



## BREW® DEVELOPER CASE STUDY

**COMPANY:**

Rocket Mobile, Inc.

**HEADQUARTERS:**

Los Gatos, Calif.

**FOUNDED:**

July 2001

**OVERVIEW:**

Rocket Mobile, Inc., a privately-held Silicon Valley-based firm, designs, develops, licenses and markets wireless applications and technologies and is one of the original developers for QUALCOMM's BREW® solution. Since launching one of the industry's first commercial MMS BREW applications in 2004, Rocket Mobile has expanded their BREW portfolio to include a range of products, including Song IDentity, RocketSMS™, RocketEMS™, RocketBrowser™, RocketFramework™ and the Rocket Media Server.

Today, Rocket Mobile continues to develop and create compelling wireless applications that serve a variety of needs. Some of their most popular applications – National Geographic wallpaper download, Wallpaper Mart, Beach Pix Wallpaper, iNDie Music, ShockTonz, MobileMix!, Mobile Expense, Rocket Forms and their most recent addition, Song!Dentity – are featured by operators around the world. Rocket Mobile's strength is its ability to create a range of applications that address the needs of mobile consumers. In fact, the company has doubled their revenues every year since its inception.

**WEB SITE:**

[www.rocketmobile.com](http://www.rocketmobile.com)

**BREW DEVELOPER:**

Since July 2001



**F**ounded in 1999 by Michel Guillemot, one of the original founders of Ubisoft, a leading international developer, publisher and distributor of interactive entertainment products, Gameloft has grown to be one of the leading publishers and developers in the mobile gaming arena with a commanding international presence. Backed by Guillemot's expertise and experience in the gaming world, the company was able to recognize early on the growing trend of mobile gaming – a move that has truly paid off. Today, as a key player in the global multi-billion dollar mobile gaming industry, Gameloft is recognized as a pioneer in the wireless gaming realm for creating entertaining and compelling content that continues to captivate mobile consumers worldwide.

Gameloft has been developing mobile games for the BREW solution since 2002, when it released "Lock'em Up," a black and white puzzle game. Gameloft was honored with the Best Game Award at BREW 2003 for the Prince of Persia. Since then, the company has rapidly advanced the quality of its games for BREW, taking advantage of quickly improving wireless device and network trends. For example, Gameloft recently published and developed the award-winning and best-selling "Asphalt: Urban GT," a 3D game that was honored as the Best Mobile Game at the BREW 2005 Developer Awards. 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 integrated multimedia functionality, Gameloft is again leading the pack by expanding its game portfolio with many advanced 3D and multiplayer titles developed for BREW.

"The mobile gaming industry is moving quickly to capitalize on the emerging 3D gaming trend. Developing for BREW, with access to superior development and distribution resources, has enabled us to quickly and seamlessly create content to address the growing demand," said Julien Fournials, vice president, production, Gameloft. "We have had huge success in developing games using the BREW client and predict that this will only continue as 3D games take the industry by storm."

Gameloft credits the BREW solution as the catalyst that has allowed them to capitalize on the mobile gaming trend and create "Asphalt: Urban GT", which is available in both 3D and in real-time multiplayer. With this game, Gameloft has put the power in the hands of the consumer and has been

rewarded with an impressive number of downloads as well as industry accolades. The success of "Asphalt: Urban GT" has made Gameloft even more committed to developing new titles for BREW.

Advancements in wireless handset design and capabilities are allowing BREW to offer Gameloft a robust mobile gaming environment. By leveraging advanced 3G network technologies, faster processors, better screen resolutions and overall chipset quality, BREW is enabling a significantly higher level of mobile games. As a leading mobile game publisher and developer, Gameloft appreciates the advantages that the BREW client brings to the development of cutting edge games that consumers desire. Without the BREW client's ability to support wireless applications, advanced games with features such as 3D graphics or multiplayer capabilities would not be at the level or quality they are today. According to Julien Fournials, at Gameloft, "The amazing graphics and game play in both 'Asphalt: Urban GT' and 'Splinter Cell Chaos Theory' can be attributed to the advanced capabilities enabled by BREW."

The convergence of mobile devices and other electronics has also proven to be a growing trend with consumers – and gaming is no exception. More and more consumers are realizing the advantages of "integrated devices" which allow the flexibility to use a mobile phone as a camera or handheld gaming device, for example. Once again, Gameloft is leading the charge in creating innovative games by developing titles that provide a new level of challenge and interactivity that take full advantage of these new form factors.

"As the BREW solution continues to expand the possibilities of wireless data worldwide, our expectation is that Gameloft will achieve continued success in this constantly changing industry," said Fournials. "Gameloft strives to create games that provide a memorable mobile experience and we're looking to leverage the full potential of BREW to get us there."

Innovation, determination, creativity... those 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.

