



# CORE STRENGTHS



## Global Presence

with flexible and scalable teams  
(850+ staff across 9 locations and 4 continents).



## Veteran Leadership

from companies like Electronic Arts,  
Ubisoft, Disney/Marvel, Activision/Blizzard,  
Gameloft and more.



## Full-Stack Game Development

across multiple platforms and a variety  
of game genres.

International  
Certification



Trusted by  
Partners

Service Partner



2025



2025



2024



2023

Recognized  
by Peers





**AMBER is a trusted global game development partner with expertise across a wide range of platforms and genres.**

● Product Development ● Development Services



# CREATIVE STUDIOS



## Karaokekulta

**Genre Passion:** Hybrid Casual Mobile  
**Platform:** Mobile, PC, Streaming, Roblox  
**Tech:** Unity, C#  
**Audience:** Family Friendly, Broad Audience  
**Monetization:** F2P, Paid  
[View Deck](#)  
📍 *GUADALAJARA / MONTREAL*



## Madbricks

**Genre Passion:** Action Adventure Games + Narrative-based  
**Platforms:** Mobile, PC, Streaming, Roblox  
**Tech:** Unity, C#  
**Audience:** Family Friendly, Broad Audience  
**Monetization:** Paid, F2P  
[View Deck](#)  
📍 *BOGOTA*



## Play with Fire

**Genre Passion:** High Fidelity AAA Execution and AI Game Mechanics  
**Platforms:** Console, PC, Streaming  
**Tech:** Unreal / Proprietary / C++  
**Audience:** Teens / Adults 13+  
**Monetization:** Paid  
[View Deck](#)  
📍 *BUCHAREST / MONTREAL*



## Avalon

**Genre Passion:** Puzzle, Casual Games  
**Platforms:** Mobile, Streaming  
**Tech:** Unity, C#  
**Audience:** Family Friendly, Broad Audience  
**Monetization:** F2P, Paid  
[View Deck](#)  
📍 *BUCHAREST*



## Lorraine

**Genre Passion:** Core Strategy and RPG Games, Usually with Multiplayer Components  
**Platforms:** Mobile, PC (includes Switch, Streaming)  
**Tech:** Unreal, Unity, C++, C#  
**Audience:** Teen / Adults 13+  
**Monetization:** F2P, Paid  
[View Deck](#)  
📍 *BUCHAREST / KYIV*



# OFFERINGS & CAPABILITIES



Full Game  
Development



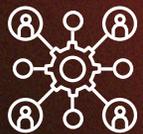
Ports &  
Remasters



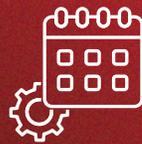
Turnkey  
Co-development



AAA Art  
Production



Team Augmentation  
Across  
All Disciplines



Post-Launch  
Content & Live  
Operations



Dev Support Services  
(QA, Localization, Player  
Support)



Marketing & Business  
Performance



Emerging  
Platforms



# TECHNOLOGIES & PLATFORMS

AMBER has tackled every major platform and has software & hardware licenses to support all your development needs.



# TRUSTED BY INDUSTRY LEADERS

			<b>NETFLIX</b>	
			 <b>SCOPELY</b>	<b>BIG FISH</b>
				
		 WARGAMING.NET		<b>ROBLOX</b>
	 TILTINGPOINT RAISE YOUR GAME	<b>NBCUniversal</b>		



I have worked with many external vendors/partners/providers in the past and have never had a quality of service quite up to the level as we've received from AMBER."

Ayhan Sahin - BIG FISH GAMES



We are delighted by the last 3 years we have shared together and by the more of 2000 levels you have created for us, for the project Angry Birds Friends, during all this time. I think I can speak for everyone when I say that it has been a wonderful and enriching experience from the very beginning. Thanks a lot for sharing with us your passion and your eagerness to learn more and more every day. We really appreciate the fact that we together have been able to push the boundaries of our level design to limits we never thought we would reach."

Adrian Navarro Perez - ROVIO



I feel like our collaboration with AMBER has only strengthened over the years of working together. Teams and individuals from TSB who are working directly with AMBER team all shared positive feedback about them."

Eszter Barabas - SANDBOX



A wonderful experience working with a professional and inspired team! Our products are better with AMBER in the fold!"

Jake Flint - IMANGI



# LEVEL DESIGN EXPERIENCE

## LEVEL DESIGN TALENT

Our Level Design Staff have worked at several high-profile games such as:



PositronX



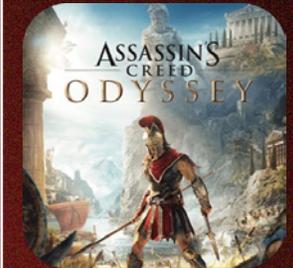
The Crew 2



Ghost Recon  
Future Solider



Ghost Recon  
Wildlands



Assassin's  
Creed Odyssey



Steel Rats



Door Kickers



Monkey Quest



Lego Chima



Cartoon  
Universe



# LEVEL DESIGN EXPERIENCE

## LEVEL DESIGN TALENT

Our Level Design Staff have worked at several high-profile games such as:



Need for Speed  
Payback



Super Spy  
Ryan



Cabela's Hunting  
Games



Ghost Recon  
Breakpoint



Rainbow Six  
Extraction



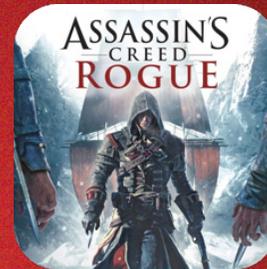
Dread  
Nautical



Assassin's  
Creed Syndicate



Need for Speed  
Heat



Assassin's  
Creed Rogue



Assassin's  
Creed Origins



# PROOF OF CONCEPT

## UNANNOUNCED PUZZLE PLATFORMER GAME



- Launch Date: TBD.
- Built in Unreal Engine.
- Puzzle Platformer that is heavily reliant on trial and error, precise platforming and dangerous puzzles.
- An imaginative fantasy rustic adventure game focused on creativity and exploration following the journey of Quill.
- Inspired by Balkan and Romanian folklore, urban legends and fairytales.



**PLAY VIDEO**



# PLAYABLE PROTOTYPE

## UNANNOUNCED BATTLE ROYALE GAME



- Built in Unreal Engine.
- Battle Royale with a focus on primal combat and heavy teamplay.
- Based on an already established and successful franchise.
- Delivered a demo map with areas accessible only by certain dinosaur archetypes, 3 types of dinosaurs (Flanker – Raptor, Tank – Triceratops, DPS – T-rex) with fluid melee combat mechanics and unique skills and abilities.



[PLAY VIDEO](#)



NEWS

## Rovio has 10 new games in the pipeline, and a cross-platform Angry Birds is one of them

Angry Birds Next will feature multiplayer and cross-platform play

November 3rd, 2022 - 02:28pm

By [Aaron Astle](#), Staff Writer

The Angry Birds franchise is once again spreading its wings with multiple new titles, and one in particular, Angry Birds Next, is a multiplayer game that will be making its nest on multiple platforms.

In fact, Finnish developer [Rovio](#) is creating a total of 10 new games, both in and outside of the Angry Birds series.

### A flock of titles

As [reported by Gamingonphone](#), Rovio is soon to release Hunter Heroes, Hunter Assassin 2, and has already soft-launched an idle puzzle game in the Moomins franchise titled Moomin: Puzzle and Design.

Most upcoming titles utilise the Angry Birds IP, such as the Bad Piggies sequel aptly named Bad Piggies 2. The series is an Angry Birds spinoff wherein players play on the side of the pigs, not the birds. Bad Piggies 2 was originally revealed via TikTok last year.



VIEW MORE

▪ [News](#)

COMPANY

▪ [Rovio](#)

The aforementioned Angry Birds Next, meanwhile, has been revealed with slightly more information. It is set to be the next major game in the series, featuring multiplayer and cross-platform gameplay in what may be an attempt to grow the franchise's fanbase beyond mobile.

The aforementioned Angry Birds Next, meanwhile, has been revealed with slightly more information. It is set to be the next major game in the series, featuring multiplayer and cross-platform gameplay in what may be an attempt to grow the franchise's fanbase beyond mobile.



# FULL PRODUCT

## ANGRYVERSE BRAWL

### FULL PRODUCT DEVELOPMENT

- PC/Mobile/Console
- Developed by Amber for over year by a team of 45
- Vertical Slice experience was delivered at high quality
- Rovio continues to invest in the project but decided to take it 100% internal for strategic reasons



# FULL PRODUCT

## POSITRONX



- Launch Date: October 2020.
- Built in Unreal Engine.
- Rogue-lite First-Person Shooter that emphasizes strategic fast-paced combat.
- Unique movement and time control mechanics.
- Procedurally-generated levels, items and enemies enable infinite replayability.



[PLAY VIDEO](#)



CASE STUDY  
**POSITRONX**



# RESEARCH

References, design and gameplay research for similar games.

For PositronX, two study cases were Ziggurat and Immortal Redneck.

## Ziggurat



## Immortal Redneck



# PEN & PAPER AND FIRST SKETCHES

Creating the first level proposals.  
In this step we also determine and test the metrics we are going to use  
for layout development.

## EXAMPLE

①

### FTUE

*Isometric General View*

②

### TOP DOWN

*Start area with gameplay  
Intentions*

③

### FTUE LEARNING PATH

*Isometric General View*

Using the learning curve, each section allows the player to understand  
the game mechanics and ingredients.

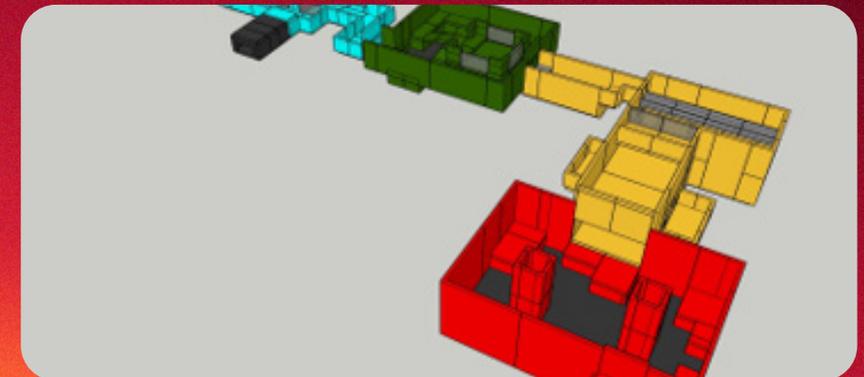
①



②



③



# MODULARIZATION

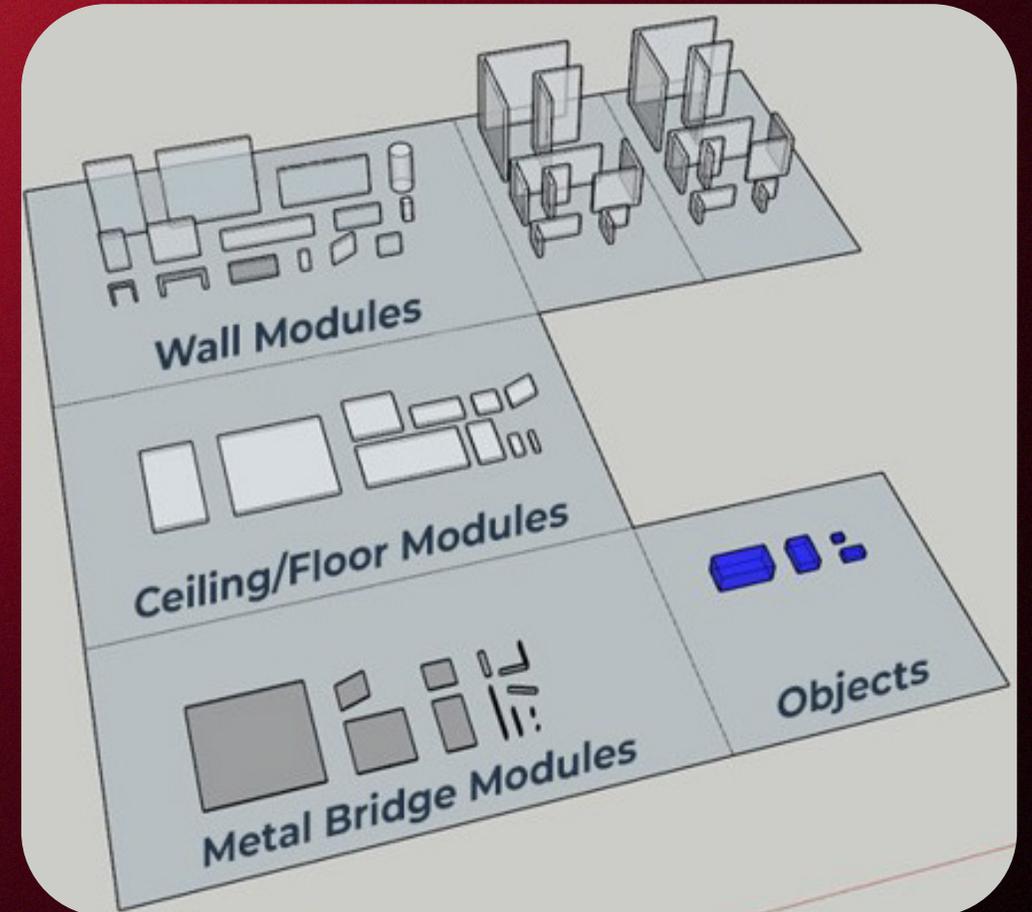
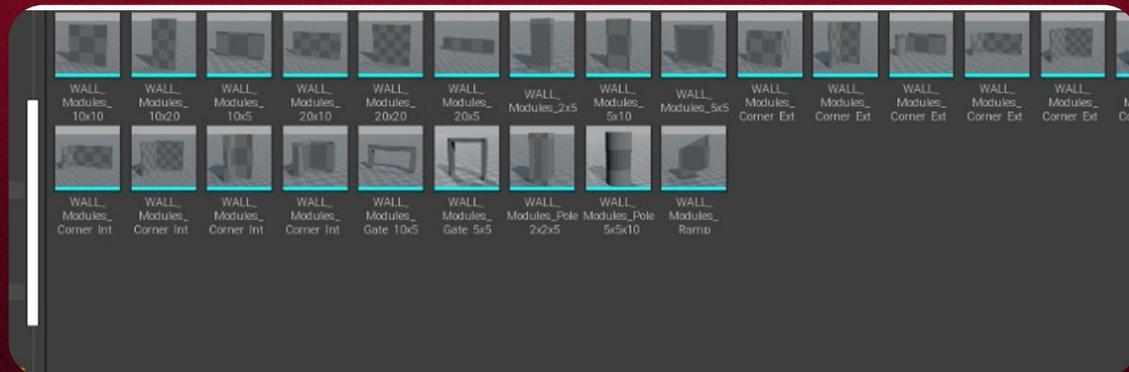
Creating modules for fast building and keeping consistency on all levels developed later.

A list of needs is created for:

- New ingredients
- AI behaviour (new or modified from already existing logic)
- New mechanics.

The list is validated through an evaluation process with the involved departments (development, art etc.)

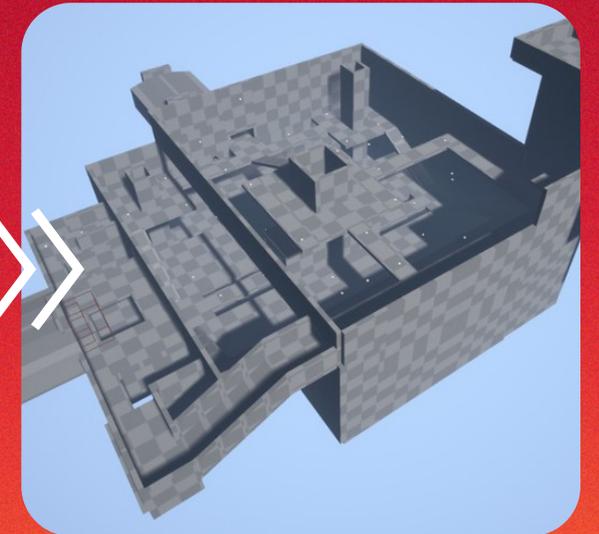
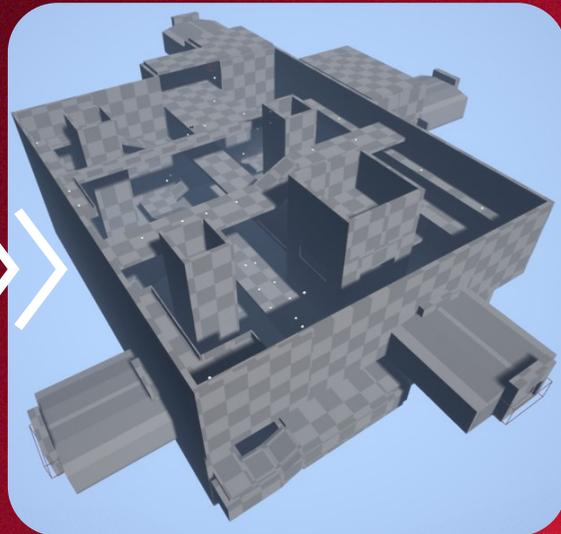
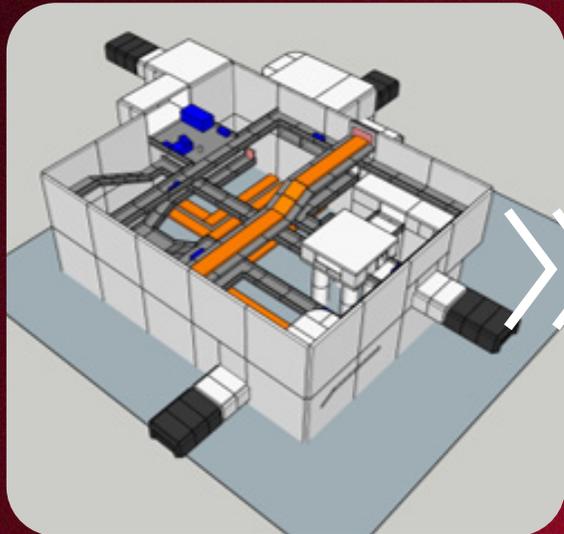
The needs are then updated with priorities on each proposal.



# DEVELOPING THE FIRST PROPOSAL IN-ENGINE AND INTERNAL REVIEW

The work is done using modularized grey-boxes, placeholders for new elements and already available ingredients.

Following feedback, necessary modifications are made, and the process enters a back-and-forth phase until the levels is validated.



# ART PASS AND PLAYTEST SESSIONS

The grey-boxes are replaced with final art assets.  
Playtest sessions to balance difficulty and polish the experience.



# DESIGN PHILOSOPHY



Fun and easy to navigate.



Make use of environment and gameplay elements to surprise the player with "wow" moments.



Use landmarks to guide the player.



Make maximum use of the available gameplay ingredients/features.



Perfect balance of the gameplay ingredients to get the desired difficulty.



Constantly teach the players something new.

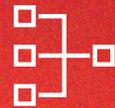


Tell a story through environment.



# DESIGN PHILOSOPHY

## VARIETY



Distribution of ingredients throughout multiple levels, to ensure a varied and well-paced gameplay experience.

## DIFFICULTY



Measured by the number of user attempts before a level is won.

Carefully balanced to offer a challenging experience.

## PRODUCT VISION



No product is identical to another.

We collaborate with partners to understand and sustain the vision and objectives of every game.



# LEVEL DESIGN WORKFLOW

The level design workflow depends on the type of project and needs from our partners. Below are some general steps likely to be encountered during most Level Design Outsourcing collaborations.



*\*depending on project, either artists or level designers can do this step*



# LEVEL DESIGN WORKFLOW PIPELINE

## GENERAL WORKFLOW INFORMATION

We use specific tools that allow us to have an overview and easily plan, track, and execute our work. We blend these learnings with partner specific ways of working.



### BEAT-CHART (VARIETY MATRIX)

Is used to plan and track difficulty, pacing, ingredients distribution and variety for the created levels.



### GAME DESIGN DOCUMENTS

Allows us to understand the scope of the product and create consistent level design experiences.



### INTERNAL FEEDBACK

Is centralized within the project specific beat-chart document.



### TECHNICAL DOCUMENTATION

Help us align to the product vision and adapt to partner-proprietary tools, such as level editors.



# LEVEL DESIGN WORKFLOW PIPELINE

## GENERAL WORKFLOW INFORMATION

We use specific tools that allow us to have an overview and easily plan, track, and execute our work. We blend these learnings with partner specific ways of working.



### FLEXIBILITY

We can adapt to partner requested workflows and other methods of tracking.

### LEVEL VERSIONING

Is performed to enable our team to re-evaluate previous iterations of the same level.

### PARTNER FEEDBACK

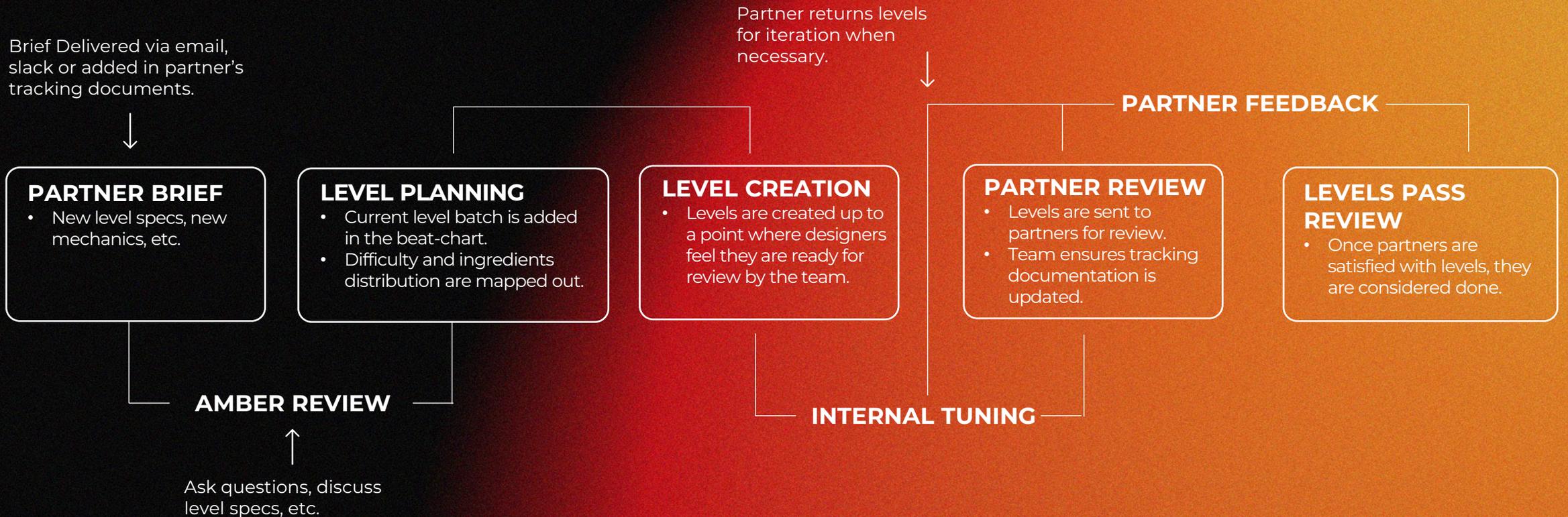
Can also be tracked within the project specific beat-chart document.



# LEVEL DESIGN WORKING PIPELINE

## WORKFLOW PIPELINE

Levels go through multiple tuning phases, internal, and external with our partners, to ensure the quality standard, difficulty and overall experience is perfect for the product.



# TECH STACK

Our internal tech stack has been refined through multiple full development projects;  
Our preferred tools and engines are listed below.

Additionally, we are proficient with all the main market tools & SDKs and have extensive  
experience in using custom game engines, tools, and technical platforms.

## Build & Engine



Custom Editors



# WORKFLOW AND COMMUNICATION

## PARTNER

### GIVING FEEDBACK

- Product review feedback
- Quality review feedback (art, design)

### REPORTING ISSUES

- Tech / Art / Design discussions
- Provide decisions on flagged risks
- Provide decisions on scope

### REVIEW & APPROVAL

- Review builds as per delivered scope
- Approve builds



## AMBER

### GIVING FEEDBACK

- Product review feedback
- Quality review feedback (art, design)

### PROVIDING INFO & OPTIONS

- Track issues & provide options
- Communicate risks & mitigation options
- Communicate & provide options for scope

### PROGRESS REPORTING

- Track issues & provide mitigation options
- Sprint / Risk / Milestone Reporting



Outlook



Zoom



Slack



Jira



Confluence



# AMBER CHAMPIONS



**IULIAN ANTON**  
HEAD OF PRODUCT  
DEVELOPMENT SOLUTIONS

---



**RADU DOROFTEI**  
HEAD OF CONTENT DEVELOPMENT

---



**BODGAN TRAU**  
LEVEL DESIGN  
DIRECTOR

---



# THANK YOU!



**ANDREEA ENACHE**  
Chief Revenue Officer



**IOANA POHONTU**  
BD Manager



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