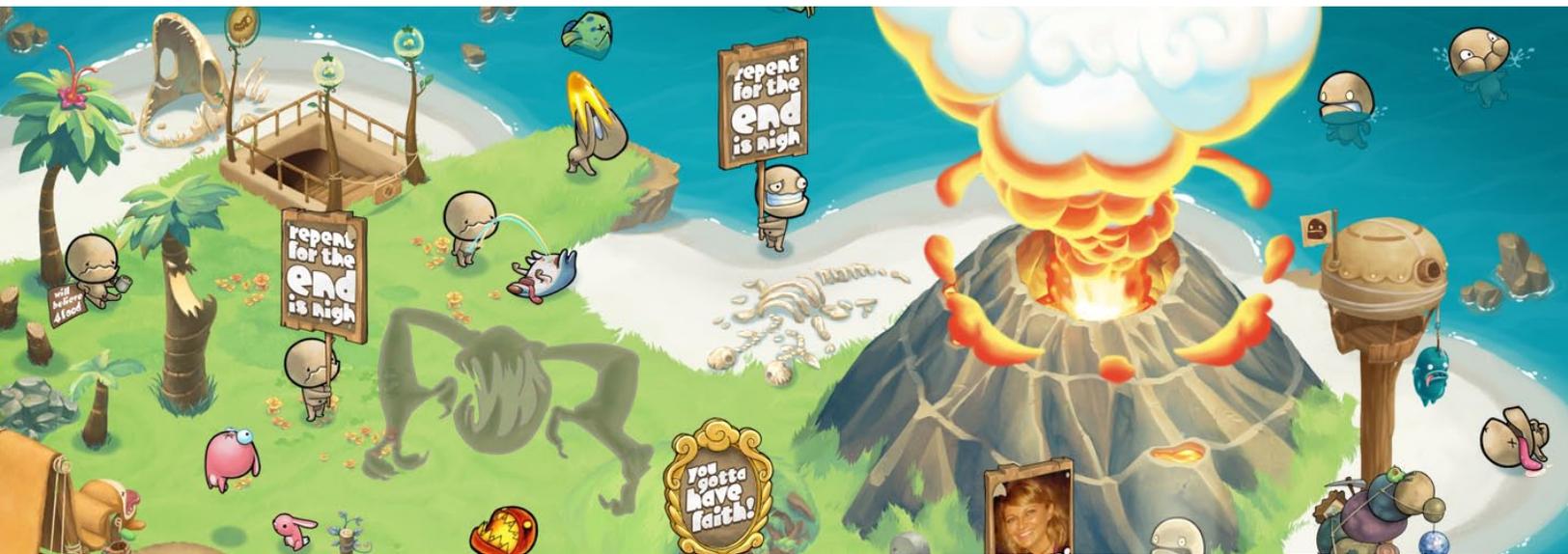


## Idle Games

# World worship



### Idle Games

San Francisco, California  
[www.idle-games.com](http://www.idle-games.com)

### Results

- Achieved user base of over 400,000 three weeks after launch, 41% of which was organic growth
- Streamlined workflows and increased productivity among engineers and designers—rapidly prototyping in a unified Adobe development environment
- Integrated Adobe Gaming technologies with newly patented social engines
- Easily tested and optimized for high performance and lack of latency

Idle Games brings unprecedented blend of art and engineering to large scale, real-time social gaming with the power of Adobe® Gaming technologies

Casual gamers hunger for clever and exciting experiences, especially using social media to engage with friends and build community. Idle Games has captured this phenomenon with *Idle Worship*, a groundbreaking, high-performance social game—built using Adobe Gaming technologies—that enables players to unleash their inner desire to rule the earth, while fulfilling their social media aims of amassing greater numbers of followers and fans.

The theme of playing God in a video game harkens back to the 1980s, when asynchronous play was the norm. The concept evolved over decades, but users were still limited in their interactions with characters and other players. Even with newer titles within the social gaming space, the production quality was stilted, with inadequate attention being paid to animation and dialogue.

Jeffrey Hyman, chief executive officer and chief creative officer at Idle Games, sought to change all that using Adobe Gaming technologies to bring the look, feel, and popularity of console gaming to the social platform—specifically Facebook. He envisioned a new kind of polytheistic, worship game that could be played with friends and others in real time. Hyman imagined an advanced blend of art and engineering, a cast of characters that would appeal to male and female players, and an irreverent storyline—all built for portability across mobile and desktop platforms.

Idle Games chose Adobe Gaming technologies to support rapid prototyping, an open-ended architecture, automatic code compilation, built-in scripting, and integration into a CMS tier. Additionally, Adobe Gaming technologies helped deliver a synchronous game-play experience to all concurrently connected players.



### Challenge

- Bring the era of console gaming to a high-performance, synchronous social media game that will easily port across mobile platforms and devices without latency
- Innovate unique blend of engineering and art to reinforce brand as an entertainment company
- Monetize content and drive retention

### Solution

- Adopt Adobe Gaming technology for an integrated development environment and ability to integrate with proprietary gaming engines, creating novel improvements to the social gaming industry
- Leverage the integrated toolset of Adobe Creative Suite Master Collection within Flash gaming development processes

### Systems at a glance

Adobe Gaming. Components used include:

- Adobe Flash Professional
- Adobe Flash Builder<sup>®</sup>, Premium Edition
- Flex<sup>®</sup> framework
- Adobe Flash Player

Adobe Creative Suite Master Collection.

Components used include:

- Adobe Photoshop Extended
- Adobe Illustrator

The team at Idle Games set about researching the best development platform to support rapid prototyping and an ambitious set of features, and that could underpin synchronous play in a social media environment. The solution required an open-ended architecture and needed to facilitate seamless integration of creativity and engineering into the development process.

The obvious choice for bringing such an advanced blend of entertainment and art to the screen was Adobe Flash<sup>®</sup> technology. "Flash is consistently the most proven and best platform for blending technology, art, and entertainment. It enabled us to rapidly prototype with little to no engineering effort and to bring our artistic vision into reality. It's a hundred times more mature than any other gaming solution," says Hyman.

Too often, online games are readily consumed and discarded, according to Hyman. "We delivered a superior gaming experience that is neither disposable nor shallow. Flash empowered us to iterate on our ambitious feature set and test the game's novel, social mechanics. As stated in *Forbes* magazine, *Idle Worship* represents 'the most ambitious gaming project on the Facebook platform yet.'"

### Embracing exquisite worlds

The developers at Idle Games spent two years drawing, painting, and scripting the concepts behind *Idle Worship*, in which players jockey to amass friends, strangers, and island natives. "Working in an integrated Adobe environment enabled us to deliver a product that combines the best in art and technology, and results in an experience that is greater than its individual parts," says Hyman, adding that the company's development approach was more akin to a console company than the typical casual game developer.

Artists meticulously drew characters frame by frame using Adobe Illustrator<sup>®</sup> and Adobe Photoshop<sup>®</sup> software, hand painting every cell using brushes and textures. Animators devised sequences using components in Adobe Creative Suite<sup>®</sup> Master Collection. The ability to easily transfer vector assets between Adobe Illustrator, Adobe Photoshop, and Adobe Flash Professional enabled teams to effectively collaborate in an integrated workflow. Nearly all the project's tools and libraries were developed from scratch.

Engineers worked closely with artists and designers to redefine what was previously considered technically and artistically possible in a Flash based game. The developers built an isometric rendering engine that handles large maps comprised of thousands of tiles, hundreds of animated game objects, and positional sound effects. The maps are randomly generated using a tile placement algorithm that gives each player a unique and engaging space. "With the power of Adobe Gaming technologies, our team implemented a completely innovative art and animation tool chain that combines hand-drawn and painted 2D animations set within a vibrant universe," says Hyman.

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*"We intend to continue to develop richly satisfying games and evolve the world of Idle Worship. Adobe Gaming will be the driving force that helps us realize our goals."*

Jeffrey Hyman

Chief executive officer and chief creative officer, Idle Games

Adobe Gaming technologies, including Adobe Flash Professional, Adobe Flash Builder, Adobe Flash Player, and the Flex framework, were selected for their open-ended architecture that supports any number of scripted characters, abilities, and virtual goods. The development environment offered automatic code compilation, built-in scripting, and integration into a content management system (CMS) tier. Using a modular development approach, subsystems were independently built and set aside for reuse in future projects. Additionally, Adobe Gaming technologies deliver an optimal, synchronous game-play experience to all concurrently connected players, while enabling the team to quickly validate the game's novel multiplayer mechanics.

### **Expanding possibilities across social networks**

*Idle Worship* has enjoyed a rapid ascent in users since launch. The company holds five patents on the game's underlying technology and social mechanics designed to connect friends and strangers.

And connecting they are. What began with small advertising on Facebook has increased to an audience of more than 400,000 worldwide with a 41% organic growth metric. With a large installed base, Adobe Flash has allowed Idle Games to reach the widest possible audience. Users, who play an average of an hour a day, hail from dispersed international locations including Cuba, Sierra Leone, and Fiji.

As the number of *Idle Worship* players swells, the company continues to optimize performance and roll out new features. Idle Games intends to release two new titles in the near future, both of which leverage Adobe Gaming technologies for robust animation and game mechanics. Moving forward, there are plans to port *Idle Worship* to the mobile environment on both Android™ and iOS platforms, and to begin offering games in 3D.

"We intend to continue to develop richly satisfying games and evolve the world of *Idle Worship*. Adobe Gaming will be the driving force that helps us realize our goals," says Hyman.

**For more information**  
[www.adobe.com/go/gaming](http://www.adobe.com/go/gaming)



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