



MONSTER HUNTER WORLDWIDE

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Monster Hunter Worldwide

- Quick Bio
- What is a Localization Director?
- Localization of Monster Hunter 4 Ultimate
 - Our Goals
 - What We Accomplished
 - What Went Right, What Didn't
- Future Endeavors
- Key Takeaways

Who...are you?



What is a Localization Director?

Localization Director

Adaptation

Project
Manager

Localization Director

1. Create an interesting game
2. Create a stress-free game for the user
3. Create a game that isn't seen as a "localized" game



Monster Hunter 4 Ultimate

Our Goals:

1. High Quality Localization
2. Nurture Internal Localization Staff
3. Game Refinements
4. Get Involved in Promotional Efforts

What is High Quality?

Monster Hunter 3 Ultimate (Wii U/3DS) reviews

“Monster Hunter [has] a lovably quirky sense of humour ... and wittily translated dialogue”

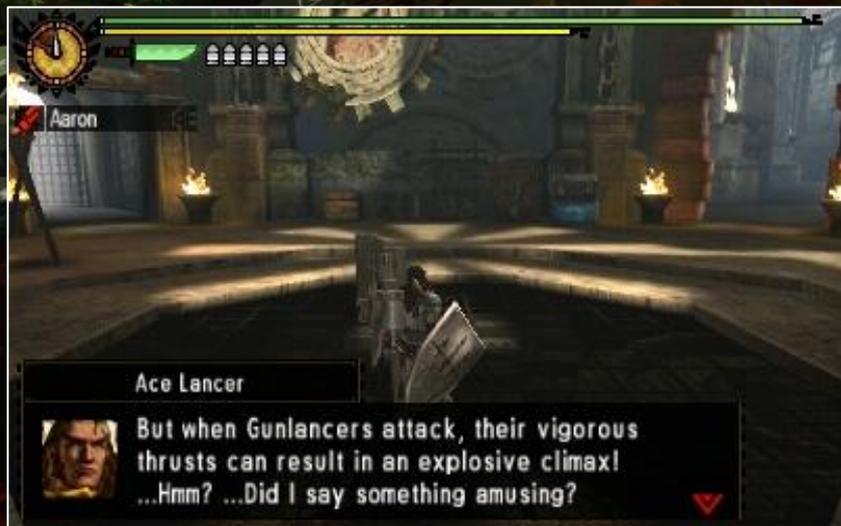
- IGN

“The game is also extremely charming and quirky. The written dialogue is full of stupid yet hysterical jokes.”

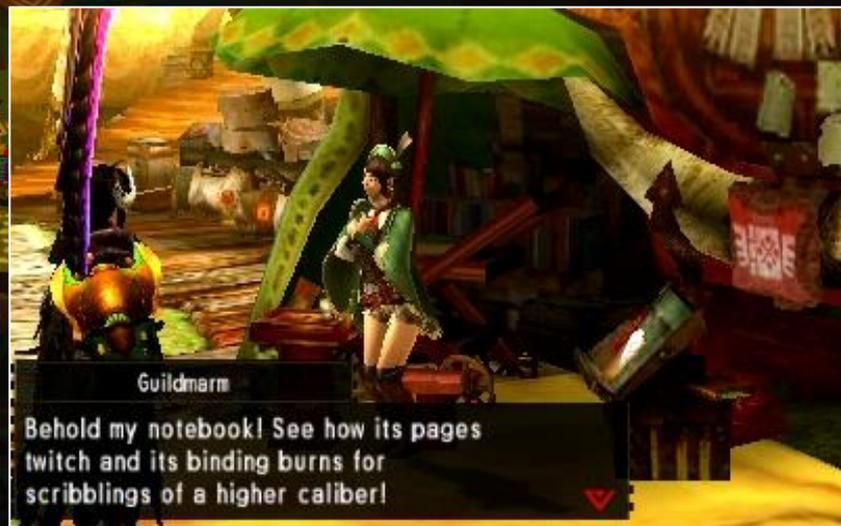
- Destructoid

Our work got noticed! ...But just barely...

- Less wordy, but still entertaining dialogue!
- Don't drive to Meme Country



Japanese: 70 lines of dialogue
 English: 68 lines of dialogue



Japanese: 32 lines of dialogue
 English: 26 lines of dialogue

➤ Eliminate dirty abbreviations!

The screenshot shows an inventory screen with several items and their stats. Red boxes highlight the following abbreviations:

- Felsenfest-Jwl 1** (highlighted in a red box)
- Nat. Fhbk 1** (highlighted in a red box)
- Nat. Fhbk 2** (highlighted in a red box)
- Dekor. schmieden** (highlighted in a red box)
- Gegengift-Jwl 1** (highlighted in a red box)
- Gegengift-Jwl 2** (highlighted in a red box)
- Lähm-Juwel 1** (highlighted in a red box)
- Lähm-Juwel 2** (highlighted in a red box)
- Pepp-Juwel 1** (highlighted in a red box)
- Pepp-Juwel 2** (highlighted in a red box)
- Felsenfest-Jwl 1** (highlighted in a red box)
- Standfest-Jwl 1** (highlighted in a red box)
- Felsenfest-Jwl 1** (highlighted in a red box)
- RAR 4** (highlighted in a red box)
- Anzeige: Dekor.name** (highlighted in a red box)

Other visible text includes: "Dekor. Steigert die Betauben-Fähigkeit.", "Nöt. Mat. Eigene/Nötig", "WasserglanzJuwel 0/9 9/1", "VogelwyrReißzahn 0/10 10/3", "1/14", and "Anzeige: Dekor.name".

OMG abbreviations everywhere!!!

- Negative feedback: Monster Hunter 3's font
- It looked great on the Wii U, in full HD!



- On the Nintendo 3DS... Not so much.
- Needed a readable font that played nice with portable systems

Rely on dependable partners for quality localization



English



binarisonori

A Keywords subsidiary

European

Great translations, on time, constantly contributing

2. Nurture Internal Localization Staff

Section	Staff	Staff new to MH
English	3	2
European languages	4	1
Localization Engineer	1	1 st time making title-specific tools
Localization Coordinator	1	1

- Don't centralize knowledge, spread it to new people
- Get new staff on board to contribute in low-risk, meaningful ways
- Localization Engineer worked on converting old data for new title and developing other Quality of Life tools

3. Game Refinements

Capcom is no stranger to radical localization changes



Japanese: Nobunaga Uda
English: Azure Dragon

Japanese version



Japanese: Date Masamune
English: Azure Dragon

North American version

3. Game Refinements



Time to make this game AWESOME!

Started with a grand wish list of stuff

Aim for the stars!

Let's make this 100 times better than Monster Hunter 3 Ultimate!

- Let's combine these time-consuming beginner tutorial quests!
- It'll keep things moving at a brisk pace!



Japanese version



Localization's proposal

Let's replace useless text, and instead give hints and damage maps of monsters in-game to educate our fans!



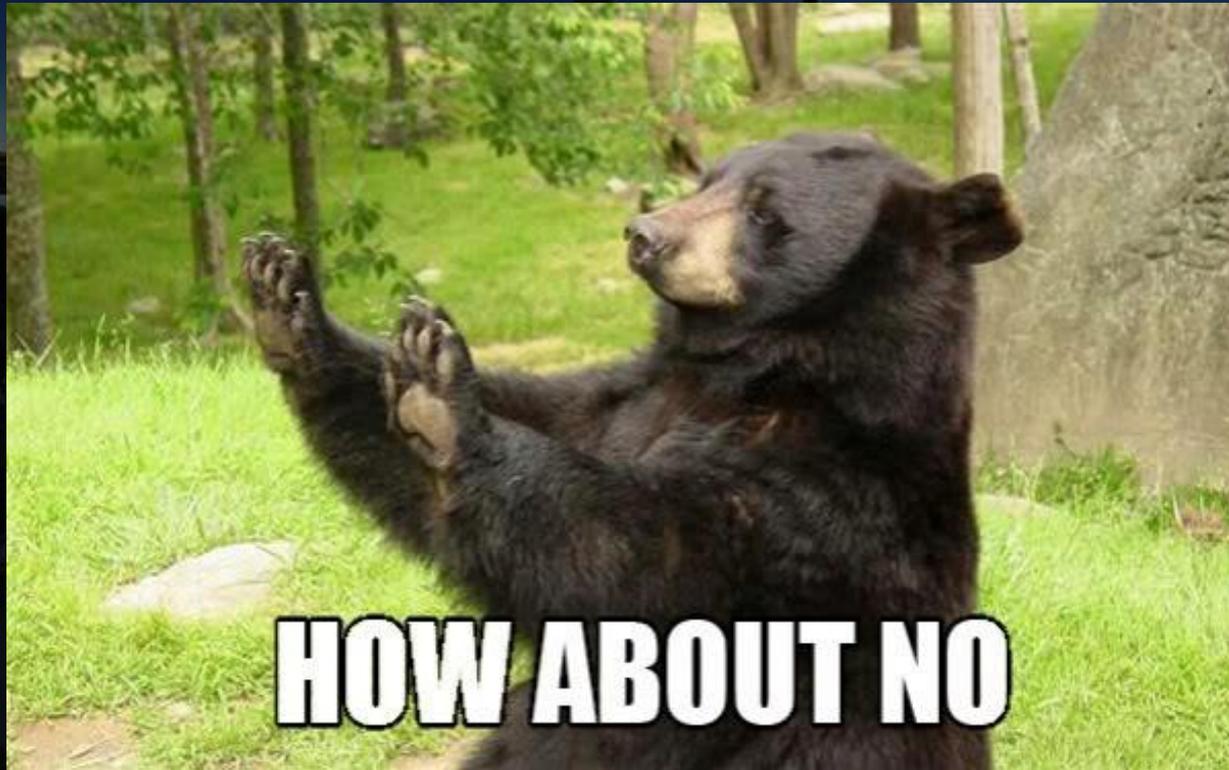
Japanese version



Localization's proposal



The Team's Response?



Rethink the Approach

Our schedule and budget don't work in favor of large scale changes

Go for simple, tangible, cost-efficient ideas

Don't go for the homerun, play small ball

Focus on the needs of the target audience

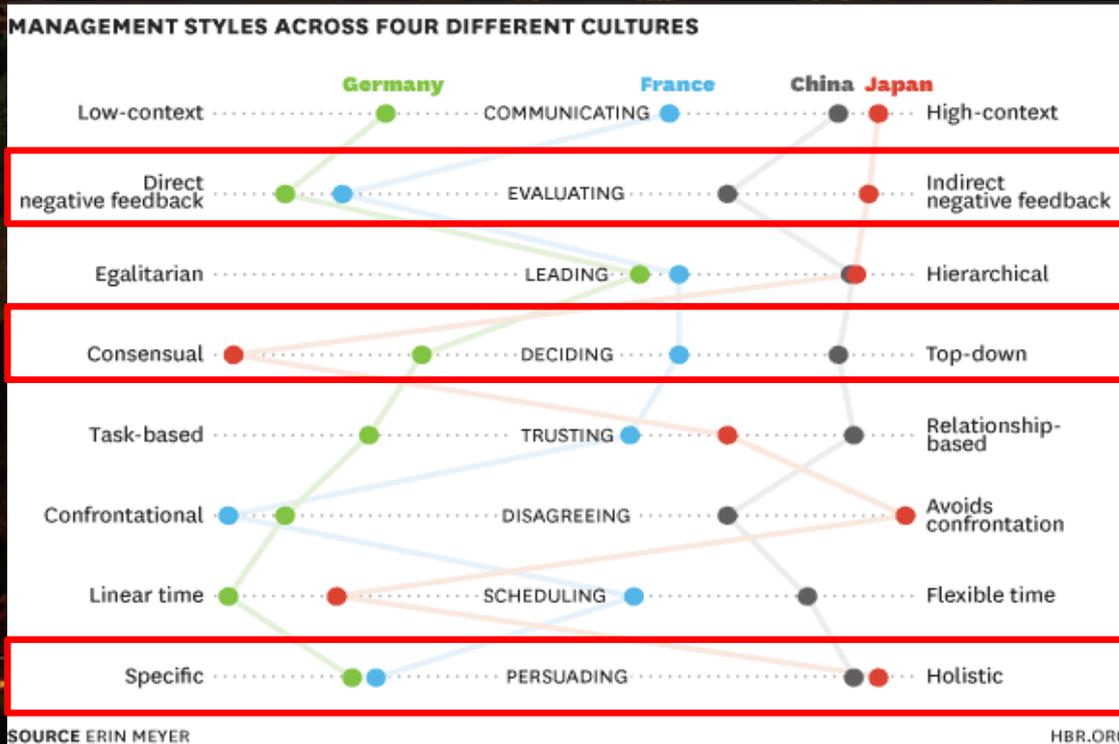
Rethink the Approach

Producers are responsible for the overall budget and schedule.

Directors are responsible for creative vision.

To get anything done, you need a buy in from both parties.

Rethink the Approach



Rethink the Approach

Things are done via consensus in Japanese companies

Direct negative feedback is a no-no! Ask questions, don't criticize

Start planting the seeds behind the scenes

Now, pitch your idea!

Tangible, Cost-efficient Refinements

MH3U users: 19 – 34 years old, 90%+ male, mid-hardcore players

Focus on their needs and time constraints

What changes can we make to make their experience more enjoyable without breaking the bank or delaying the game?

Start with the tutorial!

We REALLY don't need to see this again, right?

<YES!!!!> No



This shows up **80 TIMES** in the Japanese version of Monster Hunter 4!

Work with existing flags to provide more Quality of Life features



1. Fast forward through dialogue
2. Hide Palico messages online

Work with existing flags to provide more Quality of Life features



Skip beginner tutorials

Accommodate quality translations with no abbreviations



When we couldn't modify the UI to our liking, we went with icons.



...But it was harder than you'd imagine to get these done!

食事スキル		ステータス	
スキルなし		◀ 1 / 3 ▶	
		名前 プレイヤー	
		武器 太刀	
		所持金 147800z	
		旅団ポイント Opts	
		HR -	
		体力 100	火耐性 10
		スタミナ 100	水耐性 0
		攻撃力 478	雷耐性 -10
		属性 火 200	氷耐性 0
			龍耐性 -15
		防御力 116	

Handled via text →

Manpower, system memory restrictions were primary factors

...But it was harder than you'd imagine to get these done!

Status		◀ 1 / 3 ▶	
Name	PLAYER		
Weapon	Long Sword		
Funds	155400z		
Caravan Points	0 pts		
HR	-		
Health	100	Fire Res	10
Stamina	100	Water Res	0
Attack	478	Thunder Res	-10
Element	200	Ice Res	0
Defense	116	Dragon Res	-15

Handled via texture →

Manpower, system memory restrictions were primary factors

Optional dialogue to guide beginners, exclusive for the West.



Of course, we couldn't have everything...

We didn't get...

- Tutorial messages not pausing the game
- Target Cam automatically activating
- Aiming reticle always displayed when using long-range weapons
- Visible borders indicating the end of a zone

4. Promotional Efforts

Get involved in efforts that can help promote our product



Nintendo eShop Demo

Pitched a full featured demo with data transfer to the retail version.



Nintendo eShop Demo



Nintendo eShop Demo

Why did the pitch fail?

- Programming, scheduling concerns
- Prioritizing action/multiplayer over story

Nintendo eShop Demo

Based on the Japanese “event” version, focusing on multiplayer and combat



Nintendo eShop Demo

- Proposed to handle matchmaking via player ability
- Beginner mode had more features to instruct new players
- Game difficulty was geared to new players



Nintendo eShop Demo

- Turn on/off basic tutorial
- Weapon tutorials during a quest
- Icons to indicate beginner-friendly weapons.
- On-screen waypoints



Nintendo eShop Demo

This short & sweet demo focused on the core gameplay.



Slay the
Tigerstripe Zamtrios

Avoid being caught by wide-reaching attacks and wait for a chance to counter!

MONSTER HUNTER 4 ULTIMATE

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#DidYouKnowMH campaign

Japanese Monster Hunter
Twitter posts daily tidbits of
information plus screenshots

Most tidbits are for mid-level
players, so...

...how can we make this work
with western gamers?



#DidYouKnowMH campaign

7-15 sec videos instead of screens

More tips for beginners

Hashtag for easier searches

RT/Like gamification means hardcore and beginners can participate



Monster Hunter @monsterhunter - May 19

#DidYouKnowMH you can gather bugs from a toppled Zinogre when charged up?
Yes=RT, No=Fav

Vine



What Went Right

High quality localization, mentioned in 40% of media reviews

“Monster Hunter is full of goofy puns and entertaining dialogue. There's such attention given to this translation; it's a world away from the dry, functional prose of most of Monster Hunter's competitors.”

- Kotaku

“The awesome localization kept me groaning-then-chuckling with plenty of cat puns and goofy dialogue.”

- Game Informer

“The game's NPCs feature some very entertaining dialogue thanks to a superb localization...”

- RPGamer

“The game's brilliantly localised and [...] genuinely funny dialogue...”

- GameSpot

“Writing ranks among the most charming game dialogue I've come across.”

- GamesRadar

What Went Right

Internal localization group rose to the challenge

- Experience handling a large scale project
- Contributed in meaningful ways outside of translation

Nearly 2/3 of our requests were approved

Earned a lot of trust with the Monster Hunter team due to our efforts

What Didn't Go Right

Localization started way too late

Localization prep was not ready for what we needed

Outdated file management/version control methods

No reliable software support during translating

Future Endeavors

Keep improving on quality (50-60% media review mentions)

Improve our technical capabilities

Get in on the ground floor, before production starts

Keep pushing for gameplay refinements to appeal to new/western gamers

Key Takeaways

Smart localization makes users feel more at home with your game

Localization Directors are your navigators to lucrative markets outside your domestic market

Adapt to the people you work with, not the other way around

Focus on measurable tangibles instead of “obvious” game changers

Key Takeaways

Most importantly...





Shoutouts

MH4U Loc: Marco, Graham, Francis, Stefano, Alberto, Florian, Fede

Global R&D: Pete, Miguel, Kaori, Kilala

Capcom USA/Capcom Europe Monster Hunter teams



Thanks for listening!

Q&A Time!

Monster Hunter 4 Ultimate Localization Articles:
<http://www.capcom-unity.com/reno/blog>

GDC2016