



WHAT'S NEXT IN GAMES LOCALIZATION

MAY 2018



How will localization for games change in the future?



LOCALIZATION CYCLE

Inside the Process of Taking a Triple A
Game Global



CHALLENGES AHEAD

Leveraging AI from Language
Translation to Voice Generation



STRONGER PARTNERSHIPS

How to partner successfully with
service and technology vendors

EA's VOICE FOR THE RIGHT LOCALIZATION SOLUTIONS



Long term Strategic Demand
Language Planning



Portfolio Management

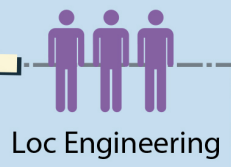
Game Teams
Publishing
Finance



Development



Localization



Loc Engineering

Translation

Audio
Loc Recording

Audio Capture
Audio Engineering

Asset Loc
Vendor Management

Loc Testing

Localized Legal/Compliance
Loc Quality Safeguard



WWCE

Marketing / Advertising

DLC / Updates

Title Websites
Player Messaging



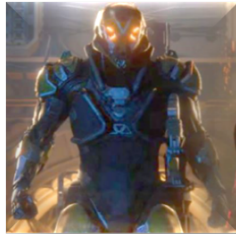
Player Input

Better Localized Experience



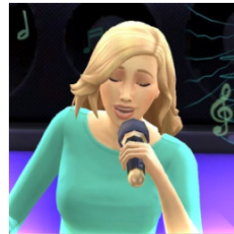


REALTIME LOCALIZATION



MACHINE TRANSLATION

Shorter time to market, calculated risk
with solid remedy solutions.



VOICE GENERATION

Live localized audio solution for
specific content.



AUTOMATED TESTING

Calculated risk, relying on appropriate
automation solutions

ADAPTING TO NEW DEMANDS AND CHALLENGES



STRONGER PARTNERSHIPS



TRANSPARENT COMMUNICATION

Clear and objective outlining needs
and areas for improvement.



WIN-WIN NEGOTIATION

Ensuring the interests of both sides
are considered and met.



QUALITY CONTROL

Ongoing, tracked and measured
performance quality.

LOCALIZATION EXPERTS SPEAKING TO LOCALIZATION EXPERTS

THANK YOU



QUESTIONS?