

# 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.

## Localization

## **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**





# Star Wars: Galaxy of Heroes



Electronic Arts

Everyone 10+

INSTALL

Ad supported, In-app purchases

4.0 ★

1.2 Million

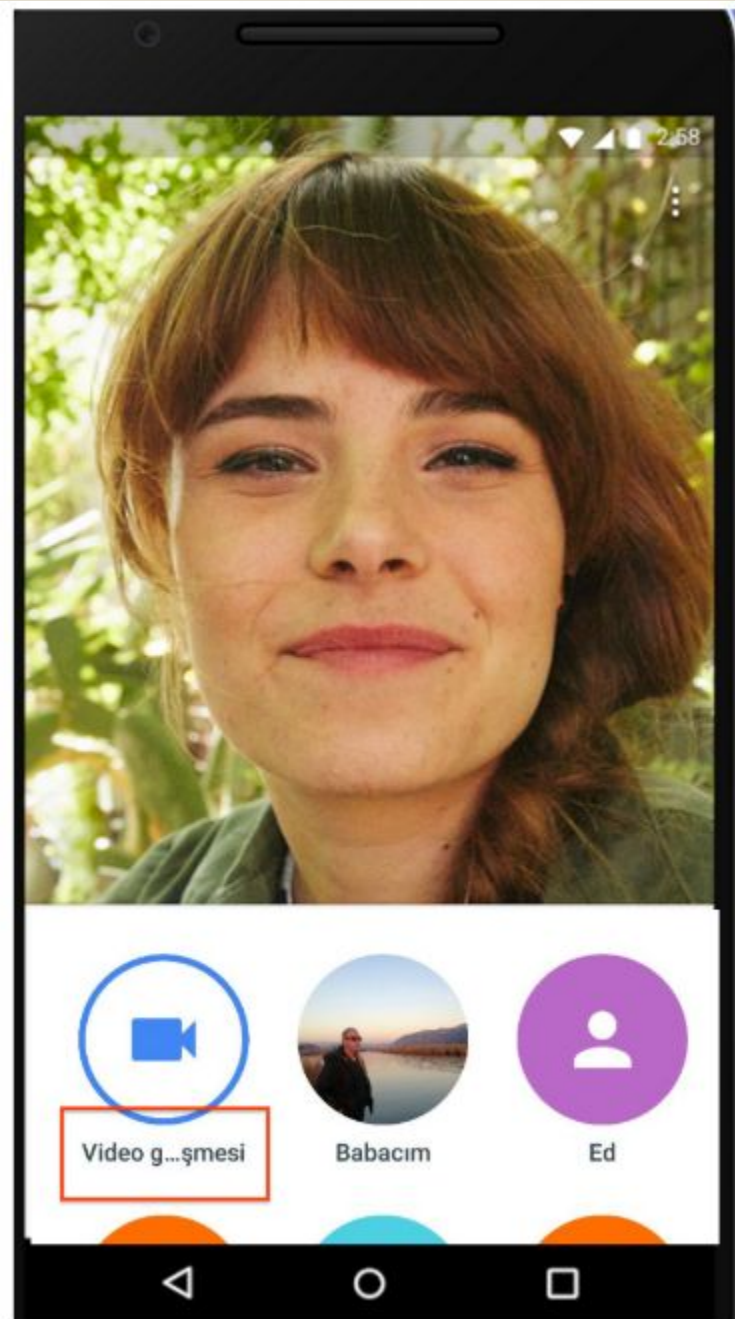
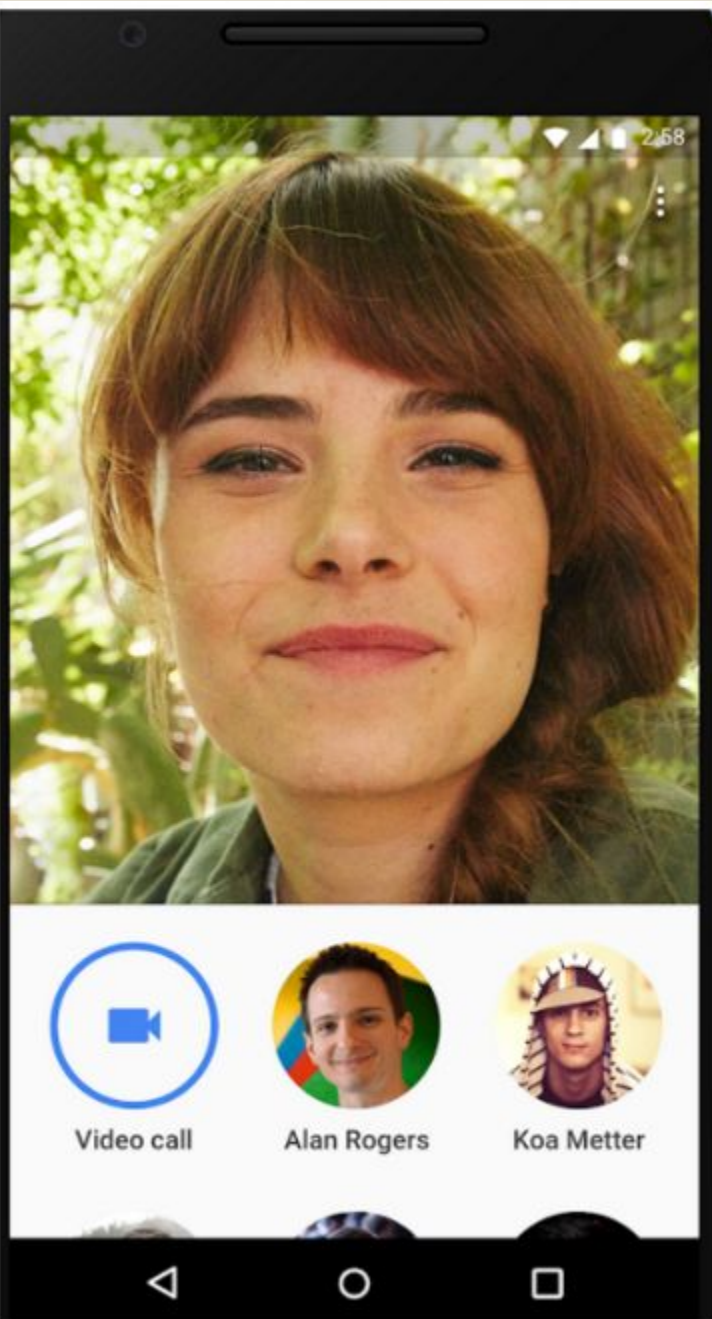
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Ages 9-12

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