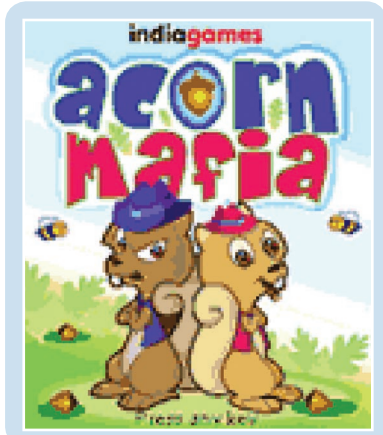


# Indiagames Sees Mobile Future With Macromedia Flash Lite Technology



Indiagames has won awards for its Macromedia Flash Lite technology-based mobile applications for two years in a row. In 2005, it won with Acorn Mafia, after receiving an award in 2004 for Cryptic Capers.

Indiagames Ltd., an up-and-coming force in mobile gaming, is breaking new ground by pioneering a series of games using Macromedia Flash Lite technology. The company has already placed 10 Macromedia Flash Lite technology-based games on the market, and has won awards with their Flash games for two years running. Indiagames won a special award in the 2005 Mobile Flash Hunt, a developer contest sponsored by Nokia and Macromedia, for its game Acorn Mafia game. In 2004, Indiagames' won the Macromedia Flash Lite Contest with its Cryptic Capers game.

Macromedia Flash Lite technology is an important part of the S60 plan. It is so important, in fact, that in early 2005 Nokia concluded a licensing deal with Macromedia to integrate Macromedia Flash into the S60 Platform itself. Nokia has also agreed to support Flash on its other software platforms. Macromedia Flash Lite is a powerful multimedia player technology that was specifically designed for mobile phones.

***“Our plan is to build 30 to 40 Flash games in the very near future, and we have created a development team dedicated to doing just that.”***

Indiagames, which had previously developed and distributed more than 250 games on the PC and mobile platforms using Java™ technology, saw an excellent future for Flash technology and jumped on it. “Our plan is to build 30 to 40 Flash games in the very near future, and we have created a development team dedicated to doing just that,” says Vishal Gondal, CEO of Indiagames.



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“Flash is going to solve a lot of problems in terms of production. Carriers are already very, very eager to get the Flash content,” says Vishal Gondal, CEO, Indiagames.

## Looking Ahead

Looking ahead, Gondal sees the road leading to Flash technology. “Flash is going to be a mass technology, and we are expecting to see hundreds of millions of phones using it. That is why it is going to be an important part of our content road map,” he says.

Continued

### The Future of Flash

Gondal's developers like Macromedia Flash Lite technology, but he sees even more enthusiasm for it on the market side. "As the industry is now starting to see Flash-based phones, people have become very, very excited," says Gondal. "Flash is going to solve a lot of problems in terms of production. Carriers are already very, very eager to get the Flash content." Flash makes it simpler for content providers as well, since it reduces the administrative overhead associated file maintenance of a product. For carriers, it increases access to the same content across multiple devices.

One of the reasons for the excitement is the universality of Flash, says Gondal. "Way back in the internet days, when there were different screen sizes for browsers, Flash was the only technology that allowed you to have the same content delivered across different browsers," he says. "Today in mobile, we are in a similar scenario where the Nokia, Samsung, and LG screens are all different, and each of these manufacturers has hundreds of different models. In Flash, you can have the same file working on the different devices, and adjusting the size automatically using the vector graphics." This feature, he says, is as appealing to the carriers as it is to developers, because the carriers must support a great variety of devices in the field.

***"Chopper Rescue took nearly 45 days to create in Java. Compare that to Macromedia Flash Lite technology, with which we created that game in around two weeks."***

Mariam Dholkawala, project manager for the Macromedia Flash Lite technology development team at Indigames, says that she will do all of her future development in Flash. "If you look at a Java game development, you have a separate compiler, a separate environment for coding, and a separate piece of software required for creating the graphics," she says. "If you look at Flash, you have everything in one application." The net result, she says, is efficiency. "Chopper Rescue took nearly 45 days to create in Java. Compare that to Macromedia Flash Lite technology, with which we created that game in around two weeks."

Among the Macromedia Flash Lite technology games that Indigames has created and distributed are:

Acorn Mafia	Cryptic Capers	The Mummy Maze	Casino Royale	Brick Cruiser
Pirate's Quest	Match 'Em	Chopper Rescue	Snake	Combat Jet Attack

### Indigames Strategy: Movie Branding

Beyond the use of Macromedia Flash technology, Gondal's second major strategy is to license characters and themes branded by the movie industry for his company's mobile games. "Licensing Spiderman back in 2003 took us to another level," he says. Since taking that first step, the company has acquired licenses for games, wallpapers, and other mobile content for a number of blockbuster movie properties, including Harry Potter, The Scorpion King, Garfield, Jurassic Park, Predator and Bruce Lee. This involved concluding licensing deals with Fox, Universal Studios, and Miramax, among others. "These brands have already had hundreds of millions of dollars in marketing invested in them by the studios," says Gondal.

He is particularly proud of licensing the Bruce Lee character. "Bruce Lee is probably the most recognized martial arts figure in the world, and he fits in well with the action gaming platform we've developed," he says.

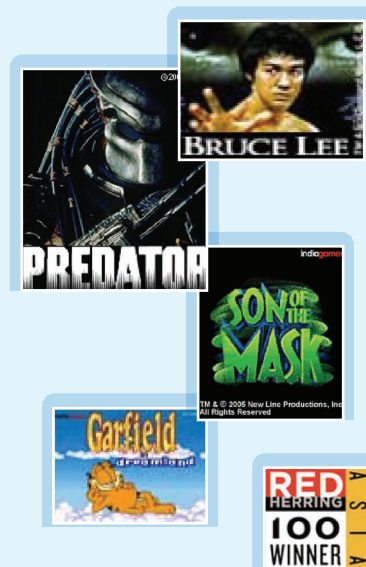
Hollywood icons may look attractive on a Web page, but do they translate into serious revenue? For Indigames they certainly have. The company has racked up more than 1 million downloads in India and 5 million downloads of its games worldwide. Indigames also has more than 50 percent market share in the India games market. Indeed, it has become so successful that it acts as a distributor for other developers trying to reach consumers in that market. The company also has relationships with 70 operators around the world and is selling games in every major market.

Not long ago, Indigames expanded with offices in Los Angeles and London to handle branding and operator relations. Recently Macromedia, Inc., and Cisco Systems, Inc., acquired minority stakes in the company, and Red Herring magazine selected it as one of the top 100 Private Companies in Asia.

For more information, please go to:

[www.nokia.com/developer](http://www.nokia.com/developer)

Indigames seeks to leverage the character branding from blockbuster movies in its mobile games, including such characters as Bruce Lee and the Predator.



### How Forum Nokia PRO Supports Indigames

Marketing support from Forum Nokia PRO is important to Indigames. The company has grown a lot in the last few years, and Nokia's marketing help was particularly useful when the company was just starting to build global relationships.

In 2002, the company made a push to support Nokia's initial integrated camera design, the Nokia 7650 phone, with games. "That early experience with the rollout and later, participating in Nokia's Mobile Application Summit, helped us to secure many distribution relationships," says Gondal. "Networking at those matchmaking events was invaluable." Most recently, Indigames was a featured developer and demonstrated its two award-winning Macromedia Flash games at Nokia's Mobile Application Summit in Taipei, Taiwan. The company has also been featured in the Forum Nokia PRO Consumer Applications catalog.

On the technical side, early access to prototype devices has been extremely helpful, Gondal says. "We are most interested in getting early access to new Nokia phones, so when something like the Nokia N-Gage™ mobile game deck or Nokia 7610 imaging phone appears, we can support it with products as soon as they become available to the public."