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**welcome to Wordlab**

Wordlab offers specialist translation and localization in a range of languages, as well as consultancy solutions for the game, fashion, music and arts industries. Avid gamers, fashion and arts-savvies themselves, our team of creative professionals brings a fresh and youthful approach to your project.

Our mission is to help you deliver a seamless and authentic experience for your global audience – from video games to creative translation for film and advertising, literature, press and marketing.

## history

Founded in May 2005, Wordlab is as passionate about language as artists are about their creations, whether these be video games, films, books, magazines, adverts or multimedia. We understand that intelligent and skilful localisation makes great products great, letting your idea shine with the same intensity wherever you would like it to travel to.

What sets us apart as linguistics experts is our ability to apply expert language as well as cultural knowledge and skill to your project, ensuring your audience feels, hears, and sees your material as if it were created just for them.

## the team

At Wordlab we protect and promote the art of translation, striving for the best and hiring only the best! Each team member has:

- Years of experience in translation and in their specialized field.
- University Degree in Translation or equivalent experience.
- Second degree in a related field of study.
- Exclusivity agreement for translation into mother tongue only.

Furthermore, to ensure continuous excellence in our product we continually evaluate our translators and proofreaders subjecting them to routine:

- Testing to determine their translation skills.
- Ongoing evaluation throughout each project; reviewing all translations and providing comments and guidelines. This practice not only guarantees the quality of work, but also contributes to the translator's professional development.

**Confidentiality** At Wordlab we are aware of the confidentiality of your material. This is why all our collaborators sign an NDA as a prerequisite to start working with us.

## the method

Our principal objective is to recreate your material with a totally native feel, guaranteeing that it reaches its new destination seamlessly. Wordlab's main asset is a highly-trained team of creative translators and gamers. Our people are supported by a framework of meticulously developed methodology with the best in translation tools, glossaries, style guides and project management tools at their disposal at all times.

### Project Management

- We start by speaking with the client and gaining a clear and deep understanding of the source material: application, target audience, purpose and cultural context.
- Based on this information, the Project Manager prepares the material for translation. This process includes analyzing the material, creating glossaries, determining the use of translation memories (TMs) and appointing an appropriate team.
- Meeting with translation team to communicate objectives and methodology of the translation project.
- The ongoing monitoring of translation quality at every stage of the project is vital to our method. Translators within the team are given constant feedback on their work as well as updates on glossaries, tools applications and translation memories.
- Once the Project Manager receives the completed translation, this is sent to the editing and proofreading team. At this stage the new material is cross-checked against the original, terminology is checked and localisation is confirmed.
- Once the Project Manager confirms that this new material is in perfect order the translated assets are returned to you.

At Wordlab we take full advantage of all the tools available for the translation and the localization market.

### Translation memories

We use computer assisted translation (CAT) tools to create and maintain dedicated memories for each client and each project.

We also create and maintain terminology databases, glossaries and lexicons for each project and client. This allows us to ensure consistency throughout projects and to leverage the amount of work of future assignments.

## services

Wordlab is committed to your success and offers optimum quality, project management and follow-through.

Wordlab has two divisions:

**The game\_lab** The division dedicated to the translation and localization of videogames for all commercial platforms.

**The creative\_lab** The division focused on the creative translation of Articles, advertisements (film & graphic), screen plays (film & TV), literature, websites, press releases, comics & cartoons.

Our principal working languages are:

- English, French, Italian, German, Spanish, Portuguese
- Japanese, Korean, Chinese (Simplified and Traditional)
- Other languages upon request

Our services include:

- Project management
- Multi-lingual translation and localization
- Rewriting, adaptation & visual adaptation
- Cross-cultural consultancy
- Terminology and memory management
- DTP

## the game\_lab

The game\_lab is the division of Wordlab devoted to game localization. With expert knowledge of the gaming industry, we offer the seamless transition of your game into the diverse worlds of gamers all over the globe.

You spend months and months creating a high quality game – why have its success jeopardized on the international market by stilted dialogue, inappropriate subtitles, or cultural awkwardness? Proper localisation ensures your product will allow players in all your target languages to immerse themselves in the ultimate experience.

From project management and translation to cross-cultural consultation, we offer a full-range of language services for game developers and publishers, including:

- Project management: Planning, budgeting, scheduling, coordination, client liaison.
- Multi-lingual localization:

*Text types:* In-game, scripts for subtitling and/or dubbing, manuals, help files, system messages, error messages, guarantees, EULAs, quick reference guides, in-game art assets.

*Platforms:* PC, console and cell phones/handheld devices

*Genres:* Action, adventure, sports, simulation, platforms, puzzle, strategy, fight, racing, FPS, RPG, MMORPG and more!

- Proofreading and detailed editing: Proofreading and reviewing of translated material against original source. Detailed editing of target text, with special focus on consistency and HMT compliance.
- Cross-cultural consultancy: Violence and explicit language consultancy and adaptation.
- Terminology and memory management: Extraction of terms, creation and management of term bases. Use of translation memories to ensure consistency, keep track of changes and leverage work.

## the creative\_lab

The creative\_lab the workspace in which a seamless and authentic experience for your global audience is crafted, taking your product beyond its current borders and refashioning it to blend with new and international surroundings. Here we provide creative translation for advertising & film and communication for the fashion, music, art & design industries.

Our principal client base is:

- Advertising agencies
- Publishing houses
- Fashion, music, art and design press
- Production companies
- Record labels

Translation & Adaptation Services:

- Creative translation: Articles, advertisements (film & graphic), screen plays (film & TV), literature, websites, press releases, comics & cartoons with special focus on target audience, cultural setting, identity and source message.
- Project management: Planning, budgeting, scheduling, coordination, client liaison.
- Proofreading & detailed editing: Proofreading and reviewing of translated material against original source. Detailed editing of target text, with special focus on consistency.
- Original product cross-cultural consultancy: Incorporation of appropriate business etiquette; ensuring proper use of symbols and language in source text.
- Multilingual desktop publishing (DTP) and adaptation: Our DTP team works in all major layout programs, such as InDesign, QuarkXpress, etc, both for PC and Mac.
- Visual adaptation: Design & illustration to target a specific cultural audience, the finishing touch that refashions your product to blend with any market.

**contact**

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