

An innovative leader in the the **mobile gaming** arena

gameloft

Company Overview

Gameloft is a leading international publisher and developer of video games for mobile phones. Established in 1999, it has emerged as one of the top innovators in its field. Gameloft has offices worldwide including New York, San Francisco, Montreal, Buenos Aires, Paris, London, Dusseldorf, Milan, Barcelona, Beijing, Tokyo, Hong Kong and Seoul.

Company: Gameloft

Headquarters: New York (North America),
Paris (Global)

Founded: December 1999

Web site: www.gameloft.com

BREW Developer since: 2002

Gameloft was founded by Michel Guillemot, one of the original founders of Ubisoft. As an international developer, publisher and distributor of interactive entertainment products, Gameloft has grown to be one of the leaders in the mobile gaming arena. Backed by Guillemot's expertise and experience in the gaming world, the company was able to recognize the growing trend of mobile gaming early on – a move that has paid off in the form of a commanding international presence. Today, as a key player in the mobile gaming industry, Gameloft is renowned as a pioneer in the wireless gaming realm for creating entertaining and compelling content that continues to captivate mobile consumers worldwide.

Gameloft credits the BREW solution as the catalyst that has allowed it to create games such as "Brothers in Arms 3D," which feature advanced levels of graphics, visuals and game play. With real-time multiplayer capabilities that allow gamers to play live with anyone across the nation via Verizon Wireless' CDMA2000 1xEV-DO network, Brothers in Arms capitalizes on the growing interest in mobile gaming to deliver an immersive and complete experience. With Brothers in Arms, Gameloft generated approximately between US \$4-5 million in download revenues in 2007, equating to 3-4% percent of total sales (Strategy Analytics, 2008). Moreover, with titles available on all major U.S. operator decks, Gameloft's customer base now includes RIM's BlackBerry smart phones.

Gameloft is leading the charge in creating innovative gaming applications by developing games that provide a new level of challenge and interactivity that fully take advantage of new advanced handset capabilities and 3G technology.

BREW allows Gameloft the ability to deliver its games with advanced 3D graphics and visuals as well as increased data transmission and acceleration. Gameloft is committed to bringing a better gaming experience on mobile handsets and BREW is a key part of its roadmap strategy moving forward in the mobile gaming realm.

Gameloft first began developing mobile games for BREW in 2002, when it released "Lock'em Up," a black and white puzzle game. Since then, the company has continued to publish and develop advanced gaming applications using BREW and in the process earned a series of BREW Developer Awards with its popular mobile games.



Fueled by the level of success and expertise at Gameloft and BREW's ability to support the development and commercialization of compelling mobile content, the momentum behind mobile gaming shows no sign of slowing.

Gameloft: The **leading force** in the development of wireless games

At the BREW 2005 Conference, Gameloft's best-selling 3D game "Asphalt Urban GT" was honored as the Best Game Application. More recently, Gameloft won the Best Game Application for "Brothers in Arms: Earned in Blood 3D" at the BREW 2007 Conference. Not a company to rest on its laurels, Gameloft is continuously developing and creating new mobile games to add to its growing lineup. In fact, as handsets become more sophisticated with additional multimedia functions, Gameloft sees this as yet another opportunity to create additional BREW games, especially those with advanced 3D, multiplayer capabilities.

Innovation, determination, creativity...these are words that characterize Gameloft's vision and are principles that have helped it become a leading force in the development of wireless games. Fueled by the level of success and expertise at Gameloft and BREW's ability to support the development and commercialization of compelling mobile content, the momentum behind mobile gaming shows no sign of slowing.

Learn more at www.qualcomm.com/brew.



Qualcomm Incorporated
5775 Morehouse Drive
San Diego, California 92121-1714
Tel: 1-858-587-1121
Fax: 1-858-658-2100

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