

At the Intersection of Technology & Language: Seamless and Scalable Localization Engineering Services

Localization engineering focuses on the technical aspects of transforming your app, software, website, or any digital content, into fully functional, user-friendly, and secure localized products adapted to different target locales, providing an equally seamless user experience across multiple languages and cultures.

Integral to every phase of the localization process from planning to testing and quality assurance, and everything in between, localization engineering is the critical bridge between developers and linguists to ensure your localized website/app/software/game is delivered with the highest quality at the fastest turnaround while guaranteeing maximum cost-efficiency.

With a team of handpicked, skillful localization engineers and cutting-edge translation, localization, and testing tools and technologies, Transbridge excels at handling the technical complexities of digital content localization, making sure the localized versions of your website, app, software, or E-learning material are up and running while maintaining the same look and feel of the original product and saving you time and money.



How Localization Engineering Services Help you Achieve your Global Expansion Goals?

Coding your Way to Global Success

Professional Localization engineers are localization chameleons adapting to the unique requirements of each localization project, handling multiple kinds of file formats for source files, different programming languages, and a wide range of Translation Management Systems (TMS) and localization and quality assurance tools, all while playing various, vital roles at each phase of the localization process.

Pre-Localization



Planning and Defining Project Scope

Localization engineers and localization project managers collaborate with you to identify the target market and target languages and assess the current (original) product (website, app, game, software, etc.) to evaluate if the codebase is ready for localization to target languages. Based on this analysis of the project scope, localization engineers utilize their technical expertise and apply best practices to contribute to proposing strategies for minimizing localization time and cost without compromising quality.



Internationalization (i18n)

This involves the process of preparing and adapting software or any digital product so that it would be easily localized to the target language(s). Localization engineers implement support for various character encodings to accommodate different and complex scripts, modify codebase to manage varying text directions (e.g., Right-to-Left languages such as Arabic), and ensure text expansion/contraction can be smoothly handled.



Creating Prototypes

Piloting multilingual capability to mitigate any potential issues early in the process, avoiding the risk of costly delays to ensure an efficient localization process.

Localization



Extracting Translatable Content

All text strings including embedded text in images, headers, footers, etc.; all user-interface elements such as menus, buttons, and error messages; documentation text such as help files; and multimedia content (subtitles/captions) are to be separated from the source code using automation tools and custom scripts, expediting the process and minimizing errors. Localization engineers review the extracted content to make sure it is complete and accurate



Preparing the Localization Kit

Extracted text is compiled into resource files along with essential descriptions and instructions to provide context for translators as well as style guides and glossaries, facilitating the translation process and ensuring precise, consistent translations.



Optimizing Translation

Localization engineers are also responsible for managing translation management and content management systems and updating translation memories, streamlining translation workflow, saving the time and money of re-translations, and guaranteeing absolute



Building the Localized Product

After making sure translated content and localized elements (e.g., images, dates, currencies, icons, etc.) are complete and precise, localization engineers integrate all localized digital content back into the product while making sure formatting, layout, and UI elements are properly modified to accommodate for changes in text length and text direction, ensuring everything is displayed correctly and the localized version is functional and ready for testing.

Post-Localization



Localization Testing & QA

Localization engineers use a wide variety of testing tools and technologies to rigorously check for the localized version functionality and usability, making sure your users get the same personalized, seamless experience no matter where they are or what language they speak



Adjusting for Future Updates

: High-quality localization engineering services ensure that you can consistently and smoothly update your localized versions without any technical hiccups.

Why Choose Transbridge Localization Engineering Services?

Expert, Full-Scale Localization Engineers

A Full-Scale, Professional Localization Service Provider

Post-Release Support

FAQs

Why do I need localization engineering services?

If you are planning on operating globally, having your software, application, website, E-learning material, or any digital content “speak” your target audience’s language and resonate with their culture is vital to ensuring global success. Localization engineering is what makes your localized digital content functional, user-friendly, and compliant with the target locale’s regulatory requirements with NO technical issues, such as loading speed degradation, guaranteeing a smooth, engaging user experience across your multilingual content.

How much does localization engineering services cost?

Yes, we provide professional voice actors and dubbing services in multiple languages. Our network includes voice actors with diversity that can match your needs, as we ensure the final product aligns perfectly with your message and the original content.