

GameShastra launches advanced game services facility in India

Hyderabad, India, February 21, 2007: GameShastra, a leader in game development services, has launched an advanced game services facility in India for Global Game publishers and developers. The 25k square feet facility located in Hyderabad will house highly skilled project teams that will focus on providing full range of game development, game art/animation and QA services for Console, PC, Online and Mobile game platforms. The facility was inaugurated by Brian Ward, Sr. Vice President, Worldwide Studios Activision Publishing, Inc. Activision announced that it is looking forward to work closely with GameShastra on some of its exciting forthcoming projects.

The Console Game Market is the fastest growing business opportunity for Game Publishers "Game Publishers continuously publish and bring new experiences within the game industry, taking players to a whole new level of play," Prakash Ahuja, Chief Executive Officer, GameShastra Inc, said "GameShastra's high quality game services capability and state of the art infrastructure in Hyderabad will enable both the performance and flexibility that is critical to meet a game publishers rising creative challenges and first-to-market demands."

"The creation of GameShastra Game Services facility in India is an important step for complementing Game Publishers strategy to partner with highly talented Game Services providers in order to meet increasing demand for new products and features," says Brian Ward, Sr. Vice President, Worldwide Studios Activision Publishing, Inc. "It allows Publishers to focus on new product research while taking full advantage of GameShastra end to end game services capabilities".

Mohan Bhupatiraju, Director, GameShastra, who is instrumental in setting up the facility at Hyderabad and responsible for Infrastructure and Facility Management for all GameShastra locations, Says "Today, Game publishers put game services providers under rigorous scrutiny in areas such as security, infrastructure, and the ability to provide efficient and expert game services at all levels." Commenting on the newest facility in Hyderabad, Mohan, Said "The GameShastra facility is a fully certified testing facility incorporating advanced game testing and debugging tools and has highly skilled gaming and testing experts with real-time testing experience on all of the latest game consoles, including the Nintendo Wii, Playstation 3 and the Xbox 360. The testing facility also incorporates some of the world's most demanding security systems".

With the increasing size and complexity of next generation console and PC games, the demand for large quantities of high quality art and animation for games has grown multifold. GameShastra has congregated a team of highly talented GameArt and animation specialists who are among the finest in tackling creative challenges faced by game publishers.

"The success of GameArt is measured by the sustained interest the game players develop with the game." Sunderarajan, Head of GameArt, GameShastra, said. "We at GameArt employ the latest state of art of software/hardware to provide exciting look and feel for the game helping the players to identify themselves with the characters and environments. We provide them with user-friendly interfaces to the players to eliminate fatigue. Our GameArt are equally friendly with gaming engines to the delight of developers."

GameShastra extends functionality, Game play, and Certification testing on console, mobile, handheld and online platforms. The company also offers hardware compatibility testing to assure that its customer's applications work with most common hardware available today. The company plans to invest over USD 5 million in the facility and will invest another USD 20 million over the next 2 years. The company plans to reach a headcount of over 1000+ people in the coming 18 months.

Console Game Zone for Game Enthusiasts – A unique initiative by GameShastra

GameShastra is probably the first company in India to initiate an unique effort to promote the console game culture among game enthusiasts in India. The company expects this initiative will complement its game services development effort. As part of this initiative GameShastra opened “Console Game Zone” that will showcase leading Game Console Machines loaded with latest games. The Game Zone welcomes all game enthusiasts to step in and put their skills on test playing some of the hottest games currently available.

The “Console Game Zone” is located on the ground level of its main facility located in BanjaraHills, Hyderabad which will showcase the latest gaming and entertainment technology with effects of sight and sound not to be missed by anyone involved in games. “Console Game Zone” will take you to a world where your senses are put to the ultimate test by the newest technology developed by global pioneers.

About GameShastra

GameShastra has been involved in game testing and related services for over two years, and have successfully handled the testing of numerous games for leading publishers and development houses globally. The company has opened a state-of-the-art Game Services center in Hyderabad to extend testing services for all the gaming platforms – Consoles, Handheld, Mobiles and Online and offers testing – Functionality, Compatibility, Game-play, Certification. GameShastra leadership team is highly experienced and it is represented by some of the well known experts in the Game Industry.