

Локализация

**В чужой монастырь
со своим уставом не ходят**

- **"Globalization" (g11n)** refers to the way companies plan and implement strategies to be competitive around the world. Globalization is not a process, but rather refers to a state of a company when it is ready to offer products and services globally.
- **"Internationalization" (i18n)** refers to foreseeing the challenges of developing a product for multiple countries and preparing the first version of the product for these challenges. For a technology product, this usually involves the software engineers understanding how to build a localized product. Internationalization is the process of generalizing a product so that it can handle multiple languages and cultural conventions without the need for re-design.
- **"Localization" (l10n)** refers to the actual process of converting software or technology products from one language to another. A key point here is that the translation has a culturally and locally appropriate style and tone. Localization involves taking a product and making it linguistically and culturally appropriate to the target locale (country/region and language) where it will be used and sold.

Localization

- **“Translation” (t9n)** is converting the meaning from one language to another and refers to written text form.

Translation is only a part of the whole localization process as localization also involves adapting date and time formats, changing currencies, cultural appropriation, changing the design and the way user experience a product and complying with local laws and regulations.

- **Locale:** In the localization industry, locale refers to the linguistic, cultural and other requirements of a specific target market.

For example, there are different locales for the English language and each is represented with a different locale code. En-US is for locales where American English is spoken while en-GB is for locales where British English is spoken.

Types of content:

- Marketing content
- Online help
- Audiovisual content
- User interface (UI)
- Search Engine Marketing (SEM) (organic search results and search ads)

•**WHERE**

•**WHO**

•**WHY**

Localization

Product Team (Requester):

- Develop
- Introduce new features
- Introduce new versions

Localization Team:

- Localization Production
- Language Services
- Vendor Management
- Localization Operations

Localization Production:

- Localization Project Managers (LPM)
 - External Localization Company (Language Service Provider, LSP)

Language Services Team:

- Language Managers

Localization Operations:

- Technology
- Business

Vendor Management:

- Finds LSPs
- Builds relationships
- Controls vendor quality

Localization

CLIENT (Tech Company)



LSP

Account/Project Manager

Team Lead(s)

Localization Engineers

Proofreaders/Reviewers

Translators

Processes involved in localizing a product:

- **Product Preparation:**
 - Requester (Product Team)
- **Project Preparation:**
 - LPM
- **Project Execution:**
 - LSP:
 - Translation
 - Review
- **Quality Assessment**



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Everyone 10+

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4.0 ★

1.2 Million

מיליון 005

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Ed



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