

# CELL Co., Ltd. Brings Catalog of Flash Lite Games to Worldwide Audiences



RealSkyver, released in the U.S. as Commando Jump, makes use of pre-rendered 3D graphics and sound capabilities of Flash Lite.

Casual games are serious business at CELL Co., Ltd. The company is in the process of leveraging its success in Japan as a developer of applications that are based on Flash Lite from Adobe to expand to a worldwide marketplace. On a typical day, consumers download more than 1 million Flash Lite games created by CELL designers and the company adds a new title to its current catalog of more than 600 games. In a typical month, one million new consumers join a social network service centered around these games.

“CELL grew out of the founders’ passion for creativity,” says Daisuke Yokosawa, chairman and founder of CELL. “Beginning in 2001, we built a business composing, recording, and marketing polyphonic ringtones to the Japanese market. Innovation fueled our growth as we explored new content types, including virtual sound sources, 3-D sound, and virtual voice. Early work in animation grew into Flash Lite games on consumer mobile web sites, and in 2004, CELL helped launch the Iro-Melo Games 100 site, building engaging games based upon Flash Lite 1.0 technology.”

*“Our designers are also very excited about Flash Lite 3.0 coming to Nokia phones and allowing consumers to interact with Flash Video (FLV) content. Their excitement is not just about the technology; it is about the way that game developers will use it to create cool new games for consumers.”*

*— Daisuke Yokosawa, Chairman and Founder CELL Co., Ltd.*

## From Flash Lite 1.0 to Flash Lite 3.0

Yokosawa says that CELL designers have continued to exploit each enhancement to Flash Lite for mobile phones to create more-engaging games, without sacrificing simplicity in gameplay. For example, Skyver was introduced in 2003 based upon Flash Lite 1.0. It was re-released in 2006 based upon Flash Lite 2.0 and included such elements as pre-rendered 3D graphics and 3D sound. In Skyver, players hang from a flying helicopter and jump onto a variety of moving targets such as Jeeps, motorcycles and other aircraft. Successfully landing on different target types scores the player different point values. The game grew in size from only 20kB to 80kB due to graphic improvements while maintaining its one-button game play simplicity. “Our designers are very excited about Flash Lite 3.0 coming to Nokia phones because it will allow consumers to interact with Flash Video (FLV) content,” says Yokosawa. “Their excitement is not just about the technology; it is about the way that game developers will use it create cool new games for consumers.”



CELL Co., Ltd.  
HQ: Tokyo, Japan  
<http://cell-net.jp/>



“Our business development manager at Nokia who acted as our single point of contact for all of Nokia, has opened many doors for us. We met hundreds of people at the 2008 Mobile World Congress alone,” says Daisuke Yokosawa, chairman and founder of CELL Co., Ltd.

## Looking ahead:

Yokosawa is especially looking forward to the availability of Flash Lite 3.0 on new S60 3rd Edition devices and leveraging the Global Positioning System (GPS) capability of Nokia Devices. “Flash Lite 3.0 provides access to Flash Lite Video (FLV) content, which provides great opportunities. Also, Flash Lite allows our designers to interact with the mobile device through the FS Command interface. The richness of experience we can give to our consumers depends on the capabilities of the mobile device. Most devices provide access to common features like battery level and signal strength. We look forward to interacting with the GPS capabilities of Nokia devices which will allow us to design multiplayer games that can identify locations of other players including potential game partners located nearby.”

## Forum Nokia Pro Success Story

Continue

### CELL Co., Ltd. Business Strategy

CELL games are available to consumers through several different channels. A collection of CELL's most popular games are pre-loaded on many S60 3rd Edition devices sold in the Asia-Pacific (APAC) region, including the Nokia N72, Nokia N73, Nokia N76 and Nokia N81 multimedia computers. The games are also available for over-the-air download through the Download! client resident on many Nokia devices sold in the APAC region. In addition, CELL delivers content to many mobile entertainment publishers around the world such as Dwango Co., Ltd. and DeNA Co., Ltd., who include CELL content with the network entertainment solutions made available to mobile customers.

Converting innovation into profits takes many forms at CELL. The company launched its ringtone business on a strictly pay-per-download basis. Over the years it introduced subscription models. Some plans allow consumers a set number of downloads per month from a catalog; others provide a pre-selected stream of new content to subscribers. Some recent subscription plans provide consumers unlimited access to extensive catalogs of content. Advertising-supported models now join the mix. Targeted ads can be served before download, inserted into the game, or displayed on the leader board where players go to record their high scores.

CELL's work on ad-based business models led it to collaborate on a social networking service driven by casual games. Called Mobage Town, the same attention to easy engagement that led to success in casual game design is fueling phenomenal growth of the service. It all begins with the game. Users download and play a free game, then go online from their mobile devices to post their scores. While online they can design an avatar, create a profile, create a blog, and go to a bulletin board service to share their thoughts with the entire community. Best of all, they can see the avatars of other players interested in the same games, and through secure mechanisms begin to engage with these potential new friends.

*"Our content is available in over 10 countries now, and that would never have happened without Forum Nokia PRO." — Daisuke Yokosawa*

Within 12 months of launch, Mobage Town grew to over 6 million subscribers, and it continues to grow at a rate of approximately one million subscribers per month. A new game is introduced every Monday, and first-day downloads of the new game have reached 1.4 million. This community enthusiasm attracts a great advertising base. Such global brands as The Coca-Cola Company and Nike Inc. sponsor games. Users get free access to the site, but may buy premium content, including premium avatar features.

### Cutting-edge Infrastructure

CELL has built a production infrastructure allowing the company to capitalize on new opportunities in very short order. Significant portions of CELL's production infrastructure are available to other developers. CELL labs have at least one of every mobile phone sold in Japan since 2001. CELL maintains an extensive database of the unique characteristics of each device, including screen resolutions, media formats, and navigation methods. Some of the information from this database is now part of Adobe Device Central, and will also be integrated into a secure, web-based subscription service designed specifically to enhance efficiency for Japanese mobile content providers, designers and developers. Publishers needing the latest data subscribe can to the Adobe Device Central Premium Service this spring and automatically receive data for every new device introduced in Japan, almost immediately after the device appears in retail stores. CELL production facilities use this database to drive a real-time transcoding system that takes a single production file and automatically tailors audio and graphics for over 600 devices. CELL has also built a Flash Site Direct Update Tool (FSDUT), an ideal solution for facilitating advertising-based mobile business models. With this tool, CELL servers can take a Flash Lite (SWF) file (a casual game, for example) and dynamically insert or replace specific graphics elements or opening video. Developers and publishers can license FSDUT directly from CELL.

### How Forum Nokia PRO helps Cell Co., Ltd.

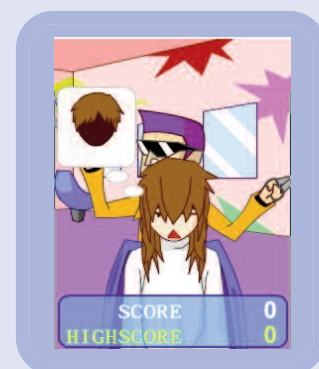
Along the way, Forum Nokia PRO has been very helpful to CELL's efforts, says Yokosawa. "Forum Nokia PRO membership provides us access to events that are incredibly productive. Sumire Furuya, CELL's business development manager at Nokia has acted as a single point of contact for all of Nokia, has opened many doors for CELL. CELL executives engaged with hundreds of people at the 2008 Mobile World Congress alone. CELL content is now available in over 10 countries now, thanks to the opportunities provided by Forum Nokia PRO."

For more information, go to:

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



CELL's Shot Clock Swish challenges the player to sink baskets into a moving backboard.



80s Salon Stylist lets the user decide the shape of the new look.



Texas Outlaw lets players sharpen their shooting skills.



**NOKIA**