About the project:
Fruit Ninja as an App game was well received by critics and game players all over the word. At first, the game was released on April 21, 2010 for ipod touch and ipone devices. Due to the quick-release nature of iOS applications, the client stated that a different game marketing strategy is required to reach a wider audience, it is a must to consider localizing the game release and updates into other world languages, as we all know, user number equals sales revenue. Therefore the client wants us to do Hebrew localization for the APP game Fruit Ninja.

Our Solution:
1) Game translation is really a highly technical job, and only the pros and game expertise are qualified for it. CCJK is a professional and veteran app game localizer, having translated *Millionaire city/XBox Time-splitter/ XBox Time-splitter 2/XBox Hitman 2/Samurai II* and other App games for our esteemed game developer clients over the years. For every job the client awarded to us, CCJK strictly follow the quality guidelines of American Translation Association (ATA) and each of the projects will be edited by a 2nd editor and proofread by a third party with profound game knowledge, hence high quality can be guaranteed.

2) As the new release of the game always short and brief, it seems very complicated without any context. Keeping intact of the previous game translations is very important task. For one hand, it could work as reference file during Hebrew translation, for the other hand, it will help for any future text for this game if there are constant updates.

3) Parameters are used so that the game logic can replace the tags for numbers and language. For example, **%1, %2, %3**, etc will be replaced with dynamic text in game, usually a number, **%t** is represented as new text field, **%c** means current number achieved, However, **a%n** convert 'a' to 'an' if the target number begins with a vowel, **%s** pluralise with s if target number not equal to 1. For all the mentioned parameters, it could not be deleted. When translating, insert these special characters back into the translated string in the appropriate places.

Read Also: Hebrew Translation Services

About client:
Fruit Ninja is a video game developed by Halfbrickk Studios in Bribane, Austalia. The studio was founded in 2001 , currently based in Sydney, Australia for their upcoming gaming

project. This move was brought about by an initiative by the New Souh Wales government, the Interactive Media Fund. In March 2012, Halfbrick Studios acquired Onan Games for an undisclosed price. Onan is best known for Mandreel, which allows games to support iOS, Android, Flash and HTML development.

About CCJK:
Founded in 2000 and born for Internet, CCJK is a highly trusted professional e-Services company supported by more than 2,000 talented linguists, engineers, designers and programmers who work as a super organized team. From language translation, desktop publishing, graphic design, software localization, website development, SEO, user guide to corporate eLearning, we provide one stop solution to help client gain competitive edge. We rely on streamlined and sophisticated process to ensure fast and quality delivery. By trusting CCJK's one stop solution, you need only focus on your core business, win market share and maximize your profit in simplest and soonest way.

Take a look at how we helped our client by localizing their project for Gaming Industry Translation. Click here to read the complete case study