

FXLabs partners with Yashraj films to develop Dhoom 2 videogame

First of its kind "AAA" quality Bollywood movie videogame

Mumbai, Maharashtra, February 8, 2007 /[India PRwire](#)/ -- FXLabs Studios, a leading provider of game development and outsourcing services, announced today that it has signed an exclusive agreement with Yashraj Film Studios to develop a PC game based on the popular action thriller Dhoom 2. An industry first for Bollywood, this game will boast of international "AAA" production quality, and will set the standards for all Indian-Cinema based games in the future.

Under the working title "Dhoom 2", FXLabs has begun development of the game and expect to complete it by the end of 2007. This game will reach out to all audiences who are avid Dhoom 2 fans as it is the natural extension of the sequel in the virtual screen.

The game will feature likeness of characters from Dhoom 2, including Mr. A (Aryan) Jai, Sunehri, Ali and Shonali and many more. Each character will be faithfully recreated in full 3D and will be brought to life by the FXLabs team of talented programmers, artists, and animators.

Commenting on this tie-up, Mr. Sanjeev Kohli, CEO, Yashraj Films, said "Gaming is fast gaining acceptance among our target audience and this is the first time an Indian movie is being extended into a game. Dhoom had become a favorite film with youngsters and Dhoom 2 has gone a step beyond. The Dhoom 2 videogame will feature characters from the movie as well as all the action and excitement our fans have come to expect. FXLabs was the obvious choice for us when we decided to move into this exciting new medium. The talent and experience that they bring to the table is unmatched, and their passion for this project shows in the quality of their work."

Mr. Tony Garcia, CEO of FXLabs Studios said "We at FXLabs are extremely delighted and privileged to be working on this exciting new project with Yashraj Films. Their commitment to excellence only serves to make our jobs easier as they continue to deliver some of the best and most highly anticipated films in the country. For the Dhoom 2 videogame, we aim to tap the rapidly growing consumer market in the sub-continent as well as the broader international market for Indian content. India is catching up with North America and Europe and we see a huge market potential in the movie-based gaming space."

FXLabs and Yashraj Films will be working closely together to ensure that the characters and theme of the movie are intact and in coherence with the actual storyline.

Notes to Editor

About FXLabs

Founded by visionary entrepreneur Sashi Reddi, FXLabs Studios is the leading provider of game development and outsourcing services in India. The company specializes in the creation of best-in-class game products, as well as high quality art and animation assets, and client focused outsourcing services. With well over two decades of collective experience, FXLabs management team has the knowledge and skill to drive the company and ensure success. By combining the talent of local artisans with the experience of games industry veterans, FXLabs has the winning combination to deliver entertainment experiences which blur the line between fantasy and reality. With offices in Hyderabad India and Seattle WA, FXLabs has established itself as THE studio to watch in the growing entertainment and video-game industries.

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