

Q3 2026

AI ACROSS THE FULL GAME DEVELOPMENT CYCLE

From concept to live operations, AI accelerates how games are built, shipped and run.



HYBRID TEAMS

Amber is incorporating AI agents and generative creative in all aspects of the game development pipeline.

- Rapid concept & prototype iteration
- Gemini, Claude, ChatGPT, Copilot integration & control of game editor platforms like Unity & Unreal via MCP
- Automated notetaking, PRD and team tasking

Powered by unity Gemini Claude ChatGPT WebGL Copilot



NEW GAMEPLAY

Improvisational engines are used to create game experiences and features that were impossible to create before now.

- Live AI game features for conversational interfaces, personalized content and improvisation
- "Fauxfluencer" characters for livestreaming
- Multi-agent NPC planning, coordination and storytelling



AGENTIC LIVEOPS

Building sticky relationships with players across the game itself, social media and streaming platforms benefits from AI frameworks.

- Automated agentic customer service and support
- Adaptive analytics discovery and dashboarding via agentic AI
- Automated marketing campaigns across social media, community and streaming endpoints

AI AS A CORE GAMEPLAY MECHANIC: Courtroom Chaos – Starring Snoop Dogg









Client / Publisher: Amazon
Launch date: 2025
Engine: Unity
Genre: AI Party Game
Platform: Amazon Luna

An AI-powered party game built around real-time improvisation and conversational gameplay.

What we built

- Real-time voice interaction with AI-driven characters
- AI-generated dynamic cases, evidence, and courtroom twists
- Improvisational gameplay shaped by player input
- AI-enhanced multiplayer experience with emergent outcomes

AI AS A CORE GAMEPLAY MECHANIC: Outside Your Comfort Zone





Client / Publisher: LG
Launch date: 2025
Engine: Unity
Genre: AI Trivia Party Game
Platform: LG TVs

An AI-powered interactive trivia experience designed for large-screen platforms.

What we built:

- LLM-generated questions based on player interests
- Dynamic content adaptation in real time
- Personalized player experiences driven by AI
- Seamless AI integration into connected TV environments

AMBER LEADERSHIP



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THANK YOU!



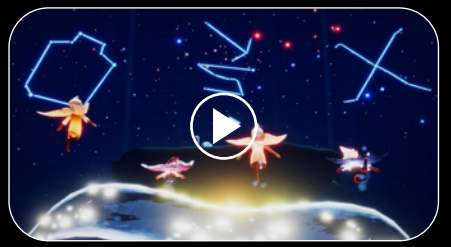
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