

Adobe® Flash® Player & Gamegoo

Fantasyland

As one of the earliest developers of web-based games in China, Gamegoo is a pioneer in creating web-based, role-playing games that transport players to a world of monsters, magic, and mystery. Since 2006, it has produced high-quality online games such as *Might & Hero*, *Duel on Mount Hua*, and *Qi-Xiong Hegemony*.

To continuously improve gameplay experience and take advantage of the deep customer reach that Flash offers, the company adopted the Adobe Flash Platform to replace its JavaScript system as the foundation for revamping existing games and developing new ones. With Adobe solutions, Gamegoo now has an intuitive, reliable, and efficient platform for rapidly developing highly engaging and interactive role-playing games with enhanced 3D elements for users in virtually any computing environment.

Gamegoo chose to develop for Adobe Flash Player 11 with Stage 3D capabilities to provide even better gaming experiences—offering enhanced performance and richer visual effects. The intuitive coding and development environment helps Gamegoo developers deliver new features, capabilities, and action faster—and do so without the bugs or other errors that can limit gameplay.



"Our transition to the Adobe Flash Platform has paid huge dividends for us in being able to reach an expanded audience and ultimately increase revenue for the company. Our game Qi-Xiong Hegemony alone has grown to over one million players."

The big payoff

In addition, by leveraging Adobe Flash Player, the company provides gamers with smooth, high-performance gameplay and universal access without having to download additional plugins or software. "Developing games with the Adobe Flash Platform helps to ensure that the life-like graphics, intense action, and smooth animations we create are delivered reliably to virtually any player at any time," says Zhang Wei, Gamegoo's vice president in charge of development for their upcoming 3D game *Twilight Legend*, code named 8088. The new game will bring powerful 3D elements and other enhancements to its wildly popular predecessor.

"Our transition to the Adobe Flash Platform has paid huge dividends for us in being able to reach an expanded audience and ultimately increase revenue for the company," adds Wei. "Our game *Qi-Xiong Hegemony* alone has grown to over one million players." Since its launch, it has been shattering records for web games in China. In its first day live, the game reached more than 200,000

players, bringing in more than five million yuan (more than US\$780,000) daily. *Qi-Xiong Hegemony* is now one of the top seven online games in China.

Gamegoo executives are excited about 3D gaming. Upcoming releases to its popular games—developed on the Adobe Flash Platform, including Stage 3D—are expected to continue to drive record profits and audiences. Wei says, "With the help of the Adobe Flash Platform, the character movement, renderings, and 3D game action is unsurpassed in quality and interactivity."

Results

- Created a highly popular and profitable web game in China, attracting more than one million players daily
- Enabled widespread, immersive gameplay, resulting in one of the top seven online games in China and bringing in more than \$780,000 daily
- Accelerated graphics and animation development by 70%

For more information

www.adobe.com/flashplatform

www.youxigu.com



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

Adobe, the Adobe logo, and Flash are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2011 Adobe Systems Incorporated. All rights reserved.

9/11

