



## EMERGENT GAME TECHNOLOGIES REVS UP CASUAL AND DOWNLOADABLE TITLE DEALS

**Calabasas, CA – June 30, 2010** – Emergent Game Technologies, a leading provider of 3D game development solutions, announced today multiple engine licensing deals for development of casual and digital downloadable titles. Six studios have recently leveraged Emergent’s tech for casual titles, including: Fire Hose Games, who are in development of ***Slam Bolt Scrappers***<sup>™</sup> for digital download; Tornado Studios, in development of an undisclosed title for PlayStation®Network and Xbox LIVE®; Manifest, nearing completion on ***Busy Scissors***, the first hair styling game for Wii<sup>™</sup>; Virtual Air Guitar Company, developing ***Kung-Fu LIVE*** exclusively for the PlayStation Network; Perpetual FX, developing an unannounced project for PlayStation Network; and Zivix, who is building ***Jam Party: Be the Music*** for PlayStation Network, Xbox LIVE and PC.

This announcement follows on the heels of Emergent’s recently announced licensing deals with both Longtail Studios, for their recently launched ***Dance on Broadway*** for Wii, and with Polish developer Bloober Team, who is completing the WiiWare exclusive ***Last Flight***.

“Emergent is pleased that our technologies and flexible licensing model are helping studios meet the extremely short production cycles and scaled budgets of downloadable titles without compromising the features or gameplay,” said Katie Morgan, vice president of sales & marketing, Emergent. “The diverse and growing list of studios using our tech for digital titles, on all platforms, illustrates the flexibility and optimized abilities of Gamebryo and LightSpeed for creating casual and digitally downloadable titles.”

Gamebryo has been used to create many of today’s major console titles, but casual game developers also use Emergent’s technologies to power a wide variety of downloadable games. Gamebryo, and now Gamebryo LightSpeed, both have a highly flexible and modular framework that enables developers to customize their pipeline to meet the download size restrictions of many online platforms without negatively affecting game quality.

“Our team has utilized various game engines over the years, but after developing the Project Runway videogame with Gamebryo we knew it fit with the wide range of projects we work on,” said Tom Kudirka, president of Tornado Studios. “We are glad to have a partner in Emergent who is evolving its development technology to be flexible and grow with our studio’s roadmap so we can continue to use it for our upcoming downloadable title. Their tech has gotten our project up and running far faster than we previously thought would be possible.”

Emergent’s development engines, Gamebryo and Gamebryo LightSpeed, empower developers to create their single-player, online and multi-player games in any genre and continue the company’s dedication to providing a one-stop cross-platform toolset for PlayStation®3 computer entertainment system, Xbox 360® video game and entertainment system from Microsoft, Wii and PC.

For more information on Emergent Game Technologies and its development technologies, please visit [www.emergent.net](http://www.emergent.net)

# # #

### **About Emergent Game Technologies**

Best known for its industry-leading 3D game engines, Gamebryo and Gamebryo LightSpeed, Emergent's technologies have been selected by studios around the globe to bring nearly 300 titles across more than 15 genres to market, including Game of the Year award-winning titles like **Fallout 3**, **The Elder Scrolls IV: Oblivion**, as well as critically acclaimed titles like **Warhammer Online: Age of Reckoning**, **Civilization Revolution**, **QQ Speed**, **Divinity II – Ego Draconis** and **Bully**. Emergent's videogame technology is allowing studios to focus on innovative gameplay by enabling rapid prototyping, rapid iteration and rapid production with real-time on-target updates for Xbox 360, PlayStation 3 system, Wii and PC. As part of the international development community, Emergent provides world class support and technologies evolved from deep relationships with its developer partners.

Emergent is headquartered in Calabasas, California, and has offices in Chapel Hill, NC; London; Tokyo; China and Korea. To learn more, please visit [www.emergent.net](http://www.emergent.net)

*Emergent, Gamebryo and LightSpeed and related logos are trademarks or registered trademarks of Emergent Game Technologies, Inc., in the United States and other countries. Other names may be trademarks of their respective owners.*

### **Emergent Media Contact:**

Tracie Snitker

Reverb Communications

[tracie@reverbinc.com](mailto:tracie@reverbinc.com)

(209) 586-1495 x104