

About Client

Halfbrick Studios is an Australian video game developer that's been around for over 20 years, bringing joy to gamers worldwide. They started by creating games based on popular franchises, but truly struck gold with their own original titles. You might know them for the addictive fruit-slashing game Fruit Ninja, the jetpack-fueled adventure Jetpack Joyride, or Fish Out of Water.

About the Project:

To localize the game Fish Out of Water into Arabic, we needed to translate all the UIs, guides, and manuals. The client required translations in a short turnaround time as they had to proceed with the rest of their marketing plan smoothly.

Our Solution:

- We extracted all the translatable content from Fish Out of Water into an Excel sheet for translators to do their work more effectively.
- We assigned a team of experienced game translators familiar with Arabic cultural nuances to ensure accurate and culturally relevant translations.
- There were tags in some strings that were used to color and highlight keywords or phrases. In the string table, this would be expressed as: “the blue sky”. In this case, the word blue would be written in blue. We kept the tags intact and in place during translation.
- We maintained open communication channels with Halfbrick throughout the process. It provided regular progress updates, and addressed any questions or concerns promptly.
- We understood the importance of the project to Halfbrick's marketing plan and adapted our processes to accommodate their timeline and specific requirements.

About CCJK:

Founded in 2002, [CCJK](#), a company of highly skilled professionals from around the Asia-Pacific region, has formed an elite engineering group that is dedicated, knowledgeable, and has a deeply rooted sense of responsibility. CCJK always insists that winning clients' trust and confidence is of paramount importance to the very existence of an organization. CCJK



dedicates itself to tailoring its services to meet the unique needs of each individual client. For every project, no matter whether it is large or small, sophisticated or trivial, the whole team is committed to working synchronically to make the project mutually successful, both for the client and the company.