



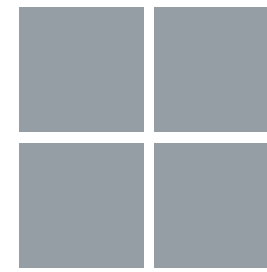
HOLOFORGE
INTERACTIVE

ASOBO
STUDIO



Company

Asobo Studio is a video game development company created in **2002**. It has 270 employees, all based in Bordeaux, and is today the **leading independent video games developer in France** on console and PC. At the origin of twenty games, the studio collaborates with the big names in entertainment: Disney Pixar, Universal Fox, Hasbro, Ubisoft, Focus etc.



2011

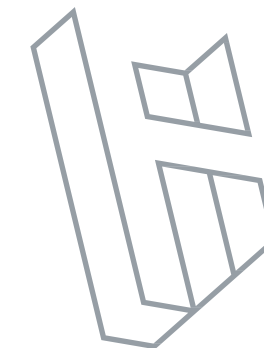
To meet the demands expressed by professionals, **Asobo Studio created in 2016 HoloForge Interactive**, a business division entirely dedicated to the creation of **professional applications in Mixed Reality**. This division today represents around 15% of the company's human resources and turnover.

2002

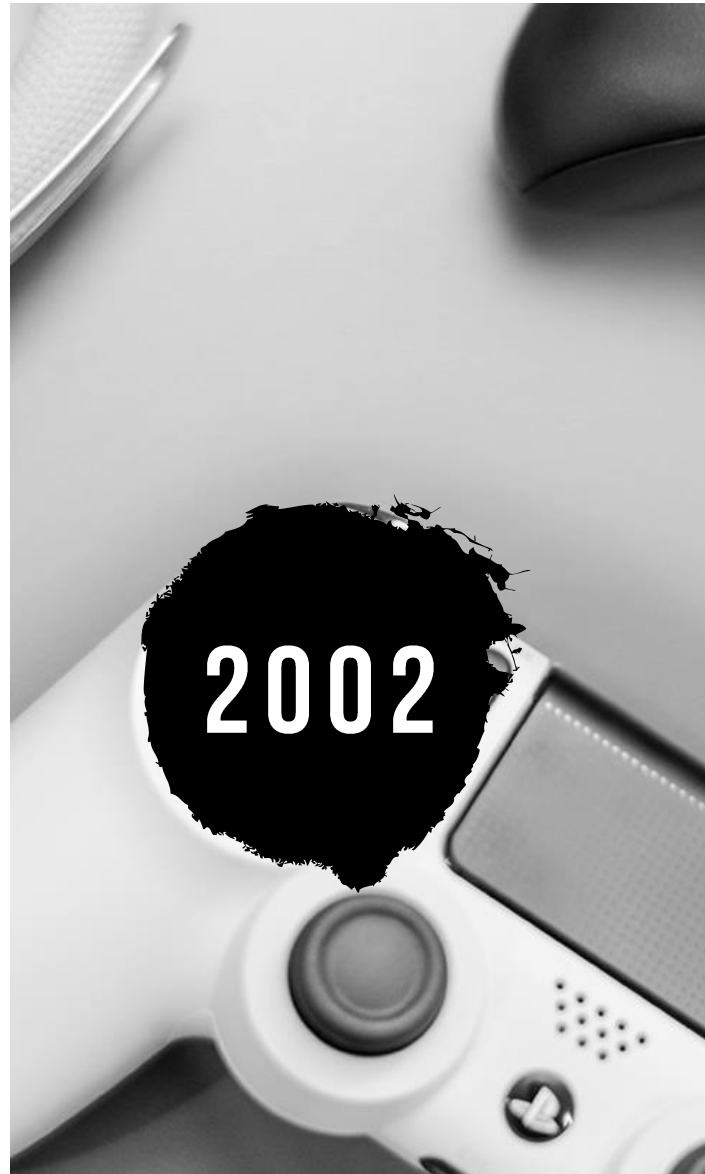


Asobo enters into collaboration with **Microsoft in 2011** for a project then still secret : **HoloLens**. For 5 years, Asobo focuses on this project and develops three major titles presented at the launch of the headset. Asobo Studio becomes a **world-leading player for this technology** and values its expertise with Microsoft teams.

2016



SOCIETY
History



2002

CREATION OF ASOBO
procedural home engine



ANNIE AWARDS



FIRST PIXAR COLLABORATION
two million copies sold

2006



2009

FUEL RELEASE
generated open world
brand compliance

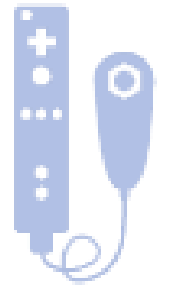


2012



KINECT INNOVATION

storytelling & kinect,
motion gaming

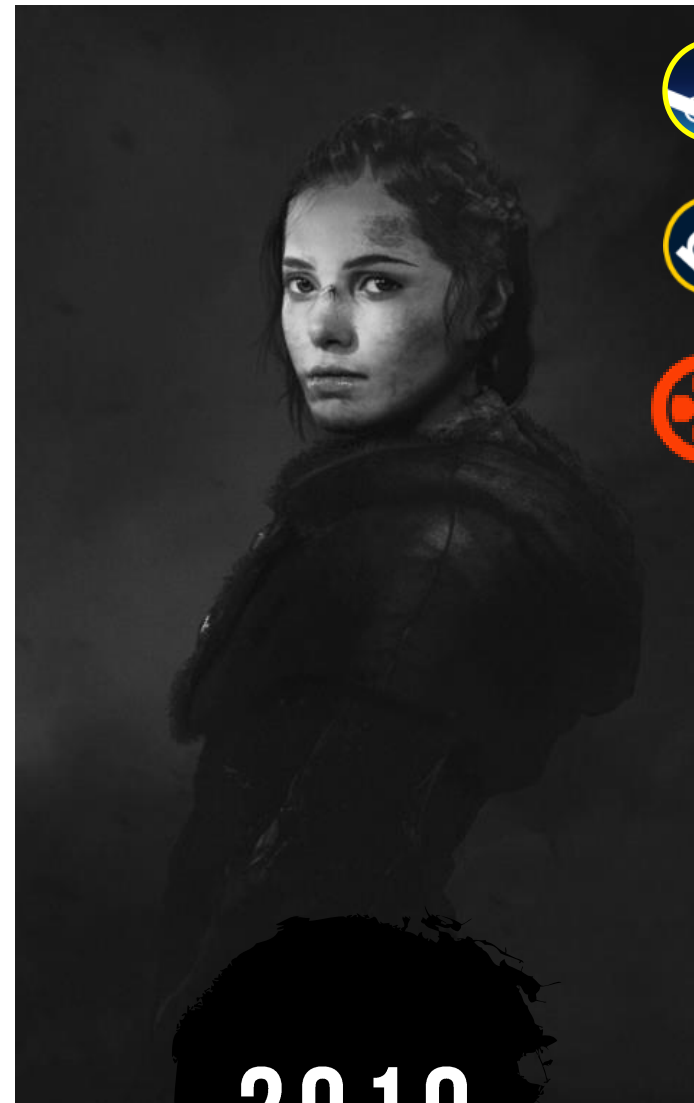




PIONEERING ON HOLOLENS

creation of HoloForge

2016



 94% USER SCORE

 8.5 AVERAGE USER SCORE

 81% TOP CRITIC

2019



A PLAGUE TALE INNOCENCE

rat waves technology

MICROSOFT FLIGHT SIMULATOR

highest Rated Game Of The Year

Windows, Xbox (incoming), VR devices (incoming)

2020





Our technologies





 **Team &
process**

TEAM & PROCESS

The Team

HoloForge Interactive is a team made up of complementary profiles, covering all the skills necessary to develop Mixed Reality applications.

MANAGEMENT | DEVELOPMENT

- **The Product Manager** is responsible for overall quality, team management and budget.
- **The Chief Technical Officer (CTO)** is responsible for the excellence of technical engineering.
- **The Programmers** produce codes, including tools, engines, and behaviors.

DESIGN | ITERATION

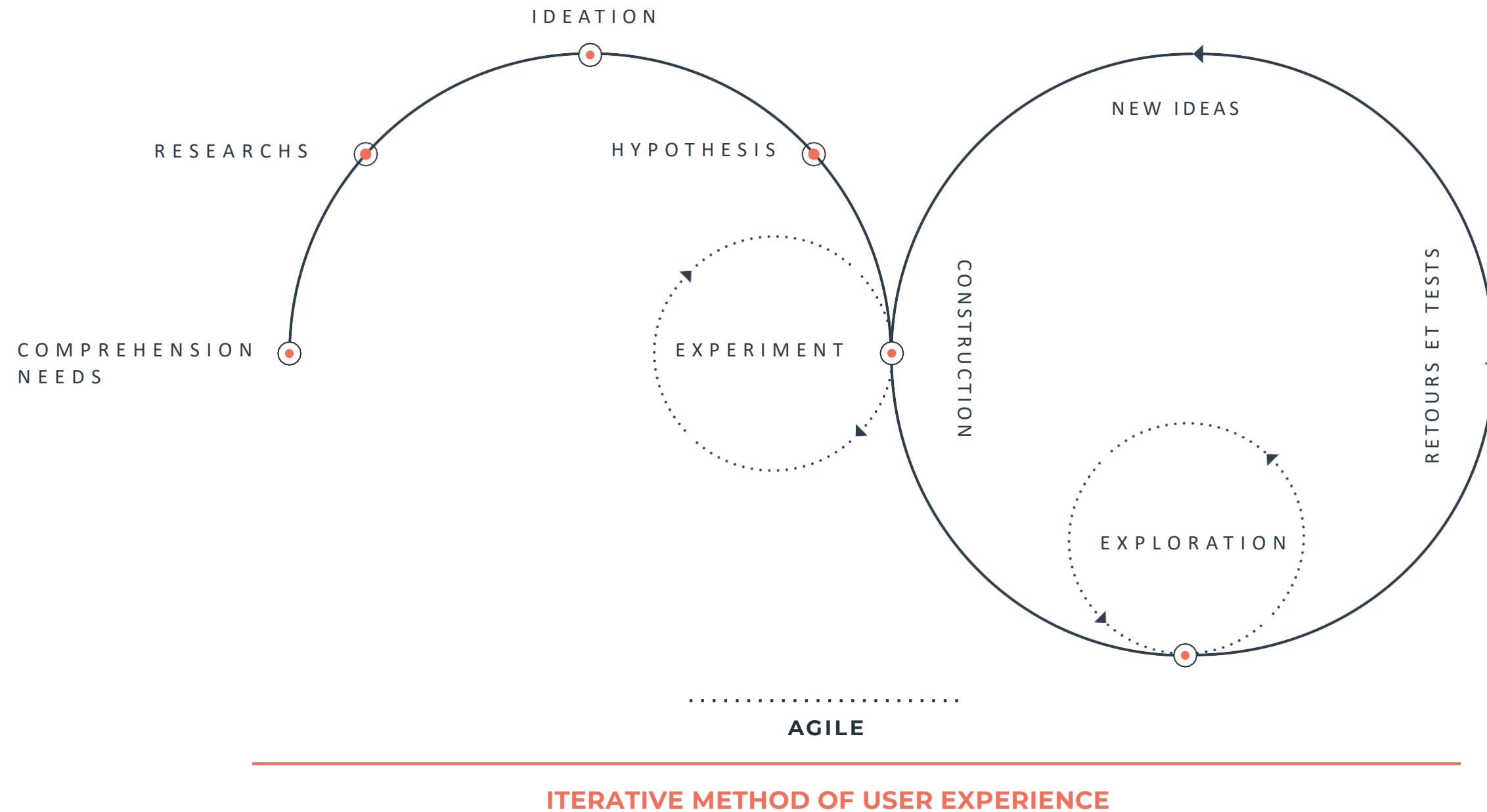
- **Scenarist** writes stories and dialogues. He is responsible for the overall story.
- **UX Designer** defines the project flows. He is responsible for designing the application to make it intuitive.
- **UI Designer** defines the graphic elements for all interfaces, in collaboration with the designer UX.
- **Technical Artist** is the link between programmers and designers. He is responsible for ensuring the best visual effects.
- **3D Artist** creates all 3D elements. He is responsible for the visual quality of the environment, the accessories and the characters.
- **QA Tester** makes detailed comments on quality (bug and performance) but also on the feeling of collaboration.
- **Animator** created all 2D and 3D animations. He directs the video capture and the capture of movements if necessary.
- **Sound Designer** choose, create, save all sounds and special sound effects in the project.



TEAM & PROCESS

Workflow

The HoloForge team work with the Agile method, which is based on an iterative, incremental, and adapted development cycle. We focus our efforts (days/human resources) on the velocity and on a production method rather than on specific characteristics.



HoloForge develops its own tools in software called Software Development Kit (SDK). Not only do these tools allow us to rapidly deploy complex functionalities, but above all, they have already been tested and proven on several projects, ensuring a very high level of stability.





Professional use cases



MAINTENANCE

Framatome



Point-to-point audio/video streaming
(custom made, HD, low latency)



Radioactivity map
(bluetooth connected dosimeter + spatial mapping)



World pioneer application



Collaborative solution
(1 PC and 2 HoloLens)

framato**me**



MORE HERE >>

MAINTENANCE

Naval Group

- Superimposition of holograms on the real world (with QR Codes)
- 3D layers management
- Connected to an existing information system
- Collaborative solution

NAVAL
GROUP

Plan de montage

Informations produits

Vue réelle

Boussole

Rapport d'intervention

Crépage

Futures installations

RP : 90056064 CMX : 18SC03200042

ROBINET A PASSION WATER DN 50 ISO PN 16 CORPS FONTE GS PASSION CUIVRE ALUMINUM REVETU EPOXY FEMMACHETTENTRE

X : 102.252 Y : 1.515 Z : 10.371

NAVAL
GROUP

MORE HERE >>

FORMATION
Framatome

- Control with connected industrial remote
- Realistic physical simulation
- Collaborative solution
- Local network

framatome



FORMATION
UPSA

- 3 autonomous scenarii
- 1:1 scale experience
- Collaborative solution
- Local network



[MORE HERE >>](#)



SANTE

Nomadeec

- Point-to-point audio/video streaming
(custom made, HD, low latency)
- Connected to an existing information system
- IoT (bluetooth)
- 100% voice command

nomadeec
Mobile telemedicine

[MORE HERE >>](#)





Vinci Autoroutes

- Collaborative solution
- Multiple scales
- Local network



[MORE HERE >>](#)





Mont-St-Michel

- **Autonomous exposition (7/7days)**
- **10 HoloLens + 1 admin application**
- **Experience stall on a real model**
- **Premium immersive content**



[MORE HERE >>](#)

CULTURE

Prytanée

- Innovative use of the technology
- Real-time multi-users
- Users are free to move around
- Premium immersive content



COMMUNICATION

Safran

- Hybrid experience (holograms + real mockup)
- Pioneer on HoloLens 2
- Premium immersive content



[MORE HERE >>](#)



AIRBUS

NAVAL
GROUP

framatome



THALES



nomadeec
Mobile telemedicine

NEOPOST

MPR
Musée
des Plans - Reliefs

**MU,
SÉE
D'AQUI
TAINE**



Your contact

BORIS GAMBET

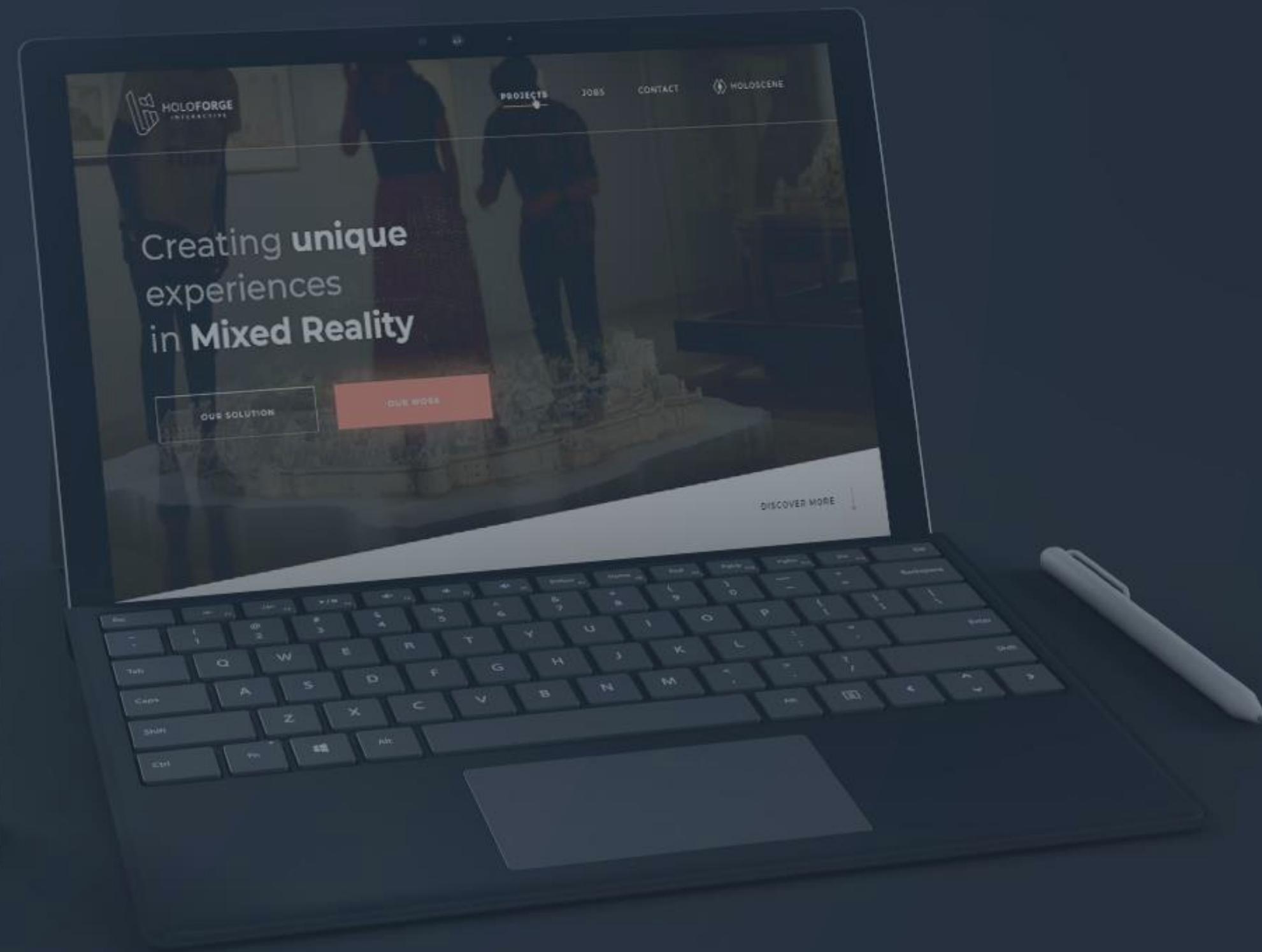
Business engineer



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