



PE & MMS

PRODUCT ENGINEERING & MOBILITY SOLUTION | GAMING TECHNOLOGY



GAMING TECHNOLOGY

Gaming – It's serious business

The interactive entertainment industry has spread its wings following technology advances in various mediums. No more is it reserved for computer games or console gaming. From mobile devices, tablets and portable entertainment units to hyper interactive sensory devices, the gaming industry is reaping benefits from these new avenues. News of game releases taking over big budget movies and billions of dollars in revenue has only gone to validate these claims. From a technology perspective, games constantly push the limits of software and hardware capabilities as means of engaging with a consumer. Games these days are all going mainstream with a global audience in mind. Gaming, as it stands now, is very serious business.

What we offer

Wipro offers services in several areas of game development including game engineering, game animation, gamelocalization, quality assurance etc.

Game Development:

From character development to testing, building a game from inside out goes a long way in delivering the best experience

The success of a game absorbs all parameters that optimally utilize both hardware and software resources available during its development process. These include choosing the right game engines, having a strong storyline and an engaging script all through the game. There are other aspects also in game development that go into the making of a successful game such as the roles of different people involved in the process of pre-production, pitching, prototyping, budgeting, time scheduling and platform abstraction. Wipro offers services like art asset development, game testing, network programming etc., for game development.

Game Localization:

For a game to make an international impact, it first needs to be successful locally

As the international demand for interactive games rises, the need for games to adapt to various cultural and legal guidelines has become ever so important. Since success of any game largely depends on the level of engagement and interactivity of experience, games need to find a way to deliver a seamless and undiminished experience to every player across different boundaries. The way to achieve this is through game localization. Wipro helps game developers in expanding their market possibilities by enabling their games enter new markets through game localization. Be it customizing the language, ironing out the cultural differences, censoring or modification of voice, scripts and characters, Wipro enables game developers to reach out to new customers without compromising on the quality of experience delivered.

Game Engine:

Pre-inventing the wheel

A game engine is a framework of software systems upon which different games can be built and designed. It is also called as a middleware due to its role in providing game developers with components of core functionality such as the 2D and 3D rendering engine, physics engine, collision detection (and collision response), sound, scripting, animation, artificial intelligence, networking, streaming, memory management, threading, localization support and scene graphs. The game engine truly plays a pivotal role in the experience delivered through a game. It gets easier for game developers to develop games and the time invested for developing a game reduces drastically due to a game engine. We at Wipro offer services in development of several components that go in to a game engine such as hardware abstraction, OS abstraction and middleware.



About Wipro Technologies

Wipro Technologies, the global IT business of Wipro Limited (NYSE:WIT) is a leading Information Technology, Consulting and Outsourcing company, that delivers solutions to enable its clients do business better. Wipro Technologies delivers winning business outcomes through its deep industry experience and a 360° view of “Business through Technology” – helping clients create successful and adaptive businesses. A company recognised globally for its comprehensive portfolio of services, a practitioner’s approach to delivering innovation and an organization wide commitment to sustainability, Wipro Technologies has 130,000 employees and clients across 54 countries.

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