

November 6, 2024  
DIGITAL HEARTS HOLDINGS Co., Ltd.

**DIGITAL HEARTS Launches Asian Language Translation Services (Simplified Chinese, Traditional Chinese and Korean) of 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, using Asian languages (Simplified Chinese, Traditional Chinese and Korean) in addition to the English-language version launched in August, on November 6, 2024.

ELLA was jointly developed by DIGITAL HEARTS and Rozetta Corp. (hereinafter "Rozetta"), an expert in the development of automated AI translation. 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.

The market for games in recent years has been quickly reaching across borders. This global expansion is due to the spread of smartphones, the expansion of sales territories for console games, and the development of PC game infrastructures such as Steam. It is now commonplace to enjoy playing games alongside fellow gamers overseas via the Internet. It has become essential in game development to support the simultaneous worldwide release of games as global content.

Against this backdrop, one of the major challenges facing game production companies is whether they can develop in multiple languages in a timely manner while maintaining quality—all within a tight development schedule, and with limited costs and resources. By utilizing the newly added ELLA for Asian languages, this pursuit of quality entertainment and speedy multilingual development can be achieved. Simultaneous worldwide launches can be realized by utilizing DIGITAL HEARTS' translation services, a combination of automated AI translation that quickly reflects the characters and worldview of a game in multiple languages, and the translation-checking services of native staff who are well-versed with the game.

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This collaboration between "Entertainment Quality" and "Development Speed" is created by the emotionally rich translations of ELLA and our translators' wealth of knowledge and experience. We are confident that DIGITAL HEARTS' services—which provide high-quality translations at a high rate of production—will be a game changer in the future utilization of AI.

By providing translation services utilizing ELLA, one of the world's most innovative AI translation engines, DIGITAL HEARTS will contribute to the acceleration of our clients' global expansion by helping them create multilingual versions of their products with both quality and speed.

### 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

When translating one million characters of Japanese text with ELLA, it is possible to shorten translation time to English by up to 75%, and to Simplified Chinese, Traditional Chinese, and Korean by approximately 40% compared to traditional methods, significantly improving operational efficiency and reducing costs.

### ELLA Details

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

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The DIGITAL HEARTS Group will continue to support the global growth of entertainment content in Japan, Asia, Europe, and North America 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.

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### **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.

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