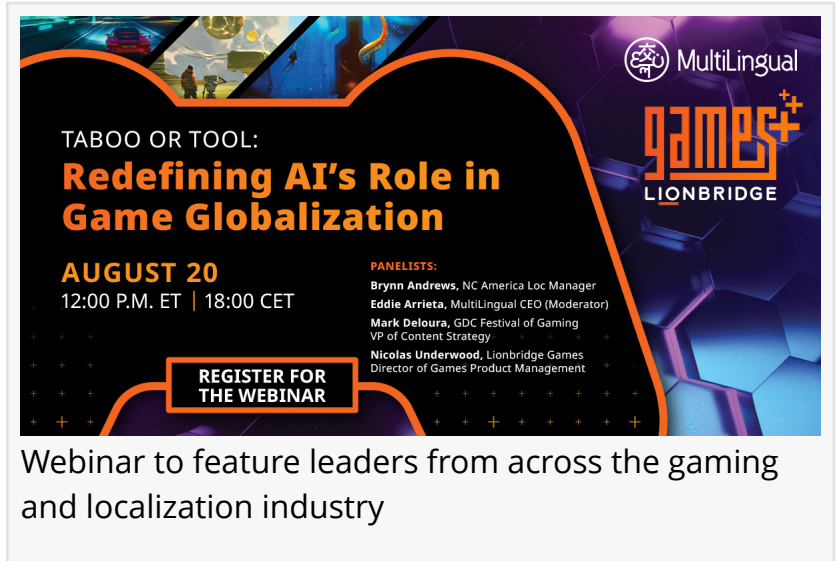


Lionbridge Games Brings Player-First Localization Powered by Human-Guided AI to Gamescom 2026

Registration now open for August 20 webinar on AI's role in game globalization

WALTHAM, MA, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Lionbridge Games, the world's leading global provider of game localization, audio, testing, and player experience services, will exhibit at Gamescom 2026 from August 26-30, 2026, in Cologne, Germany, at Booth C41 in Hall 3.2 to showcase how studios and publishers can deliver authentic, culturally resonant player experiences at global scale.



TABOO OR TOOL:
Redefining AI's Role in Game Globalization

AUGUST 20
12:00 P.M. ET | 18:00 CET

REGISTER FOR THE WEBINAR

PANELISTS:
Brynn Andrews, NC America Loc Manager
Eddie Arrieta, MultiLingual CEO (Moderator)
Mark Deloura, GDC Festival of Gaming VP of Content Strategy
Nicolas Underwood, Lionbridge Games Director of Games Product Management

MultiLingual
games+
LIONBRIDGE

Webinar to feature leaders from across the gaming and localization industry

At the booth, Lionbridge Games experts will be available to discuss player-first localization strategies, functional QA, and responsible AI tooling that keeps humans firmly in control of creative and quality decisions. Attendees can learn more about Lionbridge Samurai™, the award-winning, AI-powered game translation solution that enhances human linguists by combining advanced AI with expert human oversight to deliver high-quality, culturally relevant localization at speed. Samurai was awarded "Best Overall Use of AI in Gaming" at the 2026 AI Breakthrough Awards.

To set up a meeting with the team at Gamescom, [visit here](#).

Taboo or Tool? A Live Webinar on AI's Role in Game Globalization:

Ahead of Gamescom, Lionbridge Games is hosting a 45-minute webinar on the realities of AI in game globalization and localization.

Title: Taboo or Tool? Redefining AI's Role in Game Globalization

Date/Time: August 20, 2026, 12:00PM ET/18:00 CEST

Moderator:

- Eddie Arrieta, CEO, Multilingual

Panelists:

- Nicolas Underwood, Director of Games Product Management, Lionbridge Games

- Mark DeLoura, VP of Content Strategy, GDC

- Brynn Andrews, Head of Localization, NC America

The session will address growing industry curiosity around AI and show how a purpose-built, human-first approach can turn AI from a taboo experiment into a reliable engine for multilingual scale. Attendees will learn how to distinguish ethical, high-utility AI from risky, generic solutions; apply a human-orchestrated Translation, Editing, and Proofreading (TEP) framework; and build a realistic roadmap for integrating AI into localization pipelines responsibly and transparently.

[Sign up today](#) to reserve your seat for "Taboo or Tool? Redefining AI's Role in Game Globalization."

About Lionbridge Games

Lionbridge Games delivers the gaming experience your players demand. Our passionate, experienced network of global gamers, combined with our award-winning AI-powered globalization solution, brings every aspect of your game to life across any language, culture, and platform. From concept to launch and beyond, we help developers and publishers break through cultural barriers to engage players everywhere through localization, audio, testing, player experience, and multimedia services. With offices around the world, our follow-the-sun approach ensures that wherever your project is, a Lionbridge Games team is ready to pick it up in-market, in-culture, and around the clock. Learn more at games.lionbridge.com.

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