



reface

Dear Reader,

December is the perfect time of the year to cozy up with a hot cup of cocoa and read the winter issue of *Pulse of Asia* magazine!

I hope you find the time to read it carefully and reflect on the achievements of the localization and translation industry. Our theme for this season is technology!

The advent of technology has allowed us to be more creative in the translation process. However, the extent to which technology has evolved and where it is going requires our collective contribution and participation.

We share the belief that collaboration, innovation, and creativity are a must if we are to be successful in the future.

Enjoy and thank you for reading!

Nikola Stoyanov SEO & Content Specialist

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APANESE TO ENGLISH TRANSLITERATION – HOW IT'S DONE

In the translation process, there are some words that simply don't have an equivalent from the source language to the

target language and this is where transliteration comes in. Transliteration is used to help the user of a language better

pronounce a particular word from the source language using their native phonemes. But what is a transliteration,

and more importantly, how is it used in the context of Japanese to English? Moreover, what are some of the methods

of performing transliteration and what are some of the key issues you need to keep in mind? We explore the answers



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What Is a Transliteration and What Is It Used for?

to these questions in more detail below.

Simply put, transliteration is the process of taking a word from a source language and creating its equivalent in the target language. It is not a translation of the word by any means. Instead, it is the same word that uses the target language's phonemes to create a similar sounding word.

Transliteration is used in multiple contexts. These range from everyday usage to more complex documentation. For example, if you were going to an Indian restaurant in the UK, you would not be able to read the Hindi text and would be unable to recognize the word "नान". However, the English transliteration would give you the word "naan" and you would know that it's the soft, bread-like product that you enjoy.

However, it gets more complicated than restaurant menus as there is a much more complex document that needs translation and subsequent transliteration of certain words that simply don't have an equivalent. This is the case with legal texts, business documentation, government reports and findings, and many more.

Therefore, transliteration is not a translation at all. It simply helps you better understand how a source word is pronounced in your language.

Methods of Performing Japanese to English Transliteration

Because of the complexity of both the Japanese and English languages, transliteration of certain words and even names of people and places is necessary for the target reader or language user to better understand what is being read or spoken. Numerous studies have been performed regarding some of the methods of performing a Japanese to English transliteration.

In general, however, the main method includes taking the word from the source language (Japanese), dividing it into phonemes, and then finding their English equivalent to create a correctly sounding (or almost identical sound) word. This can become very difficult in Japanese to English because Japanese not only has multiple writing systems (such as katakana and kanji) but also because Japanese words rarely end in a consonant. As a result, a vowel sound is usually added at the end of the transliterated English word such as "computer" to sound like "konpyūtā".

The Modern Bay of Automatic Transliteration

The modern way of automatic transliteration creates a corpus of words in the source language and then, as mentioned above, splits these words into phonemes, which is then followed by choosing the most appropriate sound to act as equivalents for each corresponding phoneme. The accuracy of automatic transliteration is not always guaranteed.

For instance, the English name of the Italian city "Venice" doesn't have a Japanese equivalent and this city in Japanese actually uses the Italian pronunciation of "Venice" to state "Venezia". As a result, transliterating Japanese can cause difficulties in the precision of reaching an accurate result. This is where the human touch is crucial in Japanese transliteration.

Furthermore, context is often taken out of the equation when doing a Japanese to English transliteration and this can create blunders, inaccuracies, as well as meaningless terminology.

Applications to Other Asian Languages

We looked at the example of "naan" in Hindi above as one aspect of transliteration. But what about other Asian languages with their own writing systems like Korean, Chinese, Arabic, Hebrew, and others? Although more research needs to be done on the methods of manual or automatic transliteration, the principles and methodology mentioned above should be the primary starting point for any transliteration project.

Once a large enough corpus of words has been created, it should also start being used in dictionaries and lexicons to ensure uniformity in pronunciation and writing. Let's take the name of the pianist Yiruma (이루마). In English, the first sound representing the musician's surname is "이". However, this can be written as both "Yi" and "Lee" and can create conceptual difficulties later on.

Key Issues When Doing Transliteration

Once a solid corpus of words has been transliterated, there are other key issues to consider for the sake of consistency and uniformity. Some of these include the following:

• Character formatting: when doing a translation and using a transliterated word, it's a best practice to set it apart from the rest of the text by italicizing it or placing it in direct quotation marks.

Capitalization: it's also vital to ensure consistency when using transliterated words in terms of capitalization. A pre-established capitalization protocol will dictate whether each transliterated word is capitalized or not.

• Letter mapping: letter mapping refers to the situation when you're dealing with a language where multiple letters create the same equivalent sound. Thereafter, consistency in this sound and letter usage is vital.

• **Titles:** titles of articles or documents may also require transliteration. You need to make the crucial decision as to whether you will use transliterated words in the title or whether you will use the original text in either English or Japanese.

• **Popularized spelling:** lastly, it's also vital to ensure that there is consistency in spelling either by using your well-known *house style* or the case of *common usage*. This is applicable in a wide number of settings including transliterating names of popular concepts, foods, cities, etc.

Final Thoughts on Japanese Transliteration

Transliteration as a branch of translation is a crucial aspect of conveying information from a source language to the target language with more accuracy and efficiency. Japanese to English is a prominent example of some of the challenges that may arise irrespective of whether you're using human or automated transliteration methods. However, there are some best practices to follow when transliterating Japanese and these should be utilized by both machines/computers in automated transliteration as well as by humans. The key consideration to keep in mind, though, is that consistency in usage is key and this should be kept top of mind with each translation word used in a translation project.

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HAT YOU SHOULD KNOW ABOUT DTP IN THAI



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Desktop publishing in Thai – also commonly referred to as DTP – can pose a challenge for companies and organizations seeking to enter the market. In exploring the intricacies of the language, we note that Thai is a tonal language consisting of five different and unique tones. This means that if a word is pronounced using the wrong tone, a speaker can convey and entirely different and erroneous meaning.

What's more is that there are 44 consonants and 36 vowels, making it a much more complex language than English, for example. With all these intricacies and complexities of speech, what happens when documents, posters, websites, manuals, and more text-rich materials need to be translated into Thai? The fact is that certain challenges emerge with desktop publishing in Thai. But what is DTP, what challenges might you face, and how can you overcome them? We explore the answers to these questions in more detail below.

What is Desktop Publishing (DTP)?

Desktop publishing is a complex process of taking a document from a source language, say English for example, and converting the English text into a string of digital files. These files are then sent for translation and localization to native language experts from Thailand to ensure that the service yields an accurate depiction of the source text into the target language

In this case, not only is a translation performed for a better understanding in the target language, but localization is also performed to ensure that the audience in the target language understands the intended meaning in their own way, while taking cultural nuances into account.

Furthermore, with desktop publishing in Thai, translators and desktop publishers must work together to ensure that the translated and localized piece of content is depicted in the best layout possible. This may result in the need to change colors, fonts, sizing, words, sentence

length, and more to convey a beautiful and complete final piece of the given project.

What You Should Know About Some DTP Challenges for Thai

With its unique characteristics and qualities as a language, it's important to note that there are very few, if any, foreign language influences in Thailand. This means that translation and localization, ans subsequently desktop publishing in Thai, can be problematic. Here are some of the challenges you might face when embarking on this endeavour.

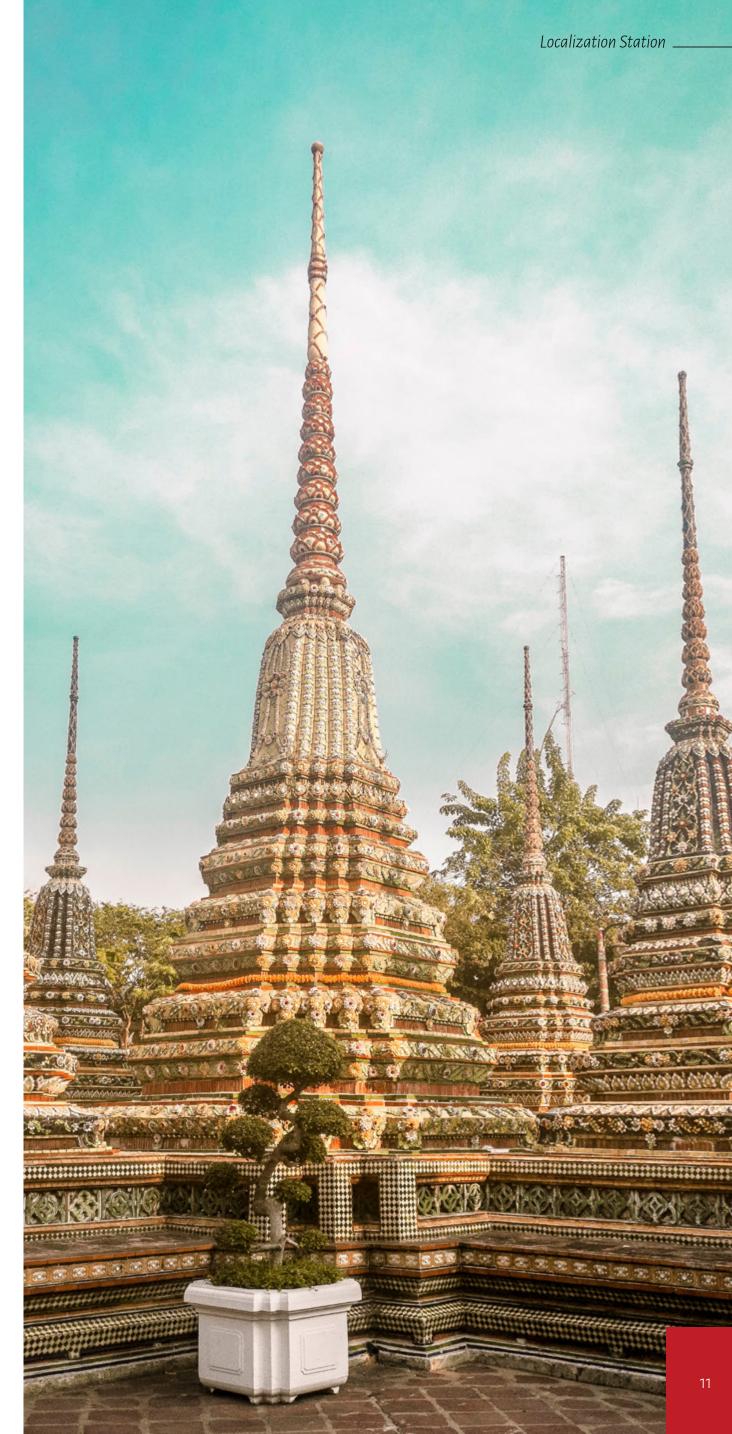
Fonts: errors and options. Since desktop publishing in Thai necessarily requires specific Thai fonts to ensure that a piece of content and its graphical elements are accurately depicted for the target Thai audience, fonts can pose a challenge in DTP. Some desktop publishing software doesn't necessarily cater to Thai fonts, or it it does, it does not have a rich enough

database of fonts to ensure an accurate localization and preparation of the final product for publication.

Absence of spacing between words. One of the unique attributes of the Thai language is that it does not offer or use spacing between words. Instead, you're likely to see long strings of texts that are unmarked in terms of where they begin and where they end. To the untrained eye, this can pose a problem. But well-prepared desktop publishers for Thai will be aware of the fact that there are word markers in Thai that indicate and prepare the reader for the next word in the sequence so that they're better able to follow the ideas being presented.

As for desktop publishing in Thai, it's crucial that the desktop publisher takes this important linguistic aspect into account and prepares the text for presentation in such a way that words are not split across two lines, thereby distorting their meaning or resulting in a nonsensical presentation of ideas.

- Graphic preferences and cultural nuances. If your original design in the source language consists of certain colors, you may find that these will need to be adapted to Thai people's cultural preferences. Some of the colors considered lucky in the country include red, yellow, pink, green, blue, orange, and purple. (These are essentially the colors of the rainbow). What must be remembered when doing desktop publishing in Thai is that a color in the source language may need to be completely adapted to preferred colors in Thailand.
- Text expansion or text shrinking. Also worth noting is that text expansion or text shrinkage may take place when it comes to DTP in Thai. Research shows that for every English word that is translated and localized in Thai, we are likely to see a 15% expansion of the text. This necessarily means that DTPs should take text size and length into account when preparing the final product as not doing so can lead to awkward spacing issues that must be avoided.





• Content that simply can't be translated. Finally, there is text and content that is so culturally specific that it simply cannot be directly translated or get a near-perfect translation by using more words to explain the idea in question. This may refer to common sayings and idioms used by Thai people or other words that have no direct translation. This, therefore, poses challenges not only for translators and localization experts but also for desktop publishers who may need to change the entire layout of the source document to accommodate the new or near-accurate meaning of a word, phrase, concept, or sentence.

DTP for Thai Is Not an Insurmountable Problem

While we've emphasized some of the key challenges involved in desktop publishing in Thai, that is not to say that DTP should be considered an unworkable problem. On the contrary. With the right desktop publishing software and the right language experts at your disposal, you can have a fully localized piece of content that will be laid out beautifully in a publishing program to ensure that the text and visuals are as attractive to your Thai audience as possible. While DTP for Thai may seem like an insurmountable issue, there are workable solutions around it. You simply need the right partner at your side to present a visually stunning and textually accurate document.

DTP Tips for Thai

Here are some basic tips on Thai language desktop publishing, which will help you in your Thai project management. Knowing these will give you the opportunity to assess whether your client needs DTP or if you are missing something when outsourcing a project. Below are the main accents to be on the lookout for when dealing with Thai projects.

- As there are **no spaces between words** in each sentence, this creates a problem when laying out the text, such as one word (which may consist of a few particles) may be broken because the length is too long to fit on the same line.
- · Check the fonts you are using in your source file, as not all fonts are compatible with the Thai language. See if you have these **fonts properly installed** on your work machine, because of the vowel complexity. **Vowel graphemes** are written above, below, before, or after the consonants they modify. One wrong placement can cause a wrong or invalid meaning.
- Pay attention to the **gliding vowels** (diphthongs), as the vowels can 'float' and it will not look professional, although it may still be readable.
- The overall layout of the source and target should be similar. When translating from English to Thai, the length will usually differ, and therefore you have to adjust the layout, the paragraph and the line spacing to be suitable and to stay true to the style of the original text.

Font Highlights













SPECIFICS & CHALLENGES OF CANTONESE TRANSLATION



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Organizations which are seeking Cantonese translations are usually very well aware of their target audiences. The reasons for this are that Cantonese is a highly peculiar language that is spoken by a set number of people across the world. Although Cantonese speakers generally understand Standard Mandarin, the opposite is not necessarily true. This means that Mandarin speakers in Mainland China and Taiwan generally do not understand Cantonese. After all, its system of expressing written characters is quite different from Mandarin and Mandarin speakers, although they may be able to pick up some words, will not always be able to understand the full context of the spoken words. As a result, Cantonese has some important characteristics in its own right and Cantonese translations should be performed by qualified professionals. To find out more about the language, and in which cases it can be used and translated, take a look below.

What Is Cantonese, Who Speaks It, and Who Uses It for Writing?

Cantonese is a minority dialect of Chinese. It is generally spoken by people in Guangzhou Province in southern China (formerly known as Canton). However, its usage has spread to locations including Hong Kong, Macau, and other international communities, which are home to Chinese nationals such as those in the United States. However, homogeneity in terms of these communities cannot be guaranteed and assumptions should not be made about Cantonese being used by speakers who may possibly speak Mandarin instead.

Cantonese, as mentioned above, is therefore primarily used by natives of Hong Kong and Macau. In its written form, there are contradictions in terms of where the language appears and has the most utility. For example, some claim that Cantonese may be used in schools and official government documents. Meanwhile, others claim that the language is primarily used for short pieces

of text such as advertising slogans and in informal text messages between individuals as opposed to using it officially on websites, for marketing purposes, in official legal or business documents and correspondence, etc.

Therefore, when it comes to a Cantonese translation, the professional translator involved must be well aware of these contradictions and ensure accuracy for both the client and the target audience.

Cultural, Transcription, and Subtitling Issues with Cantonese

Translating English to Cantonese or translating Cantonese to English is a complex task. This is because of the cultural and technical aspects related to a Cantonese translation. As a starting point, it must be remembered that Cantonese is a Chinese dialect and that it is mainly used by a smaller Chinese population. Further to this, Traditional Mandarin (generally in its simplified form) is understood by Cantonese speakers. In addition,



because written Cantonese is generally used in informal settings (and is avoided for government, legal, business, or official correspondence and documentation), the language is highly particular.

As a result, transcriptions in Cantonese to English or English to Cantonese must use either Cantonese symbols only or opt for the Simplified Mandarin option because the latter is generally understood by Cantonese speakers and readers.

When it comes to subtitling, as has become highly popular over the past few years with the proliferation of foreign media in Hong Kong and Macau, it will be up to the director's discretion as to whether or not to use written Cantonese to depict the script spoken by the actors. The primary determinant of whether such a Cantonese translation will take place is the target audience. If the transcription is more informal and used in a "friendly" setting, then written Cantonese should be used. However, if the target audience is more formal, then Simplified Mandarin should be employed to reach a wider target audience using the appropriate formal tone intended.

Should You Always Go for Written Cantonese?

Bear in mind that Cantonese speakers generally use the same writing system as other Chinese speakers. This means that they're more likely to use **Traditional** **Chinese** as opposed to Simplified Chinese. However, there are multiple exceptions to this rule.

- Most **Mandarin** speakers do not understand Cantonese. However, many Cantonese speakers understand and know Mandarin with differing language proficiencies.
- If you require a Cantonese translation, bear in mind thatthis should be done in a more informal setting and primarily for an audience in Hong Kong. Awareness and knowledge of the local culture and conventions there is critical for a Cantonese translation project.
- If you'd like to translate into Standard Chinese for Hong Kong, the translator involved in the Cantonese translation project should be familiar with the **idioms** and conventions used in that location.
- If a translation is required from spoken Cantonese, you will need to use a Cantonese speaker who is familiar with the **local cultural and linguistic nuances**. The same is true when translating from written Cantonese or transcribing from Cantonese, preferably by a Hong Kong native.
- For translations from Standard Chinese as used in Hong Kong, a translator who is familiar with Chinese and who is possibly a **Hong Kong native** will be preferable.
- A further point is related to translations that serve overseas Chinese communities. In most cases, Standard Chinese should be used because these

communities are rarely exclusively speakers of Cantonese.

 Finally, if you have material that is written in Chinese for Hong Kong, this is generally quite easily localized for China, Taiwan, and other Chinese-speaking areas.
 Often, with minimal changes required. On the other hand, Cantonese translations written in Cantonese will require a complete re-translation for the intended target audiences.

What Kind of Translator Should You Look for?

When it comes to an English-to-Cantonese translation, it's crucial to be aware of several characteristics and criteria. For example, you should be aware of where your target audience is (Hong Kong, Macau, overseas Chinese communities, etc.), their age (this will determine the formality of the translation), the primary means of communication (audio-visual material vs. written material), and the cultural nuances that a Cantonese translation requires.

As a result, if you are looking for a Cantonese translator, this person should ideally be a native of Hong Kong as this is where most Cantonese speakers may be found. In addition, this translation professional should be aware of local customs and linguistic nuances, and also be familiar with Standard Mandarin in order to localize content for both mainland China and for local audiences who typically use this version of Mandarin to communicate in written form in more official correspondence and documentation.

Concluding Remarks: Cantonese Is Not as Straightforward as Initially Thought

Because Cantonese is a highly spoken language, as opposed to a written language (although it does have a written form that differs from Mandarin), Cantonese

translations must always take into consideration the who, what, and where the translation will be used for.

The target audience is crucial because the more informal and friendly Cantonese is more well suited for television or audio-visual types of output. Whereas advertising materials that are shorter than 100 words can also be translated into Cantonese. Any translation that involves more than that should rather use Simplified Chinese instead.

Finally, it's crucial to look at the location where the translation will be used. A professional translator should check if it will be used in Hong Kong, Macau, or overseas communities. These subtle differences are nevertheless important in a quality translation project. And hence, a reliable translation partner will be best suited for your Cantonese translation needs.

Request a quote!

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SSENTIAL FACTORS OF VIETNAMESE FINTECH TRANSLATION SERVICES

With the rising of fintech in Vietnam – there are over 200 fintech companies in the country – there is a growing need for Vietnamese fintech translation services. In fact, the rapid growth of the fintech industry in the country has led

some experts to predict that the market will be valued at \$18 billion by 2024. This is a sector that is certainly worth

looking out for and because of language barriers, effective Vietnamese translations will be necessary. As a result of

this, it's crucial that when you hire linguists to do your Vietnamese to English or English to Vietnamese translations,

you need to ensure high-quality output together with the confidentiality of data. But there are other factors to



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What Is Fintech?

"Fintech" is a new term that arose to prominence in the late 20th century. It combines the words *finance* and *technology* to give new meaning to the term *fintech*, which ultimately looks at how financial needs can be met through the implementation of technological advancements. Some of the reasons why fintech has come to the fore and received such high prominence in multiple markets across the world include the internet, the proliferation of smartphones, as well as the declining levels of trust consumers have in traditional financial institutions, especially since the onset of the 2008 financial crisis. With this in mind, let's explore what are some of the essential factors when it comes to Vietnamese fintech translation services.

explore and we take a closer look at these below.

Essential Factors for Vietnamese Fintech Translation Services

Vietnam's economy is forecast to grow by 7.5% in 2022. The economy is also the 37th largest in the world and this means that it is developing rapidly. With the massive number of fintech in the country (around 200 at present),

it's essential that foreign companies entering the market or Vietnamese fintech companies seeking to penetrate external markets adapt to the language needs of their target consumers. Fintech consumers tend to be young people who have an affinity for technology and prefer the ease and convenience, which a fintech business offers in terms of financial services. These services can range from cryptocurrencies to blockchain, artificial Intelligence, digital banking, and so much more. But when embarking on a Vietnamese translation, whether from Vietnamese to English or English to Vietnamese, several factors need to be kept in mind. Here is a list of the most essential ones.

Accuracy and Quality

Perhaps one of the most important factors when translating Vietnamese to English or translating English to Vietnamese in the fintech space is the accuracy and quality of the translation. In many cases, a translator would be dealing with numbers and figures that relate to the financial data of the given consumer. In other cases, they will be dealing with balance sheets, income statements, statements of account, complex

legal documents and agreements, and even marketing materials such as websites, email marketing, social media marketing, and blog articles. In each of these cases, accurate and quality Vietnamese fintech translation services will be essential. This is because the industry calls for precision in terms of each word used.

Consistency and Precision

The second important factor when dealing with Vietnamese fintech translation services is consistency and precision. One simply cannot translate the word "balance sheet" one way one day and another way on a different day. This is where fintech glossaries come in very handy to help a translator achieve consistency and precision in their translation efforts each and every time.

Scalability

Because of the rapid growth of the fintech industry in Vietnam, Vietnamese fintech translation services will also need to be scalable. This means keeping up with the rising demand for Vietnamese to English and English to Vietnamese translations. As a result, a quality translation provider will need to offer not only an appropriate quantity of translators who can produce high-quality outputs each and every time but also have the right software tools to ensure that there is consistency in the Vietnamese translation process.

Procedural Flexibility

Speaking of the processes involved, flexibility is required when it comes to procedures. This is because, as mentioned above, fintech can require both marketing materials as well as legal and financial documentation to be translated from Vietnamese to English or English to Vietnamese.



Localization Station

Cost-Saving Efforts

Another essential factor when carrying out Vietnamese fintech translation services is the cost factor. While some providers on the market guarantee the lowest prices, they may not, for example, carry out two or three-step translation and editing checks which ensure the quality of the translation. In addition to this, fintech companies must balance their investment in highquality Vietnamese fintech translation services with their desired outcomes and intended goals and key performance indicators (KPIs) such as growth and sales targets.

Ensuring Confidentiality

But perhaps the most important factor when it comes to Vietnamese fintech translation services is the ability of each translator to ensure the confidentiality of the data that they're dealing with. A fintech business necessarily by its very nature collects massive amounts of personal and confidential data, which could be very dangerous in the wrong hands. Malicious actors are constantly attempting to hack through organizations' firewalls to gain access to this private data and also attempt to gain access to funds in illicit ways. To protect such breaches from happening, Vietnamese fintech translation services must not only ensure but also guarantee the confidentiality of all data that passes through their hands.

The Way Forward with Vietnamese **Fintech Translation Services**

When translating Vietnamese to English or translating English to Vietnamese, especially in the fintech space, some essential factors must be borne in mind in order for each translation project to yield high-quality outputs and results. Starting from ensuring the accuracy and precision of the translation project, it's also essential to have procedural flexibility together with scalability. But perhaps the most important aspect in the fintech space is guaranteeing the confidentiality of private client data. As a result, Vietnamese fintech translation services have a strong balancing role to play as they juggle multiple clients' needs to produce high-quality outputs.



Curious Facts About Fintech in Vietnam

- Transaction value of digital payments in Vietnam -8.6bn USD
- Share of internet users using mobile payments monthly in Vietnam – **26.2%**
- · Value of funding raised by "MoMo" e-wallet and payments app in Vietnam – 433.8m USD

Top Industries to Localize in Korean **Annual Growth** Industry Revenue **eCommerce** \$124.20 bn 3.90% **Digital Health** \$3.79 bn 8.23% \$194.60 bn **Fintech** 24.2% **Fashion** \$37.18 bn 2.95% Cosmetics \$1.69 bn 6.14% Data Source: Statista



HEADVANCEMENTS OF NEURAL MACHINE TRANSLATION IN HINDI

Around 572 million people around the world speak Hindi as their mother tongue and this significant number means that translations in Hindi are becoming ever more needed. As India's official language, translating English to Hindi

can pose serious challenges. And this is where neural machine translation (NMT) comes in. But what is neural machine translation and what challenges does it pose when an organization needs to translate English to Hindi or translate

Hindi to English? This article explores these questions in an attempt to provide more definitive answers.



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What Is Neural Machine Translation?

Translation in Hindi is becoming ever more important. With India being home to over one billion people and the country's growing prominence on the global stage, English-to-Hindi translations are becoming ever more crucial for organizations - both public and private. Whether you want to read a translated newspaper in your mother tongue or you need to work with a huge quantity of documents that are translated from English toHindi, or anything else in between, machine translation, or more specifically, neural machine translation will be required.

Although machine translation came to the fore in the 1950s, neural machine translation is a much more recent phenomenon. Much like the name implies, neural machine translation is an advanced method of carrying out translations using technology, software, hardware, and artificial intelligence. This is done by providing a corpus of language data in both the source and the target language, enabling the "machine" to carry out a translation. But this machine is capable of so much more. In fact, it's designed to work like the human brain.

Just like the human brain, which when learning can make mistakes, these machines can also make mistakes that are then corrected for more accurate results. In fact, some studies indicate that neural machine translation can yield results with accuracy that goes up to 60%. Although this is not ideal, it's an excellent way of processing huge quantities of data, which can then be addressed for quality control and accuracy using a human translator with the right proficiency in both the source and the target languages.

Deep Learning and Deep Neural Networks

As mentioned above, neural machine translation is a technology that tries to mimic the human brain's ability to learn. As a subset of machine translation, we have what is commonly referred to as deep learning. Deep learning is used in translation in Hindi with regard to image applications, big data analysis, speech recognition and more. As a result, it can offer much more precise translations than were possible in the past, and enhance traditional systems to make them more efficient.



Deep neural networks (DNN), on the other hand, can be thought of as language networks. These networks operate in different layers. For example, we can have one shallow layer that only deals with one network in terms of languages, particularly translation in Hindi, and then there are other "deeper" neural networks that can handle more than one shallow layer of language information. Consequently, there are multiple "hidden" layers within deep learning, which help to learn language features.

Challenges That Arise with Translating in Hindi

Using Devanagari script to denote the written Hindi language system, deep learning, deep neural networks, and neural machine translation can oftentimes face significant challenges in the translation process when you want to translate English to Hindi or translate Hindi

The most obvious part is punctuation. The Devanagari script uses different ways than English to denote the end of a sentence. But there are other challenges as well,

particularly when it comes to expressing digits. Further challenges include the actual translation of the language pairs, phrases, and words. This is because Hindi has a much richer morphology than English. This creates a much more challenging aspect when it comes to the "sparse-data" problem. This is because of vocabulary that combines words from various etymological sources.

The Future of Neural Machine **Translation When Translating English** to Hindi

Neural machine translation is here to stay with regard to translating in Hindi. The demand for such translations will continue to rise and the accuracy and quality of the translation will be of paramount importance for neural machine translation that utilizes deep learning and deep neural networks.

As a result, "training" the memory of the machines that perform the translations, especially when it comes to English to Hindi translations, will be a constantly evolving task. However, while the accuracy of translations does

continue to improve, it's still not the perfect translation tool, although it's great for vast quantities of data, and will need to be supplemented by a human translator.

This person or team of professionals can help the machines with quality control and editing the final results for quality of data and accuracy of the translation.

FAQ

What are the challenges of translating Hindi with machine translation?

The Devanagari script is the main challenge when it comes to English to Hindi translation, learn more about it from our article!

Will machine translation remain useful for English to Hindi in the future?

Not only will it still be useable, but it is bound to only get better! For now, however, human translation is superior in terms of quality.

What is deep learning?

DL is a subset of machine translation that is in its essence a neural network with more 3 or more layers that exponentially increases the speed of gaining knowledge.



ROJECT MANAGEMENT CHECKLIST FOR ASIAN TRANSLATION SERVICES



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A project management checklist is essential for Asian language translation services. This is because it brings a level of cohesion and organization to every project being handled. With the complexity of the various Asian languages and the intricacies and nuances of the various Asian cultures, a project management checklist helps to bring unity and more clarity to each project. Project management (PM) necessarily involves several stakeholders in the process.

And much like a symphony, each player needs to perform their role optimally for the quality of the final output. A project manager, therefore, is like an orchestra conductor. They ensure that everyone plays their part, at the right time, with just the right pitch or volume, to produce the perfect result. With this in mind, we explore why you need a project management checklist and offer several essential steps in the project planning process, so that you can have a more successful outcome every time.

What Is a Project Management Checklist??

Before going deeper into the details, it's first important to define and clearly outline a project management checklist. Essentially, it is a document that details each of the steps required in an Asian language translation project sequentially. Each step is carried out one after the other by the relevant parties or stakeholders with a smooth transition between each step:

The various stakeholders in a translation project, especially for Asian languages, may include but not be limited to the following individuals: content creator, IT, product manager, product owner, developer, procurement, legal, quality analyst, finance, and tech engineers, among others.

With all these role players involved in the process, it's critical to ensure that each one has a clearly defined role and knows exactly when to come on board to perform

their part. As a result, a project management checklist helps to organize these people's roles for smoother project planning and execution.

Benefits of Project Management Checklists for Asian Languages

Having a clearly defined project management checklist can be useful in a number of ways. Here, we're exploring some of the key advantages of such a checklist in the project planning process.

Firstly, a project management checklist enables the entire team of stakeholders to get an overview of the entire project. The scope of the project is clearly defined and a project management checklist enables both the client and the relevant team to have a quick, bird's eye view of the steps involved in the Asian languages translation project as well as where in the process the team is at.

Secondly, a project management checklist can set clear expectations for all parties involved. This means that every member of the team will know exactly what their role is as well as by when they need to deliver so as not to delay the project's final outcome. This is beneficial to both clients and team members because it puts them all on the same wavelength.

Thirdly, these checklists help the entire team stay more organized. Better organization means better delivery and product output. This necessarily involves avoiding confusion and lengthy explanatory emails and is a great way of staying efficient and saving time.

But perhaps most importantly, following the steps in a project management checklist is a great way of saving or reducing costs and being more efficient. When everyone knows their role and at what stage of the project they need to come in, this results in more efficiency. As a result, the client will get a more competitive cost for their project request.

Your Project Management Checklist

A project manager or PM, who implements a project management checklist, needs to consider the following guidelines when creating their list for project planning purposes:

- 1. Purpose of the project: with the whole team being clear about the purpose of the project, such as marketing or sales or informative purposes, the project will be handled more appropriately by each member of the team.
- 2. Determine the total number of files in the Asian languages translation project: this can help provide an overall idea of the length of time that will be required to produce the final output.
- **3. Produce clarity about the total word count for your team:** a 1,000-word project can be much quicker to complete as opposed to a 10,000 or 100,000-word project. This will also help determine the final cost analysis for the project and give the client more clarity about what to expect in relation to price regarding the project's final outcome.
- **4. Determine the type and nature of the source files:** source files in Asian languages can come in multiple forms. These range from PDF files to Word

documents, a Google Docs spreadsheet, webpages, brochures, flyers, posters, etc. Ideally, editable files should be provided by the client to ensure that the work can be carried out more seamlessly.

- 5. Clarify the delivery file formats and methods of delivery: although a client may have given you a Word document as the source file, they may wish the final result to be placed on a webpage. As a result, having clarity about the final method of delivery is another crucial element in the project management checklist.
- 6. Target locale, language, and audience: this may seem obvious but is actually one of the most crucial elements to get right. Here, you need to know exactly which language you'll be translating to and from, have a clear picture of the specific region the document will be used in owing to cultural and linguistic nuances which will influence the translation project, and then know what target audience the final product is aimed at. This will also help a translator and localization expert determine what tone of voice should be used.
- 7. Clarify the inclusion and exclusion of elements: not all elements will need to be translated. This means omitting or including specific instructions in the project outline. In some instances, these are referred to as in-scope and out-of-scope services, which may exclude things like street names, numbers, names of companies, etc.
- 8. Localization of images, tables, graphs, etc.: these graphical elements often appear in documents needed for Asian languages translation and translating them is a must because they add value to the document. As a result, it's important to have clarity about whether and which of these elements need to be translated and localized.
- 9. Use style guides or glossaries, where available: your client may have a glossary or a style guide that can help guide translators and localization specialists in ensuring more uniformity in producing the final language output in the given project. Style guides are great for defining the usage of names, measurements, punctuation, and even formatting.
- **10. Pay attention to the technical details:** we all know that certain colors have different connotations in various Asian countries. This is a cultural nuance that must be taken into account. As a result, it's important

- to clarify which fonts should be used as well as colors, and which ones should be avoided.
- 11. Consider any special instructions or requirements: your client may have certain special instructions for this project and these must necessarily be taken into account when completing the project.
- **12. Turnaround time requested:** knowing how much time is allocated for the project will enable the project manager to assign tasks to the right people and give them realistic deadlines for when the project is due.
- 13. Abide by confidentiality agreements: in most cases, clients that come to you are businesses that compete in the marketplace. Therefore, to ensure they remain competitive, their translation and localization projects need to be kept confidential. This will mean ensuring that all relevant stakeholders in the translation and localization project are aware of and comply with the client's confidentiality requirements.

14. Issue a project order: the purpose of this is to confirm the order with the client in order to avoid confusion regarding each of the above steps and processes.

And That's a Wrap!

In this article, we provided you with a detailed project management checklist to help ensure that your next Asian language translation project goes as smoothly as possible. Project planning is essential, especially when it involves a group of people from different professional backgrounds who need to work together. Ultimately, having a detailed project management checklist can help speed up the process, clarify everyone's roles, reduce costs, save time, and lead to a satisfied client. If you're wondering about the essentials of what is required for PM, don't hesitate to download our tips and tricks for B2B project management in the language industry.



Radoslav Milkov Account/Project Manager

We all call him Rado instead of Radoslav and while working with him, one gets used to the music he would choose and imagine being somewhere on a beach in Ibiza rather than in an office. Then comes the rumbling of his laugh while bickering with his fellow APMs, which inevitably lifts your spirit even more.

When work is involved though you'll notice that he can work under pressure for hours without uttering a word.

We have a confession to make: when Rado is displeased with something it makes us all laugh not with something else but with his utterly charming vocabulary. The truth is he simply can not say a bad word about anyone.

You can dig deeper into his personality with the few questions we asked him on the next page:

How many languages do you speak? Please write them in a list. Which is your mother tongue?

My primary language (mother tongue) is Bulgarian and as a second language I am fluent in English.

What is your favorite sport or hobby in your free time? Why is it so? Any interesting stories on it?

My passion is billiards — I have been playing it for more than 16 years and it has a very significant role in my life. With that many years behind my back, I must confess that I have a lot of experience and a couple of trophies won. It is understandable that I've got quite a few interesting stories related to it, however I'll let you know a secret of mine right now: when I was in the Junior division I actually won every single tournament in Bulgaria for one year in a row without a single loss! That achievement is a record itself but... no one knows about it

Top 3 things we don't know about you? Might be something funny, quirky or strange ©

- · Food is every guy's favorite thing:) and mine happens to be spicy food. I love it!
- I work with more than 50 tabs open at the same time.
 Not sure if this qualifies for multitasking or quirky :)
- · Another secret I am going to share: believe it or not am very shy, but I am a master at hiding it.

What was the most surprising thing you learned about Asia while working here?

That a lot of the people there work on Saturdays too...

Favorite book or a book that changed your mindset and why it did?

The book I keep re-reading is *The Secret* by Ronda Byrne – every single time I discover a different nuance of the world around me and very simply said: it gives me strength.

Your most extreme experience so far in your life/ biggest challenge in your life?

Some time ago, I was climbing a waterfall, which is extreme on its own but then I had the "luck" to get stuck on a particularly technical spot. Usually that is no big deal but the 2 instructors we had were about 5-6 meters away from me, so no one could really help me. I am pretty sure

that someone was watching over me that day. Not sure if this was God, or whoever is Up there, but He saw me and gave me a push up, so I was able to save myself. It was very scary and at the same time a thrilling experience.

Your top 3 goals in professional life for the next 10 years

- 1. To become so good at my profession as an Account Project Manager that there won't be a thing to surprise me, which considering the dynamic pace our industry has is quite a challenge.
- 2. With my passion for billiards, I want to open and hold the best place for billiards and darts in Bulgaria and I know in my heart exactly how it will look.
- 3. I promise that when this last one becomes a reality, I'll share the secret with you: I want to make my money work for me, while..drumroll... I am sleeping!



XPECTATIONS vs BUDGET IN TRANSLATION



Desi Tzoneva

Content Writer

A translation budget is crucial these days. Many companies are expanding into new territories across their national borders. This means that translation of marketing materials, websites, blog posts, product guides, how-to's, and other documents are essential. But in order to have an accurate Asian language translation, you need to set resources aside for your undertaking in order to ensure quality output. And the services of a professional are essential. Oftentimes, you'll opt for a couple of quotes from different translation service providers and although it's tempting to go with the cheapest option, you need to consider the quality aspects of your translation needs. In this blog post, we explore the importance of a translation budget as well as some tips and tricks on how you can optimize it. Let's take a closer look.

Why Is a Translation Budget Important?

When you set out on a translation service for your company expansion goals or any other aspirations you may have, having a well-defined translation budget is essential. Why? There are several reasons. Firstly, you'll need to know which department will be responsible for covering the translation costs. Secondly, you'll need to be aware of whether the translation costs will form a part of the overall technical project budget. Next, there is the consideration of whether multiple departments will be sharing costs. And finally, you'll need to determine how costs will be divided.

While these are more of a technical consideration, they are still essential questions whose answers you'll need to clarify in order to get the most value for your money. In addition, once all of these questions have been dealt with and you have a budget, you'll also want to choose an Asian language translation provider who will guarantee quality output. In some cases, this may cost more than the cheapest quote. But think about all the benefits of doing this. On the one hand, you'll have better quality

translations, which can result in better engagement with your customers. On the other, you'll be able to penetrate new markets more seamlessly because of the localization that has taken place that takes cultural nuances into account.

Top Tips and Ideas for Your Asian Language Translation Project

So, with all this in mind, it's crucial to optimize your translation budget. We all live in a world with limited resources and organizations are no different. Therefore, to ensure that your translation budget is used optimally, here are a few things you can do:

1. Use a professional translator

As a starting point, you'll want to use the services of a professional company with an established industry reputation. Although it might be tempting to use a bilingual employee to carry out your translations, this can have negative consequences on your business. For example, they will not have adequate knowledge and know-how in terms of how to address certain more complex translation projects. Human error can easily



creep in resulting in mistranslations or language faux pas, which can affect your brand. Furthermore, this employee may not have the technical vocabulary to carry out the translation work to its highest potential. And lastly, being employed in a specific department, the translation project will be a side gig that they are involved in and not a full-time endeavor. So, using employees is not ideal whereas using professional translation services is your best bet.

2. Plan ahead

Once you've decided that you'll use the services of a professional translation company, you should consider planning your translation project well ahead of time to ensure that it will not be rushed and that you'll get a high-quality output. In addition to this, also consider the fact that rushed jobs or those with tighter deadlines generally cost a lot more and you can really optimize your translation budget by simply having a clear outline of the time frame during which the translation is required and ensuring that you give the translating company sufficient time to carry out the project.

3. Use a project management system

Because of the large volume of work that companies will need to have translated into Asian languages, it's crucial to use a project management (PM) system to keep track of each document and file and know exactly who is working on it, when, how long is left to the project's completion, etc. If you don't have a project management system, then utilizing a PM checklist can work just as

well. This can help both you as the client and the entire translation team involved in your project keep solid track of the project's development.

4. Make use of translation memory

If you plan on making use of the same language services provider for your translation project, one way to optimize your translation budget is to use translation memory. The consistency and efficiency of translation memory can help you not only significantly reduce costs but also ensure that you have high-quality Asian language translations every time.

5. Develop style guides and glossaries

Next up, and as you begin working with a translation services provider, it's important to share your style guides and glossaries with them. This is going to lead to much more consistency across the various translations and will ensure that the potential back-and-forth between you and the translation services provider is kept to a minimum.

6. Bundle files together

Bundling files is another way to help optimize your translation budget. This is because you'll be quoted on a larger chunk of documents as opposed to only one or two, and this can significantly reduce your overall costs. In addition to doing this, you should send final and not work-in-progress files, while also ensuring that you send the translation services provider editable files with which they can work.



7. Different strategies for different languages

All Asian language translation projects are not the same. This is because different languages will have different specificities and requirements as well as different cultural nuances that will need to be factored into the equation. Therefore, you need to have clarity about which languages you'll need the source document to be translated into and what strategies you might employ for these languages.

A HighQuality Budget Translation Doesn't Have to Be Impossible

Your translation budget will dictate the quantity and quality of translation work that you need to achieve to help your organization grow and expand into new territories. However, with Asian language translation, it's crucial to keep in mind that different strategies will be required for different Asian languages. In addition to all this, there are small but significant ways in which you can optimize your translation budget and we've covered some of these here. Overall, your starting point should be choosing the right translation services provider to offer you a professional and high-quality final product that you can implement in your marketing, sales, legal, business development, and other business areas.

FAQ

Is a big budget required for quality translation?

It depends on the content and audience, but quality and price are strongly correlated.

From where to start when looking for translation?

Follow our tips in this article. Another article that will help you is the project management checklist.

Do I need a translation budget?

Depending on the content translation can be costly, feel free to request a quote to get a general idea of the budget you will need.

Contact us!

Tagalog & Filipino Differences & Similarities



EGAL DOCUMENT TRANSLATION IN CHINESE

Legal document translation in Chinese is becoming ever more frequent in our times because of the growing levels

of trade between China and the rest of the world. In fact, China is one of the world's strongest trading partners but

when it comes to international trade and business, accurate legal document translation in Chinese is essential. There

are multiple reasons for this and we explore them in more detail below. We also take a look at some of the qualities

your translator who is translating a Chinese document to English or translating an English document to Chinese will

be required to possess for high-quality Chinese legal translations. Let's explore this topic below.



Desi Tzoneva

Content Writer

How Important is a High-Quality Translation for Legal Documents?

Legal document translations in Chinese must be as accurate and high quality as possible and this accuracy must be guaranteed by the translation services provider you've chosen. The reasons for this are manifold. Here are just a few you should consider.

- 1. Avoid losing face: in Chinese and other Asian countries, the concept of "losing face" is critical. Essentially, it means that one party does not disrespect or dishonor the dignity of another party. Causing someone's embarrassment is a huge nono because it goes against the cultural values that prevail in the country. As a result, for those seeking Chinese legal translations, one of the most important aspects to consider is that you want accuracy as far as possible because you do not want to jeopardize your relationship with the other contracting party owing to a mistranslated concept, clause, appendix, etc., which can significantly affect your professional and business relationship with the other party.
- 2. Avoid losing money: international trade has a lot to do with money. And no one wants to lose money

- when they know that this could be prevented. If you have a legal document translation in Chinese, then you should ensure that all clauses of your contract or agreement are as accurately translated as possible. One mistranslation or the substitution of the word "may" for "must" could result in costly legal battles owing to a mistranslated piece of legal content.
- as the final resort when there is a dispute between two parties. These are usually used when all dispute resolution processes are exhausted. However, lawsuits can be extremely costly, particularly in the concept of international trade and cross-border legal disputes. A mistranslated or inaccurately translated legal document in Chinese or English could result in costly lawsuits that will ultimately damage the relationship between the contracting parties.
- 4. Avoid penalties: another aspect to consider when dealing with legal document translation in Chinese is the avoidance of penalties. If you are submitting a legal document to a governmental body, such as a business registration department in a particular ministry, your translation needs to be 100% accurate because you may risk facing penalties. These



penalties may include delays in getting your business started, challenges in actually carrying out the primary nature of the business, and more.

5. Avoid disputes over contracts and obligations: finally, if a legal document translation in Chinese is not accurate and of high quality, you could also face disputes over contracts and obligations. Words that have dual meanings could easily be misconstrued or misinterpreted by one of the parties, leading to confusion or perhaps a mixed message or signal related to their obligations. This can have severe financial consequences for your business and it's critical to ensure that you have a high-quality legal document translation in Chinese.

What Qualities Should You Look for in a Translator When Translating Documents to and from Chinese?

Chinese is considered a difficult language to master and hence, the translator that you use when you translate a Chinese document to English or you translate an English document to Chinese must be exceptionally well-versed in the language. Let's take a look now at some of the main qualities you should look out for in a translator for Chinese legal translations.

A native speaker or a translator who is well-versed in both languages

Although there are multiple machine tools and computer-aided programs, which help with a translation project, mistakes can happen, the machines are not

always capable of picking up nuances in the language, and a human translator's touch will always be required in the beginning, middle, and final phases of the translation project. Hence, a bilingual speaker of both Chinese and English will be required to assure you of your translation project's quality.

Knowledge of both countries' legal systems

However, speaking the source and target language is not the only requirement. Because the law is such a particular field and because legal systems across countries differ from one another, it's crucial that your translator also has knowledge and familiarity with both legal systems involved. This means some form of legal specialization as well. For example, many English contracts contain modal verbs such as *may*, *should*, and *must*. And there are distinct reasons for including one of these particular words in a contract. One may imply an obligation to do something whereas another could be interpreted as providing a choice of whether to take an action or not. Therefore, such discrepancies must be dealt with in the linguistic sense when embarking on a legal document translation in Chinese.

A translator who pays attention to details

Apart from being a bilingual speaker, and having familiarity and a specialization in both countries' legal systems, a quality translator will also be extremely well versed with the rules of grammar, word usage, syntax, punctuation, and other grammatical details when embarking on a legal document translation in Chinese. In English customs, for example, contracts usually start

out by defining the parties to the contract and providing definitions of key terms used in it before going into depth about the contract's main body. These practices may be different in Chinese and a form of standardization will be required. However, this standardization will need to be carried out with absolutely zero errors, for the reasons outlined above.

Is willing to accept feedback to improve the final product

As the last requirement for a high-quality legal document translation in Chinese, the translator must also possess certain personal qualities and characteristics to ensure that the translation is as flawless as possible. It must be kept in mind that the translation process involves several parties - from a project manager to a proofreader and editor and even a second translator to ensure the quality of the work. As a result, the translator involved in legal document translations in Chinese must be openminded and willing to accept feedback to improve the final product.

Chinese Legal Translations: Not as Straightforward as They Seem

Legal document translation in Chinese is a highly complex and specialized task that must be entrusted to a quality translation services provider, which can then allocate the work to the right translator. This translator, in turn, must be willing and able to work within a team and accept feedback for improving the final product as well as possess the right linguistic and industry-specific knowledge. Anything other than this could result in disastrous financial consequences for both parties to the legal contract and could lead to the loss of face, ultimately damaging what could have been a fruitful business relationship.

FAQ

What qualities are required of a translator when working with legal documents?

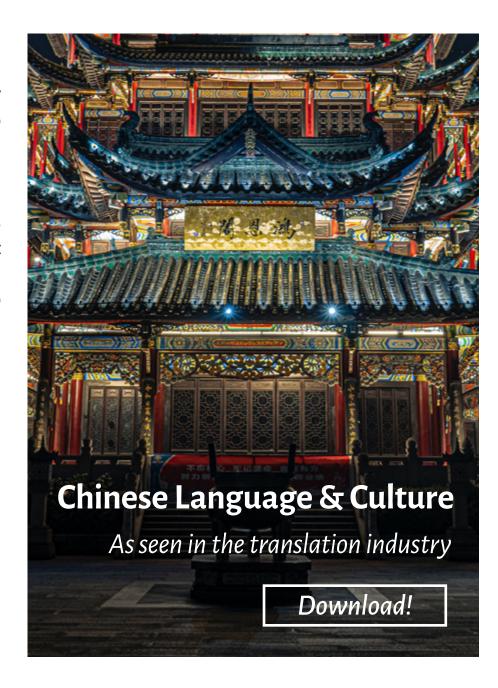
A native speaker with legal knowledge would be a priority, for other qualities check out our article.

How important is a high-quality translation for legal documents?

High-quality translation usually results in saving money, especially when it comes down to legal documents.

Are there different types of legal translation?

Yes, there are several types, such as certified translation, notarised translation, sworn translation and legalisation and apostille translation.



Search Engine Market Share in China 2021–2022

Oct 2021-Oct 2022



85.37%-59.59%



5.32%-11.11%



3.35%-16%



2.52%-5.47%



1.71%-3.7%

From these statistics for the last year, we can see that Google is still nowhere near the top search engines in China. However, the giant Baidu seems to be falling steadily from the throne with other local engines gaining traction.



OP TIPS FOR VIDEO GAME LOCALIZATION IN CHINESE



Desi Tzoneva

Content Writer

China has quickly surpassed the US as the world's largest gaming market, making the need for effective localization (otherwise referred to as I18n) ever more essential. Indeed, localization, which is the practice of taking content from a source language and adapting it into a target language by taking into account cultural nuances, is crucial in the Chinese video game industry if organizations wish to succeed there. With literally millions of players in the Chinese market, it's crucial to factor in aspects such as linguistic differences, culture, formality, geography, and much more. Doing this will ensure your video game's success in China and Chinese-speaking regions. But what should you keep in mind when attempting localization in Chinese? Here, we offer six tips that you can implement in your localization project for higher levels of success.

6 Tips for Optimal Video Game Localization in Chinese

Implementing the right localization structure for optimal results will require a consideration of the following six factors. Let's take a closer look.

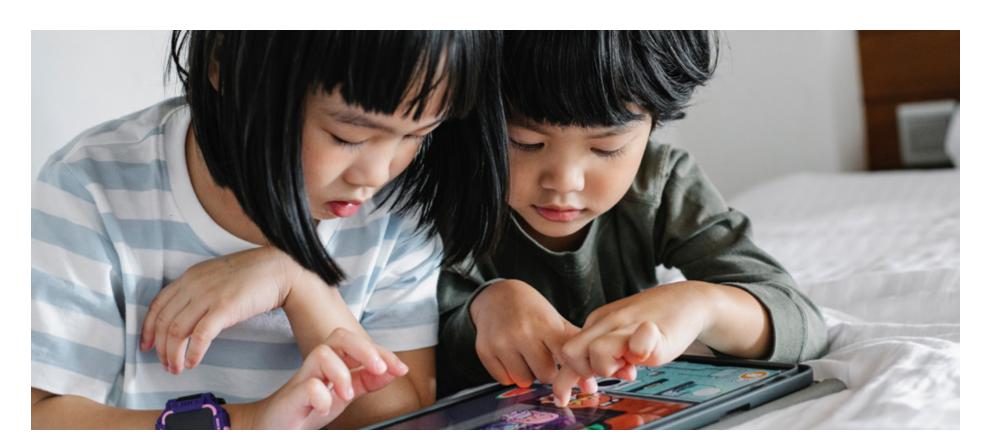
1. Know your target audience

As a starting point, you need to be aware of your target audience, its language preferences, as well as its location and age. Why is this important? Firstly, China is such a huge country with different territories and a wide geographical spread. As a video game provider, you need to know whether you'll be catering merely to audiences in mainland China or in Taiwan and Hong Kong. Furthermore, bear in mind the differences in the language — both written and spoken — in each of these regions. Whereas people in Taiwan and Hong Kong tend to speak Traditional Chinese, audiences in mainland China opt for Simplified Chinese. These differences need to be borne in mind.

Furthermore, you need to consider your audience's age and social status to determine the levels of formality you will use in your video games. Also, consider the fact that *nin* is used in formal scenarios to refer to people as *Sir* or *Madam* whereas *ni* is used in less formal situations between friends and relatives in a similar age group. But cultural nuances also play an important role in effective localization services. A simple thing that can easily be overlooked is the colors used in your video games. However, in China, colors have meanings. For instance, red is a symbol of wealth, luck, and joy. Meanwhile, white represents death, whereas black is destruction, evil, cruelty, and sadness.

2. Decide between voiceover or text

Next, you will also want to make the important decision of whether to use voiceover or text. Once again, with voiceovers in localization, you need to be aware of where your game is going to be launched and which specific region you will be targeting. This is because of the different dialects that need to be applied to voiceovers in video games. Alternatively, if you choose to add text



through subtitles, you also need to decide whether you will be using Simplified Chinese or Traditional Chinese.

The difference here is huge. This is because Traditional Chinese has over 80,000 characters while Simplified Chinese requires knowledge of only about 2,000 characters in order to read and understand the gist of formal communication that's usually presented in newspapers and other related publications. Simplified Chinese also has fewer strokes and also important to keep in mind when it comes to localization is the space that it takes for characters to be expressed. In English, the space used for words and sentences is much longer than in Chinese, so being aware of these nuances should also be an important consideration.

3. Specify your offering

Something that goes well with knowing your target audience, which we discussed above, is being clear and specific about your offering. This will necessarily entail clarity regarding whether you will be offering mobile, PC, or console games. The differences here can play a critical role in how you attempt video game translation and subsequently video game localization. Mobile necessarily implies that you're dealing with much less space in which to convey dialogue, actions, movement, character development, and more. This is why voiceover might be more appropriate in this case. Games on a PC or a console, on the other hand, lend themselves to greater space for text and you can combine text with voiceover for a fuller and more immersive experience.

4. Be aware of China's firewall and general online searches

In the Western world, we are quite familiar with Google as one of the primary search engines used for online search queries. However, in China, Google ranks at about sixth place for search engine usage. In addition, sites like Facebook, YouTube, Twitter, and others are not available in China, which means that if you were intending to use these channels to promote your game, much like many companies are doing in the West these days, you would find no success and your marketing strategy would be wasted. This is important for localization because inapp advertising on mobile phones should be a part of an organization's marketing strategy in China as it has the potential to bring in more revenue.

5. Offer appropriate payment methods

You've created and localized your video game and you've ensured that you've marketed it appropriately so that users can start playing it. But what happens when your audience is at the checkout and ready to purchase your game online? Will you be offering payment methods such as PayPal or credit cards or something else? As a word of advice, it's crucial to consider the Chinese online shopping market and its preferences. As opposed to more Western payment methods such as PayPal and credit cards, Chinese users and shoppers prefer to pay with a QR code or a fingerprint. Therefore, bear in mind this small societal nuance and ensure that your payment methods are also fully localized so that you can have more success in the Chinese market.



6. Implement accurate localization

Finally, when it's time to get to the nitty gritty of your video game localization, always consider these four "Rs" when developing your game and introducing it to the Chinese market. They are: rewrite, rebrand, rename, and redesign. Yes, this sounds like a lot of work upfront but it's the only way to guarantee you success in entering the Chinese marketplace. So, what do these concepts mean for video game localization? Let's take a look. Rewriting your video game necessarily implies that you need to avoid focusing on political themes completely. This will mean that referring to Taiwan or Tibet as independent states will either get you banned completely, or these places will be blacked out or replaced with an asterisk so that the user doesn't see them.

When it comes to rebranding, be aware that popular Western is not really popular in China and that any references to popular Western culture should be avoided. In terms of renaming, be aware that some words like "CEO" are not translated into Chinese and the English version can be used. However, other titles, names and references should be renamed completely to fit in with the local preferences. As for the redesign, you will definitely want to steer clear of blood, drugs, skulls, skeletons, gambling, sexual themes, or the defaming of the Chinese government. Of course, blood cannot always be avoided altogether so follow the example set by other gaming companies by using black or green instead of red.

Localize Your Video Game in Chinese!

Whetheryou attempt to do a Google localization for your video game translation and video game localization, it's crucial to bear in mind that the localization services you choose for your video game project should consider multiple factors simultaneously when localizing your game for the Chinese market. Therefore, it's best to partner with well-known and reputable service providers to ensure the successful take-off of your project in China.

FAQ

How many mobile gamers are there in China?

The number of mobile gamers peaked at 655 million in 2022.

Which genre of video games is most popular in China?

The most popular genres in 2020 were role-playing games (RPG), shooters and multiplayer online battle arena (MOBA) games.

What is the most important factor when localizing a game in Chinese?

There are several important factors, find out all of them in our article!

5 Epic Chinese Games to Play in 2023

- 1. Genshin Impact (ARPG)
- 2. Black Myth: Wukong (ARPG)
- **3. F.I.S.T.: Forged in Shadow Torch** (Platform/Indie/Adventure)
- 4. Wuchang: Fallen Feathers (ARPG)
- **5. Tower of Fantasy** (ARPG)



OW AR & VR ARE CHANGING THE **INDUSTRY**



Content Writer

Desi Tzoneva

far behind with the introduction and continuous developments in AR and VR. But what are AR and VR? While both deal with enhancements to our real world in a virtual setting, there are some important differences to keep in mind. And moreover, it's important to be aware of how AR and VR will or are likely to affect the future of the translation industry. So, without further ado, let's explore this fascinating topic in more detail below.

Just like most industries in the world are affected by developments in technology, the translation industry is not

What Is the Difference Between AR and VR?

Although AR and VR might seem like something out of a futuristic sci-fi movie, they are all around us and a part of our daily lives. We simply need to be aware of these to find out that we actually implement them in our daily lives. But what do AR and VR stand for? Whereas AR stands for augmented reality, VR means virtual reality. If you thought these terms sound and look similar and therefore they must mean the same thing, you'd be wrong.

For example, as the name suggests, AR is reality taken from our real world, which is literally augmented and enhanced. This means the capability of having an almost real-world experience with enhancements added to it. VR or virtual reality, on the other hand, is the immersion into an entirely new and different reality that is often used by gamers to immerse themselves in video games.

But where else are AR and VR used? You'd be surprised. From changing your background when you're having a virtual meeting to determining the look of the interior of your home with new furnishings before you even purchase that new couch, AR and VR can also extend to

seeing what you'll look like with new haircut, new nail polish or a manicure/pedicure, as well as in education and learning. But perhaps crucially, its use is becoming increasingly used in the translation industry.

How Can You Translate Content with AR and VR?

Because of the widespread uses of AR and VR, particularly in the translation industry, you might be wondering how content can actually be translated using these technologies. The answer lies in new technological developments, created and developed by industry giants such as Google and Xiaomi. Google, for example, has introduced virtual reality glasses. Although it is not yet clear when they will be rolled out on the mass market, it is clear that they will revolutionize the translation industry.

How? Because by putting on such virtual reality glasses, users will be able to see translations and transcriptions of one language into the desired source language spoken by the wearer. Google integrates its well-developed Google Translate platform with these glasses to bring translations that much closer to ordinary people. This



can ultimately help shape travel, education, business, and many other areas of life.

But behind these technological developments – among which are also VR contact lenses - is the need for a massive infrastructure of quality translated content. This means having numerous translators, proficient in multiple languages, and who are capable of translating to a high quality, professional level. This database of knowledge, information, and language translations can then be applied to multiple industries.

However, in addition to this, when organizations seek to introduce content to their employees, customers, or even stakeholders, AR and VR can really help take their offerings several notches above their competitors. For example, courses in business, online safety, education classes, and so much more will need to be translated and localized to high professional standards to ensure that the AR and VR experience of the user is as seamless, streamlined, and natural as possible.

What Does the Future of Translation **Technology Look Like?**

Despite their futuristic appearance, AR and VR are already a part of the translation industry. This is especially the case when it comes to companies and organizations which are seeking to implement this technology into their offerings - both for their employees and end users. However, this task will require some important prerequisites to be put in place before a quality translation of any type of content can take place. These include, but are not limited to:

- High-quality translations for AR and VR projects: when dealing with extended reality, an organization must keep in mind that there is no room for error. Every piece of content, every word and utterance needs to be accurately translated to ensure that they do not alienate their end users with poorly translated and poorly localized content. This is crucial irrespective of whether you're providing educational courses to international students online or you're helping someone with the service of their new automobile. Quality translations will be vital at every step of the way. This will require checks and balances and quality control processes to be put in place and adhered to rigorously.
- Specialist and subject-specific knowledge: apart from ensuring that a translation for AR and VR is of a high-quality standard and as accurate and flawless as possible, the human translators behind such projects much have specialist and subject-specific knowledge. This means that if you're offering a course on business management or on a legal subject, the translator involved in the project must have knowledge of that particular subject in addition to being able to translate it from the source to the target language effectively.
- Knowledge of the inner workings of AR and VR: finally, the future of the translation industry as it relates to AR and VR would not be complete without intricate knowledge of the deeper workings of this



technology. If a translator doesn't have the final goal and end picture in mind, they may produce content that is not relevant, factual, or accurate for usage and implementation.

Therefore, with these three points in mind, we see that the translation industry requires the services of highly skilled translators who are also familiar with the inner workings of AR and VR in order to produce high-quality outputs.

The way forward with AR and VR

Although seemingly slow and steady, the infiltration of AR and VR into our daily lives is here to stay. This means that many organizations, which are seeking to expand across global borders, will have a lot of work ahead of them to streamline and introduce their AR and VR solutions to multiple language audiences. As a result, the translation industry is likely to see growing demand for translation services, particularly for AR and VR. Consequently, taking the right steps and being as thoroughly prepared as possible for the future of translation will be crucial. This will involve enlisting the services of professional translators with subject-specific knowledge, as well as those who are familiar with the inner workings of AR and VR as it relates to translations.

FAQ

What does AR stand for?

AR stands for augmented reality, which is the integration of information in real time.

Is translation possible with AR and VR technology?

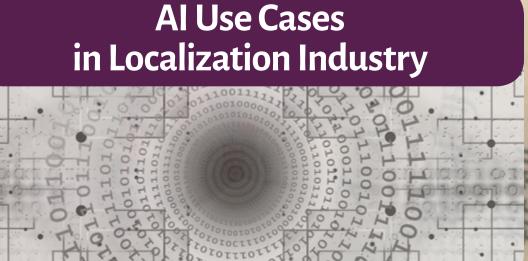
Yes, very soon this technology will allow users to experience instant translation in real-time. One such technology that is being developed is Google's virtual reality.

Is there a difference between AR and VR?

While augmented reality and virtual reality might sound similar, they are completely different. Learn more about this topic and its implications for the translation industry from our article.

Trending Topics in the Industry in 2022





Alternative Approaches in Pricing Models



SEO Translation and Multilingual Solutions

The trending topics in 2022 for the localization and translation industry are not something new and we expect their appearance in 2023 as well.























IDEO GAME LOCALIZATION AND RARE LANGUAGE PAIRS



Nikola Stoyanov

Content Manager

In the localization industry, English is known as the lingua franca – the common language, the bridge between all rare language pairs. However, games are played all around the world and need to be localized in many languages. Even though the United States consists of millions of gamers, that much can be said for many Asian countries such as Japan, China, and Korea.

Companies that are looking to localize their games in a variety of languages often go for a "pivot" language, the bridge between rare language pairs. Pivot language translation is popular for multilingual projects, especially when English is not the source language. However, managing localization projects that involve a bridge language can get complicated.

Bridging the Gap Between Rare Language Pairs

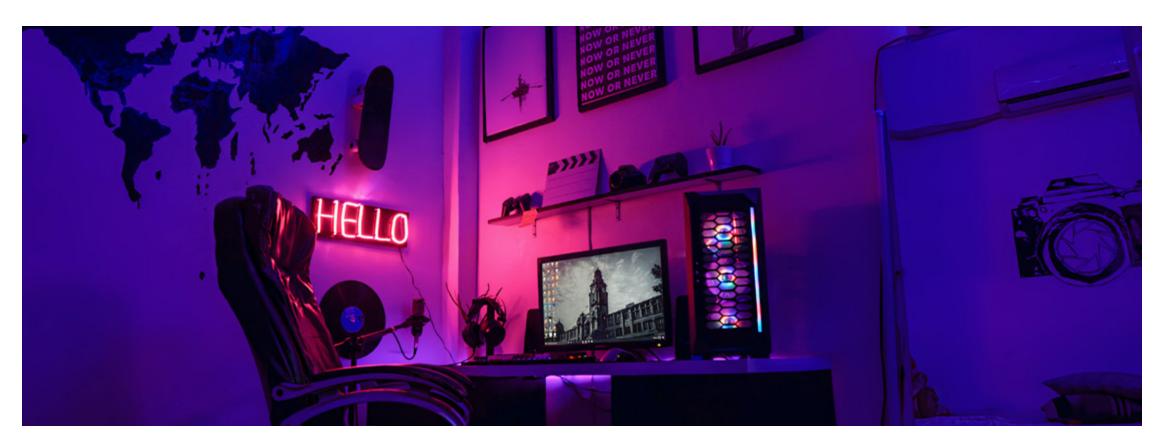
When it comes to translation there are two constant elements – the source language and the target languages, however, when it comes down to rare language pairs a direct translation might not be possible. There are different reasons why this happens. For example, when it comes down to machine translation there is just not enough data to feed the algorithm, but what about human translation? First, you need to find a linguist that specializes in one of the rare languages in question, which is a task on its own, and then they actually need to be a video game specialist. As you can see this can quickly turn into a real issue.

This is where the bridge language comes into play. A recent example can be *Elden Ring's* localization into Spanish. You can imagine that Japanese to Spanish is not a popular translation pair, and this is where English comes to save the day. So the actual Spanish localization is translated from English.

Direct translation is used for a few language pairs and a pivot language for the rest. Such procedure is used all the time for major localization projects that involve many languages and happens everywhere, even outside the video game industry. Languages, besides English, that make for a good bridge language are also French and German.

Are Bridge Languages an Issue?

Many Asian video game developers are shying away from the notion of bridge language when it comes to localization. Even though it is the obvious choice for some of the rare language pairs, the concern is reasonable. Having an in-between step in the translation process only increases the chance of content being lost in translation. Which can be crucial for understanding the story behind the characters and the lore of the game. Let's talk about some of the major concerns when translating from a pivot language.



Mistranslation of the Pivot Content

One of the most important steps is having a flawless pivot language translation, to begin with. A mistranslation in the pivot language leads to the same mistake being reflected for all other target languages and this is a lot more common than you might think. This is where a proper quality assurance procedure is a must.

Changes in the Source

While this doesn't happen all the time, it is still pretty common. Video game developers often release updates that make changes or corrections to the already existing content. You can already imagine how much this complicates the process, especially since everyone needs to wait for the changes to be reflected in the bridge language before they begin work in the first place. Minor corrections often go under the radar and might never get processed for the rare language pairs.

And of Course – Honorifics

A major challenge when dealing with Asian language translation is the role that honorifics play. Among other linguistic markers, these can be difficult to pick up from one language to another, let alone if part of a multi-step translation. Gender and formality are often features that require fine-tuning after the initial translation.

One such example that we've had this year is from the popular Korean video game *Lost Ark*. In one of their updates the female antagonist Vykas is referred to as *he* throughout the whole storyline, leaving players confused with the actual gender of their enemy. Let's

assume they will use the English translation as a bridge when localizing to other languages. You can see how quickly Vykas can be turned into a male, leaving only Korean players in the know.

It Is Not All Doom and Gloom

Don't get the wrong idea, using a pivot language has its benefits that should not be overlooked. One of the main ones, as you might have already recognized, is the available linguists suddenly expanding. While rare language pairs can be difficult or downright impossible to find translators for, this is quickly fixed when you add a bridge language such as English into the equation. To top it all off, finding a linguist that actually specializes and has experience in the field becomes that much easier.

Have an Efficient Process in Place

If it has become obvious that a bridge language is required for a given video game localization project due to specific rare language pairs, it is important to make the best out of it and have several factors in mind.

One thing that we always recommend is glossaries! Such lists always help ensure the integrity of the content is kept throughout the translation process. All and any details that you find relevant should be noted. Gender and formality are also important details that could be missed without additional markers. Ensure the clarity of the context as the pivot language could lack certain linguistic characteristics.

Speaking of the pivot language, while we started the article with English as an example, it might not be the best language for your project, or for the particular rare language pair in question. Consider the similarities and differences that the languages have. When it comes down to an Asian language with lesser resources, then Japanese or Korean could serve as a better bridge between them.

Choose the Best for Your Video Game Localization Project

The bridge language process can be time and costeffective for localization projects when low-resource rare language pairs are involved. In this article, we are using video game localization as an example, but the method can be applied to any localization project that involves many rare language pairs, regardless of the industry and topic at hand. It is important to have in mind that extra quality control and effort are required to efficiently manage such a project. Make sure to refer to your translation services provider for any questions regarding the process.

FAQ

What is a pivot language?

Pivot languages are the bridge between rare language pairs. For example there might be low resources for Spanish to Japanese, however, if Chinese is used as a pivot language, then the translation Spanish -> Chinese -> Japanese becomes much more feasible.

Are there any cons to using a pivot language?

There are a few major drawbacks, one of which is that any changes in the source text need to be applied to the pivot language before they can be applied to the target languages. This can complicate and slow down the process considerably.

Can pivot language translation be only applied to video game localization?

Of course not. Any industry that requires multilingual translation, especially involving a rare language pair can adapt this method. It is widely used in industries such as fintech, automotive, medical and legal to name a few.



Studio Ghibli is world-famous for its high-quality animated films. These Japanese movies have become recognized around the world. If this is your first time hearing about a Ghibli movie, it is the perfect season to grab yourself a blanket and enjoy a fantastic adventure with popular movies such as:

- 1. Spirited Away
- 2. My Neighbour Totoro
- 3. Kiki's Delivery Service
- 4. Pom Poko
- 5. Princess Mononoke

However, as it happens, things do get lost in translation, even with the high-quality localization of these movies. Even director **Hayao Miyazaki** agrees that the films being translated in so many different languages would lead to them being somewhat distorted. He recommends watching the dubbed version and focusing on the animation itself! On the next page we have gathered a few literal translations of the names of the characters from *Spirited Away* which might give you more information about who they are.





OCALIZATION INDUSTRY: ■HYPE VS REALITY



Gergana Toleva

Global Strategic Development

In a way, the title says it all but I still feel strongly that probably the end of the year is the time to look back and revisit some more provocative thoughts and observations one might come to. It is not as of recently but rather an ongoing trend for a few years now. I do find more and more content posted from all companies in the translation and localization industry on the same repeatable topics over and over again. Of course the state of progress changes and reportedly there are many different sides to explore in a hot topic but at the same time, it feels a bit "boring" to promise disruption for years with the same topics repeating.

The Fear of Being Left Out

Producing content is surely one of the best strategies ever. I am one of the biggest fans of quality content and it works perfectly for those who have the patience to use it in the right way. The same is valid for those who use the content for other reasons which I am only guessing as to what could these be like:

- · If we don't share opinions on a very popular topic, we are not at the top of the game
- If we don't write regularly we will start losing traffic
- · If everyone is posting about that, I should do too

It is quite easy to get swept away by the hype, engagement, and all that comes with it.

However, I have a big BUT here, which comes as a natural outcome from the latest trends in the industry, where I see how we are talking about new pricing models, Al and the latest technologies adoption.

Technology Is Here to Help Us But...

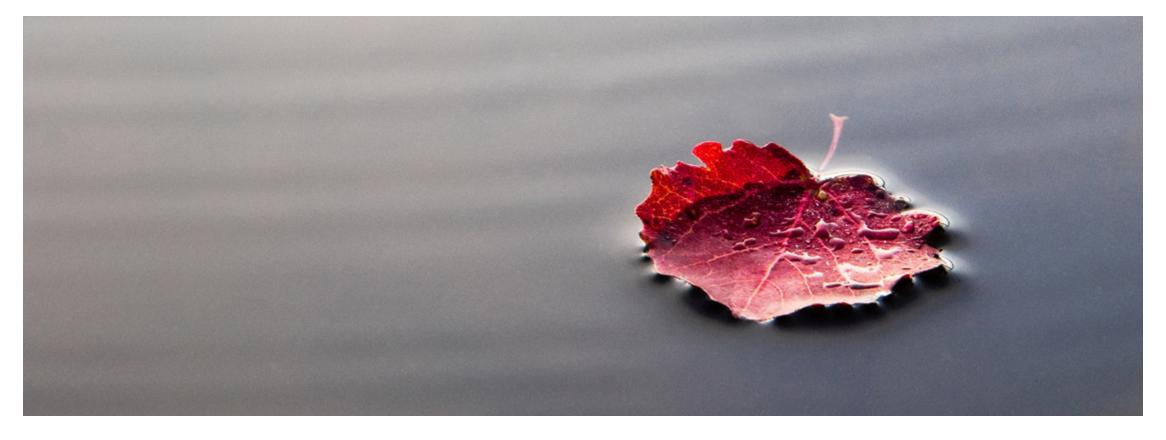
I cannot help it but every single time I read something about AI and the adoption of technology and how

everything is "hearts and flowers" along the way to delivering top-notch services in the span of a second to our clients, I always think "There is something terribly wrong with this approach!".

Let's think about it for a second and see what comes out of it. Have you tried to train your own chatbot to have it answer your clients? Or try to implement several MT engines or train your own for that matter?

I am sure you already know that it is neither as easy as it looks nor as nice as it sounds and as simple as it is for some to adopt a single solution of their choice, once you try to scale up, things get more and more complicated. And if you really would like to be competitive and have a portion of the market one needs diversity and flexibility to deliver to their own clients.

Iam not saying that we don't have to leverage technology. On the contrary, we do! But I also think that we are now trying the find new pricing models and ways to leverage technology exactly because of the wrong approach we've adopted. That approach includes not only content



creation but also building the wrong expectations for the solutions offered and this is going on for a while now.

We've kept our clients in the dark for a very long time and only delivered without even explaining what it takes to deliver. And it doesn't really matter if we are talking about end customers. LSPs or automated solutions, etc. The expectation has always been the same: top-notch, time-efficient, and cost-optimized solutions in a single click or a few emails.

Here is a very nice example from an outside niche: think about it in the same way as when you want to buy something handmade which is very simple in design. Looking at it you decide it is way too expensive as it will take the artist 5 min to do it. In reality, it probably cost this very artist about 10 years to perfect that same design to that level.

It is exactly the same for all of us and we all know it, which leads me to my next question:

Is chasing the dream doing us a bad favor?

I've got a few observations to share on different topics that create hype for quite a few years, if not for a decade to be more accurate. It is true the progress is there and we can see it but somehow I stopped paying attention them because I already know what most of the content industry I couldn't stop asking myself: is aimed at.

The hype of technology replacing humans

We see it all the time now. The promise of technology is complex and yet so easy to use that we will immediately replace some professions and stop using...designers for example. Cheap, fast, and exactly what your marketing team needs. Especially in the translation industry where marketing is something not all companies can invest in.

The same goes for machine translation where for years we've been promising our clients easy and cheap translation in no time with the help of technology. I am not saying that machine translation is not implemented successfully. On the contrary, we see it is growing and the latest reports state that the segment is developing well.

Making it look easy, doesn't make us smarter

We are building the wrong expectations in our clients by placing all our efforts in a black box and thus eliminating the possibility to leverage what we've learned on the way. The time, knowledge, and efforts we've invested in developing the services related to MT are not visible. The client's expectations are for something cheap, fast, and of excellent quality.

And that relates closely to some other musings of mine about pricing. All conferences right now are including a topic about pricing, the needs of clients, and the necessity to most of the content and headlines created around of changing pricing models. Coming from outside of the

What if We've Been Wrong All the Time?

When I started more than four years ago the first thing that made an impression on me was that sales efforts were nowhere near perfect, according to my experience. Despite that fact, the industry has been growing and in many cases, it wasn't intentional since the start. The need for language ambassadors in business has grown and somehow the growth of the industry just reacted to accommodate it. In most cases, a booming niche is created the other way around by investing in the product/ service, then creating the demand and then filling it in and growing it.

I did my research and all around me, everyone was (and still is) selling top quality at the best price for the best delivery time besides a number of boutique agencies that have decided otherwise.

It got me thinking about the fact that we've built up such high expectations in clients and at the same time optimized the pricing for a very long time. It was maybe a good strategy in the past when quality was hard to achieve in some ways but I cannot help with think that this is from where our current problem with pricing models comes.

Clients still expect us to sell top quality at the lowest price but this is not their doing. I do believe, however, that clients were ready for us to start selling them the right quality for the right price since the beginning. We just found out the easiest USPs (unique selling points) that did the work back then and because the industry was growing anyway and we were lazy enough to recognize it. Until right now, when the almost ready-to-use text is becoming more and more accessible for our own clients.

That might be the hidden reason behind us wanting to find new pricing models not that the services are changing or that technology is advancing. The truth is we might have been leveraging the wrong thing...

All of the Above Is to Start a **Conversation Not to Criticize**

I believe that sharing my thoughts with everyone around leads to actually learning more about the business. It is obvious that I might be wrong or partially right or miss something but a different point of view is needed and that is the intention of this Takeaway. To provoke and lead the conversation in different directions.

In a conclusion, please do share your opinions on the topic above, I am 100% sure, we will all learn something on the road... Thank you!

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