

GameCloud Studios

Changing the game



GameCloud Studios

Temecula, California

www.gamecloudstudios.com<https://apps.facebook.com/showstopperball>

Results

- Reduced game development time and costs by as much as 70%
- Produced console-quality gaming for online and alternative gaming platforms
- Leveraged Adobe Flash® Player to reach wider audiences
- Created game monetization opportunities with micro transactions

Innovative game developer uses Adobe® Gaming technologies to create deeper and richer online game play for social media and mobile platforms

It used to be that a video game could command a player's attention with basic graphics, slight animation, and limited action. The video gaming industry has dramatically evolved over the years, moving from low-bit graphics and straightforward plotlines to dynamic 3D animations, simultaneous gameplay, and subscription-based gaming.

In between, there are new games emerging determined to give gamers more bang for their buck. This new breed of game specifically targets social gamers—those who are most likely to participate in online games via web browsers or social media platforms such as Facebook—with intense, real-time interactivity, and advanced 3D character experiences.

Leading the charge in this new realm is GameCloud Studios, a full-service game developer with extensive experience in multi-location game development and an established methodology to maximize development efficiency. The firm leverages best practices in production, project management, design, art leadership, and engineering oversight from North America and cost structure and scalability from China to rapidly and efficiently develop new game titles for online gaming audiences.

"There's an amazing, untapped opportunity in the market to capitalize on games that provide an incredibly rich, deep playing experience and don't require players to spend hours to finish the game," says Aaron Baker, CEO of GameCloud Studios. "Adobe Gaming technologies provide an integrated and intuitive development solution that helps us create a vibrant, fun, and easily accessible 3D social gaming environment."

Adobe Gaming technologies offer an integrated development solution for GameCloud to create eye-catching graphics and immersive animated gameplay in games like *Game Changer Basketball*, a fun, online multiplayer basketball game.



Challenge

- Create dynamic, multiplayer games for social media and mobile platforms
- Reduce development costs
- Enable monetization of games
- Reduce game access barriers for gamers

Solution

Use Adobe Gaming technology to rapidly develop and deploy high-impact, 3D gaming experiences on social media and mobile platforms for global audiences

Systems at a glance

Adobe Gaming. Components used include:

- Adobe Flash Professional
- Adobe AIR*
- Adobe Flash Player 11

Carving a niche

Massive multiplayer online games (MMO) and role-playing games (MMORPG) have thrived in recent years, providing committed online gamers with immersive, real-time gaming for a monthly access fee. The most popular games attract global gamers who spend several hours per month playing. The model works perfectly for MMO game developers who rely on a relatively small, yet loyal group of gamers to pay higher monthly fees for access to the game.

However, engaging and immersive gameplay isn't the sole domain of multiplayer and role-playing games. GameCloud is working to leverage casual games—most commonly seen on social media platforms—in a similar manner. The company is using Adobe Gaming technologies to create deeper, richer online gameplay experiences that cater to users most likely to spend only 15 or 20 minutes playing a game instead of several consecutive hours, and incorporate small transactions throughout the game in lieu of monthly fees.

"Online games are supposed to be fun and the most popular ones offer highly engaging gameplay with fewer ads that might take away from the experience," Baker says. "Adobe Gaming technologies enable us to have the best of both worlds. For gamers, we can deliver high-production value with a more compelling experience for short-term gameplay on social media sites, such as Facebook. From a business standpoint, we strengthen our business model, attract new partners, and generate more opportunities for in-game transactions."

GameCloud evaluated a number of development solutions, but ultimately chose Adobe Gaming to develop and deliver rich, real-time, micro-transactional online games that can reach millions of users worldwide on virtually any platform or device. With seamlessly integrated tools for producing eye-catching graphics, immersive animated gameplay, and instant cross-platform deployment via Adobe Flash Player, Adobe Gaming technologies offer GameCloud a one-stop shop for all its development needs.

The firm's initial market entrant is *Game Changer Basketball*, an online multiplayer basketball game leveraging the GPU accelerated 3D capabilities of Adobe Flash Player 11 to create a console-like gaming experience online. The game, published by Making Fun, Inc., has a familiar feel for social gamers, but provides a much deeper gaming experience with full 3D five-on-five basketball simulations played in real time and with a variety of role-playing elements. "Our team comes from the console world, so with the right tools, we wanted to create a similar experience for games played online," Baker says. "Adobe Gaming technologies enable higher frame rates and true 3D animation that makes it possible to translate console-quality gaming to other platforms."

GameCloud can leverage Adobe Gaming solutions' GPU-accelerated graphics to seamlessly transition games from social media platforms and optimize them for play on mobile devices at substantially lower costs.



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Aaron Baker
CEO, GameCloud Studios

Going mobile, going global

Game development can be an expensive endeavor. The higher the quality of the animation and gameplay, the more coding required. Taking a game from one platform to another can involve time-consuming code modification and other technical obstacles, rendering it cost-prohibitive for many developers.

Since the company's history is rooted in Adobe solutions—its Chinese development arm, Augmentum, is the only certified Adobe partner in China—Adobe Gaming technologies were the natural choice for producing its games. GameCloud can also leverage the GPU-accelerated graphics (Stage3D APIs) in Adobe Flash Player 11 and Adobe AIR—to seamlessly transition a game such as *Game Changer Basketball* from social media platforms and optimize it for play on mobile devices at substantially lower costs.

"Mobile gamers today expect a more compelling and deeper play experience regardless of the device they're using," Baker says. "As developers, Adobe Gaming technologies enable us to reuse code, rapidly debug, and easily deploy games to a variety of platforms. It's a great way to differentiate ourselves as we move into the mobile market space and reduce our costs at the same time."

Baker notes that the biggest benefit of using Adobe Gaming technologies will be the accelerated and more cost-effective development cycle that enables the company to produce more high-quality games in less time. "The bottom line is that Adobe Gaming technologies allow our staff to focus on creating games players will love instead of focusing on the technical challenges that game development creates," Baker says. "We anticipate reducing game development times and costs by as much as 70% and believe that the Stage3D APIs in Adobe Flash Player 11 will be vital in continuing to create richer, more compelling gaming content that has the capability of going viral."

For more information
www.adobe.com/go/gaming



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