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1. Internationalization is a process that allows software to be localized for another country's language and culture.
2. I18n and l10n are important for making software available to a much larger target audience. A prime example is the Pokemon game franchise. When the games are created in Japan, many of the features are tailored for a Japanese audience. When the games are localized, these features are not only translated, but in minor ways changed to suit the tastes of the target audience.