

1. Localization is the process of adapting internationalized software for a specific region or language by adding locale-specific components and translating text. Internationalization is designing software so that it can be made useable in many different locales.
2. Both i18n and l10n are important because if i18n isn't implemented, then not only is the market in which your software useable limited, but if you any localization you wish to do must be hard-coded. L10n allows easy switching between locales, allowing for easier implementation. An example is the language feature on a website, allowing you to select the language you speak.