



TRANSPERFECT
GAMING SOLUTIONS



ZOMBIES, RUN!



Reach Your Players Globally

OliveX desired to bring *Zombies, Run!* a world-renowned augmented audio running game, to an international audience. To do this, OliveX needed a thoughtful character localization partner who could capture and adapt the energy and humor of the original stories through casting, voice recording, and app UI string localization into Spanish, Korean, French, and Japanese.

The first season included 23 missions involving zombie chases and has attracted more than 10 million players. To execute the international launch strategy for *Zombies, Run!*, OliveX chose TransPerfect due to its technology and service versatility and its ability to record each language using cloud-based management more quickly. This hybrid approach made it possible to record with preferred talent both inside and outside the studio.

In addition, TransPerfect used a cloud-based translation management system to localize both mobile and web app UI. With the successful completion of season one, TransPerfect and OliveX look forward to the localization of future seasons.

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LANGUAGES

37

CHARACTERS

580

MINUTES OF
AUDIO RECORDED
PER LANGUAGE