

September 6, 2023  
DIGITAL HEARTS HOLDINGS Co., Ltd.

**DIGITAL HEARTS entered into a business partnership with Rozetta to jointly develop a new generative AI translation engine capable of accurately interpreting character personalities and emotions, revolutionizing translation in the video game industry**



DIGITAL HEARTS Co., Ltd. (hereinafter referred to as “DIGITAL HEARTS”), a subsidiary of DIGITAL HEARTS HOLDINGS Co., Ltd., announced that it has entered into a business partnership with Rozetta Corp. (“Rozetta”), subsidiary of MetaReal Corp. to jointly develop a multilingual AI translation engine for entertainment contents including games, anime, and manga.

Both Rozetta, which specializes in the creation and implementation of high-precision AI machine translation software and DIGITAL HEARTS will work together on this project utilizing their respective knowledge bases and the most up-to-date methods and generative AI technologies, with plans to make this engine available for use after spring 2024.

With a mission statement to “SAVE the DIGITAL WORLD”, DIGITAL HEARTS provides not only debugging and general quality assurance services, but also localization services including translation and LQA as well as customer support to game makers both within and outside of Japan, with the intent of becoming a reliable global partner in support of a greater gaming and entertainment industry.

Rozetta, aiming to liberate the world from linguistic barriers, provides highly accurate AI automatic translation. its various AI endeavors have been adopted by over 6,000 companies and organizations worldwide, spanning a variety of industries including medical, legal, IT, and semiconductor manufacturing.

In recent years, as globalization has become more and more of a focus for companies within the gaming and entertainment spaces, simultaneous worldwide content releases in multiple languages have become more common and expected, creating a growing need among industry

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clientele for a quicker turnaround in global development. With this need in mind, this announced business partnership between DIGITAL HEARTS and Rozetta aims to vastly increase the speed at which multilingual translations can be produced while still ensuring a consistently high standard of quality in the end product.

This new AI translation engine will be designed through the confluence of DIGITAL HEARTS' decades of know-how regarding localization processes and techniques and Rozetta's AI translation and digital clone generation technology, and its benefits should be plain to see in scenarios and scripted dialogue that machine translations have heretofore struggled with. By accurately recognizing individual characters' idiosyncrasies and speech patterns and generating translation text that captures those characters' personalities and emotional nuances, each game's unique worldview can be more fully realized and conveyed to the end user, resulting in nothing short of a translation revolution for the gaming and entertainment industry.

With support for cross-translation across any of nine languages including Japanese and EFIGSCKK (English, French, Italian, German, Spanish, Traditional Chinese, Simplified Chinese, and Korean), this jointly developed AI translation engine aims to greatly improve business efficiency, cutting completion times by as much as 50% when compared with human translation. Additionally, the number of supported languages is planned to be expanded over time to meet the needs of an ever-growing customer base.

At present, when localizing a project to multiple languages, multiple human translators are typically required, and the skillsets and interpretive abilities of each may vary considerably, potentially introducing an unevenness in nuance and style from one translator's work to the next. With this new engine, however, the goal is to ensure that any number of target languages may be covered all at once with a consistent style and superior quality, eliminating any such unevenness from the equation.

It is the hope of both companies that this engine will help facilitate multi-region releases and/or simultaneous worldwide launches of projects that might otherwise have been heavily delayed or even deemed altogether unfeasible due to scheduling complications, a lack of funding, or a lack of available resources. The ultimate goal is to help foster a quicker and easier global development environment throughout the entire industry.

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■ Examples of the AI translation engine’s contextualized output:



Backed by the know-how and technology of DIGITAL HEARTS, the creation and implementation of this new AI translation engine is designed to provide much-needed aid to the gaming and entertainment spaces throughout Japan and the greater Asian region, as well as western countries. Our two companies aim to further the growth and development of the entire industry, and hope for the support of our clients in this joint endeavor.

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**【About DIGITAL HEARTS】**

DIGITAL HEARTS provides a wide range of services as a global quality partner, under the corporate mission of "SAVE the DIGITAL WORLD." It delivers "assured quality" through the services including game debugging, localization service, and marketing support, and it contributes the development of the game and entertainment industry.

**【About Rozetta】**

Company Name : Rozetta Corp.

URL : <https://www.rozetta.jp/>

Address : 3-7-1 Kanda Jimbocho, Chiyoda-ku, Tokyo, Japan

Representative : Maro Watanabe, CEO

Business description : Development and operation of highly accurate AI automatic translation, aiming to liberate the world from linguistic barriers. Rozetta's automatic translation products have been adopted by more than 6,000 companies and organizations globally, serving various fields such as medicine, law, finance, IT communications, semiconductors, and precision equipment.

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