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RED Interactive Agency and LucasArts: LEGO Star Wars III: *The Clone Wars*



Adobe® Flash® Platform

Online game builds anticipation

To whet gamers' insatiable appetites for the video game release of LEGO Star Wars III: *The Clone Wars*, LucasArts partnered with RED Interactive Agency to create an engaging online experience. RED crafted a website that informs visitors about the new 3D console game and also gives them a taste of the fun with an integrated, real-time, massively multiplayer online game experience. Users can travel the galaxy, complete tasks and challenges, navigate obstacles, and interact with others—driving both enthusiasm and preorders.

RED used the Adobe Flash Platform—including Adobe Flash Professional, Flash Builder™, and Flash Player—to create the captivating online game. To date, the site has amassed over four million unique visitors, who performed nearly 300 million interactions and averaged 12 minutes on the site. The viral social media aspect of the site has also enabled 48,000 Facebook users to share 234,000 pieces of content. As a result of its efforts, RED also won an [FWA Site of the Month](#) award in January 2011, a 15th Annual Webby Award in the Games category, and two Mi6 awards.

RED INTERACTIVE AGENCY™





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Digital experience extends LEGO Star Wars brand

With a tight timeline and goal of increasing anticipation for the 3D console game, RED relied on the Adobe Flash Platform to make the website and associated online game dynamic and accessible. "We wanted to create an immersive, fun experience that would promote sales of the game, broaden the LucasArts fan base, and give users a memorable experience that's worthy of repeat visits and sharing with friends," says Donny Makower, president of RED Interactive Agency. "Using the Adobe Flash Platform—including Flash Professional, Flash Builder, and Flash Player—was key to our success in producing an online multiplayer video game experience that ignited excitement and preorders for the video game."

Working with the Flash Platform enabled the team to incorporate more immersive interactivity, using motion blur and blending modes in Flash Professional. All animation was done on the Flash Professional timeline using keyframing—resulting in more detailed characters and environments that exceed expectations in terms of quality of motion. "The Flash Platform helped us achieve a high production value with stunning visual effects, while enabling easy, universal access to the experience," says Makower.

The team published all assets to SWCs, compiling animation and buttons and then constructing the visual components within Flash Builder. Developers used Flash Builder to write all code, handling development of multiuser gaming features and key commands for movements and actions for the 35 characters available in the game. "The Adobe Flash Platform enabled animators, designers, and developers to collaborate simultaneously, empowering the team to rapidly develop each piece of the website's experience and meet an aggressive three-month timeline," concluded Makower.



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