

## Press Release

Efficient Translation Processes into 43 Languages with ontram

### **Andrä AG playing an important role at Travian Games**

**Berlin, 1 Dec 2009 – To localize its products, Travian Games GmbH, one of the ten most quickly growing suppliers of online games in the world, relies on ontram, the web-based translation management solution by Andrä AG. "Travian", the first online game, is available in 51 countries and 43 languages. The second game, "Travianer", is recommended by the UNESCO as a serious game with high educational value. The solution by Andrä AG now makes it possible to coordinate and publish translations more quickly.**

The ontram translation management system was installed during normal operation at Travian Games and runs parallel to regular games operation. "Imperion", the third online adventure by the Munich games manufacturer, was translated in full using ontram and is now available in 22 country versions, with many others planned in the near future. While users are exploring new galaxies, playing the roles of Terrans, Xes or Titans to settle, trade, or wage war, new components of the games can be translated right away into one of the 22 national versions.

The texts to be translated are transferred directly to ontram. After comparison with the existing contents of the translation memory, the selected passages are translated and adapted to the given target language. Each week, the current stock of translations is loaded to a test server and checked by all participants. In future ontram's own preview function, which can be opened directly by the translator, will be implemented to make this step of the process even more efficient. This significantly shortens waiting times and reduces correction loops to a minimum.

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In this way unlimited users can exchange contents, data and workflow information throughout the system, and enjoy real-time access to a uniform database. The system's own spellcheck and terminology functions provide for consistent handling of names and fixed expressions.

Ronald Prätsch, responsible for internationalization at Travian Games, is pleased about the efficient processes: "ontram's web-based approach makes local installations superfluous and allows for a networked division of labor. As a supplier of online games, this was a central aspect in our selection. What is more, the software is easy to operate and can be hosted on our own server." The next step planned is to expand the functionality to encompass crowd sourcing, or crowd translation, to integrate all players directly into the translation processes.

*2,427 characters (incl. spaces)*

*Ready to print photographic material available on request.*

### **About Travian Games**

Headquartered in Munich, Travian Games GmbH has been a player in the field of Internet games since 2004 and currently employs a staff of around 120 in Germany. Its focus is on the development, operation and international marketing of browser-based online games. The build-up strategy game "Travian" has received numerous awards, winning over a growing fan base worldwide with over 5 million active players, and is currently available in 51 language versions. In October 2007 the company collaborated with Pro7 to launch the second online game "Travianer", an RPG adventure in the Travian world. Developments at Travian Games continue to advance: In 2009 the Travian world was expanded with "Wewaii" and "Imperion", two new online games.

[www.traviangames.com](http://www.traviangames.com)

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### About Andrä AG

Andrä AG is headquartered in Swabian Straubenhardt, and maintains branch offices in Berlin, Karlsruhe and Darmstadt. Since its founding in 1999, Andrä AG has established itself as an independent service provider and manufacturer of sophisticated software products and supported companies in the systematic optimization of translation and adaptation processes. ontram, the Online Translation Management Framework by Andrä AG, is a user-friendly tool currently enjoyed by more than 1,000 users to process over 10,000 translation tasks a year in any language. Thanks to its fully web-based approach, open interfaces and the integration of all project participants within a shared workflow, ontram enables efficient translation management and market adaptation in real time. Reference clients include Daimler AG, Robert Bosch GmbH, Metabowerke, Herbstreith & Fox, CLAAS and Raytheon Professional Services.

[www.andrae-ag.com](http://www.andrae-ag.com)

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