

ANINO GAMES

Customer Success Story

Autodesk® Maya™
Autodesk® 3ds Max®

This uncompromising perfectionism for our work is not hampered by the cost-effective budgets we offer to clients and Autodesk 3ds Max satisfies our needs for game development.

We also recognize Autodesk as a leader in providing commercial quality assets for developing games, and using it has enabled us to service clients from as far as North America to Europe and as near as Australia.

Niel Dagondon
President and CEO
Anino Games

Autodesk expands the playing field for Anino Games

Media and entertainment solutions put Filipino-made games at par with global standards.



Image courtesy of Anino Games.

Autodesk is carving a niche as the software of choice in the Philippine gaming field by helping companies create world-class games that can compete with foreign-made counterparts.

Specifically, Autodesk has made a mark in the local creative services industry, with its media and entertainment solutions. Among the company's key and strategic clientele is Anino Games, a third-party game developer specializing in end-to-end game development for the PC, Nintendo DS, and mobile phone platforms. Recently, they've also been certified for Nintendo Wii and have started research and development for the iPhone as a game platform.

Considered as among the pioneers and largest game development studios in the Philippines, Anino Games is the developer of hit-making and award-winning original IP games such as Anito: Defend A Land Enraged (IGF 2004), Anima Wars (IMGA 2006), Anito: Tersiago's Wrath (Nokia Series60 challenge, Singapore 2003), Deep Interactive Pursuit (Best Casual Game nominee, IMGA 2007), and Word Archery (Indie Game Showcase 2007).

With pressure to continue churning quality games, one can just imagine the high standard of creativity this company requires of its team of 50 dedicated and professional developers. Standards that are met with the use of Autodesk 3ds Max and Maya entertainment solutions.

"This uncompromising perfectionism for our work is not hampered by the cost-effective budgets we offer to clients," said Niel Dagondon, president and CEO of Anino Games, "and Autodesk 3ds Max satisfies our needs for game development".

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This confidence was again translated into action when Anino Games ventured into related services in game development, specifically architectural visualization.

Autodesk®

The Challenge of Diversification

Before embarking on this new service, Anino was concerned about having to retrain its developers, a move that would entail additional costs and possibly delay the delivery of some services.

“This has always been a concern for us. There is a huge lack of qualified candidates who have the necessary skills to be readily productive in the company. This is partly due to the lack of training in digital art among the country’s educational institutions,” Dagondon said.

But with Autodesk products increasingly being used by more local educational institutions, the company has been able to reduce the time it takes to retrain new employees in using the software and immediately become productive within the company, he said.

“What surprised us is the versatility and adaptability of Autodesk 3ds Max. We have been able to use the same application for the new service with little to no re-training needed. It also interfaces well with other Autodesk applications such as AutoCAD,” he added.

Conquering the World

Another challenge Anino Games faces is the fact that the Philippines is not yet known as a destination for Creative Services Offshoring. Anino Games is set to change that. “With the use of Autodesk products, we are able to become globally competitive. We are very optimistic that the Philippines will eventually gain reputation as a prominent destination for creative services,” he said.

“Our team is highly equipped to deliver volume 3D art outsourcing for current and next-generation platforms. Besides that, our deep animation experience encompasses a wide range of styles,

which has allowed us to handle projects in art production and animation, full-motion videos, and architectural visualization from start to finish.”

In the near future, Anino intends to maintain its leadership position in the creative services industry by conquering new global markets in Middle East as well as Asia by leveraging its game development services and its recently deployed service in architectural visualization.

These moves will be supported by Autodesk software’s strong capabilities, and will surely raise awareness that the Philippines is an outstanding resource for creative services.

About Autodesk

Autodesk, Inc., is the world leader in 2D and 3D design software for the manufacturing, building and construction, and media and entertainment markets. Since its introduction of AutoCAD software in 1982, Autodesk has developed the broadest portfolio of state-of-the-art Digital Prototyping solutions to help customers experience their ideas before they are real. Fortune 1000 companies rely on Autodesk for the tools to visualize, simulate and analyze real-world performance early in the design process to save time and money, enhance quality and foster innovation. For additional information about Autodesk, visit www.autodesk.com.

About Anino Games

Anino Games is the pioneer and largest game development studio in the Philippines. Specializing in end-to-end game development, Anino Games has a strong background in Cinematics (Full-Motion-Videos) and art outsourcing such as 2D concept art, storyboarding, 3D modeling, shader programming, and texturing. Visit www.aninogames.com for more information.



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