

Scaleform and CRI Middleware Announce Exclusive VAR Licensing Agreement

Award-winning CRI Movie codec to power Scaleform Video

GREENBELT, MD, USA and MINATO-KU, TOKYO, JAPAN, March 12, 2009 — Scaleform® Corporation (Scaleform), the leading user interface (UI) middleware provider for video games, and CRI Middleware Co., Ltd. (CRI), the number one Japanese middleware company and developer of the award-winning CRIWARE™ line of products, today announced that Scaleform has got exclusively licensed the CRI Movie™ codec for use with the Scaleform GFx™ 3.0 user interface solution. The new Scaleform Video™ module, which customers license directly from Scaleform, provides a fully integrated Adobe® Flash® video playback solution for game developers. Scaleform Video will launch with the new Scaleform GFx 3.0 release in Q1 2009.

Scaleform Video is a complete multiplatform optimized video solution that makes it easy for users to take advantage of the integrated Flash video pipeline. The combined Scaleform GFx 3.0 and Scaleform Video solution makes it easy to add rich interactivity between UI and video elements, leveraging ActionScript™ and cue points to trigger events, navigation, video transitions and more. No standalone video middleware offers such substantial benefits to the gameplay experience. Using Scaleform Video, developers can play high-resolution, noise-free videos for intro logos, main menus, HUDs, in-game textures, full-screen cinematic cut scenes with subtitles and “green screen” motion graphic overlays and effects.

Scaleform selected CRI Movie's award-winning playback engine, which was specifically built to take advantage of the latest multicore hardware and delivers superior quality, performance and encoding over other solutions. The CRI Movie codec has been licensed for over 1800 games across all the leading PC and console systems, making it one of the most proven and widely adopted middleware solutions in the game market.

“When Scaleform tightly integrates best-of-breed tools into a unified artist-driven, production-proven, multifunctional solution, we change the ‘game,’” said Brendan Iribe, president and CEO of Scaleform. “The result addresses more of the developer’s production challenges, offering the ease and flexibility of an integrated workflow and creativity that was simply not possible before.”

Iribe concludes, “We’re very excited to enable a new generation of interactive, video-based UI experiences that raise the bar in cinematic game effects while delivering significant production efficiencies and savings, all of which result from our successful collaboration with CRI Middleware and the integrated Flash video pipeline.”

“We continue to advance our commitment to making videogame creation both higher quality and easier for developers through our exclusive VAR partnership with Scaleform,” said David Rudolph, president and COO of CRI Middleware, Inc. “Scaleform’s integration of CRI Movie offers unmatched workflow, and with our codec’s proven playback and encoding advantages, we’ve achieved a major milestone that will add to our customers’ success.”

Scaleform Video supports the latest HD (1080p) formats and provides impressive visual fidelity at higher resolutions than other codecs in the game market. To accommodate increased movie resolution and resulting data sizes, CRI Movie encodes at speeds up to ten times faster than other codecs to improve productivity and turnaround times.

A wide range of other Scaleform Video features and functionality, including full-motion alpha channel support; multidirectional seeking throughout the movie; progressive loading; multiple mono, stereo and 5.1 surround sound audio tracks; cue point tracks for navigation and event generation; automatically rendered subtitle tracks; ActionScript support and more can be viewed at www.scaleform.com.

The initial version of Scaleform Video is optimized for "PLAYSTATION® 3"(PS3™), Xbox 360®, Wii™ and PC, with plans to expand to "PSP®(PlayStation® Portable)", MacOS® and Linux® in the future. The

Scaleform Video solution can be seen in action in Scaleform's GFx 3.0 - Epic Unreal® Engine 3 integration preview on the Scaleform website.

Availability

Scaleform Video is available exclusively as an integrated, but separately licensed module. Scaleform GFx 3.0 and Scaleform Video will be demonstrated at the GDC Expo 2009 from March 25–27 in San Francisco, CA in Scaleform's booth #6018 and in CRI's booth #5928. For more information, please contact sales@scaleform.com.

About Scaleform

Scaleform Corporation revolutionizes the interaction between humans and media with its groundbreaking user interface (UI) design environment for video games. Enabling a new way of crafting media, Scaleform GFx functions as an extension of its clients' teams, enhancing and streamlining the development process with technical ingenuity and accelerated workflow while lowering risk. The company's flagship solution, Scaleform GFx, is fast becoming ubiquitous in user interface design, driving over 300 titles worldwide across multiple platforms, and is integrated with leading game engines for rapid, artist-driven UI and casual game development on PC and console systems. www.scaleform.com.

About CRI Middleware

CRI Middleware Co., Ltd. provides industry-leading middleware tools and technologies to game developers and publishers. CRI Middleware has shipped successfully in over 1800 titles from dozens of game publishers around the world.

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