

## QA & LOCALISATION

### PARTNERTRANS

Partnertrans is a localisation company that works with a variety of clients across the world.

**Dominic Sacco** talks with director Iris Ludolf about its global expansion...

SINCE being formed in 1998, Partnertrans has gone from being a small company to one that works with several big-name publishers across Europe, North America and Asia.

It specialises in localising software for a wide range of formats including PS3, Xbox 360, iPhone, DS and more, and has worked with global publishers such as Ubisoft, Capcom, Sega and Koch Media.

In fact, the firm has such a wide reach – with localisation in over 30 different languages – that it says it has seldom felt the impact of the recession over the past 12 months.

“As we have clients all over the world, we always had projects to work on,” says Partnertrans international operations director Iris Ludolf.

“But this year we were indeed approached more often by new clients.



*Iris Ludolf says the rise of online and mobile games provides new opportunities for the localisation industry*

And as our rates haven't changed in the last ten years, we already had a very efficient cost structure in place. Quality is still our main focus and one just can't cut corners.”

Due to the increase in popularity of casual and mobile games, the firm has seen higher demand for these markets.

Ludolf adds: “The languages of Eastern Europe and the Middle East

are in higher demand due to more free-to-play games aimed directly at these markets.

“There is also a rising demand for Asian languages – mostly for the mobile market.”

Free-to-play MMOs have also been one of the biggest avenues of business for Partnertrans in 2010 – a trend that the firm believes will continue into 2011 and beyond.

“More and more online games are being developed, with a focus on free-to-play titles,” says Ludolf.

“The number of boxed games will also drop next year, as developers and publishers shift their attention to online and mobile games or DLC.”

Partnertrans also gives lectures – its next talk takes place at the Korea Games Conference on September 14th.

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