



Background Information

What is Envision Entertainment?

A new development studio in Ingelheim, Germany, led by veteran leadership with proven expertise in F2P online games. Envision Entertainment may be seen as the rebirth of Phenomic Game Development (later: EA Phenomic) since the 25-strong workforce consists mainly of ex-Phenomic employees. Phenomic was responsible for critically acclaimed games like SpellForce, BattleForge, Lord of Ultima and C&C: Tiberium Alliances.

Who's the management?

The core founding team is six people, all veteran developers. Among them, they have shipped 50+ games and represent more than 120 years of games industry experience. Dirk Ringe and Boris Kunkel accepted the responsibilities of CEO and COO, respectively, while game design mastermind Volker Wertich (best known for the iconic The Settlers' series) accepted the mantle of Creative Director.

What's the vision?

In Envision games the fun arises from deep yet easily graspable rules that enable a series of interesting choices. Strong meta gameplay enhances the short-term fun and offers a scope for the player, an enticing perspective of development and growth. Envision games are built to last for

years; they are places that gamers return to frequently to find new challenges and meet like-minded people.

Where's the business going?

Envision Entertainment is a development studio first. It produces games, game parts and game services for multinational publishers.

Key strengths are a robust tool chain, a highly experienced workforce and proven processes. Envision sees game making, especially online games, as an iterative business. Not only gameplay mechanics but also monetization methods and business strategies have to be constantly monitored and revised.

Envision is able not only to build online games, but to run them independently, provide live teams, handle community management and steady KPI monitoring.

What's the main expertise?

Envision Entertainment is a world class online strategy game developer with tons of experience. The key personnel have shipped a number of high budget online (and offline) strategy and simulation games and learned all the tricks of the trade from their own successes – and their own mistakes.

While the central experience (the "core loops" of a game)

must be fun and satisfying for the gamer, the whole approach to an online game is more akin to building a platform. Envision builds games that are long-term endeavors, marriages between classical games and social experiences.

What's the development focus?

Envision is able to develop on mobile, browser, PC and console platforms. The lead platform is the tablet, as tablets offer a unique balance between an intuitive and lean control scheme, touch input and screen real estate to lend themselves perfectly to mid-core strategy games.

Additional information

Location: Ingelheim, Germany is a small town near Frankfurt on the Main. It is easily reachable by air (30 min from Frankfurt airport), train or car.

Workforce: 25, plus a well developed network of freelancers.

Key clients: Ubisoft, undisclosed others