



S T R E A M L I N E

S T U D I O S

Delivering the promise™

WHO WE ARE

- Streamline Studios is an independent developer and leading provider of digital content creation and integration solutions for the interactive entertainment industry
 - 5+ years as an established global player
 - Game-ready digital content with added value service
 - An evolved development process and content pipeline
- Where ‘outsourcers’ create assets, Streamline provides integrated, end-to-end product development solutions

WHO WE ARE (cont.)

- Serviced over 25 AAA titles since 2001
 - Ghost Recon 2
 - Saints Row
 - Gears of War
 - Unreal Tournament 3
 - Recently added Streamline Sound
 - Full-service 5.1 studio with music, audio, and recording services
 - Recipient of Several International Awards
 - 2005 Animago “Best TV Spot”
 - 2005 European Seal of Excellence
 - 2004 Animago “Best Animal Still”
 - 2001 International 3D Festival “Best Game Intro”
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WHAT IT TAKES: THE BEGINNING

Streamline was started by 4 guys

- 1 of us had a semester of college
- None of us were from the NL
- **WE ALL HAD A SIMILAR DREAM**

WHAT IT TAKES: TWO PATHS, ONE OUTCOME

Game studios start in 2 ways...


- Fully financed in which money makes up for time
- Starve-up, where time is all you have

WHAT IT TAKES: TWO PATHS, ONE OUTCOME (cont.)

- Streamline was a starve-up built and fueled by passion
- In 2001 we started with 10 companies – some clients
 - Only 2 companies still exist

WHAT IT TAKES: TALENT AND SKILL

The road to success is paved with sacrifice, struggle, defeat and victory – games are no different



WHAT IT TAKES: TALENT AND SKILL (cont.)

Talent is 10%, dedication is the other 90%

- Talent without skill means year round learning

WHAT IT TAKES: YOU NEED TO HAVE

Global perspective: it's our market

- Be realistic, but not pessimistic
- Be persistent. Like the boy or girl you want to date – keep at it
- Some no's want to be yes
 - You need to learn the difference

WHAT IT TAKES: THE INDUSTRY

It's called showbiz – that's games

- Don't forget this is a business
 - At the same time it's a creative biz
- Balance between creative, code and biz is the zen to achieve

WHAT IT TAKES: DELUSIONS OF GRANDEUR

Alex, you're nuts. I'm making the greatest game in the world...

- You and the other million gamers
 - No one can do it alone
 - Be ambitious, driven, but have humility
- Communication is key
 - If you can't do it, find someone who can
 - Remember in this biz, we can detect BS

WHAT IT TAKES: HONEST ASSESSMENT

Why do you want to be in games?

- You will work in an almost entirely male environment
- Earnings may never equal effort
- You need to be happy with the choice you made
 - Your family, team, and self deserve it

THANK YOU FOR YOUR ATTENTION



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www.streamline-studios.com