



Interactive Games

Melbourne games companies featured at E3 2010

Wicked Witch Software

Founded in 2001, Wicked Witch designs and develops original game concepts while developing games under contract for other developers and publishers.

Mission Statement:

"Wicked Witch Software is a development studio creating fresh and exciting games for the world market. Wicked Witch Software dedicates itself to creating the best game experiences for the players by embracing and contributing to the art form."

Wicked Witch aims to fund and create exciting original games for the international marketplace and establish its company position and reputation as a quality games development studio.

Acquiring talented people, Wicked Witch has successfully created its own development pipelines and environment using all the latest PC and game console technology. A strong love of game development inspires a strong work ethic and positive mindset within the company.

Wicked Witch Software's game engines are used for developing projects for clients as well as developing original content for use with almost all game consoles including PC, Nintendo DS, PSP, Xbox 360, PlayStation 2, Wii, J2ME, Web, massively multiplayer servers and backend systems. Wicked Witch Software has an expert approach to development and creates the best solution to successfully provide the highest quality product and service to clients.

Wicked Witch Software is announcing multiple game development opportunities on next generation console, PC, handheld and mobile platforms to deliver quality games and use proprietary cross-platform game engine and finished titles.

Studio Moshi

Studio Moshi is a creative studio working with self-initiated game titles. It has created and

produced animations for Nickelodeon, Australian Broadcasting Corporation, Xbox USA, and Toyota Yaris. Specialties include character design, storyboards, 2D and 3D animation, compositing, art direction, design, Flash animation, concept art, and game design and programming.

Studio Moshi has also co-produced the comedy-action animation *El Mariachi* in association with Cake Animation and Film Victoria. It is currently developing its original animated series, *Mong and Oose*, in association with the Australian Film Commission and Film Victoria.

Trickstar Games

Trickstar Games is one of Australia's newest game development studios. Founded in 2009, it draws on the vast experience of former members of Transmissions Games which was founded in 1996.

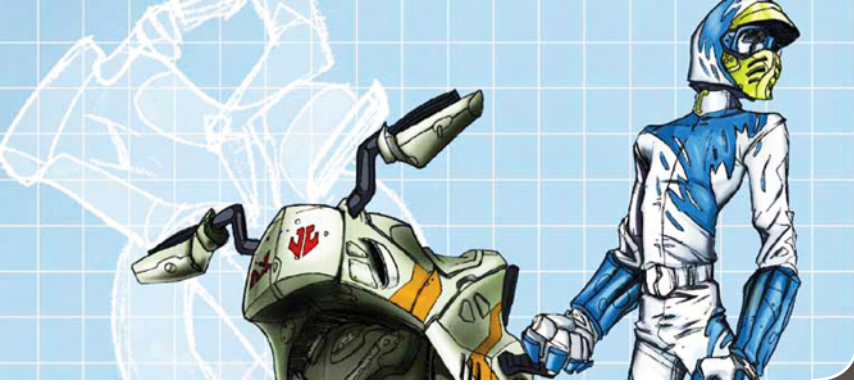
Trickstar has recently acquired casual games developer Sector3 Games, and has broadened its business model into the casual and online games market.

Trickstar Games now produces and develops games for PlayStation 3, Xbox 360, Xbox Live Arcade, PC, iPhone, and Mac, and has just announced the launch of its latest game, *Cricket 2010* for PS3 and Xbox 360 consoles.

The Voxel Agents

Established in early 2009, The Voxel Agents set out to create original high quality, easy-to-understand games that are challenging to master and supremely addictive. As an independent game studio, it adopts a quirky and innovative approach to game design which makes for highly original and engaging games.

The Voxel Agents' three founders, Simon Joslin, Tom Killen and Matthew Clark, focus on developing games for the digital distribution space - in particular for iPhone and iPod Touch.



Successful developments include developing the annual "SCOOT" Alternative Reality Game at Melbourne Museum since 2004, as well as two consecutive wins in the 48-hour Game Making Challenge with their original games *Sticky Geckos* and *Melonauts*.

The Voxel Agents achieved success with the iPhone game *Train Conductor*, which hit the App Store in December 2009 to critical acclaim. In just six weeks, *Train Conductor* ranked in the top 25 strategy games in 47 countries, and to date has sold in 58 countries worldwide.

The game features Melbourne's iconic Flinders Street Station, whereby players go about routing trains on their numbered tracks whilst avoiding collisions. Unique challenges appear in each of the eight levels, including long-haul gold rush trains, broken tracks and an entire parallel ghost world where trains don't crash.

The *Train Conductor* game was recently chosen as one of the iPhone's "Most addictive games" in the App Store. *Train Conductor* has been well received by the Australian press and public, attracting numerous positive reviews from major newspapers and blogs, a four-star rating on iTunes, and became the sixteenth highest selling app on the Australian App Store.

The Voxel Agents are now responding to requests to feature overseas locations for *Train Conductor*.

Torus Games

Torus Games began in 1994 with the intention of creating great video games. More than 15 years later, the same passion and focus continues to drive this developer, which has completed games and content for the Game Boy, Game Gear, PlayStation, Sega Saturn, Game Boy Color, Game Boy Advance, LMAX, N-Gage, Xbox, Leapster, Leapster 2, Roadrunner and GameCube.

Torus has a diverse portfolio of titles that span a wide range of categories, target markets and gaming platforms. Torus' strengths include state-of-the-art cross-platform technology, commitment to quality and a veteran development team.

Torus' current developmental platforms are DS, PSP, PlayStation 2, PC, Wii, Xbox 360 and PlayStation 3.

Torus is approved by all major hardware manufacturers, including Sony, Nintendo, Microsoft, Nokia and Leapfrog. Torus' publishers have included Activision, Nokia, Take Two, Ubisoft, Atari, Leapfrog, Destineer, Majesco and Namco.

Recently developed games include *Kid Adventures: Sky Captain* and *Scooby Doo! First Frights* for Nintendo Wii. The company recently received a commendation at the 2009 Governor of Victoria Export Awards, in the Arts and Entertainment category.

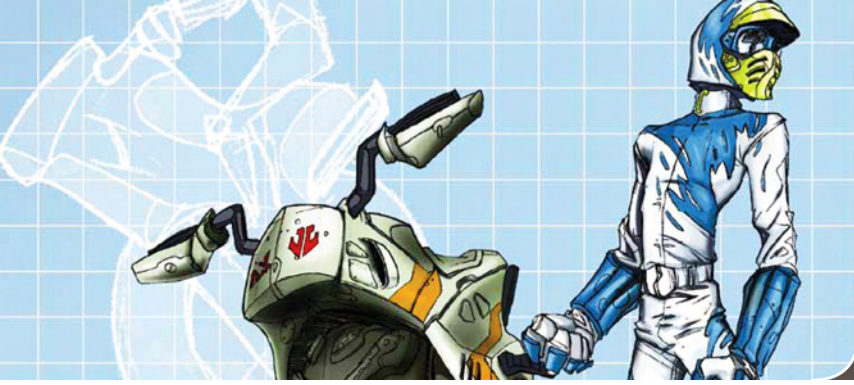
Torus is dedicated to continuing the creation of strong content tools that enable game designers to more effectively express their vision and provide more time for developers to focus on game play. Its structure allows for the creation of every component of a game in-house, with a team that includes sound engineers, quality assurance testers, software engineers, artists and animators, game designers and producers. A focus on technology, design and game play highlight Torus' commitment to high-quality games development.

Infinite Interactive

Infinite Interactive was founded in January 2003 by Steve Fawkner, creator and lead designer of the critically acclaimed Warlords series of PC games. The founding members have a total of more than 40 years of game development experience between them, having developed the highly praised, complex strategy and role-playing PC series *Warlords I, II, III & IV*, and *Warlords Battlecry I, II & III*. The Warlord Series has been the mainstay of the of the games development industry for more than 20 years. *Warlords II* is currently available on PocketPC, and a Warlords game is soon to come on NintendoDS and mobile phone.

Infinite Interactive's latest game, *Puzzle Quest: Challenge of the Warlords*, has recently been released on Nintendo DS and Sony PSP. The *Warlords V* and *Warlords Battlecry IV* series, and new game *Galactrix* will soon be available on these platforms.

Recently its latest game, *Puzzle Quest 2*, has been announced for use on PC, iPhone and iPad, as well as Nintendo DS and Xbox 360.



Puzzle Quest's success since its release in 2007 marked the start of a major growth phase for Infinite Interactive, including expansion of its traditional markets in Europe, North America and Asia, particularly in Japan.

The company also forged a partnership with global games developer Capcom Entertainment to create a new adventure game aimed at the massive *Neopets* community, one of the world's fastest growing youth-oriented sites and ranks among the top 10 "stickiest" on the Internet, generating more than seven billion page views worldwide per month.

Launched in 2008, *Neopets* demonstrates Infinite's skills in blending traditional genres and creating game-based experiences and challenges that appeal to a wide audience. This is also true of two new games launched in 2009. Infinite's future plans include continuing to develop and improve its long-running *Warlords* series, as well as developing new games that fuse genres and attempt to capture the imagination of new players.

Big Ant Studios

Big Ant Studios is a game development studio founded in 2001 by CEO Ross Symons, a software development pioneer with a professional history that stretches back to the 1970s.

With more than 70 full-time staff members, Big Ant Studios is one of the largest game developers in Australia. It develops premium character-action and racing content for platforms that include the PlayStation 2, PlayStation 3, Wii, Xbox 360 and PC. Supported by such leading global publishers as THQ, Konami and Sierra Entertainment, Big Ant Studios have achieved significant market success. Every console title developed by Big Ant Studios has gone on to sell multiple hundred-thousand units. These include *Hellboy: The Science of Evil*, *Spyro: The Eternal Night* and the *Sprint Cars* series.

Big Ant Studios is currently developing an AFL game for Xbox 360, Playstation 3 and PC, which is due for release in 2010.

Tantalus Media

With 16 years in the business and a portfolio of more than 30 titles on most major platforms, Tantalus is one of the world's leading independent development studios. Renowned for handheld work on franchises such as *SpongeBob*, *MX vs ATV*,

Cars and the million-unit-selling *Pony Friends*, Tantalus also develops games for the current generation of consoles. The next phase of growth and platform diversification will see the release of the company's second Nintendo Wii title, the addition of next generation handheld consoles and more digital distribution projects. Tantalus employs more than 60 developers at its Melbourne studio.

Tantalus began as a conversion house, adapting coin-op titles to console and PC. Developing titles such as *Monster Truck Madness* helped Tantalus build a reputation as a world-leading developer on Game Boy Advance, culminating in the highly acclaimed Nintendo-published *Top Gear Rally* winning IGN Game of the Year.

Tantalus Media currently develops games for the following platforms: Nintendo Wii and DS, PSP, and Windows PC.

True Axis

Physics Engine Development is a major part of True Axis operations. The **True Axis Physics SDK** is a fast and solid real world physics simulation system designed for demanding games and virtual interactive environments.

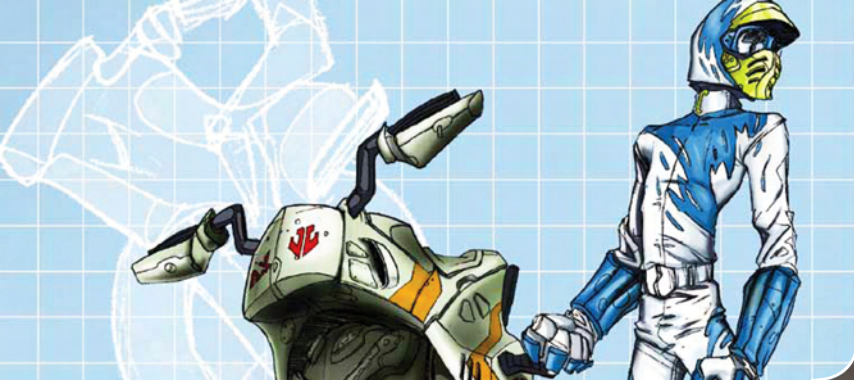
True Axis' latest games, *Jet Car Stunts* and *Space Tripper* are available as iPhone and iPod Touch applications.

True Axis is a 2010 Pocket Gamer Awards Finalist and was third in the 2009 Best App Ever Awards for its game *Jet Car Stunts*. A gold version of *Jet Car Stunts* has recently been released.

Firemint

Established in 1999, Firemint is taking a leading position in independent publishing from its Melbourne studio. Its recent move into self-publishing and focus on boosting connectivity of games cements Firemint's reputation as a gaming pioneer. It has developed games for iPhone, iPod Touch, iPad and Nintendo DSi platforms, as well as for publishers, including EA, THQ, Namco, Nokia, I-Play and Disney.

Firemint launched its first self-published game, *Flight Control*, launched at the App Store in March 2009. *Flight Control* sold more than one million copies in the first three months whilst Firemint's



other app, *Real Racing* was downloaded more than a million times in one week. Firemint has recently released the HD versions of these games for the iPad. *Real Racing HD* has become the number one paid game, as well as the top grossing game.

Firemint was honored with two Apple Design Awards for *Flight Control HD* on iPad and *Real Racing* on iPhone at Apple's World Wide Developer Conference in San Francisco on June 8. They were also recently awarded the Australian Export Arts and Entertainment Award for its highly rated iPhone games, *Flight Control* and *Real Racing*. It also won Pocket Gamer Awards in four categories, including Best iPhone Developer.

Firemint aims to boost the connectivity of mobile games, and has developed a new platform called Cloudcell, which allows mobile gamers to easily connect with online social networks such as Twitter, Facebook and YouTube. Cloudcell is now featured on games Firemint develops for other publishers, as well as on its self-published titles.

Firemint predicts more growth as casual gaming on portable devices keeps its position as one of the strongest interactive entertainment sectors. The company will continue developing premium games for big publishers, and will focus on self-published games in the future.

Game Developer's Association of Australia

The Game Developers' Association of Australia (GDAA) was formed in December 1999 to increase the profile of the Australian interactive games industry both domestically and internationally. The GDAA promotes the growth of the Australian games industry, attract capital and publishers from offshore, attract and retain talent to the local industry and promote a sense of community within the games development industry in Australia.

Australia has a dynamic and sophisticated games development industry. With experience developing and marketing products for the largest game publishers in the world, Australia offers the best in creative talent, advanced technology and management experience. Australia has a strong base of creative industries, including film and television, design, advertising and new media. This is supported by world-class education and training courses ensuring a growing talent supply to meet future market needs.

Features of the Australian games development industry:

- The video games industry is now double the size of the box office and more than 40 percent larger than the DVD industry in Australia
- The video games industry has shown growth through increasing sales by 47 percent to A\$1.96 billion over 2008.
- Sales of games software in 2008 increased 57 percent from the previous year, game consoles increased 43 percent, and gaming hardware accessories increased 68 percent.
- Family games grew by 137 percent during 2008, and is now the number one gaming category.
- Sales figures show that the industry has actually grown 112 percent since 2006.
- In 2008, out of all Australian households, 34 percent have one game device, 24 percent have two devices, 14 percent have three, 16 percent have four or more and 12 percent have no game devices. Point-of-sale data show that handhelds dominated sales of new devices in 2007-2008.
- The average age of computer and video game players in Australia is 30.
- Women and girls make up 46 percent of the player population in 2008, up from 41 percent in 2007.
- About 70 percent of parents in gaming households play computer and video games and 80 percent of these parents play them with their children. About 67 percent of mothers and 69 percent of fathers agree that they play computer and video games as a way to spend time with their children. A third of parents play games with their children as a way to monitor what their children play.

To discuss how Victoria could support and develop your interactive games business contact:

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