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COMPANY SPOTLIGHT



PartnerTrans

Localisation is incredibly important. Mistranslations like 'All your base are belong to us' don't give out a great impression. So some insiders within the sector are wondering why it doesn't get the attention they believe it deserves.

PartnerTrans is among them. "Localisation is hardly being recognised," argues PartnerTrans' Iris Ludolf. "There is, or should be, a lot of work and thought involved in creating a quality localised game, so this hard work should be recognised as well."

Happily, the firm is beginning to see this support materialise. It has gathered the backing of several bodies within the gaming industry, including, most prominently, the German GAME association. "We were asked to head a roundtable at last month's German 'Gamestage' event," added Ludolf. The event, which was packed with industry figures of all levels, including publishers and developers – as well as students – saw the firm discuss the pitfalls and problems of not putting enough emphasis on localisation services.

PartnerTrans was joined at the roundtable by several other firms involved in the localisation market, including Trilobit, which was responsible for the translation and localisation of EA's MMORPG *Warhammer Online* and 2 PI Team, which handles community management for several games



throughout Europe.

"The 2 PI Team know exactly what the effects of bad localisation are on a product, especially when it comes to games," comments Ludolf. "That's why it is important to recognise not just how important it is to put significant emphasis on the role localisation plays in making the gaming experience complete – especially in Europe where there are so many different languages in a relatively small area – but also to honour those who have done a good job in the process."

The latter point was picked up by the IGDA's localisation special interest group at the Game Developers Conference in March. According to Ludolf, the vice chair of the SIG, Miguel Barnal-Merino agreed that something needed to be done about the issue.

She is keen to hear from companies involved or who work with localisation services. You can contact her at: iris.ludolf@partnertrans.com.