

August 7, 2024
DIGITAL HEARTS HOLDINGS Co., Ltd.

DIGITAL HEARTS Launches Translation Services Utilizing Proprietary AI Translation Engine "ELLA", Specifically Designed for Games

DIGITAL HEARTS Co., Ltd. (Headquarters: Shinjuku, Tokyo; President: Toshiya Tsukushi; hereinafter "DIGITAL HEARTS"), a subsidiary of DIGITAL HEARTS HOLDINGS Co., Ltd. (Headquarters: Shinjuku, Tokyo; President and CEO: Toshiya Tsukushi; TSE Prime Stock Code 3676), is proud to announce the official launch of its translation services powered by "ELLA," a proprietary AI translation engine specifically designed for games, in August 7, 2024.

ELLA was jointly developed by DIGITAL HEARTS and Rozetta Corp. (Headquarters: Chiyoda, Tokyo; Representative Director: Maro Watanabe; hereinafter "Rozetta"), an expert in the development of automated AI translation. This AI translation engine is specifically designed for games and utilizes two key AI components: an AI that converts natural language input into numerical data, and an AI character generator that imparts personality to the translations based on these numbers. By combining DIGITAL HEARTS' extensive game translation expertise with Rozetta's advanced AI translation technology, ELLA achieves expressive, emotionally rich automatic translations that were previously difficult for machine translation to achieve.

ELLA's Key Features



Feature #1 Characterization

By presetting the characters through simple prompts, ELLA can automatically suggest translations that embody each character's personality.

Feature #2 Different Relationships, Different Translations

Just as in real-life interactions, ELLA can adapt its translations based on the relationship between the speaker and listener, offering context-sensitive suggestions for conversations with friends, superiors, or people the speaker is uncomfortable talking to.

Feature #3 Unmatched Speed and Reduced Costs

Translating one million characters from Japanese to English with ELLA can reduce translation time by up to 75% compared to traditional methods, significantly improving operational efficiency, and reducing costs.

DIGITAL HEARTS HOLDINGS Co., Ltd.

Tokyo Opera City Bldg. 41F, 3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo

163-1441, Japan

<https://en.digitalhearts-hd.com/>

ELLA Details

Service Name	ELLA (Expressive Localization and Linguistic AI)
Supported Languages	Japanese and English Note: Additional languages such as Simplified Chinese, Traditional Chinese, French, Italian, German, Spanish and Korean are planned to be supported by the end of 2024.
Plans	Available in Lite and Full plans. Please contact DIGITAL HEARTS for pricing details.
Promotional Video	https://www.digitalhearts.com/wp-content/uploads/ELLA_EN.mp4
Website	https://ella.digitalhearts.com/en

The DIGITAL HEARTS Group will continue to support the global growth of entertainment content in Japan, Asia, Europe, and the United States by developing and providing innovative services that leverage our unique expertise and technology, with the goal of contributing to further development of the game and entertainment industry.

* All brands, product names, company names, trademarks and service marks are the properties of their respective owners.

Contact Information for ELLA Inquiries

DIGITAL HEARTS Co., Ltd.

Phone: 03-3379-2053 (Office hours: 10:00-19:00, excluding weekends and holidays)

Inquiry Form: <https://www.digitalhearts.com/en/inquiry/>

About DIGITAL HEARTS

Based on its group mission, "SAVE the DIGITAL WORLD," DIGITAL HEARTS serves as a global quality partner providing reliable services to support the game and entertainment industry. Our extensive range of services includes game debugging, localization, marketing support, and more, ensuring high-quality standards in the gaming industry.

<https://www.digitalhearts.com/en/>

DIGITAL HEARTS HOLDINGS Co., Ltd.

Tokyo Opera City Bldg. 41F, 3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo

163-1441, Japan

<https://en.digitalhearts-hd.com/>