

Babel is announcing that it plans to continue expanding its Montreal facility to meet an increased demand for timely and high quality translations required by many of its social/casual gaming clients. Investments in new translation processes and technology, coupled with the use of an in-house linguistic team which enables us to take advantage of the beneficial local area multimedia tax regime resulted in costs being at an all-time low. Best of all, Babel is pleased to be able to pass on these savings as continual price reductions to its clients.

Having worked on over 100 titles in the past 12 months, Babel possesses an extensive knowledge of the translation processes that allows its production team to always suggest the optimal method to minimise time to completion and costs. On large titles for instance, Babel is able to reduce translation volumes by using Translation Memory technology, thus saving clients time and money. Plus, the recent addition of a localisation engineering group to its Montreal team allows Babel to work flexibly with a variety of commercial or proprietary technologies and to deal with any file format sent by the client without losing any efficiency.

Babel has increased its investment in leading industry technologies such as SDL Trados Suite while integrating workflows for clients using translation middleware such as LocalizeDirect and XLOC. "It's all about coupling the optimal technologies with great translators" said Solja Kuningas, Director of Translation at Babel. "We have seen such a diverse set of requirements, from our social/casual clients who need an "always live" approach, to our large console and MMO clients who require memory efficiencies and genre specialists."

Babel is one of the market leaders in translation and localisation QA, having tested over 150 titles for a wide variety of publishers in the past 6 months alone, covering over 30 languages. "With only 35% of Facebook's audience using English, we have seen a huge increase in the need to translate games and applications for the casual market. For those publishers, having a rapid response, translator continuity and an "always live" approach is crucial", said Richard Leinfellner, CEO of Babel. "On top of this, we get involved in more and more huge PC, console and MMO titles and we knew we would have to invest in effort-saving technology and domain experts to meet demand. So if we can achieve that while passing the savings back to our clients, it makes everyone happy."

Babel is the leading global provider of outsourced specialist services to the games and interactive entertainment industries. Founded in 1999, the company is part of the renowned Quattro Group of companies, pioneers in business transformation.

## **Babel announces new Translation offerings**

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Babel's award winning service provides highly cost effective quality assurance testing, text translation, English and localised audio recording and localised print for PC, Console, Handheld, Online and Mobile titles. Babel is an approved Microsoft Xbox, Sony PlayStation and Nintendo QA test partner, a registered developer of Apple, Android and QUALCOMM, as well as an official test house for Nokia, Java Verified and Vodafone.

Babel works with a wide range of clients', including SCE, SEGA, Nintendo, Electronic Arts, Ubisoft, Microsoft, THQ, Warner Bros, DreamWorks, Vodafone, Digital Chocolate, Gameloft, Nokia, BBC, Popcap, Netflix, Shazam, Square Enix, Atari, Namco Bandai, Activision-Blizzard, Lucas Arts, Konami, Bethesda Softworks, Webzen and Take 2