



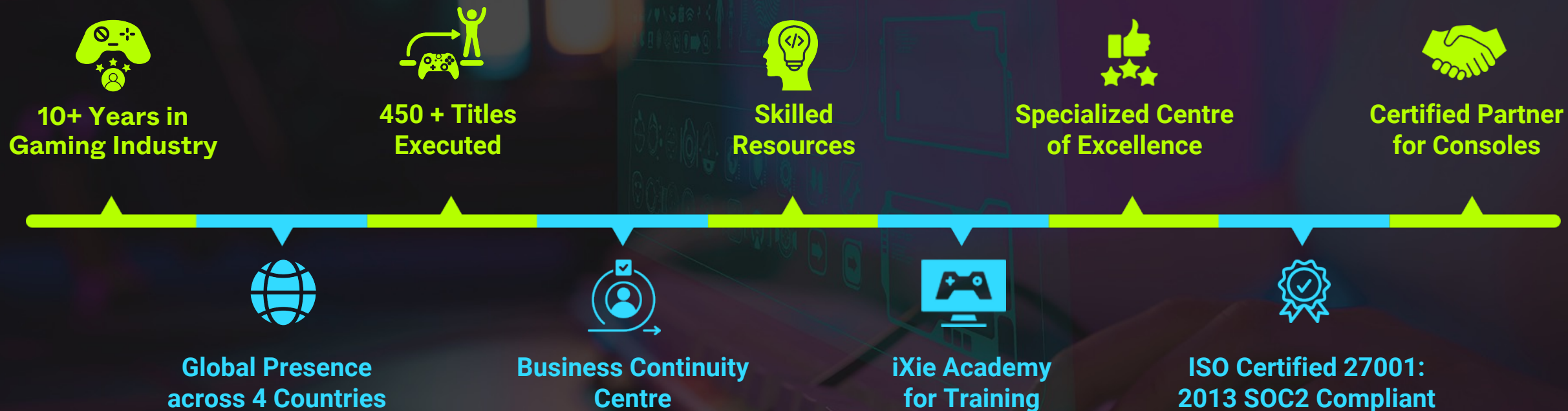
A division of Indium Software

INTEGRATED GAMING SERVICES



- Overview
- Platforms Supported
- What We Offer
- Value Delivered
- Game Development Solutions
- Game Development Process
- Game QA Solutions
- Communication and Governance
- Clientele and Global Presence
- Annexure- Art Assets
- Client Testimonial



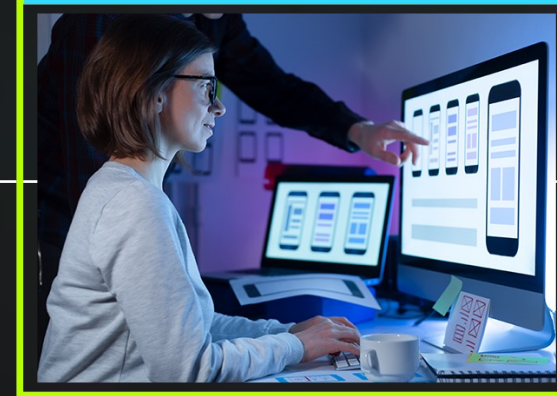






Why Us?

- Headed by industry veterans
- One-stop shop for all gaming needs
- Flexible engagement model
- Rapid scalability
- Multi-platform support
- Comprehensive end-user experience



Our Services

- Rapid Prototyping
- Art Production
- End-to-end Game Development
- Game QA
- Live Ops Game Analytics
- Localization



Sustained Results

- Expertise in Game Development engines like Unity, Unreal, HTML5 & Cocos2D
- Strong knowledge of C++ and C#
- Experience in building custom shaders using HLSL
- Optimization of 3D assets
- Compliance Sweep Check, Platform Regulatory Check
- 100% first- submission pass
- “Reaffirm and ready” to market



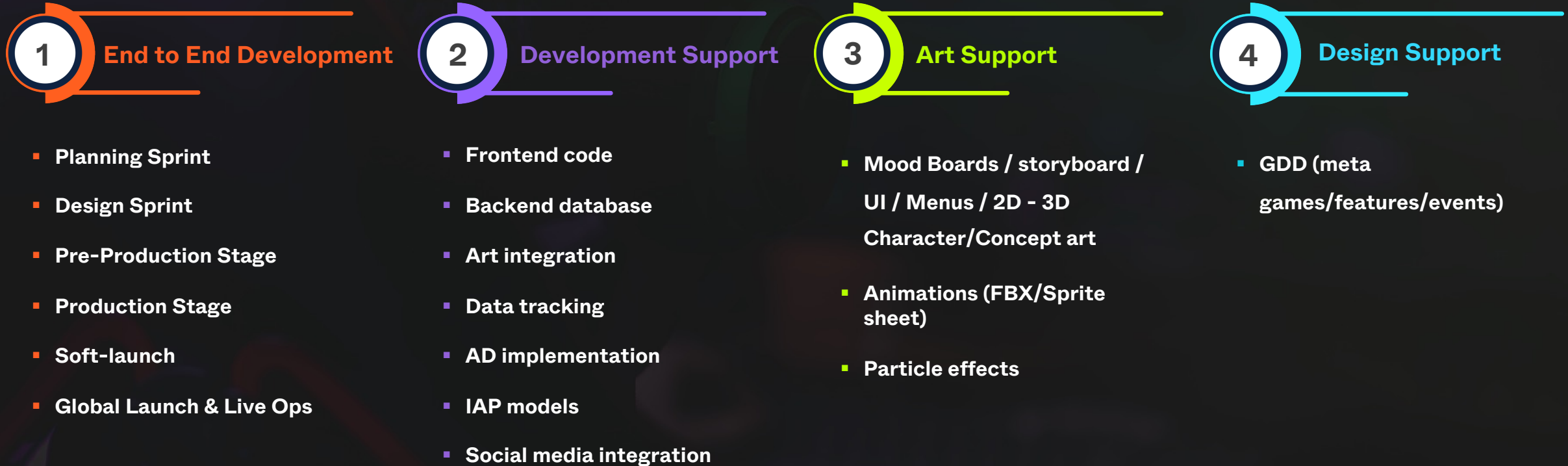
Ironclad Analysis

- Game mechanics
- Game progression
- Functional intricacy
- In-app design and elements



Our USPs

- Data driven development process
- Agile development
- Custom test plans
- Knowledge & expertise of competitive games
- 360° testing perspectives: game stability, performance, design, micro transactions
- Pilot engagement
- Rapid scalability



Planning Sprint

Game ideation/budget/planning
Research, setting KPIs, benchmarks,
target audience and platform



Design Sprint

Creation of GDD
(Core game loop, game
mechanics, monetization, engagement
model, retention model) Planning MVP,
game launch features, future updates
Setting milestones/gates



Pre-Production Stage

Game art/moodboard board/
storyboard/models/animations
Code placeholder assets



Production Stage

Code continuation with approved art assets
QA/marketing assets/videos/data tracking



Global Launch & Live Ops

Live worldwide
Game analytics
Optimization/updates/
events/features



Soft launch

Monitoring/reporting/
optimizing/ Release Game analytics



Planning and
Conceptualization

Asset
Creation

Unity Project
Setup

Game Mechanics
Implementation

Testi
ng

Optimizati
on

Publishing

Optimization

- Profiler to identify performance bottlenecks and optimize accordingly
- Using asset bundles
- Handling memory constraints - Asset bundles, Optimisation (heap & code)
- Texture compression using DXT (desktop) and ASTC (mobile) texture

Asset Management

- Compressed textures to reduce the size of assets
- Using optimal number of materials
- Using occlusion culling to optimize rendering

Debugging

- Use the browser's developer tools to debug JavaScript errors
- Testing the game on different browsers and platforms to identify compatibility issues

UI/UX

- A responsive UI design that works well on different screen sizes
- Appropriate fonts and color schemes for readability
- Provide clear instructions and feedback for the player.

Code Review

- Code adaptation depending on the platform
- Design unique APIs that is compatible with multiple platforms

Asset Management

- Reduce the size of assets by minimizing the polygons
- Using optimal number of materials and texture size
- Using baked lighting instead of dynamic lighting

CPU and GPU Optimization

- Ensure there are no lags and performance spikes
- Fine-tune the assets to ensure there are no memory issues

Gameplay Adaptation

- Change controls based on the target platform
- If Porting to PC, give an option to the player to remap the keys
- Tweak camera controls for better gameplay experience

UI Tweaks

- Creating appropriate UI based on the target platform
- If porting to mobile, create comfortable touchscreen controls

QA Process

- Ensure there are no unexpected lags, bugs and memory issues
- For consoles, ensure that the game matches the platform Technical Standards
- If porting to PC, ensure the game works smoothly on the minimum specs

Platform specific requirements

- Ensure that all required store assets are created and published
- Ensure the game has a rating approved from an official rating board
- If publishing to various territories, ensure there are no localization errors



End-to-end Game Testing

- Game Functionality Testing
- Game Compatibility Testing
- Game Compliance Testing
- Ad-hoc & Destructive Testing
- Play-Test Services
- Focus Group Testing

- Mobile Game Testing
- PC Game Testing
- Console Game Testing
- AR/VR Game Testing

Device Based Game Testing

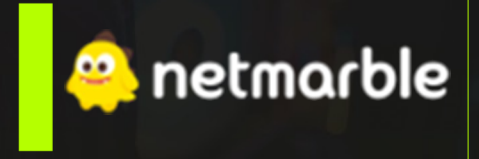


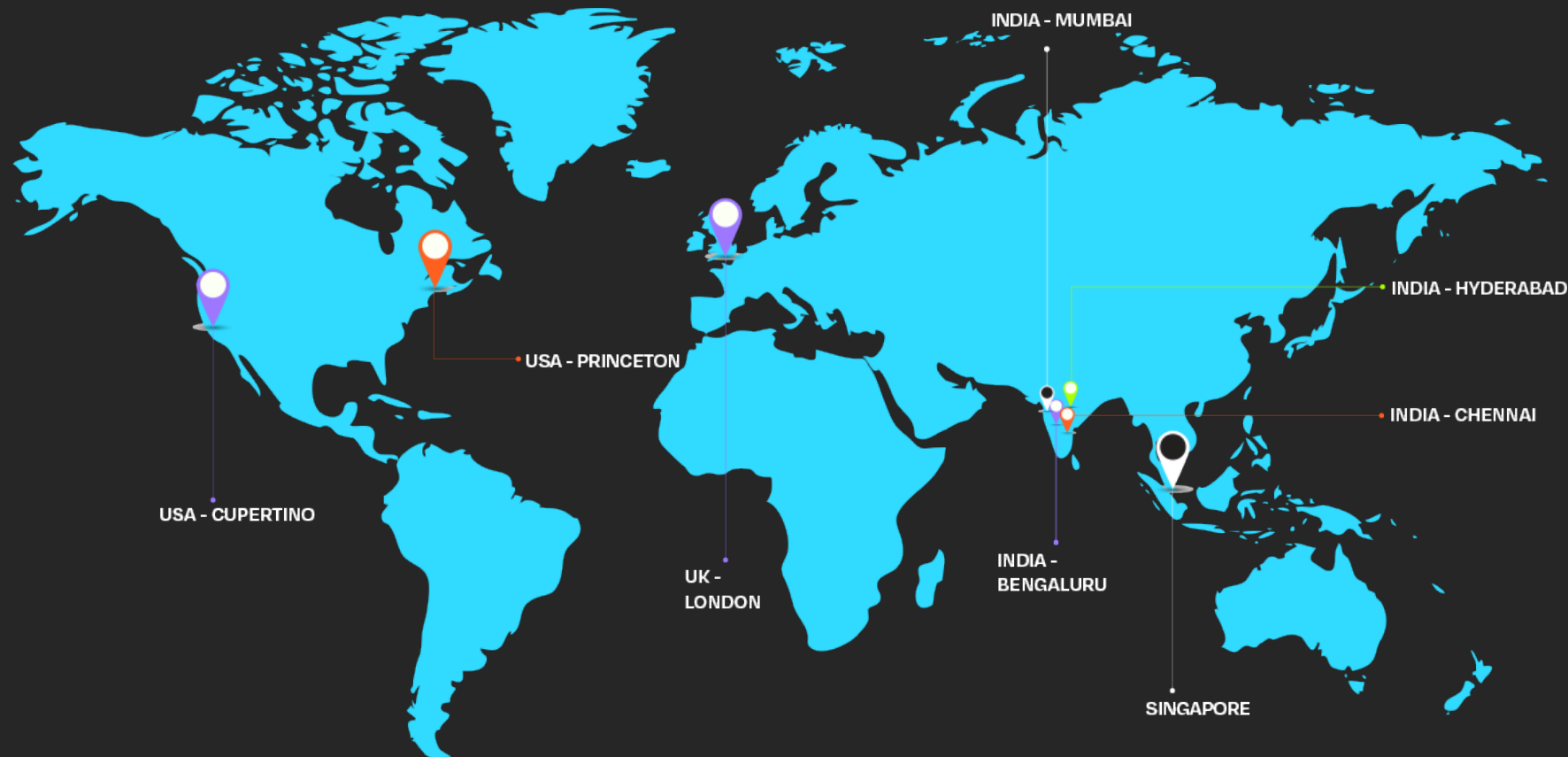
Specialized Game Testing

- Casino Game QA
- Game Localization QA

- The team uses Skype / Slack / Discord / MS Teams for all text-based communication
- Regular updates to stakeholders in form of DSR and Burndown charts
- We have several audio / video conferencing tools for meetings
- Transparent project tracking process using online dashboards (Jira/ Mantis / Asana / Trello)







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We are also on:

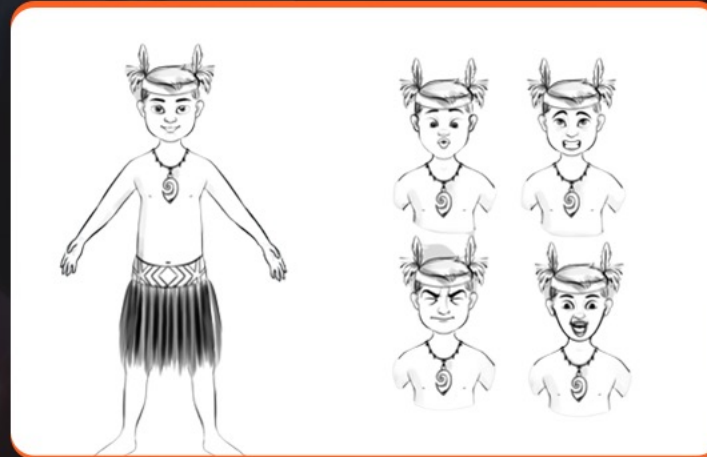
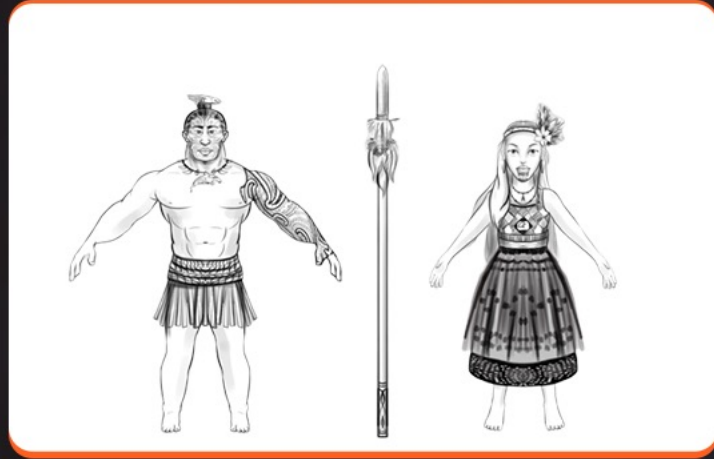


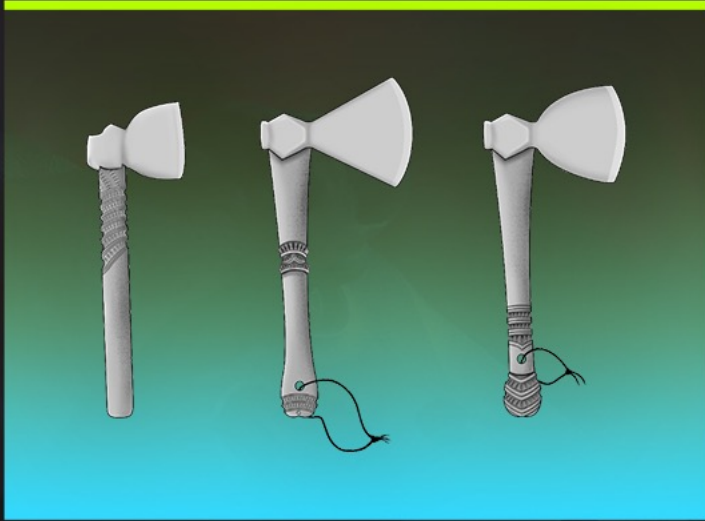
Visit us at: www.ixiegaming.com



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Our Art Portfolio



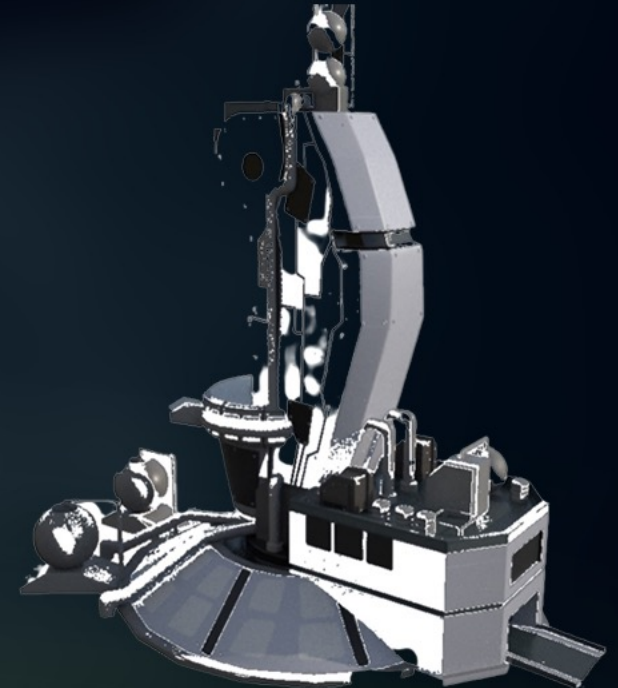












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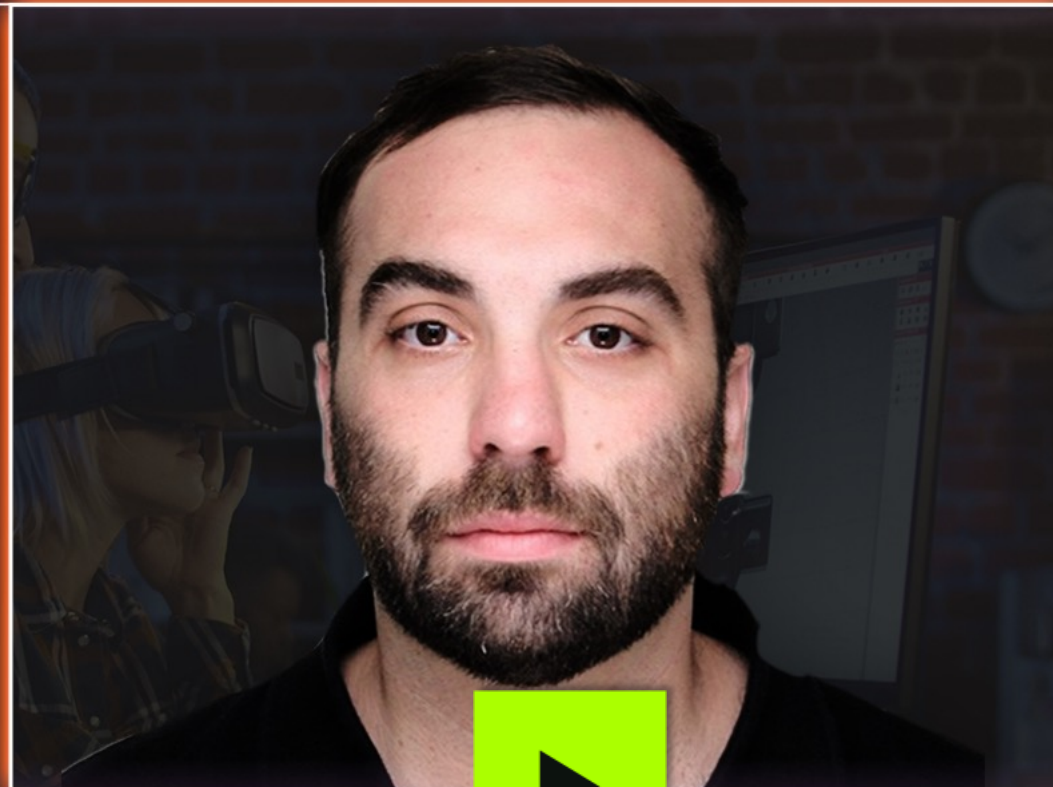
iXie has worked with Kabam since October 2020 on a number of interesting gaming projects such as NBA Ball Stars and the upcoming King Arthur: Legends Rise across different game studios.

iXie has provided Kabam with timely and accurate solutions to our quality needs with their Game QA services, all the while navigating through language barriers and time zone differences.

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Felipe Muslera

QA Manager



Thank You!

ixie

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