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Pimp my Gamebryo

Feb 17, 2009 at 9:45 AM - [Robert "Apache" Howarth](#) - 5 Comments

Emergent Game Technologies, makers of the popular [Gamebryo engine](#), have secured a bunch of cash (\$12.5 mill) to keep its virtual pistons pumping for the not-too-distant future.

"As game developers search for options to cut costs and reduce expenses in 2009, more of them will be looking to third-party game middleware companies like Emergent to help cut development time, free up engineering resources and increase efficiency," said Christine Arrington, senior analyst, Acacia Research Group. "Demand for middleware that performs these tasks is likely to remain solid through the tough times ahead and then quickly return to strong growth during the next five years."

CEO Geoffrey Selzer says Emergent has experienced rapid growth over the last few years because the company has taken a fundamentally different approach to the market. Instead of creating tech specialized to a particular game, Emergent has focused on developing technology to meet the needs of all developers. A key to Emergent's success has been providing customers intimate support and collaboration by working as an extension to their development teams.

"Though the video game industry is weathering the worldwide liquidity crisis better than most, increased financial pressures are intensifying the many difficulties the industry is facing such as bloated budgets, increased complexity of core technology and changing consumer expectations," Selzer said. "We very much appreciate our investors' vision. They see the significant opportunity Emergent has to be of service to developers and publishers alike."

Over 250 games powered by the Gamebryo engine have been shipped so far.

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» [Bitmap Brothers Volume 01](#)

Release Date:

1992-04-10

Platform:

PC

Publisher:

Bitmap Brothers

Developer:

Bitmap Brothers

Genre:

Action

NO
IMAGE
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