Multilingual Gaming Fonts
Sold Enabling 3 Billion New Gamers
To Play Video Games World-Wide!

September 29, 2014, UK: Global Gaming Fonts, one of the largest gaming font factories has purchased the __Exclusive Rights__ to 2,600 digital languages (the largest digital language font set in the world). At around $9.5 billion in revenue the video game industry - including its associated "gold farming" industry - is now worth more than the entire movie industry. There are also enormous additional revenue opportunities in game globalization for developers and localization, especially for the "gold" currency producers. This innovative language software company has software language IP (and copyrights) which can be used in key stages of the video games globalization process. These digital languages are already frequently used in translation companies and mobile devices. Global Internet penetration is set to reach 95% of the world's population by 2016 – as opposed to 37% today, boosting the need for game, app, devices and website localization & globalization services, which require digital typography.

Global Gaming Fonts already licenses its multilingual digital fonts to thousands of prestigious technology and gaming clients, enabling around three billion additional video gamers in developing countries to access games, who previously could neither play video games nor farm gold (the gaming currency) for their own use and for sale. *Global Gaming Fonts* is facilitating expansion of the global gaming industry to three times its current size.[1]

Growing Need for Content Localization & Globalization[2]

Alongside the technical advances in gaming, the financial stakes have gotten much higher as well. Many titles now demand blockbuster sales figures, exceeding revenues in the movie industry, in order to justify their large development budgets. Hence, gaming companies are increasingly looking to expand into international markets with native language, audio and video improvements.

> **Heather Chandler, Author of:**
> ***'The Game Localization Handbook.'***
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> *"Today, most game developers plan to take their games global from the beginning. As the sales figures in international markets continue to rise, localized versions of games will be profitable. If the game has been developed from the beginning with localization in mind, it is very easy to get the game localized and released. Ten years ago, this was not the case…"*

Consequently, the global demand for video games is growing exponentially and gaming companies are facing increasing pressure to adapt to a globalizing world. Internet user surveys by Gartner and Newzoo show that 50% of Internet users in Korea are video gamers, as well as 43% in China, 39% in Singapore and 35% in Hong Kong, which only limited by the lack local languages in many cases. As more users in developing markets (Asia/Pacific, India & Africa) come on-line, the number of Internet users who want to regularly play video games will continue to increase, not the least in India where

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[1] See SlideShare by Neil Payne: 'Guide to Globalization': http://www.slideshare.net/NeilPayne1/guide-to-globalization

[2] See: http://www.acrolinx.com/blog/produce-localized-content-globalized-world/

only a small percentage of players' whose languages are catered for typographically[3], can get into gaming and gold farming to generate excellent personal income.

Digital Fonts Fuelling Growth

To tackle the increased technical complexity and to ensure that games are able to generate much-needed global revenues, gaming companies are now planning in the early stages of game development for large scale international releases, which are not possible without content localization. The process of localizing games for multiple countries brings some interesting new challenges as games tell stories and the localizer's challenge is to make gaming stories resonate with different cultures in their native languages. To do this, game localization teams need to be able to publish localized content using the correct typography. Due to lack of availability and licensing restrictions however, digital language fonts have mostly been limited to a small subset of styles and languages. **Global Gaming Font's** suite of 2,600 foreign language fonts (including 2,600 copyrights for all electronic devices vis Unicode and ASCII), enables game developers and game localizers to seamlessly incorporate multilingual typography into new games for players in non-English speaking markets while preserving accurate culturalization of the game's story and characters.

The Future of Gaming is Multilingual

By their very nature, games are more complicated than the average software product, containing animation (mostly 3-D), voiceovers, lots of graphics, text and music, all of which may need to be localized across a myriad of platforms and technologies. As the international demand for video

> "*Until now the general lack of availability of high quality multilingual fonts for all devices and operating systems, has limited the number of languages and dialects the localization industry can cater for; it takes years and serious cash to produce even one language set! With our suite of 2,600 unique language fonts, the tech companies who use them will undoubtedly beat their competitors in the globalization race.*"
>
> **– Clare Chambers, CEO, GlobalGamingFonts.com**

games, across all platforms, continues to rise, it is clear that the success of each game and its ability to launch profitable sequels are increasingly related to its ability to be adapted, readable and appreciated by the wide variety of languages and cultures around the world.

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[3] Game fonts are an essential element of games:
http://www.monotype.com/solutions/gamefonts?gclid=CMm60vDQgsECFQsvaQodcAQATQ

About *Global Gaming Fonts*

We provide digital type fonts for 2,600 languages to 50,000+ existing customers worldwide across multiple verticals, including gaming, translation & mobile devices. For more information, please visit www.globalgamingfonts.com. Follow our tweets @gamingfonts #gamedev #L8N #fonts @kkinkel435 @C·M&A