IRONEQUAL

OUR STUDIO

IronEqual is a **french game development studio** founded this year.

OUR STUDIO

After winning the **Creative Startup 2016** contest,
we joined the **Serre Numérique**'s incubation program.

We are **5 co-founders** and have all
studied at Supinfogame RUBIKA
(the #1 video game school in France)
before dropping out.

Serre Numérique
Valenciennes

OUR STUDIO

Our **different profiles and partners** allow us to cover **a large skill range**.

Art   Marketing   Audio   Design   Tech

OUR STUDIO

Our **mission** is to create the **best pieces of cultural & artistical interactive experiences possible**.

At the very **heart of our philosophy** are 3 major pillars, vital to the success of our mission:

Trust & Satisfaction relationship w/ **partners**

+

Product Quality is at the center of all our decisions

+

Building a **Premium & Long-term relationship** with our **players**

OUR STUDIO

We are **young**, **motivated** and **strive every day** to reach **premium quality levels**.

OUR STUDIO

Our activity is divided in two parts:

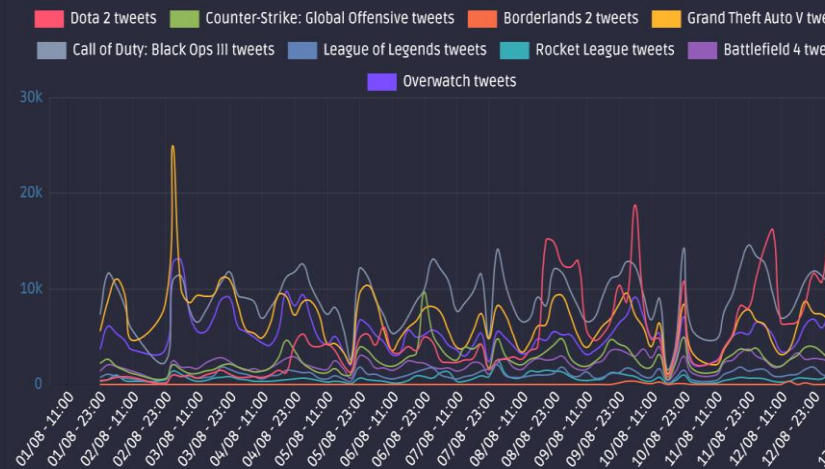An **indie game development studio** creating original productions targeted for the general public.

And **an interactive content production agency** (mainly serious games & advergames, in order to bring stable income)
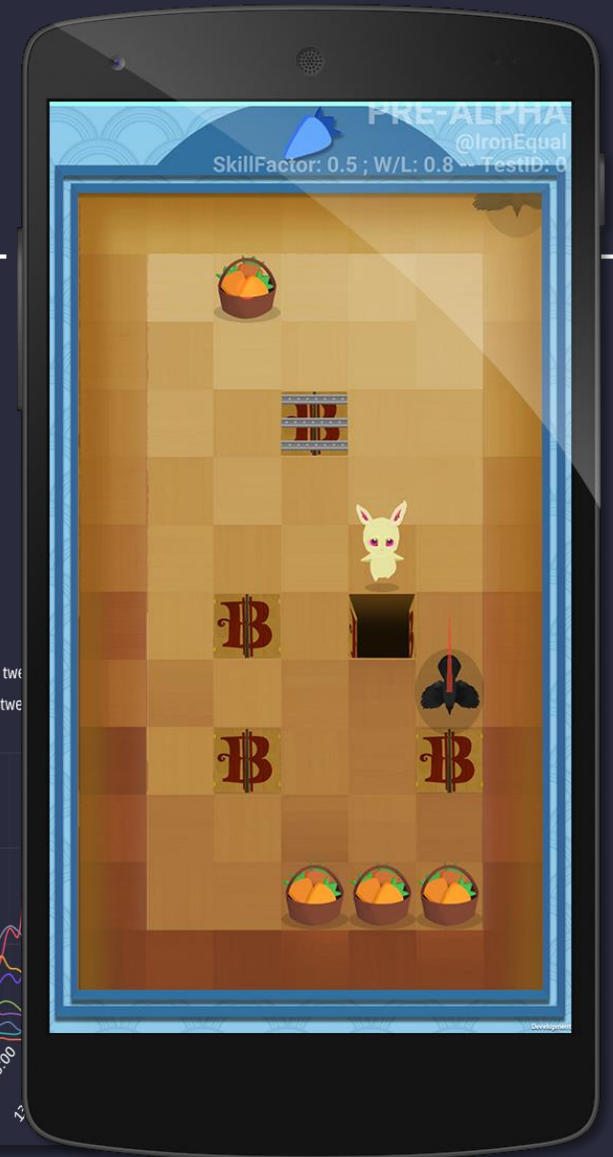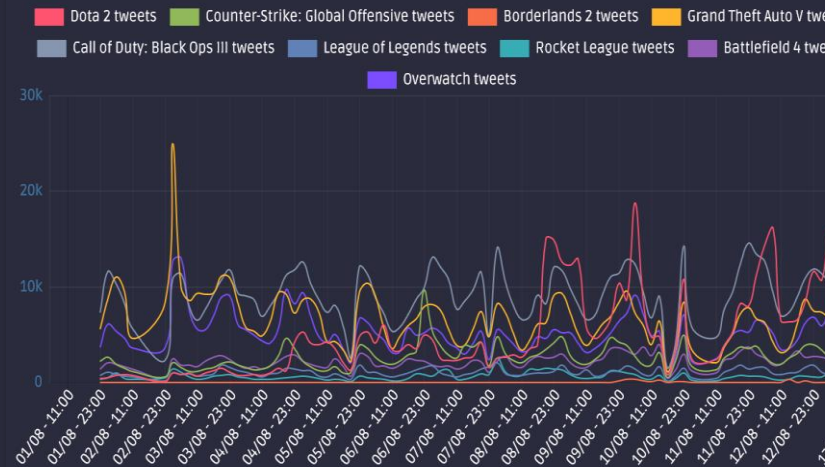
OUR STUDIO

Our past works include PC games, mobile games and web tools.

Technical outsourcing for « Subscribe & Punch » a PC/Console fighthing game

Internal tool to data-mine insights on the PC game market

Original creation of a cancelled mobile game « Bunny Party »

OUR STUDIO

Our independent status allows us to offer a fully **vertical prestation**:

Distribution

Publication, Certification, Updates.

Marketing

Marketing content production, promotionnal videos, websites. Social Media Marketing, PR, Influencer Marketing. Community interactions. Paid Media. Data Mining.

Development

Artistic, creative, techincal & acoustic production. Product design, tests. Data analysis.

OUR STUDIO

Our past works include PC games, mobile games and web tools.

Dota 2 tweets	Counter-Strike: Global Offensive tweets	Borderlands 2 tweets	Grand Theft Auto V twe...
Call of Duty: Black Ops III tweets	League of Legends tweets	Rocket League tweets	Battlefield 4 twe...
Overwatch tweets			

*Technical outsourcing for « Subscribe & Punch »
a PC/Console fighthing game*

*Internal tool to data-mine insights on
the PC game market*

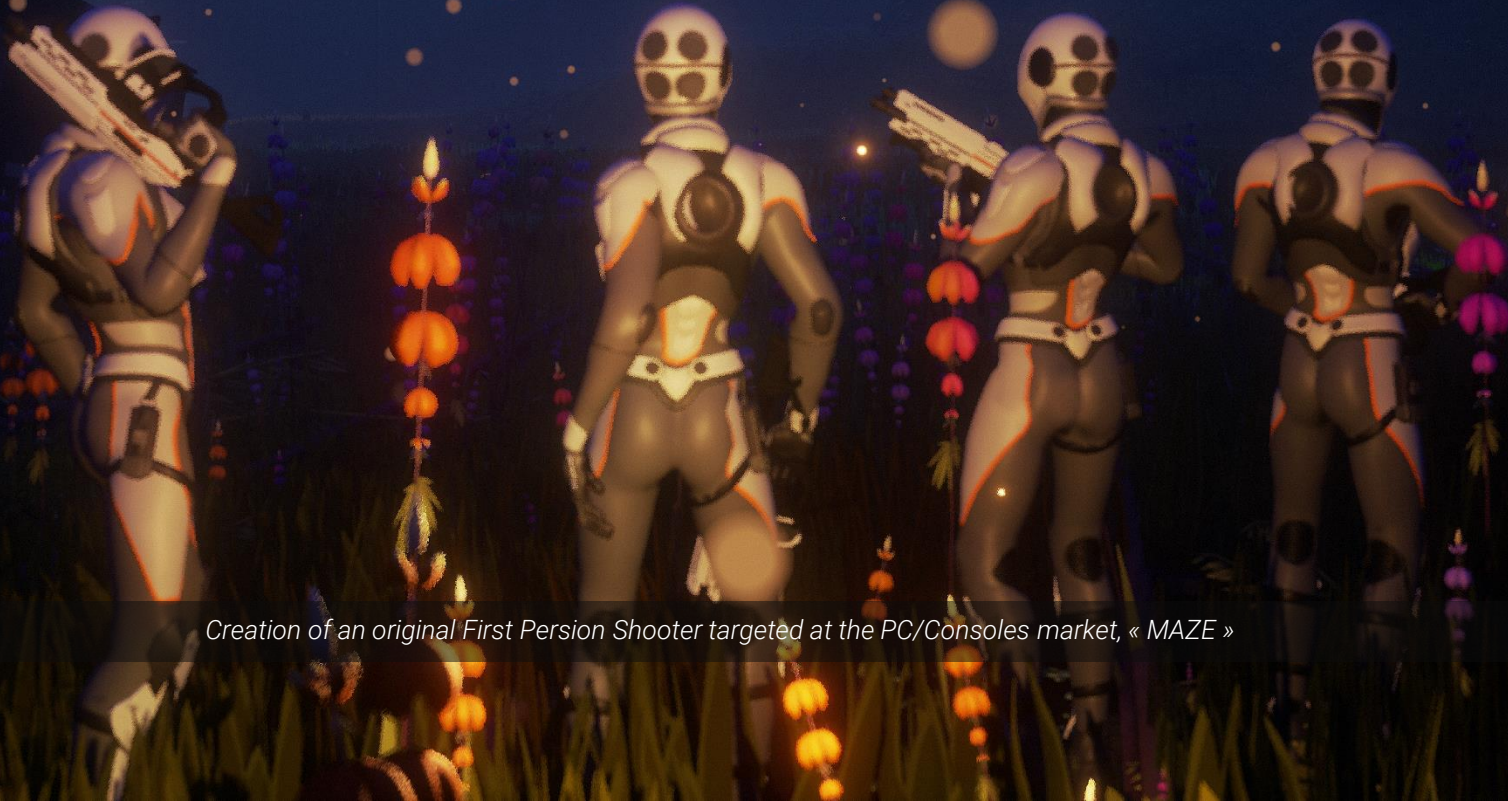*Original creation of a cancelled
mobile game « Bunny Party »*

OUR STUDIO

Our couch game « REPULSE: Galactic Rivals » rolling out in the summer

OUR STUDIO

M A Z E

TAKE THE EARTH BACK

Creation of an original First Persion Shooter targeted at the PC/Consoles market, « MAZE »

OUR STUDIO

We offer our services, for video game creation or other interactive solutions to various companies. These interactive solutions are used for:

Knowledge Sharing

Prevention and Sensitization

Communication

Entertainment

OUR STUDIO

What types of interactive solutions ?

- Innovative **Websites** , Mobile **apps**
- **Virtual Reality**, **Augmented Reality**
- Interactive animations, interactive installations
- **Mobile, PC & Console games**
- **Gamification**

WHY CHOSE **VIRTUAL REALITY ?**

To show your **innovative** mindset, aim towards **the future of your brand** and offer your clients an **immersive** and **unprecedented experience**.

WHAT IS GAMIFICATION ?

Gamification *noun [U]/ˌɡeɪm.ɪ.fɪˈkeɪ.ʃən/*

The practice of **making activities more like games** in order to make them **more interesting or enjoyable.**

WHY GAMIFICATION ?

89% think that a reard system (in points) can increase their engagements

82% are in favor of a levelling and explorable content system

62% say they are more motivated to learn if a leaderboard puts them in competition with their coworkers

CONTACT US !

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