



ALPHA

Adding a Human Touch to CATs Games Localization

If there's one thing a translator loves it's the company of its CATs. Not the fluffy, overly friendly kind that decides to sprawl across your keyboard when you're trying to work, but CATs - Computer Assisted Translation tools, an essential aid to many in the translation and localization industries.

CAT tools have been around for decades, and are used by translators and linguists on a regular basis. A CAT may actually include a number of different tools. Some of the more popular options are spelling checkers, grammar checkers, and text search tools. These function similarly to equivalent tools in programs such as word processors.

A CAT tool may also utilize a few other functions. A few examples would be translation memory and alignment tools. Translation memory allows a database of words to be built, with the source language and its translated equivalent stored in memory. Alignment software allows a side-by-side comparison of the original and translated texts.

While not perfect, CATs are good for speeding up the translation process and increasing productivity. They can also reduce the cost of translation. Previously translated content can be stored in CAT memory and reused, ensuring that text is consistently translated accurately. Alignment software allows for an easy overview of the original and translated text, ensuring accuracy.

As the CAT abbreviation implies, it's a computer-assisted translation. There's still a human element involved in translation. The other end of the spectrum is machine translation, which is a simple computer translation without hands-on human interference. That might seem "good enough" but it's definitely not. If you've ever used a tool like Google translate you've probably seen how inaccurate machine translation can be. Now imagine that on a much, much larger scale, and you can see why machine translation isn't a good solution.

That's why CAT tools are so popular. Accurate, relevant, and affordable translation should be the goal of any good translator. A CAT tool doesn't replace human translation, it merely acts as an aid.

That's why at Alpha Games we make sure that the human element is always there. World class translation and localizations requires human oversight. It's the hands-on approach that Alpha uses.

If you'd like to know more about Alpha's translation and localization services, you can get in touch with us at alphagamesmarketing@thisisalpha.com.

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