



 **Keywords**
STUDIOS



Keywords Studios,
the leading international
technical and creative
services provider to
the global video games
industry

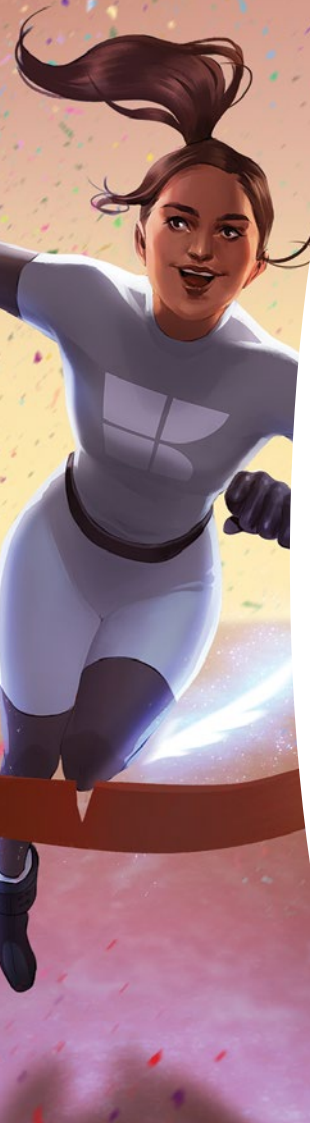
Creating value and growth through operational efficiency

At Keywords, we are using our passion for games, technology and media to create a global services platform for video games and beyond. Our aim is to become the “go to” provider of technical services.

We enable leading content creators and publishers to leverage our expertise and capacity across the lifecycle of interactive content. In so doing we empower our clients who are operating in complex and fast moving environments to remain lean and agile, and to focus on creating the most engaging experiences.

Keywords is trusted and relied upon by many of the world's leading video game companies to work alongside them during concept, development and live operations by leveraging the breadth and depth of our industry leading service lines every step of the way.





Global Presence

Keywords Studios is comprised of many individual brands, all with something unique to offer our clients. The studios are integrated into the Group by Service Line and use the operating systems and tools deployed by those services lines to ensure people and projects can operate across studios and across geographies.

Clients are free to engage with us at the individual Studio level, by Service Line or across service lines at the Group level. At Service Line level and at Group level we configure best fit solutions for our clients from our 50+ Studios, all leaders in their own fields of expertise, located across 4 continents and 21 countries.

With strategically important locations which provide proximity to most of the world's leading video game companies and to games passionate talent, we continue to extend our global reach to fully support our production needs.



Our Key Strengths

GLOBAL PRESENCE

Provides access to the best talent and enables us to deliver projects across studios in multiple time zones, allowing seamless 24-hour turnarounds whilst remaining close to the client.

FLEXIBLE RESOURCE MODEL

Allows us to scale up or down to meet demand, mirroring the seasonality of games production.

KNOWLEDGE AND EXPERTISE

Deep games-specific knowledge and experience of working on multiple instalments of AAA game franchises.

REPUTATION FOR QUALITY

Our commitment to quality, reliability and integrating with our clients' processes promotes long-term customer relationships.

FINANCIAL STRENGTH

Our strong financial performance and position gives our customers reassurance of resilience in their supply chain.



Our Service Lines

Keywords Studios continues to build world leading capabilities in services that video game and similar interactive content creators need. Our 7 dedicated Service Lines and expanded service capabilities, provides expertise at every stage of the Game Development Cycle.

 **Keywords**
Art Services

 **Keywords**
Game Development

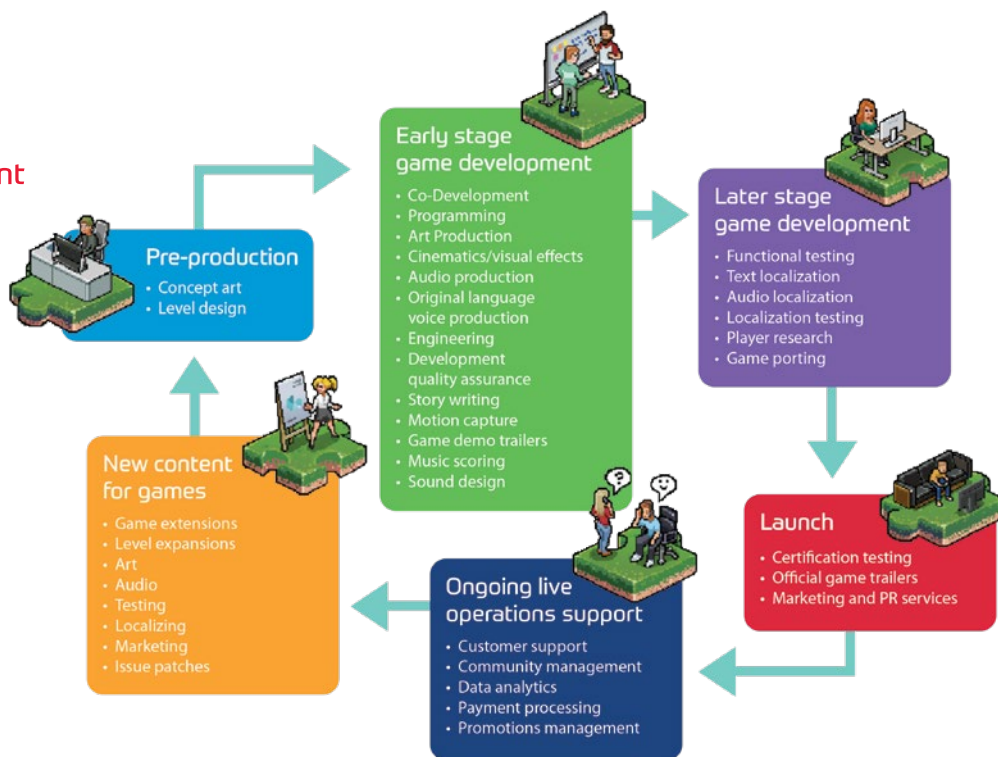
 **Keywords**
Audio Services

 **Keywords**
Localization

 **Keywords**
Localization QA

 **Keywords**
Functionality QA

 **Keywords**
Player Support



Additional Service Offerings



At Keywords Studios, we offer our clients flexible, scalable solutions that match their project requirements. Through our dedicated Embedded Services, we provide the expertise of an in-house team and deliver flexible, in-house out-sourced solutions. Our highly experienced teams provide service delivery from a client's own location. We administer the time-consuming responsibilities associated with project management and resource allocation allowing our clients to focus on their key deliverables.

Other Additional Service offerings from Keywords Studios include **Game Science** and **Marketing Services**.

Our **Game Science** services and technologies can help our clients to position their players at the centre of the development, live operations and marketing processes. They can generate a range of insights and findings, helping our clients to achieve success through increased engagement, retention and player acquisition.

Marketing Services focus on the production of marketing trailers to support the launch of games, promote expansion content, introduce new characters and support community outreach – bringing our clients' games to a global audience. We also provide marketing consultancy services, key art production and e-Sports marketing materials.





We understand the importance of delivering innovative and creative art assets that are true to our client's vision. Our expert teams produce art creations that are tailored to specific design requirements, technical specifications and client expectations.

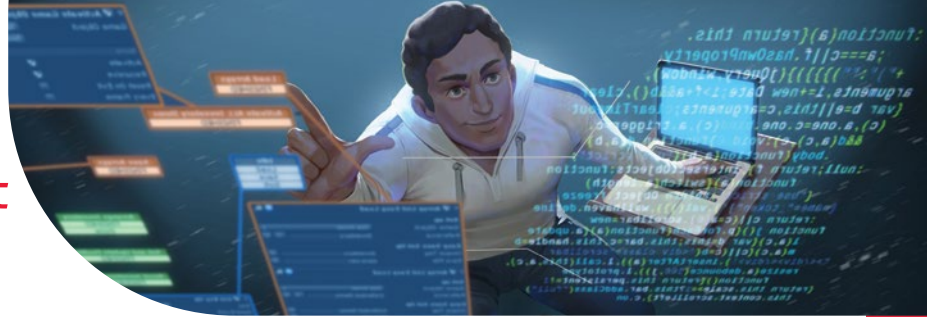
We are highly experienced and provide outstanding design and production services, regularly contributing to the success of some of the most renowned video games in the industry. With many passionate and experienced artists, and our own schools to develop and nurture upcoming talent, we can deliver the best-tailored art offerings for our client's video game art requirements. Our impressive deliverables include art created for console, PC and mobile games built by industry-leading studios and developers. The depth of our service line offering is unrivalled and includes:

Art direction services

- 2D & 3D concept art
- 2D illustrations
- 2D & 3D characters & objects
- 3D vehicles & creatures
- Visual effects
- Environments
- 2D & 3D animation
- In-game and pre-rendered cinematics
- Live action and video production
- UI/ UX design and animation

In addition, we can provide creative marketing, advertising and strategy for the games industry from our dedicated studio in the UK. We help our clients cover everything from campaign strategy, planning, gameplay trailers, digital, print, in-game content, game lore, UI and product brand through to mobile, social media, VR/AR and apps. Simply put, whatever is needed to make a game both work and sell.

Keywords Game Development



Precision is key to meeting our client's software engineering service requirements and we have the experience to deliver. We collaborate with our clients to deliver richer definition for their video gaming titles, learning applications or visualisation and simulation experiences.

At Keywords Studios, we provide access to development services and exclusive technology platforms that enhance both the visual elements and the unseen performance aspects of video games. We offer general and speciality engineering talent to augment our clients' game teams, as well as provide full teams to execute complete efforts.

Our portfolio is broad and consists of the most advanced engineering services available including:

- Co-Development/Porting/Remastering
- Experienced on all major platforms: console, mobile, web, Windows, macOS, Linux
- Experience with all major game engines
- Subject matter experts: rendering, online, GamePlay, physics, user interfaces, optimisation, full-stack web development
- Tool development
- Virtual and augmented reality
- Interactive experiences
- Civil engineering and urban planning visualisation

As our client's requirements continue to evolve, our talented and experienced teams of software engineers respond with the knowledge, agility and speed that are required for success. Our dedicated engineering studios utilise a superior portfolio of modern development hardware and equipment.

Whether our clients are seeking a subject matter expert to augment their in-house team, or need their title independently ported to a new platform, our flexible engineering studios are here to help. We have many years of experience and are highly skilled in working across all major game engines, tools and platforms used in the games industry.



With over 20 years' experience delivering compelling audio services on behalf of our clients, we provide customised solutions to fulfil the voiced audio needs of immersive and interactive content. Experts at sourcing and managing voice actors and celebrities and with state-of-the-art audio studios and partners located around the world, we handle all aspects of what is a complex supply chain in its own right.

We deliver an extensive range of high-quality audio services to cater for any request. Using a unique mix of artistic and technical skills, we support both original and localized language content. Our broad suite of audio services includes:

- Original language audio production
- Casting and talent management services
- Voice recording and video facial capture
- Sound design and music
- Asset integration
- International in-country voice over recording (30+ countries)
- International casting and talent management
- Asset management, pre-production and script adaptation
- Post-production, voice EFX, audio QA
- Mastering and mixing
- Dubbing

In addition, we provide Music Supervision helping creators to compose, license and implement the perfect music for their productions.

Collaborating with many of the industry's top-tier leading developers and publishers, we lead the way in superior audio solutions, constantly deploying the latest tools and creating our own software to improve quality and efficiency.



We know that our client's success depends upon the quality of their products and that effective defect discovery and resolution is essential to video game development. To help ensure an optimal end-user experience, we deliver customised Functionality Quality Assurance (FQA) offerings that help ensure our clients' games perform as designed.

Keywords Studios offers highly experienced end-to-end functional support for global video games and product testing requirements.

Our comprehensive range of QA services include:

- Functional testing services
- Hardware certification testing
- Stress and load testing
- Hardware compatibility testing for PC and mobile devices
- Community-based testing
- User experience testing
- Focus groups
- Network performance assessments and testing
- Closed beta user testing management
- Managed services provision

We specialise in providing long term and low-cost solutions, dedicated on-site teams, technical and certification support teams as well as customised QA support. We help our clients by orchestrating and designing their testing strategies or by adapting and merging with their internal QA set-up to act as a seamless extension of their internal teams.

Our secure testing studios are continuously growing and our teams operate across all time zones. We have the capacity and flexibility to scale up and down in accordance with the needs of each of the very many games we are entrusted with. Whether it is building partnerships with the biggest players in the gaming industry or adapting our services to smaller scale development studios, we can build a support plan and strategy for any game development cycle.

Keywords Localization



We understand the significant returns that our clients can achieve if they publish their content simultaneously in multiple languages, leveraging the very significant investments they make in creative, engineering and game play mechanics to create compelling and engaging games. We also know that those locally adapted experiences have to provide an experience as close to the original version as possible and that mere translation of the content in no way achieves this. At Keywords Studios, we support game developers and publishers worldwide, delivering localization solutions managed from our dedicated studios around the world.

High-quality localization is our passion and our talented team of native multilingual professionals are fully trained in this very particular art form.

Delivering culturally adapted content in more than 50 languages, our localization offerings include:

- Localization engineering services
- Translation and adaptation
- Proofreading and editing
- Transcreation and creative writing
- Age-rating support
- Geopolitical assessment
- Graphic design
- Localization process consultancy
- Expert project management
- Game specific localization content management software
- Subtitling

We also offer highly advanced localization technologies including XLOC, the renowned content management system for global video games development.

Working across a wide range of projects, from casual and mobile games to AAA titles and from batch production to continuous content generation and adaptation, our dedicated teams are highly responsive to evolving needs. Translating around 250 million words each year, our capabilities to localize video games and fully immerse players in their gaming experience are second to none.



At Keywords Studios, we understand that effective games testing is critical to success and we know that a truly local and thoroughly immersive experience is paramount to gamers worldwide.

Games are developed in multiple languages simultaneously with the original version. In this complex production environment, translations and voice over recordings are being produced without the benefit of the game itself being available. At the last phase of production, prior to the content going live, we are relied upon to help ensure that our client's products are free from language related bugs and defects. We provide fully integrated Localization Quality Assurance (LQA) solutions, tailored to our client's needs.

We partner with some of the industry's leading gaming developers and publishers, delivering expertise and an expansive range of LQA offerings including:

- Localization QA testing
- Play through on localized languages
- General functionality and implementation testing on localized languages
- Localization compliance testing verifying hardware manufacturer terminology and naming conventions
- Stand-alone linguistic reviews
- Manual and printed/ online material checks

At Keywords Studios, all of our LQA testers are trained to the highest standards and are both native speakers and passionate video gamers. We have tested more than 2,000 games titles from Alpha stage to post-launch DLC. We cover over 50 different languages across all major platforms.

LQA is an integral part of our extensive service line of gaming support solutions. From linguistic quality to contextual consistency and so much more, we are trusted to deliver.

Keywords

Player Support



Games are now a service and retaining players in the game is all-important. We know how important an exceptional customer experience is to the success of our clients' games. Our trusted customer interaction services help our clients retain their customers, reaching them in a way that makes their gaming experience more enjoyable. We provide the tools and expertise to deliver a best-in-class customer experience for video games.

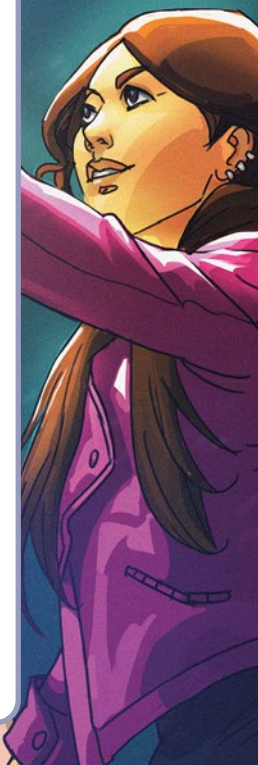
Our dedicated teams of native speakers provide player support and community management on a global scale. Covering both an expansive 50+ languages and all time zones, we help deliver a customer experience that results in enhanced player satisfaction, improved player retention and that aligns with the brand values of our clients. Our extensive range of services includes:

Around the clock, multilingual, multichannel customer support for live games. Key components include support for email, live chat, phone, social media, mobile, technical and billing activity as well as in-game support and FAQ management.

- Social media and forum monitoring, moderation and content approval
- Social media and forum content creation (aligned with brand guidelines)
- Fraud detection and management
- Community and social media performance reports
- Expert knowledge of CRM and helpdesk systems
- Flexible solutions adapted to unpredictable ticket volumes
- Concierge solutions for VIP and high spenders

Keywords Studios has been delivering video games player support for leading titles for more than 15 years. We partner to deliver an experience that is relied upon to promote deeper customer relationships, profitability and business growth.

The Keywords Family





www.keywordsstudios.com

