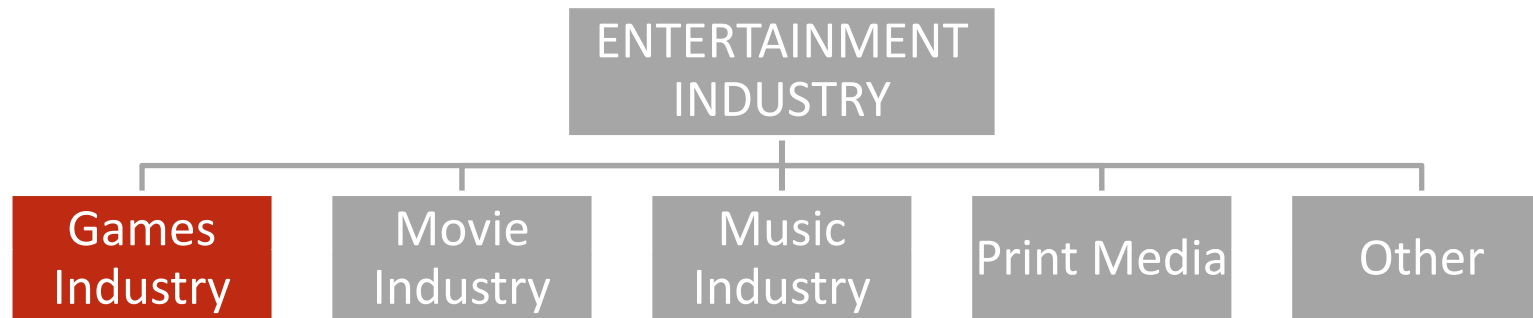



CRYTEK

CRYENGINE 3 – THE NEXT GENERATION OF INTERACTIVE ENTERTAINMENT AND REAL-TIME 3D TECHNOLOGIES

ENTERTAINMENT INDUSTRY – OVERVIEW

	Gamer
Global	408,8 m
Europe	112,3 m
Germany	15 m



	Annual Turnover
Global	\$ 116,4 bn
Europe	\$ 36,6 bn
Germany	\$ 3,9 bn

ENTERTAINMENT INDUSTRY – FACTS & FIGURES

Solid growth phase

- Global entertainment and media market as a whole, including advertising and media spending will grow by 2.7% compounded annually to 1.6 trillion \$ by 2013*

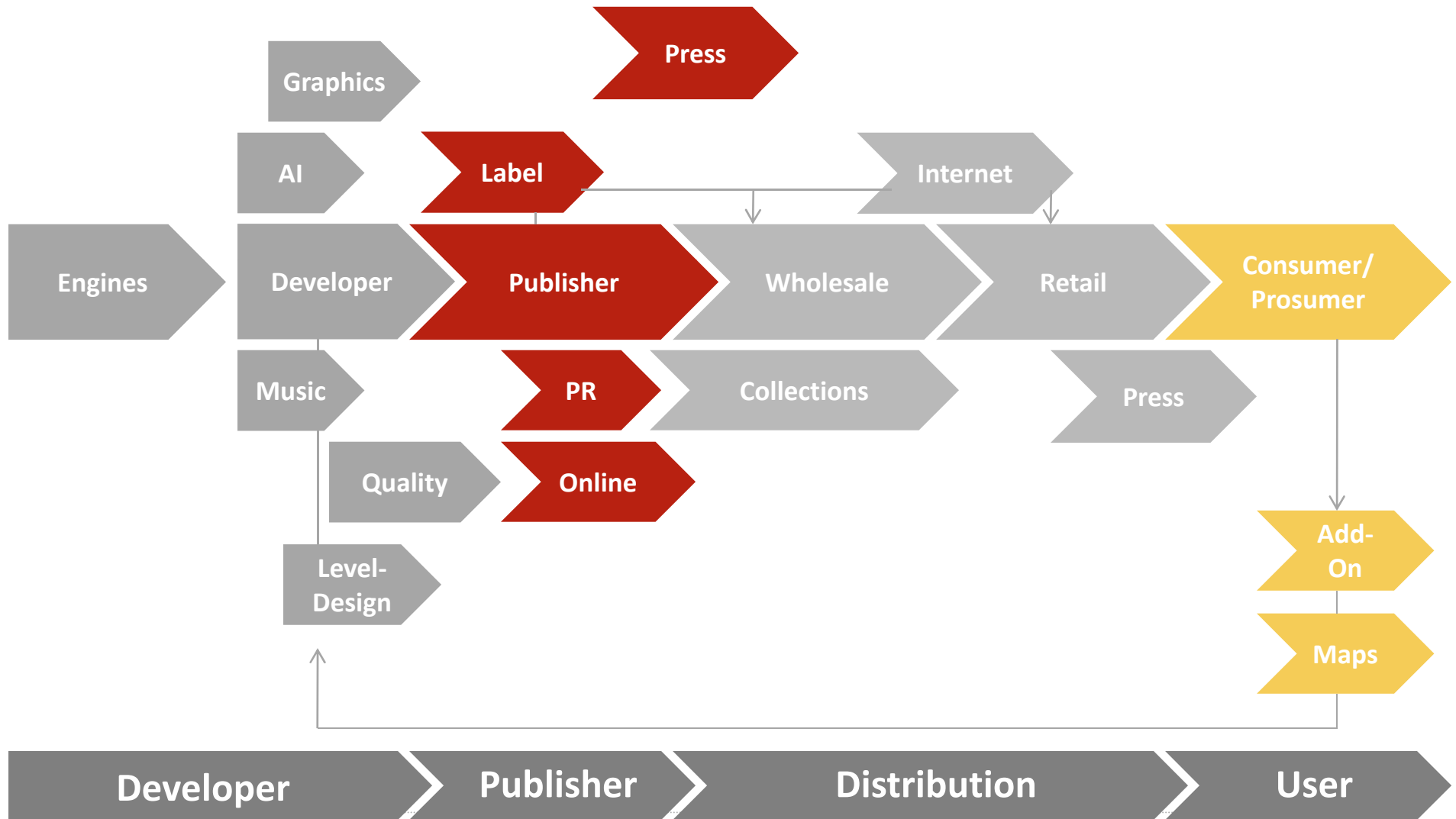
5 years

- Digital Technologies → increasingly widespread across all segments of E&M

Changing consumer behaviours

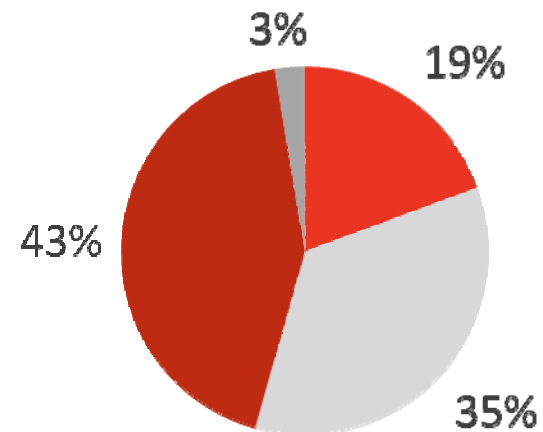
- Consumers seek more control over where, when and how they consume content/ seek best value from choices they make

THE GAMES INDUSTRY – VALUE CHAIN



THE GAMES INDUSTRY – FACTS & FIGURES

Turnover	
 Asia	≈ 11 bn \$
 Europe	≈ 20 bn \$
 North America	≈ 25 bn \$
 Australia	≈ 1,5 bn \$
Total	≈ 57,5 bn \$



Source: DFC Intelligence 2008/09

THE GAMES INDUSTRY – FACTS & FIGURES

Rapid growth

- Average rate of 8.0%
- Thus the games industry is the fastest growing sector of the entertainment industry

Drivers of the growth

- Introduction of new consoles (i.e. Xbox 360, Playstation 3, Nintendo Wii) and their internet capability
 - Continued success of handheld devices
 - Growing penetration of broadband (MMO/ online gaming)
 - Social media networks
 - New target groups
-

CRYTEK – KEY PILLARS

Games

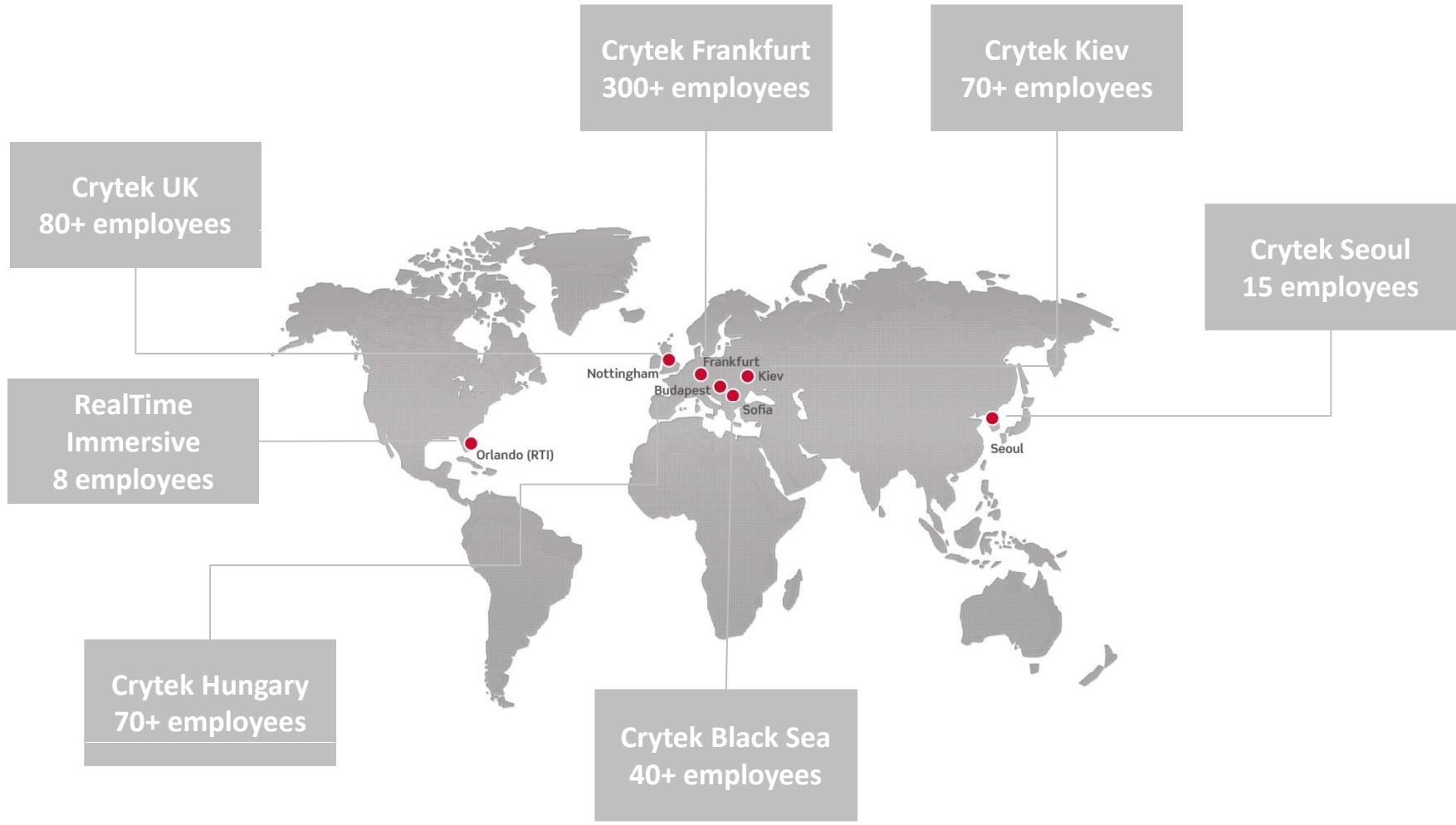
- Creation of original IPs
- Focus only on strong franchises
- Online & offline

Technology

- Games
- Serious Games
- Movies
- S-3D

- One of Europe's largest independent game developers
- Digital entertainment and technology creator
- 11 Years in business
- 3 AAA games released, 5 in development
- Expanding business, via technology, into: Real-time 3D for Simulation, Education, Film and TV, Online

CRYTEK – AN INTERNATIONAL TEAM



CRYTEK – ENVISION. ENABLE. ACHIEVE

envision: Aim high

- Innovation is key
- Challenge the best technology available
- Make quality the time driver

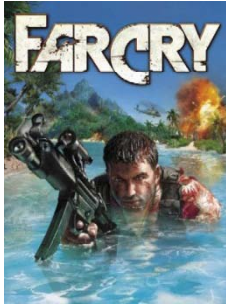
enable: Give freedom to create

- Find your visionaries and trust them
- Game development is an experimental process: Try. Try. Try again.
- Introduce intelligence to your tools and pipelines

achieve: Beauty, Speed, interactivity

- Fast iteration = photo-realism
 - Organic corporate growth
-

CRYTEK – RELEASED GAMES



March 2004
(2.5 Mio. units)

PC

Average Rating:
90 %



November 2007
(3 Mio. + units)

PC

Average Rating:
91 %



September 2008
(1.5 Mio. units)

PC

Average Rating:
85 %



Holiday
2010

PC, Xbox 360 and PS3

Average Rating:
93+ % aimed

THE GAMES INDUSTRY – DRIVER OF INNOVATIONS

Many applications profit from gaming technology

- Visualization
- Training
- Simulations
- Learning and Development
- Planning
- Movies ...

And for all of these realtime 3D is key!

CryENGINE3

CRYENGINE – WAY TO PHOTOREALISM



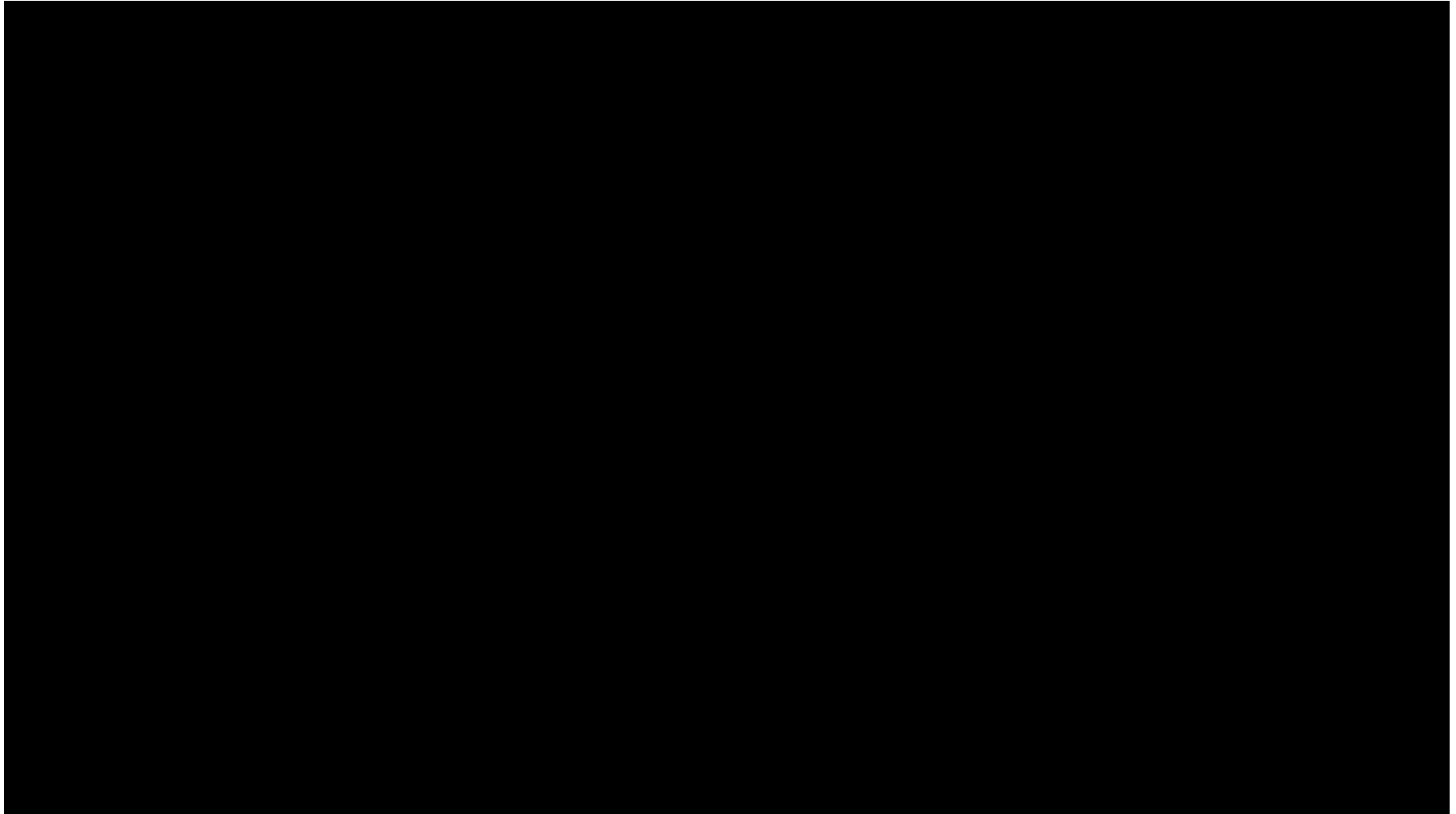
CRYENGINE 3 - CURRENT LICENSEES





CRYTEK

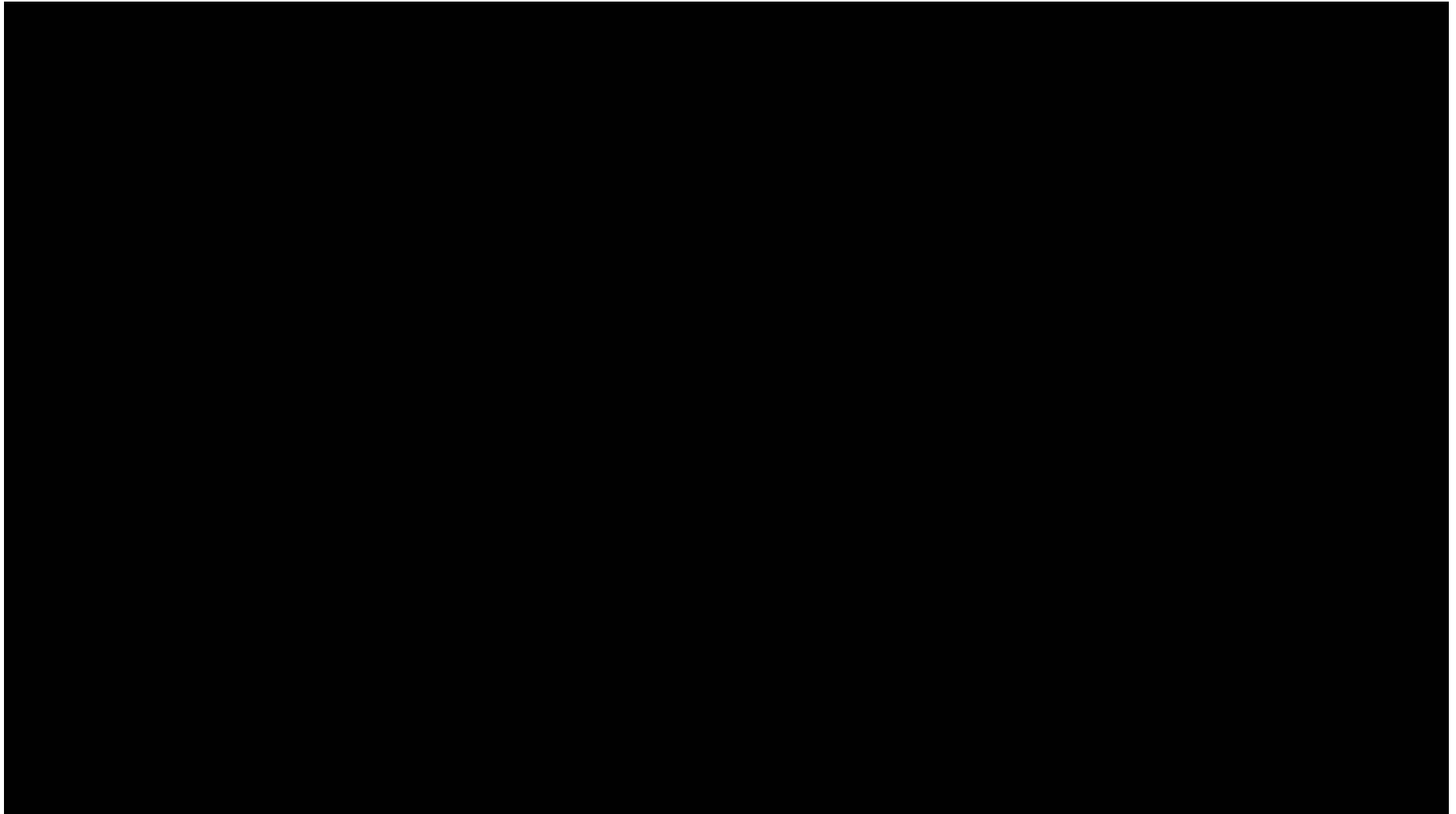
VIDEO – ARCHITECTURE & PLANNING





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VIDEO – CRYENGINE 3



Thank you very much!

Any questions ?

CRYTEK