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Solution Brief
Moravia Mobile Localization Solutions

The next person to download your app could be anywhere in the world. English is no longer the native language of your average mobile phone user. And with 90% of activity on mobile devices occurring on apps, localizing for your worldwide users is a must.

But it's not just about localization, it's about experience: your consumer will expect an app that looks, feels, and works as if it were created specifically for them—leading to more downloads, more engagement, and more satisfaction.

Yet mobile app localization is not simple.

There are many steps involved in getting it right, from design all the way to app store promotion.

Moravia's suite of mobile localization services provides everything you need to successfully release your mobile applications worldwide.

Specific services include:

> **Designing a UI** that handles foreign character sets and right-to-left languages. Involving us during the design phase substantially reduces the problems you'll find during localization.

> **Preparing your app for localization** for any platform through code review (internationalization).

> **Optimizing your app** for bandwidth or connectivity limitations in emerging markets.

> **Transcreation,** or customizing content for each market. Text, images, and even concepts may need to be adapted or replaced so that your message is effective in each market.

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> **Translation,** including managing terminology and style to maintain your brand in new markets.

> **Testing on multiple devices** for any mobile operating system, including functional, linguistic, and UX testing.

> **App Store Optimization (ASO)**—promoting and optimizing your app's presence in iTunes, Google Play, and more, so it gets the attention it deserves.

Because we know that the mobile market is fast-paced, we pledge responsive project management and fast project turnarounds—promises we keep by using the tools of the trade, such as translation memory, terminology management systems, and quality automations. Additionally, our focus on Agile localization means we can release products and updates simultaneously in all your markets.

The fact is, brand name and reputation can take years to develop, but can be damaged very quickly. That's why you need an experienced localization partner that will guide you through the complete localization process, and one that has the qualified in-country linguistic talent and engineering capabilities to make sure your app is appropriately localized for each target market, on schedule, and within your budget.

If you want to launch your app in the worldwide market and see impressive revenue growth, we're Moravia. We localize mobile apps for the world's most high-profile brands and up-and-comers alike.

To learn more about our mobile app localization services, please contact us at: *http://www.moravia.com/en/contact-us/.*

There's enormous worldwide market potential for your mobile app:

> The number of mobile phone subscribers globally is near 5 billion

> 90% of activity on mobile devices occurs in apps

> There are 4 million apps for smartphones and tablets between Apple iOS and Android

> Worldwide mobile app revenue will rise from $51 billion in 2016 to $101 billion in 2020

> About half of all apps get downloaded, used once, and then deleted by unsatisfied users

As an app developer, can you afford to ignore the revenue that lies just beyond your own country's borders?

About Moravia

We are a leading provider of translation, localization, and testing services. We collaborate and innovate; we are flexible and reliable. Because of our comprehensive services, our clients enter global markets with high-quality localized products and digital content that meet their customers' language and functionality requirements in any locale. Leveraging our global operational model, flexible technology approach, and deep cultural expertise, Moravia enables brands to deliver local relevance on a global scale.

Moravia IT has nine offices: Brno, Czech Republic (headquarters); Rosario, Argentina; Nanjing, China; Budapest, Hungary; Dublin, Ireland; Tokyo, Japan; Monterey, CA, U.S.; Seattle, WA, U.S.; Thousand Oaks, CA, U.S.

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