

Case Study

Starluck, the world's first and biggest Internet Casino relies on iLanguage's unlimited possibilities

Founded in 1997, Starluck Casino Online www.starluck.com, a site operated by iGlobalMedia has set the standard by which online casinos are measured. The company that gained international fame for its "partypoker.com \$1 million first prize poker tournament" held aboard a cruise ship and aired worldwide on the Travel Channel, has always given priority to player enjoyment and satisfaction.

The Challenge

Starluck realized that in order to expand their reach and provide their guests with a unique experience, their English website would need to be translated into different languages. An analysis of their players' needs prompted Starluck to translate website and content of their gaming application into Spanish, German, Italian, French, Swedish and Dutch. iLanguage was selected "fair and square" after thorough bid evaluations of all the top localization companies in the world. It meant translating more than 30,000 words in 6 languages, within four weeks plus maintaining the same high quality user experience, convenience and satisfaction across multiple languages.

The Solution

To manage every aspect of this challenging project, iLanguage teams called upon some of their strongest skills:

- Flexibility: Translations teams would not only rely on specialized dictionaries, even if this was the easiest way. They went a step higher, introducing themselves to the game rooms' specific lingo, getting a sense of the "Starluck flair" while earning lots of Players Club Points! The less "amusing part" were the myriad of rules, regulations and payment mechanisms that are an essential part of the online gaming business.
- Customized processes to serve customer's specific needs: Rigorous processes help us get consistency and accuracy for all projects. However, iLanguage teams were able to recognize that the very nature of this translation demands extreme attention in keeping the subject light and entertaining. Even though Trados Translation Memory tools proved extremely useful, pointing to sentences that could be reused, saving time and maintaining consistency, translators often chose to rework sentences to make them unique to a particular context or a particular game. An effort that did not go unnoticed by Starluck and its customers.
- Superior services on target: iLanguage offers full services for the six languages requested by Starluck. In-house teams handled translation, editing and proof-reading and sent back for final review before delivery to the client.

The Result

Starluck has extended its leadership position from the English speaking world to those other geographical locations around the world with the highest growth in online gaming. Plus, all this without the legal barriers that consumers in the US are subject to.