MagnaPlay

Build differently
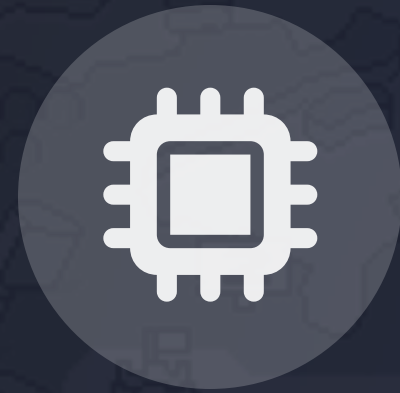
Redefine how you localize your game

We elevate game localization, delivering superior quality via a centralized AI-powered platform, and unmatched turnaround times

🌐 How we are redefining game localization

Tech-driven and efficient at its core

MagnaAI ensures swift turnarounds as our agents build on a robust foundation, not from scratch. With our comprehensive flagging suite, tone vectorization, and a unified platform, we provide unparalleled quality and streamlined QA processes
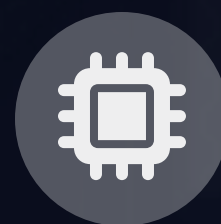
We are not an agency

Localization sucks; it's hard to fit with your team's workflows, full of complicated exchanges with service providers, and an outdated process that leads to errors. We are redefining this into a collaborative, unified platform for all stakeholders

Transparent horizontal organization

Renowned agencies often outsource localization, resulting in costly tall vertical structures. Our team works hand in hand with you, learning the deep problems that keep slowing you down, so we can build an efficient solution that scales

Tech-driven and efficient at its core

Streamline your workflow

In one platform, track progress, amend your kit, enforce your style, answer translators' questions, and even export to *any* schema
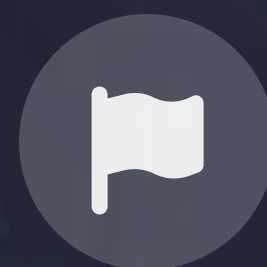
Blazingly fast turnarounds

We pre-process strings at a rate of 3000 words/min; QA never had a stronger foundation to work from

Certify expression is retained

We vectorize translations post-QA to flag any string that *sounds* and *feels* different from the original

Ensure quality & consistency

String flaggers ensures quality from glossary consistency, custom tokens, to cultural references, sending it to QA

Plug our API into your solution

Our API shines when dealing with instant, on-demand and context-aware translations

We are not an agency

Unique opportunity

In the mission to transform localization, we're learning by doing; partnering for unique insights in our closed-beta

Dedicated tech team

We want to find problems in your workflow, building technology that scales to others too. Let our team handle any headaches you have

Dream with MagnaPlay

We all know localization is tiering and friction-full; dream of a world were it isn't, and help us build that for you

Lasting relationships

We're not looking for a transaction, but long-term partners that help each other

Merge Stakeholders

Localization shouldn't be just a service transaction. We unite writers to translators, streamlining processes.

Transparent horizontal organization

Transparent margins

Traditional agencies that have vertical structures often outsource tasks, increasing cost. We don't

Lossless communication

No information is lost in the shuffle of a cascading hierarchy or multi-party conversations with our dedicated team

Agile workflow

Ensure swift adaptability, pivoting rapidly to address sudden challenges and keep your project on track

Stellar endorsement and crew

We are Y-Combinator-backed with top-notch engineers from leading tech-companies

Integrated translators

Translators work together, fostering productive cross-language communication, maintaining your game consistent

Our straightforward workflow

MagnaPlay

Upload
Our solution takes care of ANY file format you can think of

AI translation
Our engine does the job and detects potential string flags

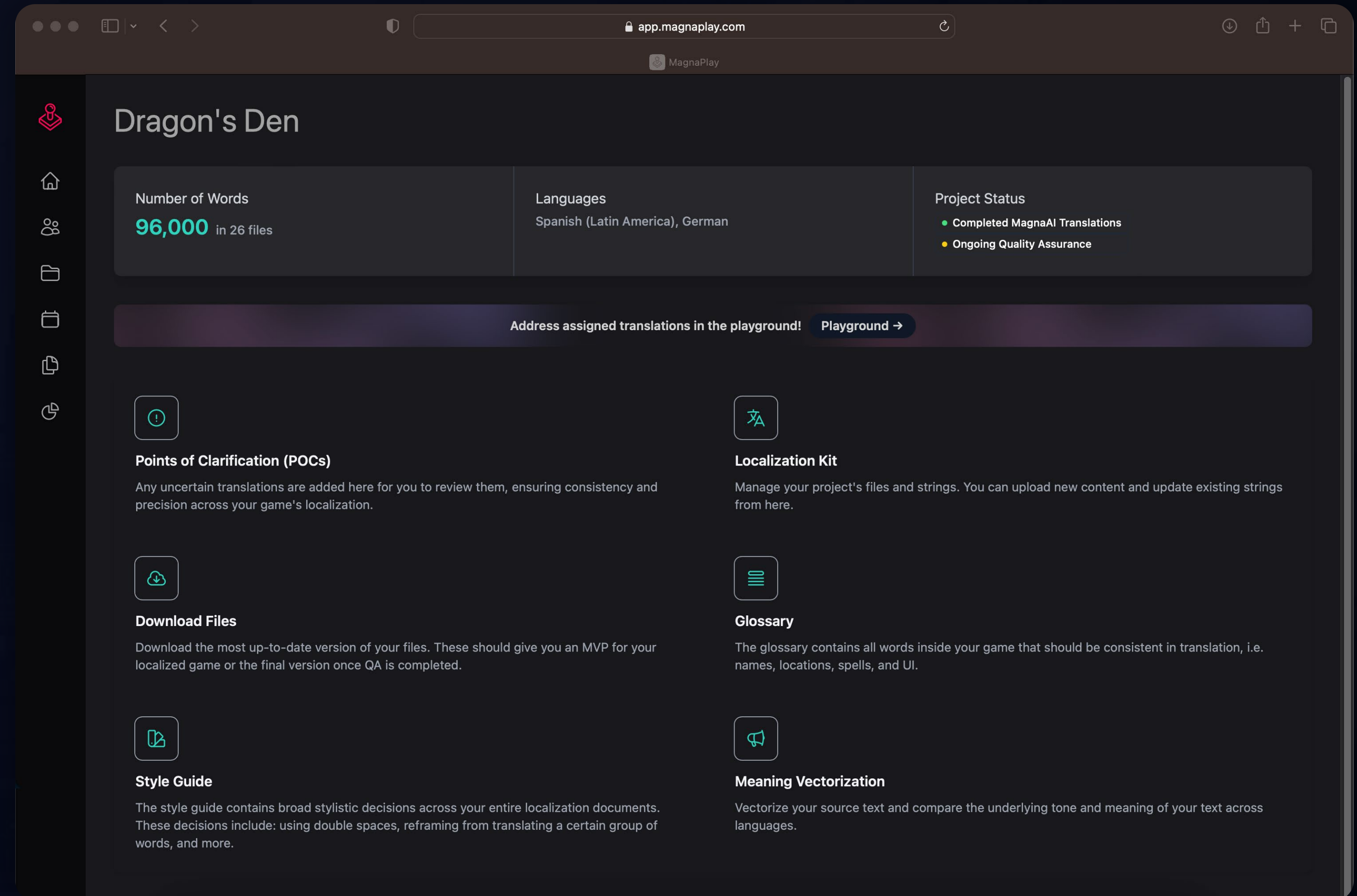### Review
QA and localization experts proofread and address flags

Output
String files, glossary, and overview reports are generated

Unified platform

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app.magnaplay.com

MagnaPlay

Dragon's Den

Number of Words	Languages	Project Status
96,000 in 26 files	Spanish (Latin America), German	● Completed MagnaAI Translations ● Ongoing Quality Assurance

Address assigned translations in the playground! **Playground →**

Points of Clarification (POCs)
Any uncertain translations are added here for you to review them, ensuring consistency and precision across your game's localization.

Localization Kit
Manage your project's files and strings. You can upload new content and update existing strings from here.

Download Files
Download the most up-to-date version of your files. These should give you an MVP for your localized game or the final version once QA is completed.

Glossary
The glossary contains all words inside your game that should be consistent in translation, i.e. names, locations, spells, and UI.

Style Guide
The style guide contains broad stylistic decisions across your entire localization documents. These decisions include: using double spaces, reframing from translating a certain group of words, and more.

Meaning Vectorization
Vectorize your source text and compare the underlying tone and meaning of your text across languages.

Example of MagnaPlay's dashboard interface, where users can check out information such as number of translated words, languages, status and access our workflow features and AI-powered tools.

Plans and features

Feature	Free Demo plan No downside for you	Standard Project-based For single projects	Live Ops Retainer 2+ games with recurring launches
Blazing fast translations (3000 words/min on average)	✓	✓	✓
Supports EFIGS[1], Portuguese (Brazil/Portugal), Chinese (Simplified/Traditional), Japanese, Russian, Arabic, Dutch + 8 more languages[2]	✓	✓	✓
POC (Points of Clarification) ⓘ Learn more	✓	✓	✓
Dynamic Localization Kit ⓘ Learn more	✓	✓	✓
Style Guide ⓘ Learn more	✓	✓	✓
Dynamic Glossary with Consistency Flagger ⓘ Learn more	✓	✓	✓
Document Repository ⓘ Learn more	✓	✓	✓
Import/export in custom schemas and ANY file format ⓘ Learn more	✓	✓	✓
Tone and Meaning Vectorization ⓘ Learn more	✓	✓	✓
Smart Chunking ⓘ Learn more	✓	✓	✓
String Flaggers ⓘ Learn more	✓	✓	✓
MagnaAI API (instant, on-demand, context-aware translation)[3] ⓘ Learn more			✓
Discord translator bot (for language-specific communities) ⓘ Learn more			✓
Word limit	3000	Unlimited	Unlimited
Pricing	Free	$0.08/word	$0.07/word
Billing	Free	Per project	Monthly or annual

[1] English, French, Italian, German, Spanish. [2] Contact us to learn more.
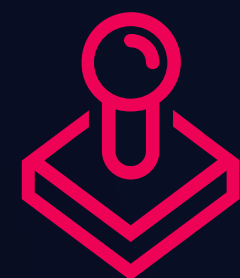[3] API service can be acquired separately for $20.00/month.

Get started!

Press the START button today, for free!

Let's talk! 😃

hello@magnaplay.com

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magnaplay.com | LinkedIn page | Y-Combinator profile

→

Keep going if you want to learn how all of our amazing technologies work

📎 Appendix

Learn more about the features that make MagnaPlay unique

POC (Points of Clarification)

Dynamic Localization Kit

Style Guide

Dynamic Glossary

Document Repository

Import/export

Tone and Meaning Vectorization

Smart Chunking

String Flaggers

MagnaAI API

Discord translator bot

POC
(Points of Clarification)

Instead of navigating lengthy email threads and hoping all your responses are addressed, you can directly handle any string-related queries within our platform.

Monitor the status of POCs, ensuring strings receive updated translations after addressing their inquiries. Our system flags responses for easy tracking. All conversations are searchable, organized, and always available for future reference.

Dynamic Localization Kit

In the fluid world of game development, content is ever-evolving. Traditionally, updating localization kits required manual diffing and reliance on agencies to notify translators of changes.

With us, you can re-import your kit multiple times, or edit straight through the platform. We automatically flag alterations, *ensuring* translators address every updated, or new, string. For added transparency, you can monitor these changes yourself and delve into the version history to assess the evolution of content.

Style Guide

Through a tailored form addressing everything from period formatting and naming conventions to nuanced stylistic choices, you empower our platform to automatically uphold your preferred style. With zero human interference, we guarantee consistent stylistic adherence.

Translators are restricted from submitting any strings that don't comply with the set style guidelines. This is your toolkit for establishing global consistency across your content.

Dynamic Glossary
With Consistency Flagger

This feature facilitates real-time, asynchronous updates, guaranteeing all translators have instant access to up-to-date terminology.

With MagnaAI, not only is your game translated, but a robust glossary is also crafted from the outset to ensure consistency. As translators move through your kit, they reference, amend, and refine this glossary.

Should an entry be modified or added, related strings are promptly flagged for review. This eliminates concerns over inaccuracies from outdated glossaries, as real-time updates maintain team coherence and efficiency.

Document Repository

A centralized hub for all game documentation, making it effortlessly accessible for translators. No more managing numerous files or concerns about keeping everyone updated with changes. When alterations occur, we notify parties and flag changes for review.

Also, the built-in AI-powered Q&A changes how translators engage with content. Instead of sifting through pages, they can simply query the document and let the AI swiftly direct them to the relevant section or answer, improving their efficiency.

Import/export
Custom schemas, ANY file format

Break free from the constraints of file extensions. From conventional formats like CSV and JSON to your unique custom schemas, our platform seamlessly manages them.

For those using non-standard property names and fields, simply define your schema—specifying the property names that correspond with a string's ID and content—and upload. We'll handle the extraction and ensure that the finished product is returned in the same format. Our goal is to make localization culminate in a file that's truly plug-and-play.

Tone and Meaning Vectorization

Imagine not merely translating the words of your game dialogues but capturing their soul, ambiance, and mood across every language. This is the power of our Tone & Meaning Vectorization.

We deploy LLM transformers to vectorize your text, ensuring these vectors remain consistent post-translation; It's about grasping context, resonating with emotions, and honoring local nuances. We even provide a fidelity score post-translation to reflect transcreation's accuracy.

Smart Chunking

Leveraging the technology behind our Tone and Meaning Vectorization, we segment your game content by vectorizing all your strings.

This segmentation clusters similar sections, enabling translators to work through cohesive chunks. This often means they'll be translating text that should be similar, maintaining a consistent tone, formality, or class. In-game lore, character dialogues, descriptions, skills – anything – are batched together, facilitating translators to ensure thematic consistency and accurate tone within these groups. It's a transformative approach to localization.

String flaggers

They find all the hidden problems within your game's text, when humans can't

Glossary consistency
Ensures uniform usage of terms across your whole game for consistent content

HTML integrity
Safeguards HTML structure during the translation process to prevent rendering issues

Style Guide consistency
Preserves your game's unique voice by consistently adhering to your style guide

Alphabet and encoding
Checks for alphabet and encoding discrepancies in every language

Custom token integrity
Protects your custom tokens from possible and accidental changes during localization
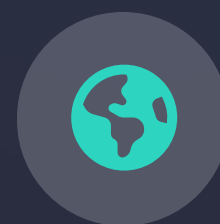
Source-punctuation
Keeps track of original punctuation from the source for accurate translation

Spell Check
Finds every single misspelled word throughout your entire project, leaving nothing behind

Cultural reference
Points out cultural references that might not be understood in different regions/culture

Improper fonts
Halts fonts that may not work on different alphabets where encoding is not supported

String break prediction
Highlights for reviewers in-game strings that might break or be inconsistent

MagnaAI API
Instant, on-demand, context-aware translation

For Live Ops teams requiring immediate translation solutions, we're here to assist. Access our endpoint and receive translations rich in context, informed by every piece of technology you've explored with us.

From push notifications and real-time updates for region-specific social media to instant in-app messages and timely content localization, we have your back.

Moreover, this isn't restricted to in-game content.

Teams can leverage our API for external translations, including marketing materials, facilitating swift A/B testing and more.

Discord translator bot
For language-specific communities

Bridge the language gap in your community with our innovative Discord bot. Designed to instantly translate messages, it ensures that every member feels heard, understood, and valued.

By communicating with your community in their preferred language, you not only elevate their experience but also showcase your dedication on meeting their unique needs. Engage more deeply, more genuinely, and more inclusively with MagnaPlay's Discord bot at your side.

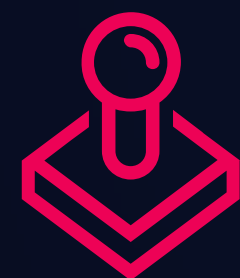Great for studios searching for more community engagement!

Press the START button today, for free!

Let's talk! 😃

✉️ hello@magnaplay.com

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😉 Thank you for your time!