smash!

Working closely with your development and publishing teams our GATE aficionados successfully localize your game for the target market.

We have the experience, the tools and the talent to make your game an international success!

Our other suite of services includes:

- Brochures
- Online casinos and betting sites
- Gaming controls and GUI's
- Multilingual voiceovers
- Language neutral icons
- Symbolic product descriptions
- Service descriptions
- Audio/Visual material
- Interactive help
- Promotional material



Contact us today and make a change toward better returns on your translation investment: [contact@one-planet.net](mailto:contact@one-planet.net) , +1-412-323-1050, or toll free 888-677-1010.

Our suite of services includes:

- Technical translation
- Legal and patent translation
- Translation of Annual Reports and other financial information
- Translation of medical and medical trial documentation
- Software and website localization
- Software testing and verification
- Interpretation for meetings and conferences
- Over the telephone interpretation
- Multilingual escort in the country of your destination
- Cross-cultural consulting targeted for specific business needs



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