

# 3

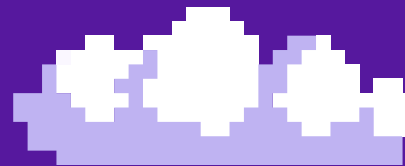
## Latest Trends in Game Localization

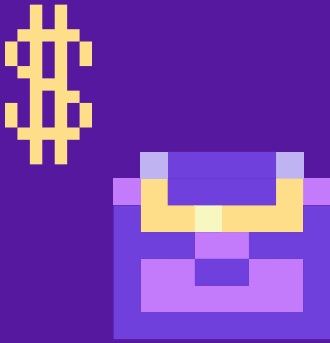
With more than 3 billion gamers around the world today, building a global gaming community that drives positive culture, diversity, and inclusivity has never been more critical.

Ready to improve the quality of the gamer experience through localization? Here are the latest trends in gaming localization.

### 1 Get Regionally Specific.

Get as regionally specific as possible in your localization and game development process. Players are looking to be fully immersed in the world of the game!

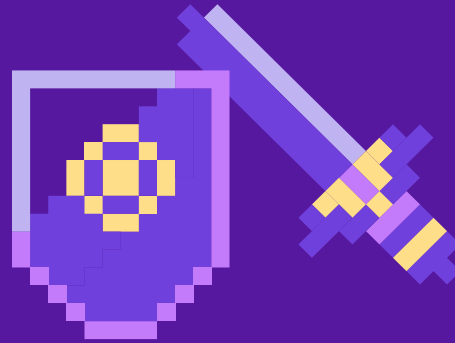




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### **Invest in Automation and Remove Friction.**

Bring all stakeholders on board by using a centralized localization tool that enables automation. Every department has tasks that can be automated, which over time saves money.



3

### **Localization and Quality Assurance Must Be Part of Development.**

Plan for localization and quality assurance at the early game development and ideation stages. You will save tremendous time and resources on fixing bugs and revisions in later stages.

## **Achieve High-Quality Gamer Experiences with Smartling**

Stay competitive and relevant by taking advantage of Smartling's TMS, a powerful engine for automating and centralizing video game localization efforts.

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