

REVOLUTIONIZING THE INTERACTION OF HUMANS AND MEDIA.

Scaleform empowers you to evolve the way you work.

Our range of user interface middleware and design solutions enhance and streamline the videogame production pipeline, delivering a new level of technical ingenuity and accelerated workflow.

Scaleform® is more than middleware: it's a fresh mindset.

We enable a new way of crafting interactive content with exceptional workflow.

A leader in pioneering advanced technology and workflow solutions, Scaleform middleware speeds the creation, assembly, and optimization of video game content and user interfaces. Scaleform GFx™ enables artists to design more freely and autonomously, while programmers focus on creating the highest quality gameplay rather than building time-consuming custom tools.

Since Scaleform GFx debuted in 2006, it has been instrumental in the creation of content and interfaces for over 350 leading game titles. Scaleform GFx is the go-to choice for video game UI design, ranging from high-end PC and console games, and massively multiplayer online games (MMOGs), to the latest premier casual games.

“Our focus has always been on innovating gameplay and technology. Using our new state of the art CryENGINE™ 2 and Scaleform GFx, Crysis delivers an unrivalled cinematic experience.”

-Cevat Yerli, CEO & president of Crytek

Winner of an IGN Best of E3 2008 Award, Crysis Warhead® is the latest installment in the hit sci-fi, first person shooter franchise. Crytek used Scaleform GFx to create animated textures, a detailed user interface and HUD.

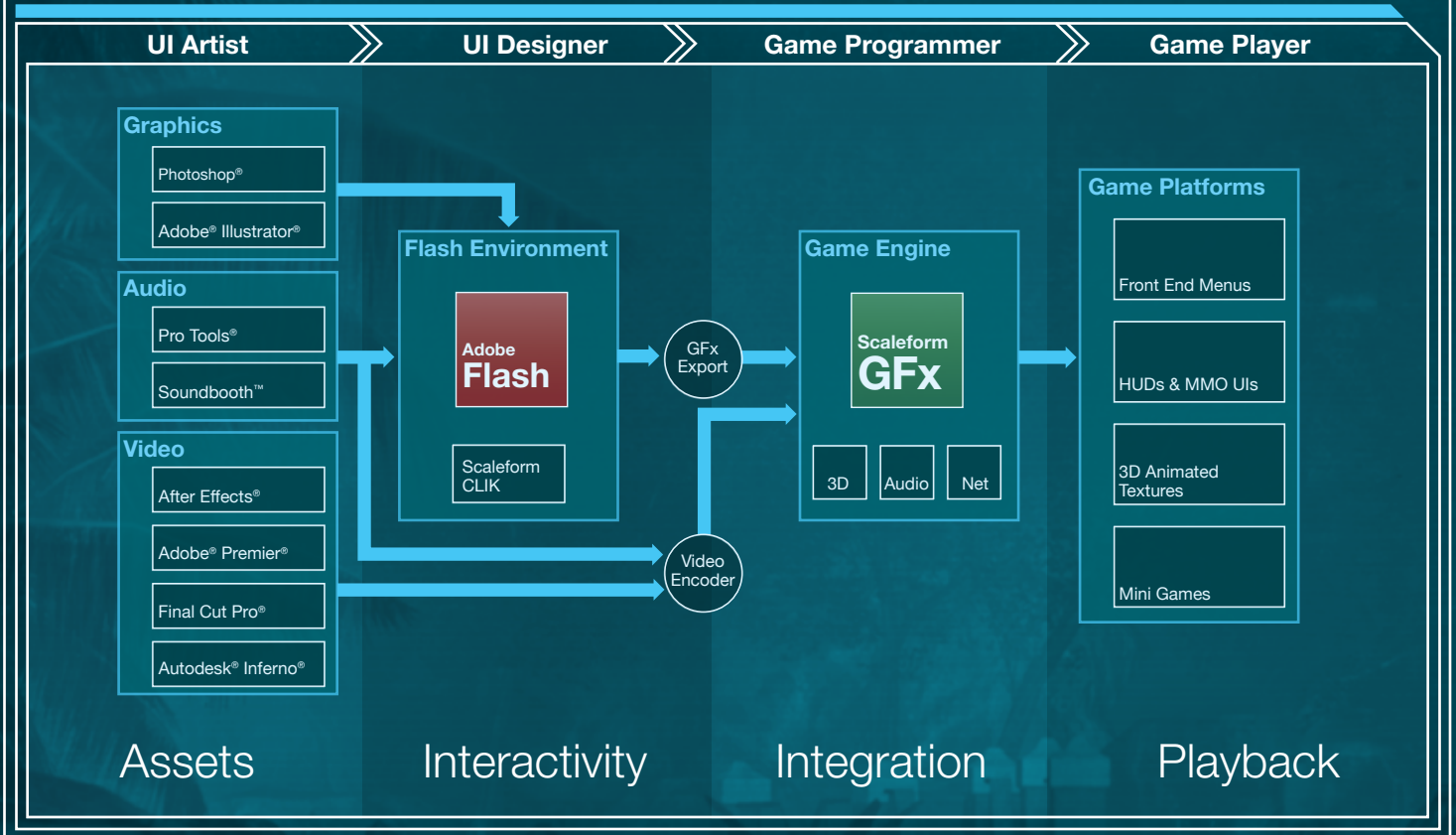
CRYSIS WARHEAD



The interface is the ultimate portal through which humans interact with media.

Workflow

Scaleform GFx significantly improves workflow to empower artists to design more freely and autonomously, while allowing programmers to work on gameplay rather than developing custom tools, saving time and money. Artists and designers will benefit from the new prebuilt component framework, a powerful new integrated video module, and a host of key improvements for enhanced productivity.



“Scaleform enabled our content designers to significantly optimize their UI production pipeline and enhance the end user experience beyond their initial intentions.”

-Richard Lawrence, CTO of Sony Online Entertainment

Scaleform GFx

Scaleform GFx is a proven artist-driven solution that offers an unmatched return on investment for developers and publishers by combining cutting-edge, hardware-accelerated rendering with Adobe Creative Suite's award-winning image, vector, and motion graphics software tool chain. It allows development teams to quickly and easily implement 3D hardware accelerated game content and interfaces, including menu UIs, HUDs, animated textures, in-game video, mini games, and even full casual games. Scaleform GFx speeds up development and frees programmers and artists to focus on what's most important: gameplay and design.

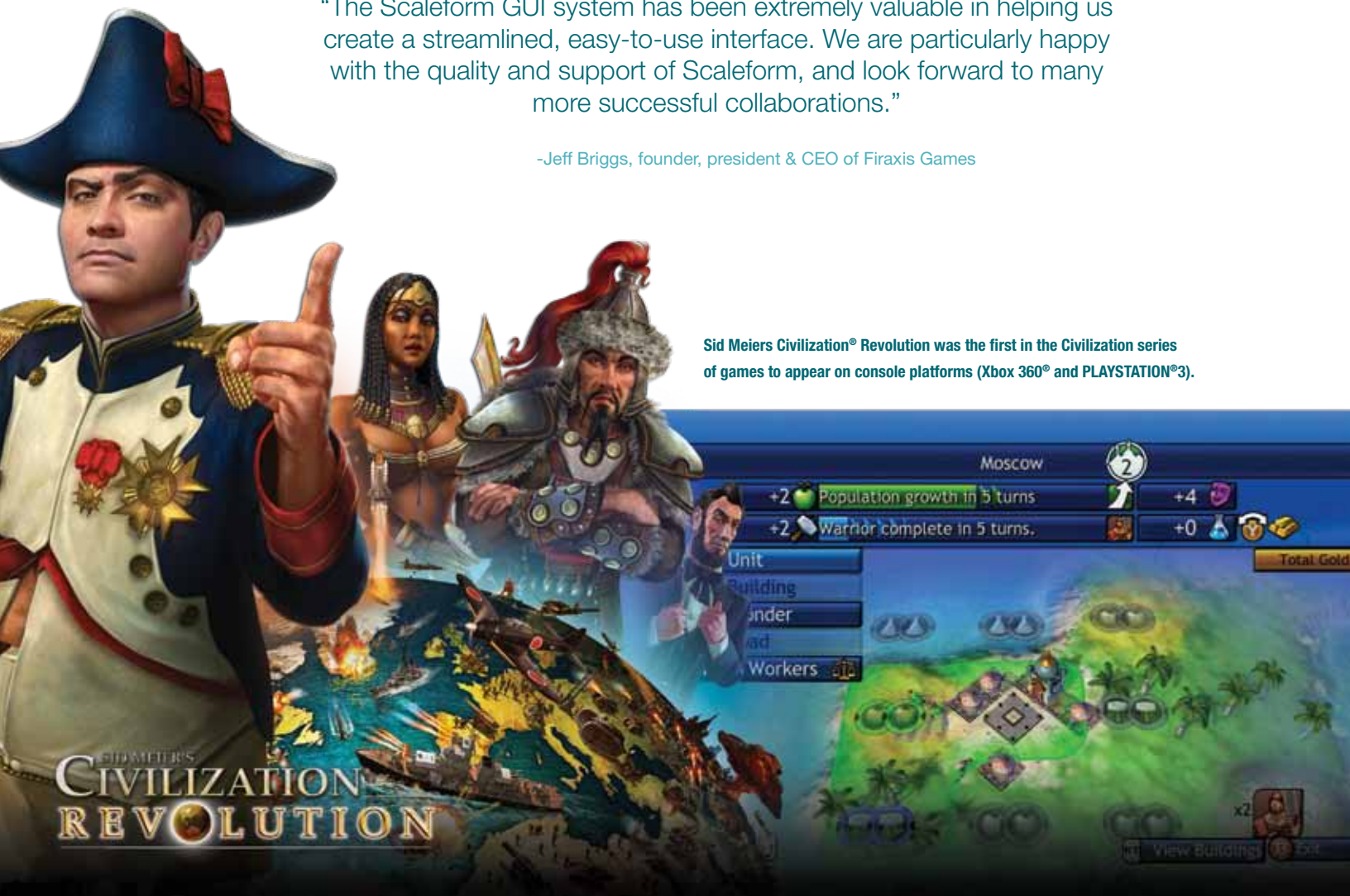
Scaleform GFx is fully compatible across all major PC and console platforms and integrated with leading game engines for rapid, out-of-the-box UI and casual game development on all major PC and console systems. The new component framework and workflow enhancement tools, as well as a range of productivity optimizing features, make starting a new project faster than ever.

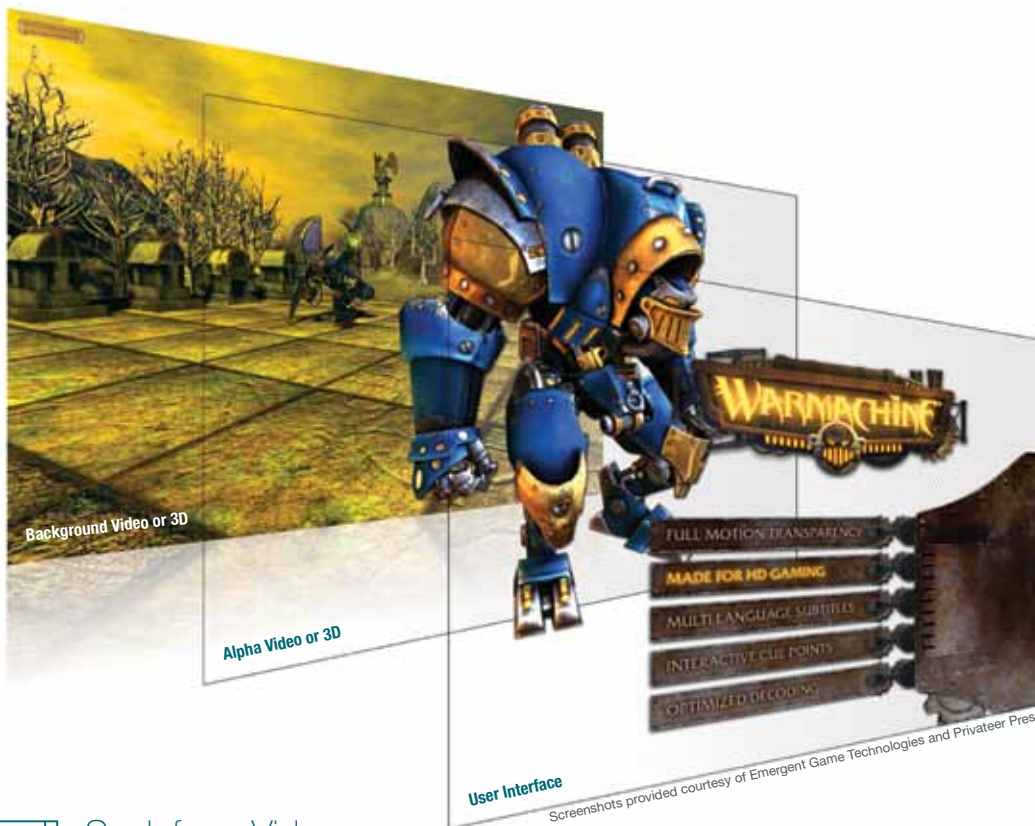
The Scaleform GFx 3.0 release introduces new Scaleform Video™ and Scaleform IME™, separately licensed modules that offer expanded functionality to the Scaleform GFx workflow solution.

“The Scaleform GUI system has been extremely valuable in helping us create a streamlined, easy-to-use interface. We are particularly happy with the quality and support of Scaleform, and look forward to many more successful collaborations.”

-Jeff Briggs, founder, president & CEO of Firaxis Games

Sid Meiers Civilization® Revolution was the first in the Civilization series of games to appear on console platforms (Xbox 360® and PLAYSTATION®3).





Scaleform Video

Scaleform Video, powered by the award winning CRI Movie™ codec, is a complete multiplatform optimized video playback solution that makes it easy for users to take advantage of the integrated Flash® video pipeline. The new video module is licensed separately, directly from Scaleform. Using Scaleform Video, developers can play high-resolution, noise-free videos for intro logos, main menus, HUDs, in-game textures, and full-screen cinematic cut scenes.

Scaleform Video can support multiple mono, stereo and 5.1 surround sound audio tracks, which can be controlled at runtime using the ActionScript™ video API and Scaleform GfX video extensions. Multiple subtitle tracks, cue points for interactivity, per-pixel alpha channel, seeking, and a host of other features are also supported and easily managed.



The CRI Movie codec was selected due to its playback and encoding advantages over existing video codecs. CRI Movie's next-generation playback engine was created specifically for real-time game systems, taking advantage of the latest multicore hardware. CRI Middleware (CRIWARE™) has been used in over 1700 games.

“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.” -David Rudolph, president and COO of CRI Middleware, Inc.



Scaleform IME

The Scaleform Input Method Editor (IME) module provides seamless in-game Asian chat support for complex languages such as Simplified and Traditional Chinese, Japanese, and Korean, which have large character sets that cannot be easily mapped to keyboard keys. IMEs assist text entry by displaying suggestions and modifying the input string as it is being typed.

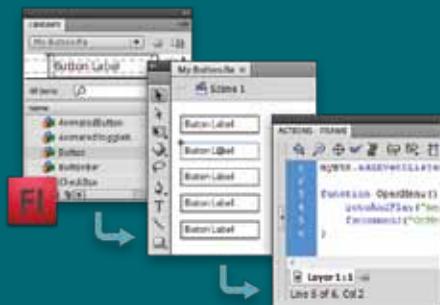


IME Chat window

Scaleform CLIK

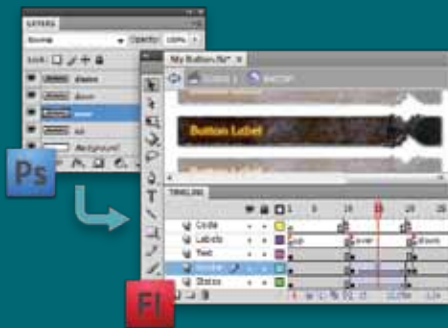
Scaleform recruited the gskinner.com team, led by world famous Flash expert Grant Skinner, to architect the Scaleform CLIK framework. Previously, Grant worked with Adobe to create the latest Flash component set for their Creative Suite® product. With Scaleform CLIK, gskinner and Scaleform created an ActionScript 2 component framework that boasts rapid development, easy visual skinning, low memory footprint, and optimized performance ideal for game developers.

Make it



Drag, Drop, Script UI Creation

Skin it



Photoshop & Flash Skinning

Play it



Flash to Game in One Click

Features



Scaleform CLIK

Scaleform CLIK ("Common Lightweight Interface Kit") introduces an artist-friendly component framework to help accelerate the design and development of user interfaces on multiple platforms including PCs, Consoles, and Mobile Devices. Using the premade Scaleform CLIK components, fully interactive user interfaces can be rapidly built with minimal ActionScript code. Each component exposes properties in the Flash component parameters and inspector panels to allow non-programmers to easily edit their values.



Scaleform AMP

Scaleform AMP™ is a sophisticated Analyzer for Memory and Performance that helps users optimize content by making it easier to identify inefficiencies and hot spots.

"Scaleform's middleware allows our creative talent to focus on higher level tasks, helping BioWare's teams fulfill our mission to deliver the best story-driven games in the world to our fans."

-Dr. Ray Muzyka,
general manager & CEO of BioWare,
general manager & vice president, Electronic Arts



BioWare used Scaleform GFX to create the complex user interfaces for the upcoming title *Dragon Age: Origins*™, one of the most highly anticipated titles for 2009.



Scalability

Vector graphics can scale to any size without degrading in quality, which enables complete resolution independence that's ideal for high-definition (HD) gaming. Scaleform GFX vector graphics are hardware accelerated and anti-aliased using a revolutionary new technique, triangle-based tessellation and Edge AA, which does not rely on FSAA or complex pixel shaders.



Scale9Grid

Vector and image based Flash scale9Grid, including special seamless image and transformation compatibility make it easy for artists to build resizable UI components such as windows, panels, or buttons.



Audio Support

Complete built-in audio playback support for sounds embedded in Flash SWF and Scaleform GFX files, as well as multichannel audio from Scaleform Video playback, streamline the production process.



ActionScript

Extensive Flash ActionScript (AS) 2.0 support allows developers to code everything from intelligent UI behaviors to complex mini-games. With over a million Flash developers in the world, Scaleform GFX users can leverage a large and growing AS knowledge base.



Garbage Collection

Scaleform GFX now includes an efficient garbage collector for the ActionScript 2 runtime, which solves memory leak problems related to circular references.



Font & Text

Efficient font compression, font type sharing, and dynamic glyph caching offer significant memory savings and high-quality scalable text output. Combined with a rich HTML text layout engine, game developers now have a world-class professional font and text solution.



Integration

Scaleform is focusing on even tighter integration with well-known game engines. Several improvements have already been made to the Epic Unreal® Engine 3 and Emergent Gamebryo™ integrations, with many more in the works.

Integration Partners



Learn more at www.scaleform.com

Scaleform GFX and Scaleform logo are © 2009 Scaleform Corporation. Flash is a registered trademark of Adobe Systems Incorporated. BigWorld Technology logo is registered trademark of BigWorld Pty Ltd. Crytek logo is a trademark of Crytek GmbH. Emergent logo is trademark of Emergent Game Technologies. Unreal Technology, the Unreal Technology logo, the Circle-U logo are trademarks or registered trademarks of Epic Games, Inc. and the fmod logo is a trademark of Firelight Technologies Pty, Ltd. in the United States of America and elsewhere. Hero Engine logo is a trademark of Simutronics Corporation. Trinigy logo is a trademark of Trinigy GmbH. All rights reserved.



www.scaleform.com

400+ GAMES AND COUNTING

Worldwide Sales

Frank Black

fblack@scaleform.com

Scaleform Corporation

6305 Ivy Lane | Suite 310 | Greenbelt, MD 20770 | USA

T +1.301.446.3200 | F +1.301.446.3199 | sales@scaleform.com

Americas

Jonathan Nagel

jnagel@scaleform.com

Japan

Takehisa Abe

tabe@scaleform.com

China

Ben Mowery

bmowery@scaleform.com

Korea

Dillon Seo

dseo@scaleform.com