

Gameloft



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Our Mission

At Gameloft, we have a passion for games that fuels everything we do, from being amongst the first to bring them to mobile back in 2000 to creating multi-awarded games for PC, consoles and all the latest digital platforms today.

Our mission is to amaze the world so that everyone can enjoy a moment of happiness. We put all our art and craft into it and create multiplatform experiences that are a benchmark for the industry and downloaded by millions of players every day.

What we believe in

- We **believe** in the power of entertainment. How its wonders can make you smile and widen your eyes.
- We **believe** games can let you do extraordinary things. They bring you this pure moment of escapism that just makes you happy.
- We **believe** that everyone should be able to enjoy games. Wherever you are, whenever you want, whatever you like.
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And we've spent the past **20 years** making sure it's possible. We are an entertainment company. Creating gaming experiences is what we do. A HISTORY OF SHAPING DIGITAL GAMING

At the end of the '90s, Michel Guillemot was observing the evolution and perspectives offered by the mobile phone industry with great interest. He soon realized that mobile phones would become a mass market product and the main entertainment platform in the world. He wanted to take part in this revolution and bring this ever-growing sector his experience in the video game industry, which he acquired with Ubisoft, a company he co-founded in the 1980s.

Gameloft is founded in 1999 with the goal of producing quality games that consumers could easily download on their mobile phones.

A true pioneer, Gameloft was one of the first companies in the world to develop games for Java- and Brew-enabled handsets and quickly created a large lineup of games for their users, including impressive mobile adaptations of console games such as *Prince of Persia* and *Tom Clancy's Splinter Cell*.

By 2003, over 100 mobile phones were compatible with Gameloft titles and the company was profitable. **In 2004, Gameloft launched the first installment in the Asphalt franchise**, which today remains a benchmark on mobile phones and digital platforms. Gameloft also offered 3D games for the first time in 2004, as well as **real-time multiplayer in 2005** on the most advanced mobile models and networks at the time. 400 phones were compatible, and the Java game lineup reached 200 titles in 2007!

A Unique Game Catalog of Its Kind in the World and Prestigious Licenses

In 2006, Gameloft had the most diverse catalog of mobile games in the world. From football games (Real Football), racing games (Asphalt), action games (Gangstar), brain training games (Brain Challenge) and arcade games (Bubble Bash), the company offered games of all genres.

Gameloft also had the largest portfolio of games under prestigious licenses such as *Mission Impossible 3*, *Shrek 3*, *King Kong* or *Lost*, *Desperate Housewives* and *Heroes*, which were some of the most watched television series in the world. Also, for the first time in the history of mobile gaming, licensed titles were adapted to each country, such as Endemol's *Deal or No Deal* and *1 vs. 100*.

- The Touchscreen Revolution

In 2008, Gameloft successfully shifted towards smartphones and touchscreen interfaces. Gameloft was the first company to offer 6 games on the Apple App Store after it was launched on July 9, 2008. For the first time, Gameloft's yearly sales figures surpassed the 100-million-euro mark.

In 2009, Gameloft developed the first installments in three of its most successful franchises: *Dungeon Hunter*, *Modern Combat*, and *Gangstar*.

In 2010, Gameloft met similar success when they began developing for touchscreen tablets; the following year, they ventured into new entertainment platforms, such as Smart TVs and set-top boxes, as well as the HTML5 platform for Internet navigators.

2011 and 2012 also saw a significant part of the new lineup of games aimed at an even broader audience, particularly through free-to-play, social and more casual games such as *The Oregon Trail: American Settler*, *Fantasy Town* and *Fashion Icon*.

Today, Gameloft employs over 3,600 people around the world and is a key player in an industry expected to grow rapidly in the coming years.

For more details, please visit <https://www.bleu7.com/detail/gameloft-berlin-89>
