

## Software Localization

Our specialized and experienced staff have successfully localized websites, user interfaces, system messages and user and technical documentation for a wide variety of clients. We utilize Translation Memories (TMs), Terminology Management Tools, Content Management Systems, and Localization Workbenches for our localization and internationalization processes. When localizing a product or a website, many factors must be examined. In addition to idiomatic language translation, details such as time zones, currency, national holidays, local sensitivities, product or service names, gender roles and geographic examples are all considered. A successfully localized service or product is one that looks as though it was developed within the local culture.

LISA&mdash;The Localization Industry Standards Association defines localization as:

- The process of modifying products or services to account for differences in distinct markets.
- The process of adapting software for a particular geographical region (locale). Translation of the user interface, system messages, and documentation is a large part (but not all) of the localization process.
- The process of modifying products or services to account for differences in distinct markets. (Source: LISA Glossary) Please contact us to discuss about your localization, internationalization, and globalization needs.