

Game Consulting Proposal

For a successful launch

Latis Global Service Introduction

No. 1 Game Service Company

2022





Company Overview

History

We are a **reliable partner** in bringing your game to a worldwide audience with more than 18 years of experience in the video game and localization industry.

2004 ~ 2014

Jul 2004	Established as an individual business
Aug 2007	Transformed into a corporation
Dec 2007	Founded research institute
Apr 2009	Recognized as INNO-Biz
Apr 2012	Re-recognized as INNO-Biz
Jun 2013	Designated as a mobile game localization provider by KOCCA
Apr 2014	Hosted GNS 2014 Seoul
Jun 2014	Hosted Technical Communication Summit in Seoul
Jun 2014	Designated as a mobile game localization provider by KOCCA
Jul 2014	Designated as a localization provider by Born2Global

2015 ~ 2016

Feb 2015	Hosted Samsung SDS Technical communication seminar
Feb 2015	Designated as a localization provider by Born2Global
Jul 2015	Designated as a mobile game localization provider by KOCCA
Jul 2015	Designated as a Smart Factory Project implementor by MSIT
Feb 2016	Designated as a mobile game localization provider by KOCCA
Feb 2016	Designated as a localization provider by SNIP
Feb 2016	Designated as a localization provider by Born2Global
Aug 2016	Designated as a mobile game localization provider by KOCCA
Oct 2016	Designated as an innovative workplace consulting business by KMAC
Dec 2016	Designated as a youth-friendly SME by MOEL

2017

Feb 2017	Designated as a localization provider by SNIP
Feb 2017	Designated as a localization provider by JCIA
Feb 2017	Hosted a strategy seminar on entry into the Japanese mobile game market
Mar 2017	Hosted a strategy seminar on entry into the North American mobile game market
Jun 2017	Designated as a youth-friendly SME by SMG
Jul 2017	Hosted a strategy seminar on entry into the Southeast Asian mobile game market
Aug 2017	Designated The Excellent Company Brand of Seoul by SBA
Oct 2017	Designated as a global launching project implementor by BUSANIT
Oct 2017	Designated as a global publishing project implementor by JNGC
Nov 2017	Designated as a global publishing project implementor by DICIA

2018~2022

Feb 2018	Hosted a strategy seminar on entry into the global mobile game market
Mar 2018	Designated as service provider for KOTRA's Support for Overseas Marketing
Mar 2018	Designated as a localization provider for the Google Play Indie Games Festival
Apr 2018	Re-recognized as INNO-Biz
Jul 2018	Hosted a strategy seminar on successful overseas expansion
Nov 2018	Designated as a great place to work by KCCI
Apr 2019	Designated as a game service provider by the Chang Goo program
Mar 2020	Designated as a data provider for K-Data Agency's Data Voucher program

18
years

Supported Contents

We have an excellent reputation as the **No.1 company** providing **reliable** game services to numerous programs that support small and medium-sized game developers.

25
supported projects



[Google]

2019 Chang Goo program: Localization, QA project
2018 Google Play Indie Games Festival: Localization project



[Korea Data Agency]

2020 Data Voucher project



[Korea Creative Content Agency]

2020 Game developing support project : Focus Group Test
2013 - 2016 Mobile game localization support project



[Microsoft]

Hello Indies localization support project



[Gyeongbuk Technopark]

2020 Gyeongbuk game publishing support project
2018 Gyeongbuk game publishing support project



[Gyeonggi Content Agency]

Game Creative Audition: Localization, marketing project



[Born2Global]

2015 - 2016 Consulting partner localization support project
2014 Global founding consulting project



[Seongnam Industry Promotion Agency]

2016 - 2017 Publisher-related star company promotion project

Latis Group

We have in-house native translation specialists and freelance experts who enable us to offer high quality game localization in more than 67 languages.

170
specialists

Localization / LQAT



50 employees

Game Sound



20 employees

CS / QA Government Project



50 employees

Technical Translation / Design



50 employees

Latis Global offers global solutions

S. Korea | USA | Philippines | Europe



Client Reference

Our mission is to maximize game immersion while providing gamers and games the highest-quality service.

We're not just a service provider, but also **the best partner for our clients** vis-à-vis a successful game launch.

450

Annual projects



Total Gaming Services

We provide No.1 gaming service to perfect your game

- ✓ Functionality QA/Compatibility QA
- ✓ Safety QA/Network QA
- ✓ Development QA/Maintenance QA
- ✓ FGT (Focus Group Test)
- ✓ Fun QA/Balance QA
- ✓ Performance QA



Game QA



Localization

- ✓ Localization (TEP)
- ✓ Translation
- ✓ Editing
- ✓ Proofreading
- ✓ LQA Test
- ✓ In-game text checking

- ✓ Social media management
- ✓ Community management
- ✓ Contents production
- ✓ Global customer service
- ✓ 24/7 monitoring
- ✓ Call-center support



Player Support



Game Sound

- ✓ Voice recording
- ✓ BGM & sound effects
- ✓ Sound Design



Localization Overview

Native linguists collaborate on your project

➤ Game-specialized translator

- 18 years of experience in-game localization
- Expertise on all video game platforms & genres
- Translation-Editing-Proofreading system producing quality results

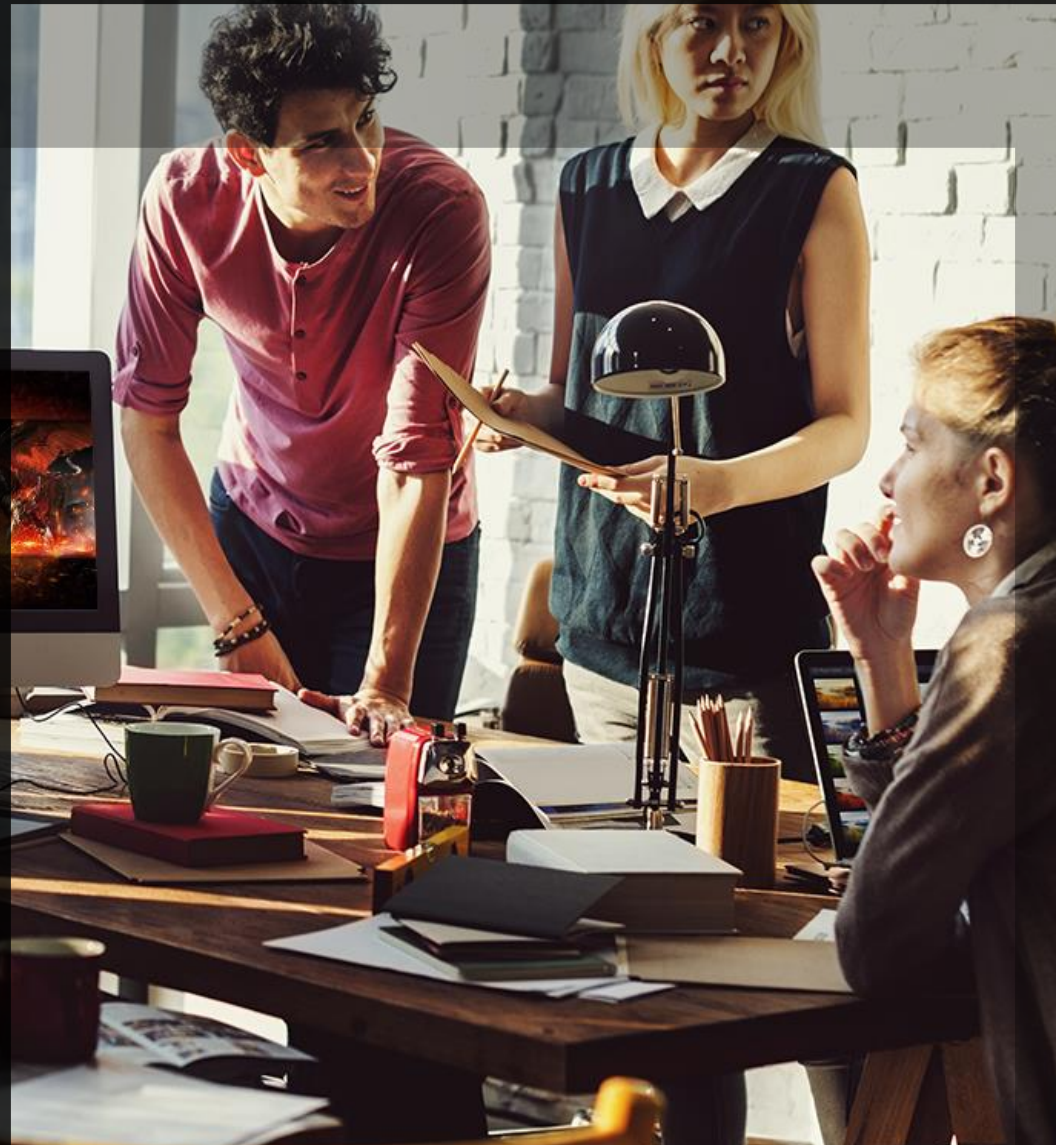
➤ TM (Translation Memory), TB (Term Base)

- Save costs on duplicates, only new text translated

➤ - Maintain overall consistency

➤ Native translation specialists

- In-house native speakers providing insight into local cultures and norms
- Terminology, consistency, grammar, and style verification



Localization

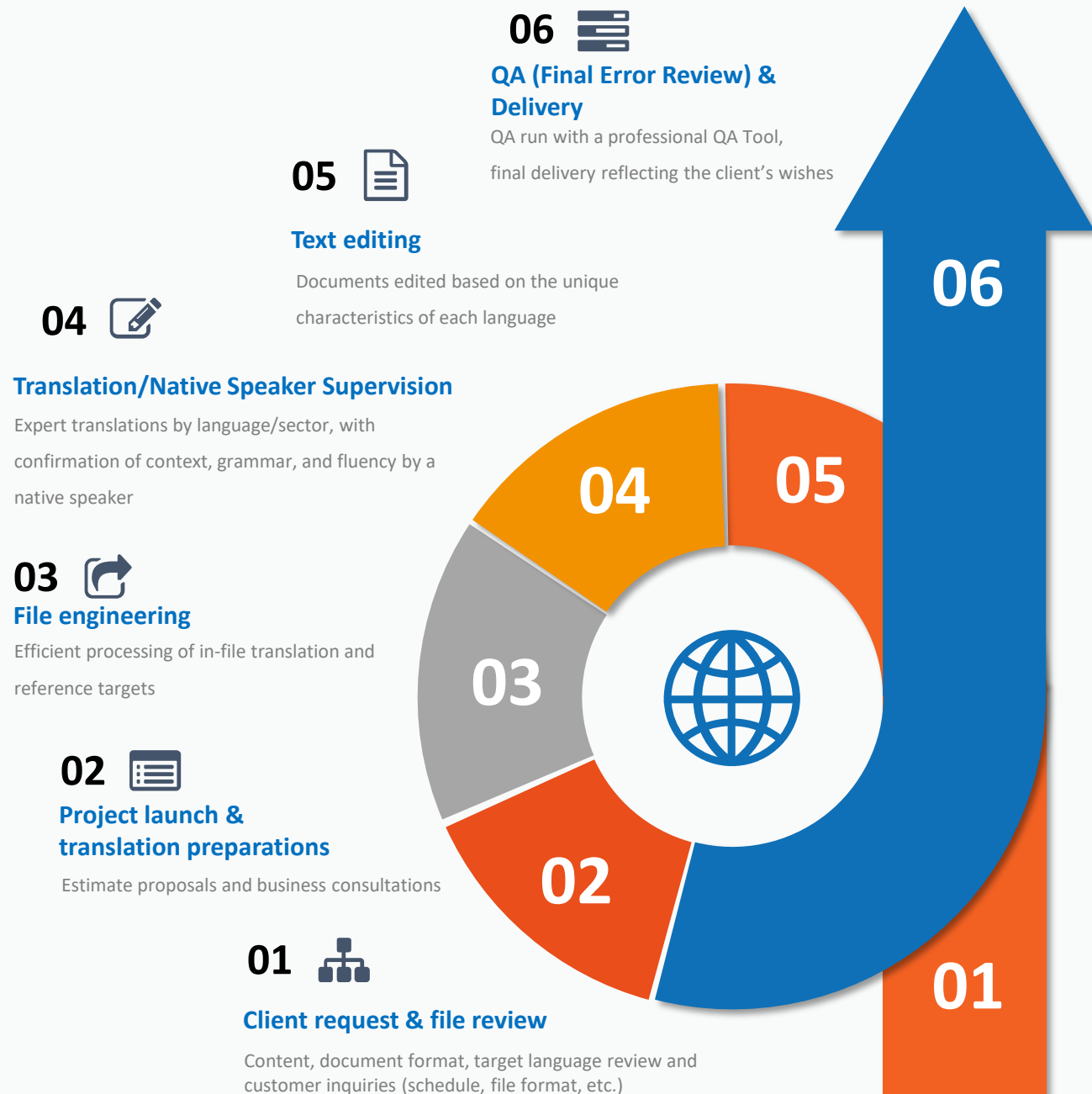
Localization Service

TEP (Translation, Editing, and Proofreading)

- Translation, editing, and proofreading services are provided by our dedicated team of both Korean and native foreign language linguists.
- Our custom-made team works on your project from start to finish with a quick flow of communication.

Translation File Engineering

- Our in-house technical team optimizes the translation work, allowing centralization of all project information, files, and translation history.
- With regards to updates, the system recognizes previous files, enabling focused translation of newly added text.



LQA Testing

Systematic translation process and powerful localization software

Linguistic QA

- Grammar, spelling, and punctuation errors
- Numbers, metrics, and currencies
- Inconsistent translations
- Language/cultural taboos



Cosmetic QA

- UI/UX, font, overlong string issues
- Platform compliance
- Misleading links or commands
- Inappropriate graphics placement

Rewriting QA

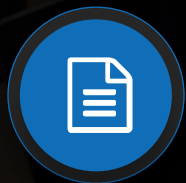
- Rewriting incorrect translation
- Detailed report on findings with suggested corrections



Client Commission
Review the game build



Test preparation
Tracker production
History research



Select lead tester



Build in-house
team of testers



Tester training



LQA Testing



Round testing
(Linguist involved)



Delivery of
final testing report

LQA Testing Final Result Report

QA Tracker

R5			R1	
Category_1	Category_2	PC	PS4	XBOX1
Main Missions	MM01 - Grand Washington Hotel	PASS	PASS	PASS
Main Missions	MM02 - Lincoln Memorial	PASS	PASS	PASS
Main Missions	MM03 - Jefferson Trade Center	PASS	PASS	PASS
Main Missions	MM04 - Bank Headquarters	PASS	PASS	NONE
Main Missions	MM05 - Cold War Bunker	FAILED	PASS	NONE
Main Missions	MM06 - DCD Headquarters	PASS	PASS	NONE
Main Missions	MM07 - American History Stockade	PASS	PASS	NONE
Main Missions	MM08 - Jefferson Plaza	PASS	PASS	NONE
Main Missions	MM09 - Air and Space Museum	PASS	PASS	NONE
Main Missions	MM10 - Space Administration HQ	PASS	PASS	NONE
Main Missions	MM11 - View Point Museum	FAILED	PASS	NONE
Main Missions	MM12 - District Union Arena	PASS	PASS	NONE
Main Missions	MM13 - Potomac Event Center	PASS	PASS	NONE
Main Missions	MM14 - Roosevelt Island	FAILED	PASS	NONE
Main Missions	MM15 - Capitol Building	PASS	PASS	NONE
Main Missions	MM17 - Arlington	FAILED	PASS	NONE
Invaded Missions	MM01 - Grand Washington Hotel	PASS	NONE	NONE
Invaded Missions	MM02 - Lincoln Memorial	PASS	NONE	NONE
Invaded Missions	MM03 - Jefferson Trade Center	FAILED	NONE	NONE
Invaded Missions	MM04 - Bank Headquarters	PASS	NONE	NONE
Invaded Missions	MM05 - Cold War Bunker	NONE	NONE	NONE
Invaded Missions	MM06 - DCD Headquarters	NONE	NONE	NONE
Invaded Missions	MM07 - American History Stockade	NONE	NONE	NONE
Invaded Missions	MM08 - Jefferson Plaza	NONE	NONE	NONE
Invaded Missions	MM09 - Air and Space Museum	NONE	NONE	NONE
Invaded Missions	MM10 - Space Administration HQ	NONE	NONE	NONE
Invaded Missions	MM11 - View Point Museum	NONE	NONE	NONE
Invaded Missions	MM12 - District Union Arena	NONE	NONE	NONE
Invaded Missions	MM13 - Potomac Event Center	NONE	NONE	NONE

Round Report

Linguistic Quality Assurance Testing

Round Report

Project

Sample Project

Tester

Total 2
(Lead 1, Tester 1)

Total Progress

100.0%

- Sample Issues 1
- Sample Issues 2
- Sample Issues 3

Error Identified100.0%

Checked & Passed0.0%

Unchecked0.0%

Not Required0.0%

Total103 Segments

Actual Working103 Segments

Type of Error

Preference59

Contextuality7

Inconsistency/Glossary/Spelling/Spacing35

Spelling/Spacing2

Missing Translation-

Hardcoded Text-

Variable-

Graphical Text-

TRC Issue-

Cut Off (Truncated)-

Overlapping/Overrunning-

Character Corruption-

Total103

Script Checked

Regression

Regression Status0.0%

Applied0.00%

Not Applied0.00%

Not Applicable0.00%

Pending0.00%

Test Data (Categorization / Corrections & Tester's comments / Screenshot)

code	CN 원문	기존 번역	수정내용	코멘트@@@	애러타입
lqat_str_000082	所需消耗:	필요 소모:	비용:	강화 비용을 말합니다.	Preference
lqat_str_000083	未开始	시작되지 않음	미진행	임무/도전과제같은 0/5를 시작되지 않음으로 나오게 해서 음이 따로 내려가 미진행으로 변경해 텍스트 압축	Preference
lqat_str_000084	等级[0]	등급: [0]	레벨: [0]	관련상 두장을 확인하면 여기서는 레벨로 나오지 않음. 누르면 등급으로 나와 일관성이 맞지 않습니다.	Inconsistency/Glossary/Style
lqat_str_000085	英雄不低于[0]级	영웅이 [0]레벨 이상이여야 합니다	영웅이 [0]레벨 이상이어야 합니다	요구사항에 다른 곳은 1명의 영웅 파견/독성 숙성 공격 영웅식으로 명사형으로 서술되어 있어 일관성에 맞춰 변경	Inconsistency/Glossary/Style
lqat_str_000086	拾得物品	아는 부활	획득 아이템 or 획득한 아이템 등록	이번 스테이지(퀘스트)에서 습득한 아이템의 목록을 가리킵니다	Preference
lqat_str_000091	复活	부활	부활	"포기"와 일관성 유지를 위해 원문대로 수정	Preference
lqat_str_000093	占领区域[0]/[1]	점령 지역[0]/[1]	지역 점령[0]/[1]	지역을 점령하는 퀘스트	Preference
lqat_str_000094	玩家资源	유저 리소스	유저 데이터	리소스는 맞지 않음	Preference
lqat_str_000095	等级提升到[0]级解锁	[0]레벨 도달 후 해제	[0]레벨 달성 후 해제	많은 곳에서 "달성"과 "도달"을 혼용 중입니다. "(숫자) 레벨 XX 시"의 경우는 달성으로 통일하는 것이 좋겠습니다.	Preference

[Latis] LQAT Round2 Bug Report Sample

No.	날짜	이슈 유형	중요도	이슈 내용	재현 스텝	기대 결과
1	2020-07-16	텍스트 이탈	상	퀘스트 설명 텍스트가 너무 길어 배경을 이탈함	1. 로비 2. 미션 3. 개인 압력 4. 텍스트 확인	텍스트가 해당 장을 벗어나지 않고 정상 표시됨
2	2020-07-16	텍스트 이탈	상	아이템 텍스트가 너무 길어 배경을 이탈함	1. 로비 2. 상점 - 거래소 3. 아레나 4. 텍스트 확인	텍스트가 해당 장을 벗어나지 않고 정상 표시됨
3	2020-07-16	텍스트 잘림	상	보스전 설명 텍스트가 너무 길어 잘림(발생)	1. 로비 2. 미션 3. 개인 압력 4. 텍스트 확인	텍스트가 정상 출력됨
4	2020-07-17	텍스트 이탈	중	아이템 설명 텍스트가 너무 길어서 이탈함	1. 로비 2. 가방 3. 장비 - 재현 4. 텍스트 확인	텍스트가 해당 장을 벗어나지 않고 정상 표시됨
5	2020-07-17	텍스트 잘림	중	아이템 설명 텍스트가 너무 길어서 잘림	1. 로비 2. 가방 3. 소모품 - 사용 4. 다수의 아이템에서 문제 발생 5. 텍스트 확인	텍스트가 정상 출력됨

Mobile Game Reference



Modoo Marble
Netmarble
KO to 3 Languages



NBA LIVE Mobile
EA
EN to KO



FreeStyle Baseball 2
Daerisoft
KO to 10 Languages



Laplace M
Zilong Game Limited
CS to KO



Abyssrium Pole
Flero games Co., Ltd.
KO to 10 Languages



The Furious Yama
XD Global Limited
CS to KO



Lineage 2: Revolution
Netmarble
KO to JP



Ultimate Tennis
9M Interactive
KO to 5 Languages



Hello Hero
FINCON
KO to 10 Languages



Blade
4:33
KO to 3 Languages



Arknights
YoStar
JP to KO



Hundred Soul
Hound 13
KO to EN



Mu Origin
WEBZEN
CS to KO



Onmyoji
Kakao games
CS to KO



Blade 2
Kakao games
KO to EN



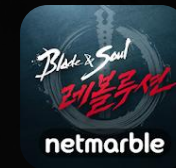
ASTROKINGS
AN games
KO to 4 Languages



Homerun Clash
Haegin Co., Ltd
KO to 4 Languages



Grand Chase
XD Global Limited
KO to TW



Blade & Soul
Netmarble
KO to JP



Console/PC Game Reference



Call of Duty :
Modern warfare
Activision
EN to KO



Call of Duty :
WWII
Activision
EN to KO



Call of Duty :
Infinite Warfare
Activision
EN to KO



World of Warcraft: Legion
Blizzard Entertainment
EN to KO



Madden NFL
EA Korea
EN to KO



Mobius Final Fantasy
Square Enix
JP to KO



Far Cry 4
UBisoft
EN to KO



Mario+Rabbids,
Kingdom Battle
UBisoft
EN to KO



Starcraft II: Wings of Liberty
Blizzard Entertainment
EN to KO



FIFA Online
EA Korea
EN to KO



Assassin's Creed: Rogue
UBisoft
EN to KO



Assassin's Creed:
Black Flag
UBisoft
EN to KO



LQA Testing Reference (PC/Console/Mobile)



World of WarCraft:
Battle for Azeroth
Ubisoft
EN to KO



Call of Duty :
WWII
Activision
EN to KO



Raziel
Zilong Game Limited
CS to KO



Sword Art Online:
Memory Defrag
Bandai Namco Ent.
JP to KO



Watch Dogs2
Ubisoft
EN to KO



Far Cry 4
Ubisoft
EN to KO



Laplace M
Zilong Game Limited
CS to KO



Tom Clancy's
Division
Ubisoft
EN to KO



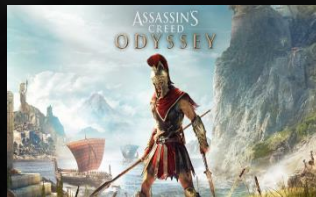
Final Fantasy
XIV
Square Enix
JP to KO



Illusion Connect
ChangYou
CS to KO



Assassin's
Creed Origins
Ubisoft
EN to KO



Assassin's
Creed Odyssey
Ubisoft
EN to KO



Goddess of
Genesis
Zilong Game Limited
CS to KO



Game Sound

Game Sound

Sound Project

Our audio project managers, artistic directors and sound engineers with over 10 years of experience will help find the perfect voice for your game's characters.



Talent Casting

A large network of professional voice actors adapted to your needs.
Elite voice over service with native English, Chinese, and Japanese actors.
Ability to provide consistency with efficient voice actor management.



BGM, Sound Effect Service

The highest quality on all projects that require game music and sound design such as sound effect, BGM, and OST



Sound library

A vast sound library with more than 20,000 sound effects
Audio Studio - Seoul (Gangnam & Hapjeong) & Manila

Project Analysis

Analysis of the game's concept, text, its characters. Draw up estimated work time with pricing.



Pre-recording

Understanding characters and the context of their lines. Confirm voice talents.



Recording/Editing

Recording under audio engineer's direction. Mixing & mastering.



Audio QA

Target level, audio length, file format observance. Includes AQA reports.

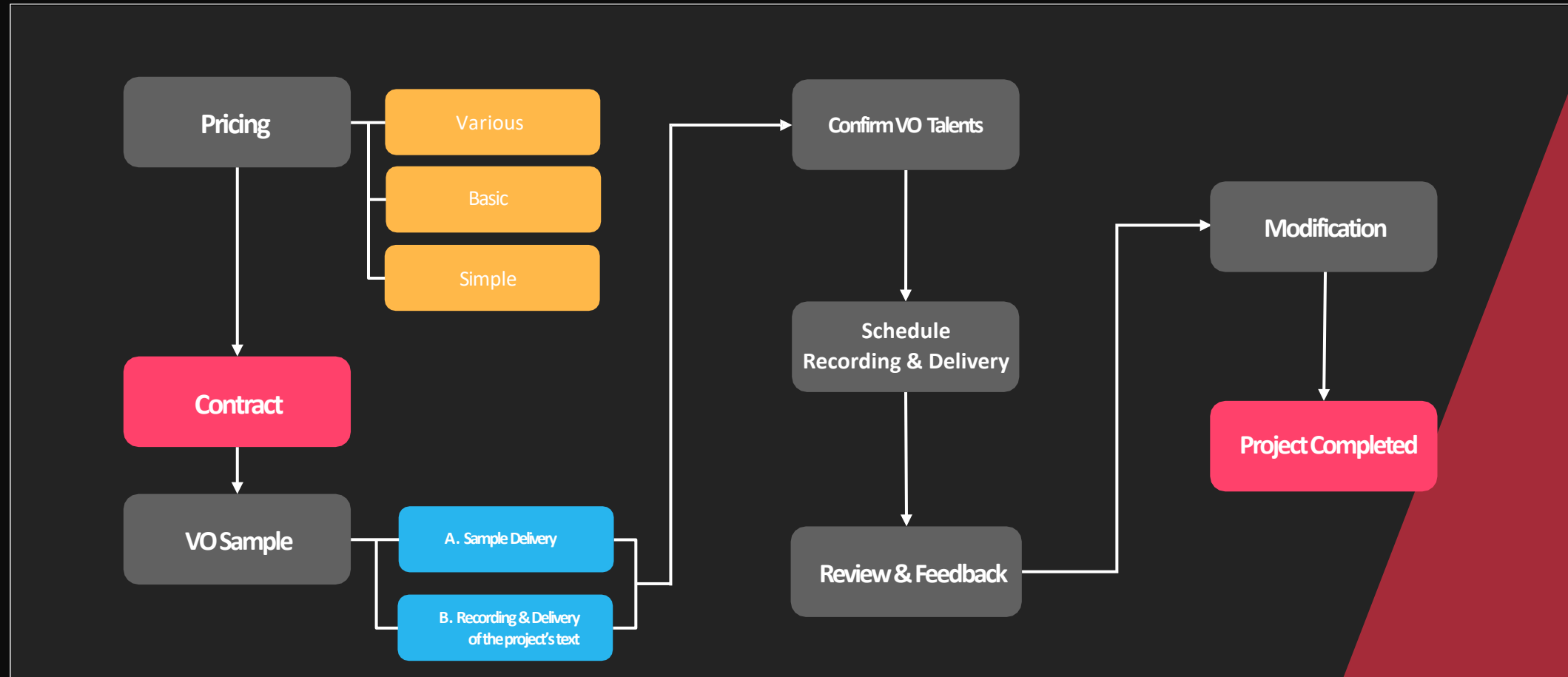


Project finish

Making modifications according to client feedback. Complete file delivery.



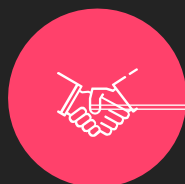
Game Sound Process Flow



AQA Testing

Audio QA report through standard analyzer

Audio quality and its consistency is guaranteed.



Request



Setting audio checklist
& file format



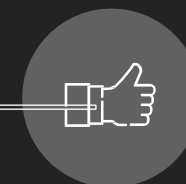
Consistency check between file
names, lines, audio



QA Checklist Reporting



Audio spec Analyse &
Reporting
(Technical Audio Engineer)



Complete File delivery
with Final Report

Modification regarding articulation

Audio-text consistency check

Re-recording suggestion report in case
of misreading



Linguistic Aspect

Leveling Aspect



Consistent leveling over all audio files

Target level suggestion with leveling
solution

Loudness, True Peak Reports

Reviewing audio interval, overlap

Reviewing audio in and out consistency

Reviewing signal dropout by cutting



Editing Aspect



Target SNR observance

Average SNR Report for all audio files

Noise Report for each of audio files

De-noising by RX

Game Sound

We provide multiple VO samples for you to choose from.

We find the most suitable candidates among our VO talents DB through thorough analysis of the game's genre and characters.

RPG

Role Playing Game

Directing Skill

캐릭터의 행동, 플레쉬, 스킵, 무기 등을 고려
배역, 사명, 성격, 스타일의 주선 사용
성화 적용, 등장 표현 등 추가 인텔리전스

Effecting

- 기가 캐릭터 (Pitch, Amp, Flanger 등)
- 몬스터, 보스 캐릭터 (Pitch, Distortion 등)
- 및, 물속성 캐릭터 (Reverb, Delay, Reverb 등)
- 불 속성 캐릭터 관련 Ambient Sound Sample 효과 전달



연애 시뮬레이션

Love simulation

Directing Skill & Promotion

추천 성우 샘플 2-3인 제공 (참여작 리스트 포함)
캐릭터 성격도와 히스토리를 고려
자연스러운 연기를 위한 Variation 내사 제안
게임 SNS 채널 및 Fandom을 보유한 성우 추천
추가 홍보물 (사진, 인터뷰, 게임 소개 등) 제작
성우 마케팅 중의 선택이 필요한 가는



History SLG

Romance of the Three Kingdoms

Directing Skill

외교 게임과 서지관, 시터적 배려 전달 분석
다양한 나라, 성격 부정을 위한 적극적인 디렉팅
영웅 반쪽 대사는 캐릭터 인상을 최대한 부각
승리/패배 등 전서 상황에 따른 UI 상의 샘플 제공
특도로 일, 가도, 스토리 내레이션 성우 샘플 제공



RPG(Role Playing Game)

Character image	Sex	Age	Personality	Casting/Promote Direction	Recommended voice 1	Recommended voice 2	Recommended voice 3
			악마 (Devil) 악마의 본성, 플레쉬, 스킵, 무기 등을 고려 배역, 사명, 성격, 스타일의 주선 사용 성화 적용, 등장 표현 등 추가 인텔리전스	악마의 본성, 플레쉬, 스킵, 무기 등을 고려 배역, 사명, 성격, 스타일의 주선 사용 성화 적용, 등장 표현 등 추가 인텔리전스			
			악마 (Devil) 악마의 본성, 플레쉬, 스킵, 무기 등을 고려 배역, 사명, 성격, 스타일의 주선 사용 성화 적용, 등장 표현 등 추가 인텔리전스	악마의 본성, 플레쉬, 스킵, 무기 등을 고려 배역, 사명, 성격, 스타일의 주선 사용 성화 적용, 등장 표현 등 추가 인텔리전스			
			악마 (Devil) 악마의 본성, 플레쉬, 스킵, 무기 등을 고려 배역, 사명, 성격, 스타일의 주선 사용 성화 적용, 등장 표현 등 추가 인텔리전스	악마의 본성, 플레쉬, 스킵, 무기 등을 고려 배역, 사명, 성격, 스타일의 주선 사용 성화 적용, 등장 표현 등 추가 인텔리전스			

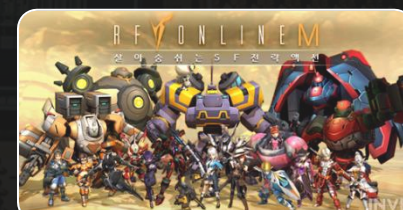
30

남성향게임(Love simulation for male)

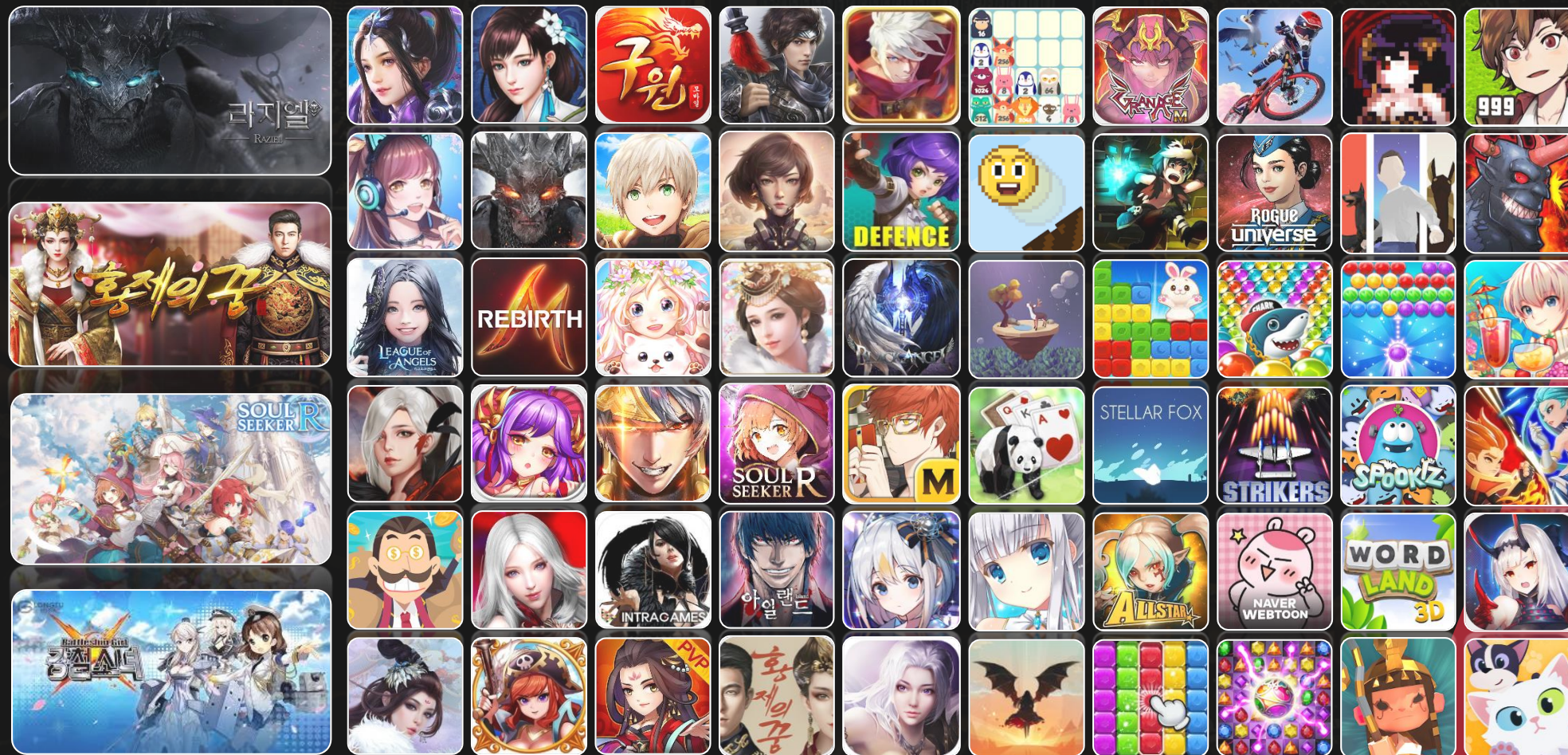
Character image	Sex	Age	Personality	Casting/Promote Direction	Recommended voice 1	Recommended voice 2	Recommended voice 3
	Female	26	악마 (Devil) 악마의 본성, 플레쉬, 스킵, 무기 등을 고려 배역, 사명, 성격, 스타일의 주선 사용 성화 적용, 등장 표현 등 추가 인텔리전스	악마의 본성, 플레쉬, 스킵, 무기 등을 고려 배역, 사명, 성격, 스타일의 주선 사용 성화 적용, 등장 표현 등 추가 인텔리전스			
	Female	23	악마 (Devil) 악마의 본성, 플레쉬, 스킵, 무기 등을 고려 배역, 사명, 성격, 스타일의 주선 사용 성화 적용, 등장 표현 등 추가 인텔리전스	악마의 본성, 플레쉬, 스킵, 무기 등을 고려 배역, 사명, 성격, 스타일의 주선 사용 성화 적용, 등장 표현 등 추가 인텔리전스			
	Female	19	악마 (Devil) 악마의 본성, 플레쉬, 스킵, 무기 등을 고려 배역, 사명, 성격, 스타일의 주선 사용 성화 적용, 등장 표현 등 추가 인텔리전스	악마의 본성, 플레쉬, 스킵, 무기 등을 고려 배역, 사명, 성격, 스타일의 주선 사용 성화 적용, 등장 표현 등 추가 인텔리전스			

34

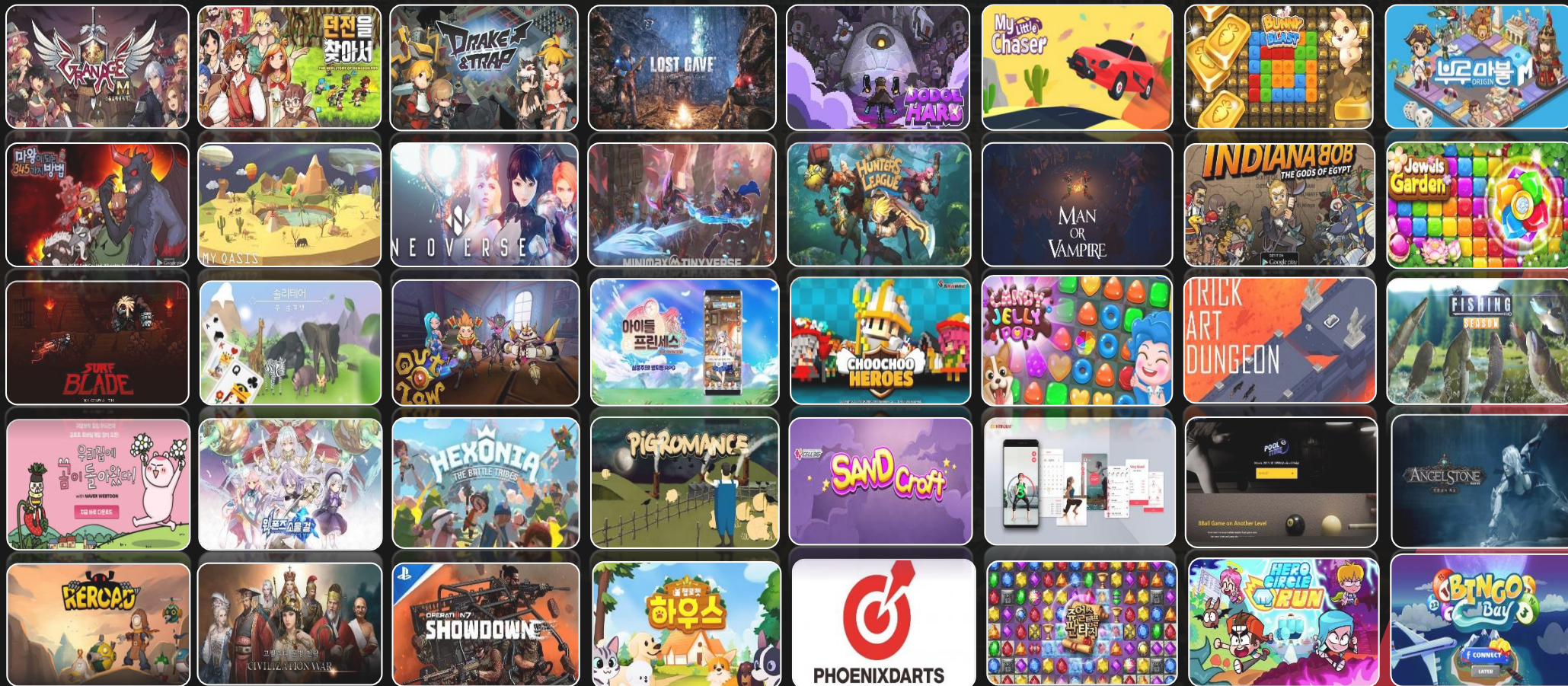
Game Sound Reference



Game Sound Reference



Game Sound Reference





QA Overview

LATIS GLOBAL QA Service IDENTITY



01

Professional QA Players

Our employees have at least 10 or more years of experience.

02

Accurate diagnosis and improvement suggestions

Accurate analysis of defects which leads to correct solutions.

03

Customizable QA Project

Offering optimized flexibility for the project at hand.

QA Service



Functional Testing

- ✓ Perform essential tests such as accessibility, game features, networks, payments, etc., to determine marketability.
- ✓ Real-time issue reporting and feedback using a Bug Tracking System (BTS).
- ✓ Heuristic approach via submission of reports and compilations at the end of the test.



Compatibility Testing

- ✓ Perform compatibility tests using actual mobile test devices, including globally used devices.
- ✓ Currently owned test devices (154): 121 Android devices & 33 iOS devices (130 mobile phones & 24 tablets).



Network QA

- ✓ Create a network environment with a simulator to measure impact
- ✓ Building a network environment to simulate a particular country
- ✓ Basic network environment verification



Public Users and Expert Focus Group Testing (FGT)

- ✓ Conducting large-scale user testing/FGT with specialized QA personnel.
- ✓ Determining suitability for overseas markets based on usability, accessibility and convenience.
- ✓ Gathering information from local users on game difficulty and other feedback.





Functionality QA

- Validation of game functionality
- Bug registration and management
- Hunting crash and critical vulnerabilities
- Test case design and completion distribution
- Select major functionality test
- Verification tests and regressions



Compatibility QA

- Accessibility tests through different devices and OS
- Compatibility check by device and manufacturer (over 150 devices)
- Secured the most popular devices used in North America, China, and Japan
- Software verification by OS



Market Review QA

- Validation of launch market review policy
- Summary of rejection criteria by market (iOS, AOS)
- Securing the launch market SDK
- Other region's specific guidelines



Balance QA

- Early game accessibility
- Game growth balance
- Mutual balance (consumption time, economic balance, difficulty, etc.)
- Collect/Analyze opinions in expert FGT format



Play Testing

- Contents testing
- Play Pattern Analysis
- Analysis of major issues and fun factors
- Gaming evaluation (positive/negative factors)
- Improvement proposals



Security QA

- Memory manipulation tool detection
- Payment abuse tool detection
- Memory vulnerability verification test
- Packet vulnerability verification test
- Server and file vulnerabilities test



Featured QA

- Verification based on featured criteria
- Requirements to pass market inspection
- Compatibility QA required by target market



Performance QA

- Hardware performance test
 - Usage: CPU / RAM / Battery usage measurement
 - Overload: FPS / Heat generation measurement
- Additional tests for extended playtime
- Targeted tests
 - Test by OS and build version
 - Test specific product line
- Full Test using most popular devices
- Based on single OS /build / device quantity



Web Performance QA

- Web performance tests
 - > Performance measurement
 - > Comparison reference
- Stress tests
 - > Tool test
 - > LoadRunner test
 - > Scenario test



Network QA

- Create a network environment with a simulator to measure impact
- Building a network environment to simulate a particular country
- Basic network environment verification
- Handling hazardous environment networks
- Network connection and switching test



Maintenance QA

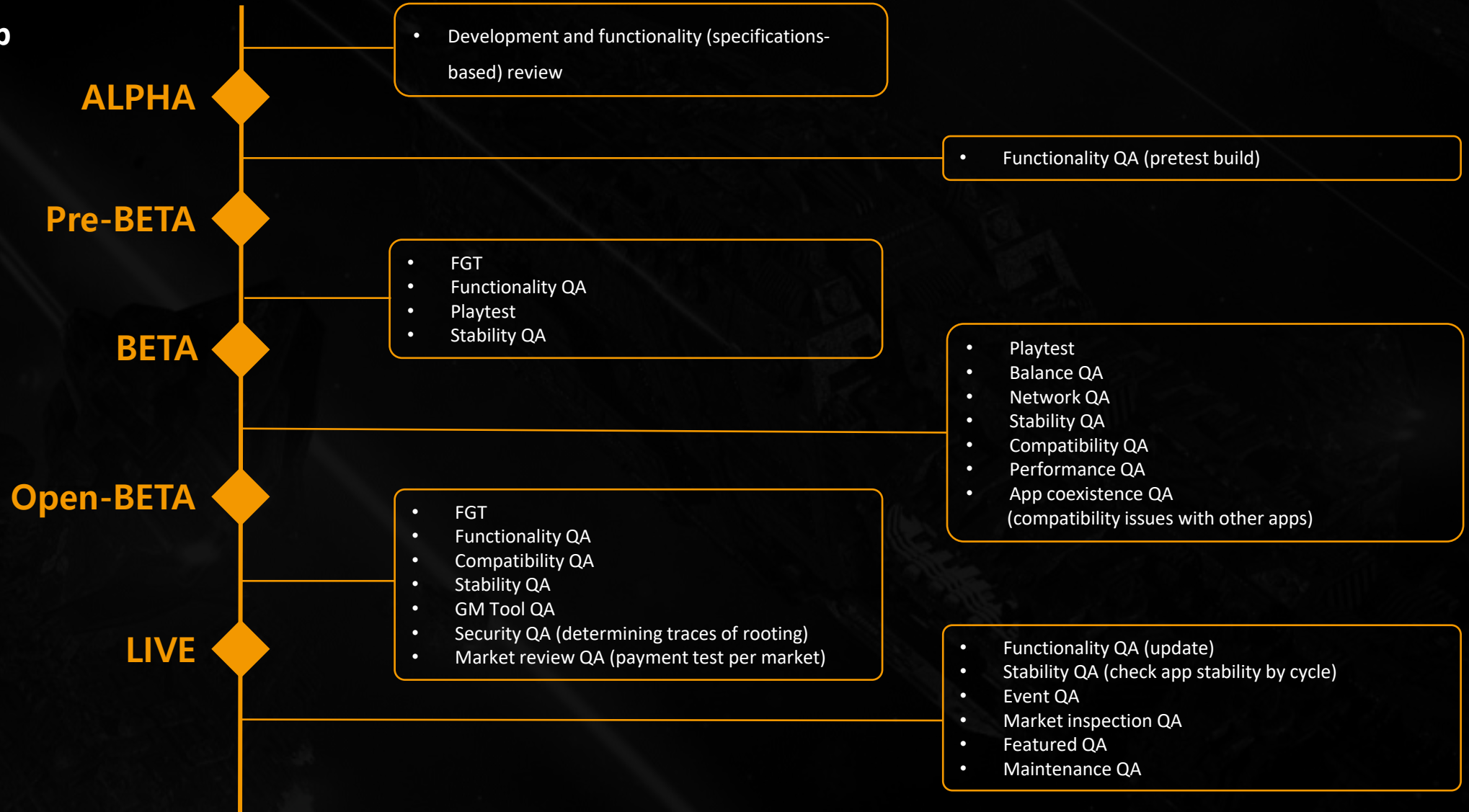
- Update review
- Update QA
- Live update / maintenance QA
- Post-maintenance monitoring



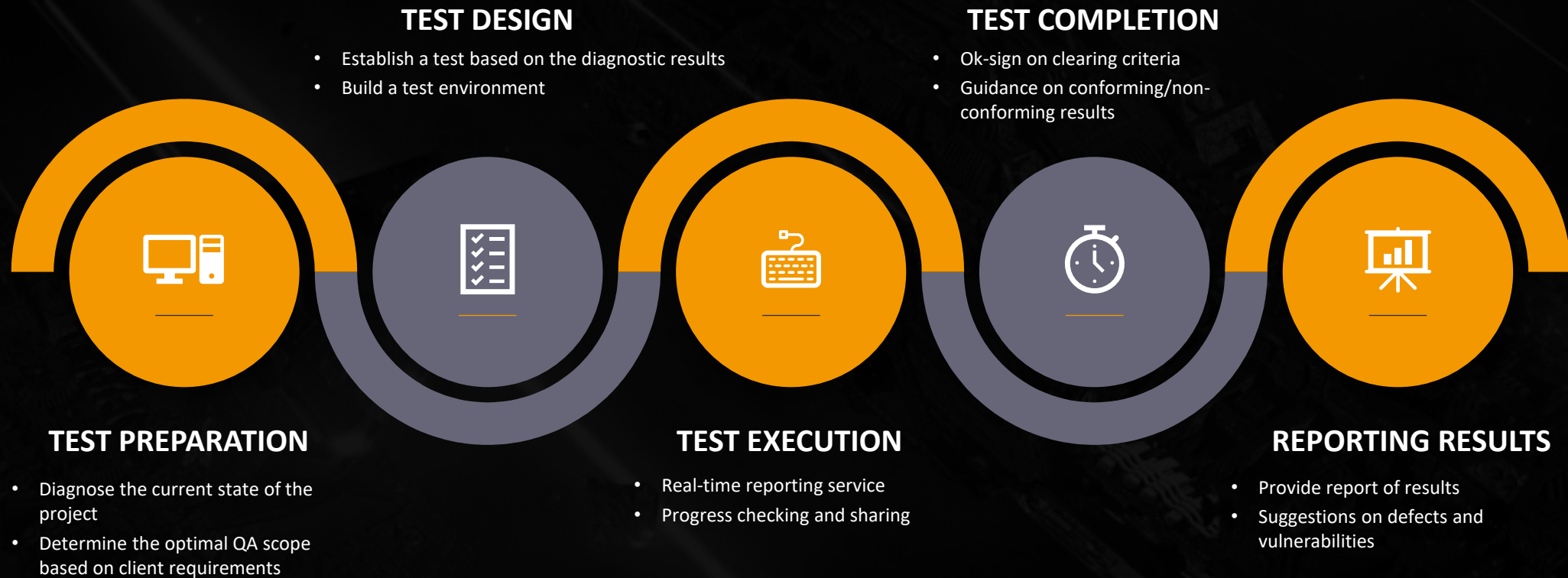
User Tests (FGT)

- Large-scale user testing
- FGT via professional QA personnel
- Local user feedback suggestions on game difficulty, etc.
- Suitability based on usability, accessibility and convenience

QA Step-By-Step



QA Process



QA Final Result Reports

Test case Report



Compatibility QA Report

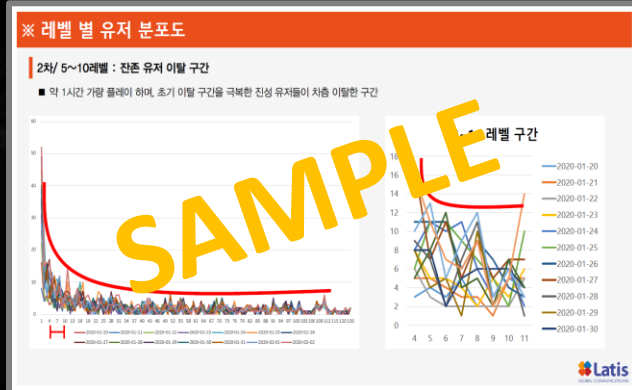
기종명	Android		iOS		결과
	Pass	Fail	Pass	Fail	
프로젝트	Pass	0	Pass	0	Critical
빌드	Fail	0	Fail	0	Major
수정사항	None	0	None	0	Minor
테스트 결과	Pass	0	Pass	0	Trivial
Total	25	0	25	0	Total

ID	대분류	소분류	사건번호	제출자	Android	iOS
1	대분류	소분류	Android	412	가장 먼저 App 실행 시점	가장 먼저
2	대분류	소분류	iOS	7x	가장 먼저 App 실행 시점	가장 먼저
3	대분류	소분류	Android	12x	가장 먼저 App 실행 시점	가장 먼저
4	대분류	소분류	iOS	12x	가장 먼저 App 실행 시점	가장 먼저
5	대분류	소분류	Android	12x	가장 먼저 App 실행 시점	가장 먼저
6	대분류	소분류	iOS	12x	가장 먼저 App 실행 시점	가장 먼저
7	대분류	소분류	Android	12x	가장 먼저 App 실행 시점	가장 먼저
8	대분류	소분류	iOS	12x	가장 먼저 App 실행 시점	가장 먼저
9	대분류	소분류	Android	12x	가장 먼저 App 실행 시점	가장 먼저
10	대분류	소분류	iOS	12x	가장 먼저 App 실행 시점	가장 먼저
11	대분류	소분류	Android	12x	가장 먼저 App 실행 시점	가장 먼저
12	대분류	소분류	iOS	12x	가장 먼저 App 실행 시점	가장 먼저
13	대분류	소분류	Android	12x	가장 먼저 App 실행 시점	가장 먼저
14	대분류	소분류	iOS	12x	가장 먼저 App 실행 시점	가장 먼저
15	대분류	소분류	Android	12x	가장 먼저 App 실행 시점	가장 먼저
16	대분류	소분류	iOS	12x	가장 먼저 App 실행 시점	가장 먼저
17	대분류	소분류	Android	12x	가장 먼저 App 실행 시점	가장 먼저
18	대분류	소분류	iOS	12x	가장 먼저 App 실행 시점	가장 먼저
19	대분류	소분류	Android	12x	가장 먼저 App 실행 시점	가장 먼저
20	대분류	소분류	iOS	12x	가장 먼저 App 실행 시점	가장 먼저
21	대분류	소분류	Android	12x	가장 먼저 App 실행 시점	가장 먼저
22	대분류	소분류	iOS	12x	가장 먼저 App 실행 시점	가장 먼저

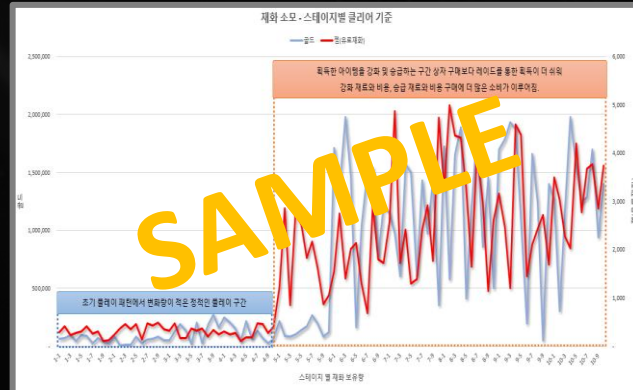
Performance QA Report

대시보드	프로세서	CPU	FPS	MEMORY	TEMPERATURE	BATTERY	Latis	기간	2019-12-17	2019-12-30	90days
AQUOS R	1회차	33.2	36.5	38.7	40.0	37.2	40.2	40.8	40.7	41.0	39.1
AQUOS R2	2회차	31.0	40.7	35.0	42.5	38.0	43.6	38.0	44.7	40.0	45.8
AQUOS SENSE	3회차	34.5	35.6	37.8	38.0	38.3	40.5	38.5	41.0	39.5	42.7
ARROWS TAB F-04H	4회차	32.9	27.5	33.5	29.6	34.0	31.0	35.0	31.7	35.0	32.2
BLACK SHARK 2	5회차	30.0	33.2	30.6	34.0	31.5	34.0	32.1	34.0	31.0	35.1
BLACK SHARK 2	6회차	30.5	30.2	28.7	33.5	30.6	33.2	30.7	31.0	30.9	34.5
BLACK SHARK 2	7회차	37.3	36.0	40.7	38.0	41.4	39.7	38.7	40.7	41.1	40.2
Galaxy A10	8회차	29.0	29.2	30.3	33.0	32.4	33.4	33.0	33.0	33.0	33.0
Galaxy A20 (WiFi4)	9회차	29.3	29.7	31.8	33.7	33.0	33.0	33.0	33.0	33.0	33.0
Galaxy A30	10회차	31.9	27.3	32.0	31.8	32.0	33.3	32.8	31.7	31.8	28.2
Galaxy A5	11회차	29.0	23.3	33.5	31.0	31.5	31.5	32.9	31.0	35.0	32.8
Galaxy A50	12회차	25.1	31.1	31.4	31.0	31.0	31.7	33.8	32.2	33.6	31.5
Galaxy A6	13회차	32.7	33.3	33.0	33.0	33.0	33.0	33.0	33.0	33.0	33.0
Galaxy A7	14회차	34.4	37.0	37.0	37.0	37.0	37.0	37.0	37.0	37.0	37.0
Galaxy A8	15회차	35.0	35.0	35.0	35.0	35.0	35.0	35.0	35.0	35.0	35.0
Galaxy A8(2016)	16회차	32.7	36.5	34.5	37.6	37.7	37.5	37.3	37.6	37.9	38.0
Galaxy A8(2017)	17회차	31.3	34.7	34.6	36.7	34.3	37.2	35.5	37.1	36.5	37.2
Galaxy A9	18회차	30.7	35.5	34.7	38.0	37.0	41.4	38.0	38.5	34.3	38.6
Galaxy A9 Pro	19회차	30.4	31.3	31.1	32.4	32.2	32.2	30.1	32.0	31.3	31.6
Galaxy A9(2016)	20회차	30.9	33.0	31.7	34.2	31.4	32.5	31.7	32.1	32.6	31.7
Galaxy A9	21회차	36.6	29.0	27.0	21.9	25.0	25.0	27.5	24.3	27.9	27.6
Galaxy S5	22회차	27.1	21.9	30.6	26.5	33.3	29.8	33.2	31.4	33.2	32.6
Galaxy S7	23회차	25.4	31.3	28.1	30.9	30.1	31.8	30.6	30.5	30.6	32.7
Galaxy S8	24회차	28.0	32.1	30.1	33.1	31.7	33.3	32.6	34.0	33.7	33.6

Playtest Report



Balance QA Report



Network QA Report

측정 범위	1. 정상 네트워크	2. 네트워크 단절 처리 (타일아웃 처리)	3. 네트워크 전환 처리 (LTE, 5G)
결과 정리	정상 네트워크	네트워크 단절 처리	네트워크 전환 처리
AOS	Pass 42 100.0%	Pass 0 0.0%	Pass 0 0.0%
Fail	0 0.0%	Fail 0 0.0%	Fail 0 0.0%
N/A	0 0.0%	N/A 42 100.0%	N/A 0 0.0%
No Run	0 0.0%	No Run 0 0.0%	No Run 0 0.0%
Coverage	100.0%	0.0%	0.0%
AOS	Pass 36 85.7%	Pass 0 0.0%	Pass 0 0.0%
Fail	6 14.3%	Fail 0 0.0%	Fail 0 0.0%
N/A	0 0.0%	N/A 42 100.0%	N/A 0 0.0%
No Run	0 0.0%	No Run 0 0.0%	No Run 0 0.0%
Coverage	100.0%	0.0%	0.0%
AOS	Pass 14 100.0%	Pass 0 0.0%	Pass 0 0.0%
Fail	0 0.0%	Fail 0 0.0%	Fail 0 0.0%
N/A	0 0.0%	N/A 21 100.0%	N/A 0 0.0%
No Run	0 0.0%	No Run 0 0.0%	No Run 0 0.0%
Coverage	100.0%	0.0%	0.0%
AOS	Pass 14 100.0%	Pass 0 0.0%	Pass 0 0.0%
Fail	0 0.0%	Fail 0 0.0%	Fail 0 0.0%
N/A	0 0.0%	N/A 21 100.0%	N/A 0 0.0%
No Run	0 0.0%	No Run 0 0.0%	No Run 0 0.0%
Coverage	100.0%	0.0%	0.0%

QA Project References



Large-scale FGT



Functionality QA

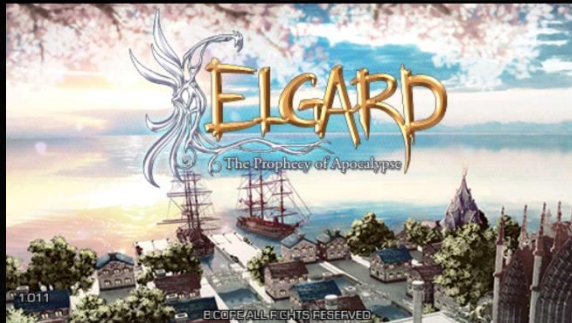


Performance & Device Compatibility QA / FGT



Maintenance QA

QA Project References





Player Support (CM / CS)

Latis Global is not just a player support agency,
we're **partners in the game developer's success.**

Value of Game Player Support

- Provide personalized operation services via **customization**
- **Prompt** and **accurate responses** to inquiries
- Deploying **native-speaking manpower** to target markets
- Improving the expertise of operating personnel through a **systematic internal training system**

There are various customer channels such as e-mails, customer communities, and homepages.

Due to the time differences with overseas customers, it's hard to respond outside of business hours.

It's hard to establish an internal native CS team.



(Interview with developers)

Community Management(CM)



Official Community Management

- Communicate with and respect the community
- Community event management
- Operation and information management
- Reply to posts and comments
- Provide community feedback reports



Social Media Channels

- Managing SMP such as Naver Cafe, Facebook, Discord, Reddit, and Moot
- Create banner and notice designs
- Content planning and production (guides, FAQs, etc.)



Global User Management

- Managing native-speaking personnel in the service area
- Planning and producing content tailored to local users
- Game guide response
- Responding to 1-on-1 consultation requests from overseas users

Player Support(CS)



Integrated Channel Management (response to one-on-one inquiries)

- Customer Email / Market Review / Response to forums / in-game announcements
- Support foreign cooperation (official document processing)
- Quick response, such as game inquiries / payment inquiries / recovery inquiries / game mechanics, etc.
- Flexible staffing for sudden issues



Professional Global CS Manager

- Respond via native speaking CS managers in the country of service
- Maximize overseas retention rate by accurately determining and processing users' tickets



24/7 Global Monitoring Service

- Provide monitoring of community advertisements, slander, abusive language, etc. (Adjustable to country-specific operating hours.)
- Identify Bugs & VOCs



Specialized Call Center Operation

- Respond to and handle complaints via professional personnel with more than 10 years of experience
- Report on the number of incoming cases and unusual issues

Detailed Task Scope



CS Scope of Work

- Response to 1-on-1 inquiries (game inquiries, payment inquiries, event inquiries, mechanics, etc.)
- Market review response
- Provide CS report once a week, 4 times a month (feedback, needs analysis & trends, bugs, etc.)
- F&Q Creation and Translation
- Response script management
- Support foreign cooperation (official document processing)
- Provide monitoring



CM Scope of Work

- Official community site and channel management
- Plan and propose official channel events (once a week, four times a month)
- Respond to defective posts/comments (delete or manage)
- Reply to community posts
- Provide trend reports (once a week, four times a month)
- Content production (Game Guide, Game Tips, FAQ)
- Conducting and managing community events



Team Leader's Scope of Work

- Manpower training management
- Flexible staffing in case of sudden issues
- Systematic quality control
- Regular QC evaluation once a month
- Client projects management
- Main communication channel management

Player Support Process



Player Support Reports

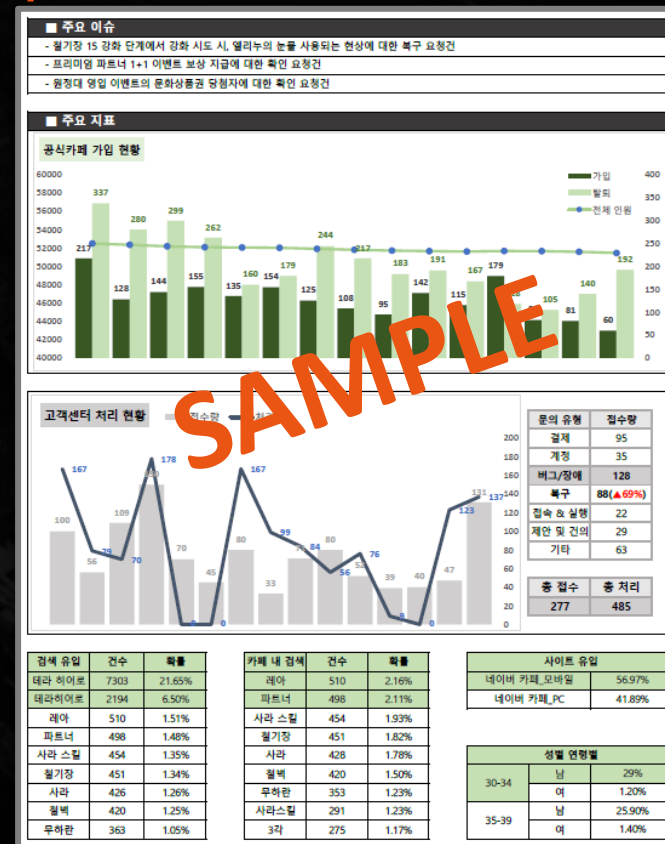
Weekly Report



CS Report

[illegible]

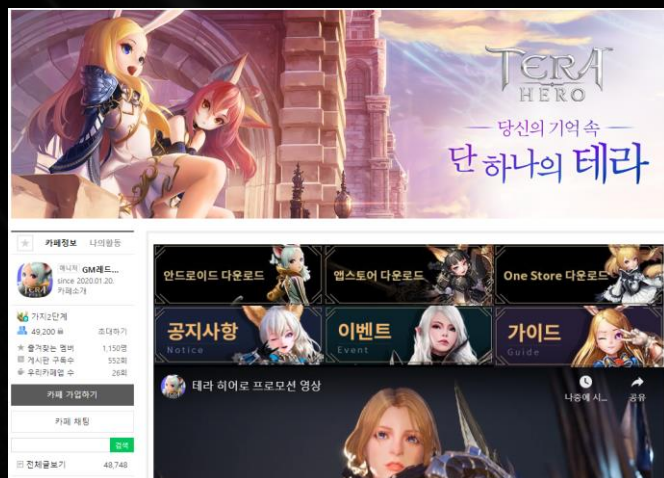
Daily Report



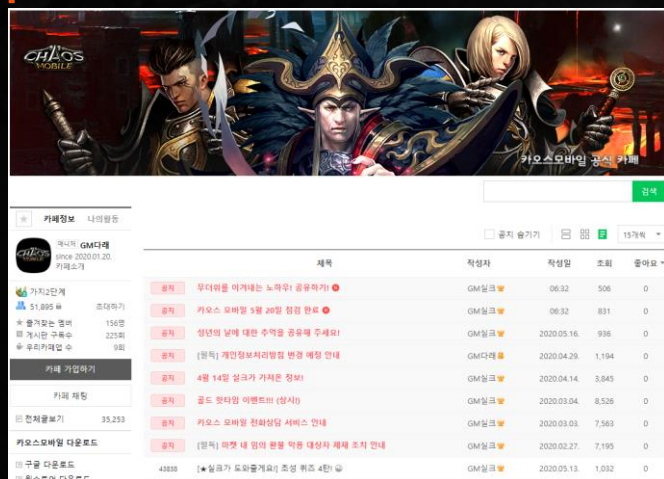
Player Support

Community Management Project References

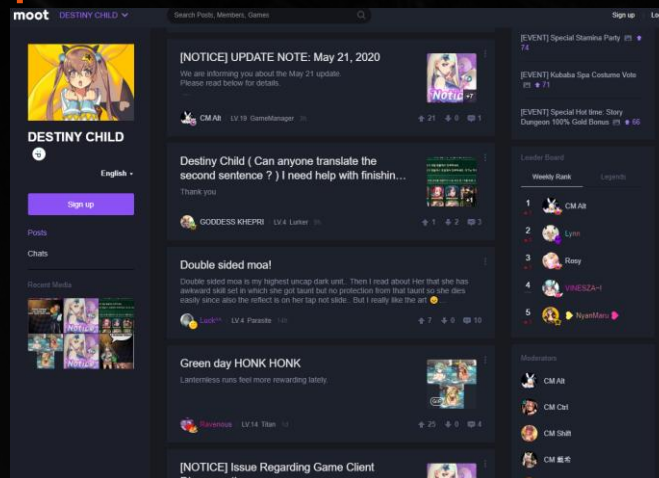
REDSAHARA



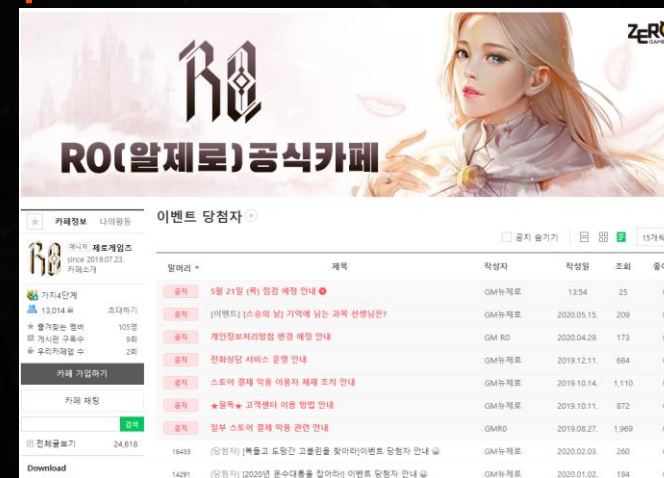
XNGames



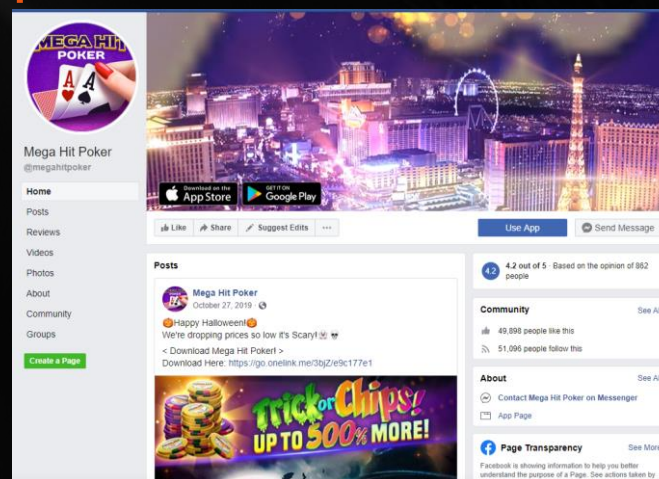
SHIFTUP



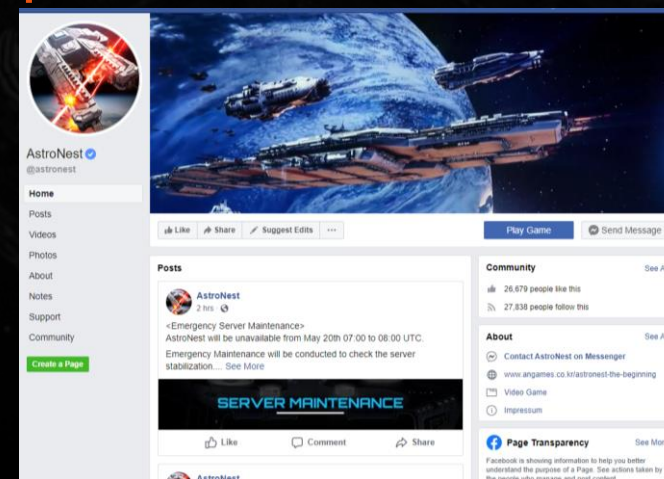
Zero Games



WONDER PEOPLE



AN Games



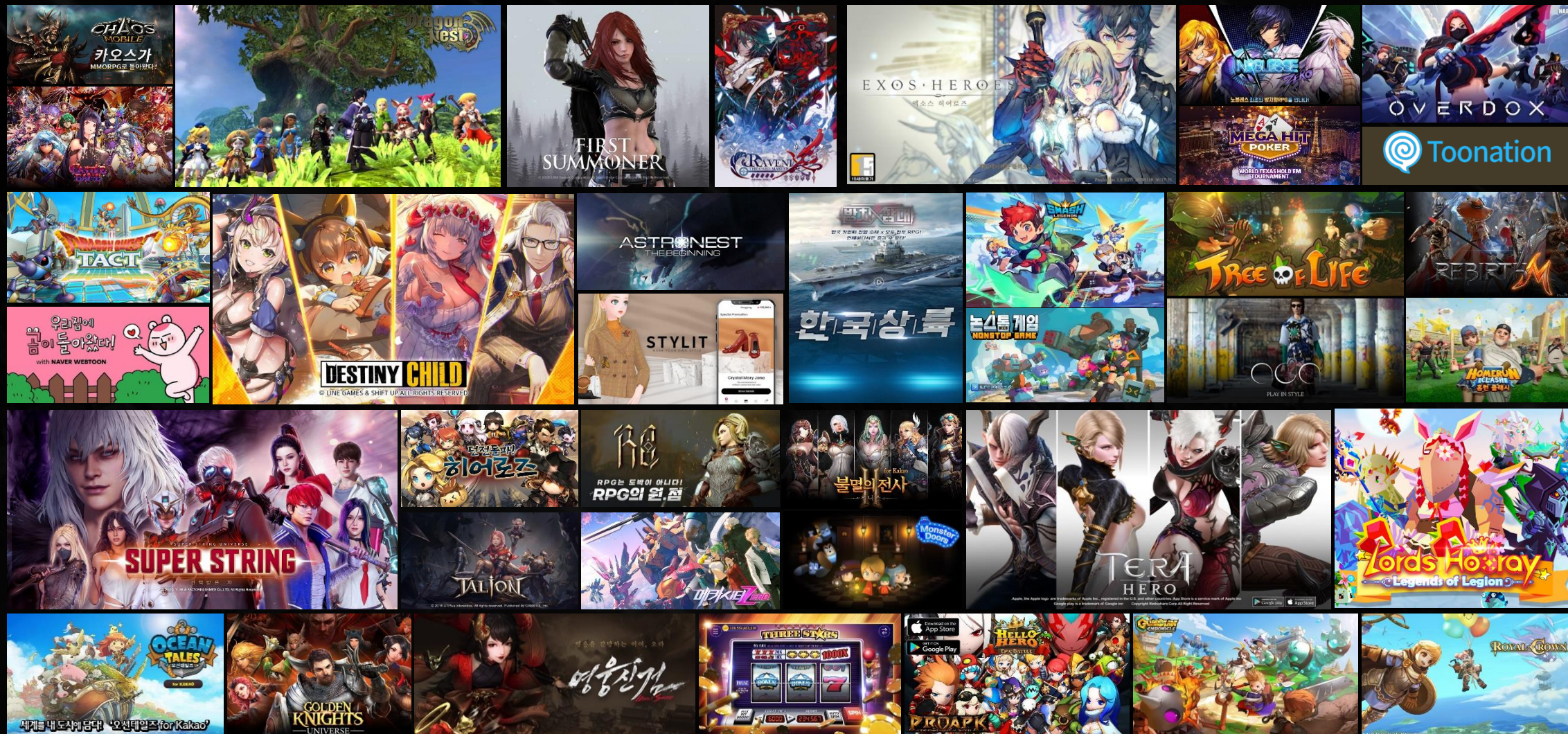
Player Support Project References



DIABLO



Domestic/Global References



Thank you.

LATIS GLOBAL COMMUNICATIONS Inc.

Address : 2F, 33, Samhaksa-ro, Songpa-gu, Seoul, Republic of Korea

Homepage : <https://game.latisglobal.com/>

E-Mail : gs_bd@latisglobal.net

TEL : +82-70-8270-8500

FAX : +82-2-3431-4273

