



Case Study:

Capitalizing on International Success

“myGengo let us adapt to new opportunities - as Browser+ showed signs of success in new markets, myGengo let us localize in hours, not weeks. Flexibility, speed, cost, and accuracy? What more can you ask for?”

-Colin Plamondon, CEO

The Challenge

Spreadsong has always had a heavily English-leaning audience since most content on their smartphone application *Free Books* is in English. However, when releasing *Browser+*, they shot up to the Top Ten Apps of also the Italian and German App Stores, and were compelled to quickly release a version update with international support, in order to capitalize on and extend their quite unexpected international success.

The Solution

Spreadsong needed accurate and fast translation - never an easy mix. myGengo provided the ability to gain access to translators with a few clicks, and each time Spreadsong tweaked the source content, updated translations were delivered straight into the language file within the hour. Spreadsong knew that myGengo’s String tool would enable them to keep the entire translation project organized and up to date.

By relying on myGengo, Spreadsong was able to quickly, cheaply, and accurately translate their entire app and marketing materials, immediately opening up new markets and driving growth for their breakthrough multitouch web browser, *Browser+*.

Case

Spreadsong is a developer using myGengo to translate their application and marketing materials.

myGengo Product

Translate.Express and String

Languages

of Languages: 7

English to Italian, German, French, Dutch, Portuguese, Spanish, and Japanese.

Number of Words

35,000

Client

Spreadsong created the #1 book app for iOS, with more than 2.7 million downloads. Users get almost 25,000 classic books and audiobooks in one package with recommendations, covers, and free, unlimited book downloads. Spreadsong also recently released a full-screen multitouch Internet browser, *Browser+*.

<http://www.spreadsong.com>



<http://mygengo.com> | sales@mygengo.com

myGengo, Inc. 444 Castro St #1200,
Mountain View, CA 94041, USA