Made in China

China is a hotbed of game development. Leading the charge is Renren Games, the web game development arm of Renren Group. The developer boasts ten self-developed games that have garnered more than 100 million players in Southeast Asia—mainland China, Hong Kong, Macau and Taiwan, Japan, and South Korea—and countless accolades for its gameplay, development techniques, and other operating areas.

At the center of Renren’s offering is 乱世天下 (Chaos of Three Kingdoms), a strategy and roleplaying game (RPG) based in China’s Three Kingdoms period. Developed using Adobe Gaming Solutions and delivered to mobile and desktop platforms via Adobe® AIR®, Chaos of Three Kingdoms ranks among the most popular strategy and RPG game in the app market, achieving the top spot in iPad free game downloads in China less than a week after being released. Among the best-selling Chinese games, its download has always ranked in the top three. First released for the Chinese gaming market, Renren is actively preparing versions to be deployed for Korean and Japanese speaking players as well.
Accelerated game design

Renren chose to produce Chaos of Three Kingdoms and other games using Adobe solutions because of their flexible development and testing environments and seamless deployment to various platforms via Adobe AIR. "Adobe Gaming Solutions allow us to quickly and efficiently develop each element of a game the way we want it without spending inordinate amounts of time or money to do it," says Zheng Ying, producer of Chaos of Three Kingdoms. "The seamless integration with Adobe AIR enables us to iterate and test games and deliver them as apps to gamers on virtually any platform faster."

Adobe Gaming Solutions feature robust coding tools to help streamline game production. Using a common code base, metadata code completion, and block editing, Renren developers rapidly coded game interactions and gameplay. The integrated preview in Adobe AIR and automatic debugging enabled flawless final code and helped developers see on screen how a web-based, desktop, or mobile game application would act in a live environment, so developers could make instant modifications to code to achieve the desired level of gameplay. In addition, special mobile app packaging capabilities enabled the company to deploy, package, and upload to a mobile application distribution store faster.

"From start to finish, creating the game for web and mobile platforms took just six months using Adobe Gaming Solutions," says Ying. "Not only was the process smooth and efficient, but the end result was impressive. We were able to rapidly create games offering an exceptional experience that reinforced our commitment to taking the lead in the industry."

Results

- Achieved #1 ranking in Apple's App Store in the Chinese market for strategy and roleplaying games within the first week of launch
- Maintained #2 ranking in game downloads for several weeks after launch
- Developed an interactive, engaging game in less than three months
- Garnered more than five million users since launch

For more information

Renren: http://lstx.renren.com/
Chaos of Three Kingdoms: http://en.huayugame.com
www.adobe.com/gaming