



WhP
think global, speak local



www.whp-games.com

CCP/WhP: CASE STUDY

» BACKGROUND INFORMATION

With the launch of EVE Online in 2003, CCP established itself as one of the world's leading independent developers of massively multiplayer games, winning numerous awards and receiving critical acclaim worldwide. One of the most compelling elements of EVE Online is the high level of true human interaction and cooperative gameplay between players in a living and constantly evolving world.

» IDENTIFYING THE NEED

As EVE's popularity increased, it soon became evident that having an English-only version was not sufficient to meet the needs of the rapidly growing and culturally diverse community the game was attracting. Players were eager to enjoy the game in their native languages and began requesting localization. CCP recognized that providing localized versions of the game in a variety of languages would give the non-English speaking players a chance to connect with one another, and the game world, on a much deeper level.

Traditional PC games typically have a word count of approximately 100,000 when they enter the retail market and, as stand alone games, these counts are essentially finite. As a vibrant, expanding virtual world, the word count for EVE Online had already exceeded the 1 million mark by 2006. CCP knew that localization for EVE would be no small undertaking and that they needed to find a localization partner with an infinitely scalable translator network.

» THE SOLUTION

CCP selected WhP to provide translation services in Spring 2007. Following an analysis of the content for translation, WhP determined that using existing translation technology would improve translation speed and consistency. WhP then set up teams of experienced video game translators and reviewers to enrich the existing terminology lists, prepare a style guide for new content creation and additional style guides for the localized languages. English content was reviewed, as part of it had been written by non-native speakers. Next, the WhP team of translators and reviewers underwent intensive training on how to make the best use of WhP's existing processes and tools to manage CCP Games localization needs and the game itself prior to starting the translation/revision process. Everything was in place for a successful localization process, the end result being localized versions of EVE Online that translate not only the words but also the emotions and the sensations of the original product.

» FULL PROCESS AUTOMATION

Satisfied with the early results of their collaboration, CCP entered into an agreement with WhP to create a globalization management system (GMS) environment that would directly interface with the EVE Online database to extract new and modified content at regular intervals. With this GMS technology, CCP needs only to flag terms for translation and WhP does the rest without lengthy manual handover kits of extracted terms which are sometimes difficult to re-import.

» WHY WhP

CCP's decision to partner with WhP was based on WhP's historical success in building real long-term partnerships with their clients by implementing appropriate teams, tools and processes. With the wide-range of services and expertise WhP offers, not only as a globalization consultant but also in meeting localization needs for translation, audio or linguistic quality assurance, CCP trusts that all of their needs will be met quickly, efficiently and with the utmost attention to detail and quality that the EVE Online players deserve.