



LARGELABS



WHAT IS LARGELABS?

Largelabs is a **French-Egyptian** video game studio founded in 2016 by Karim Aboul-Enein and Sebastien Marty, two industry professionals in search of adventure and fun. Established in **Villandraut** (Gironde, France) and operating most of its production from **Cairo** (Egypt), Largelabs claims its multiculturalism by :

- Contributing to the young ecosystem of independent developers in Egypt
- Promoting the French touch and expertise in video game development
- Putting Arabic localization at the center of the creative process
- Establishing its headquarters in the heart of France, far away from Paris, in the village of Villandraut



GAMES IN ARABIC?

Too often, the Arabic language is **absent** from the App Store and Google Play catalogs, forcing millions of Arabic speakers to play in their second language. Apart from some games that exclusively target the native Arabic speakers, mainstream games usually don't include Arabic support :

- Arabic is difficult and expensive to integrate for Western video game studios
- A lot of Arabic speakers use their phone in their second language (most of the time English or French)
- The App Store is not available in Arabic and therefore, a lot of Middle-Eastern and North African players are connected to the US store.

Usually, localization is something developers do at the very end of the production process. At Largelabs, all the games are thought in Arabic, French and English **from the ground up**. Unlike most of the games on both stores, we give our players the possibility to choose their favourite language **directly in-game**, from the options menu. Particular attention is paid to Arabic, with a universal, fun and clear language register, understandable from North Africa to Lebanon and filled with **strong cultural references**.



WHAT'S NEXT FOR LARGELABS?

Aliens VS Cowmander is the first Largelabs game to reach the iOS and Android stores. Besides the several improvements that we want to bring to this game, there are many other projects that are currently in the works at Largelabs! One of them is an ambitious 3D runner with a strong storytelling dimension, a wacky universe inspired by our own personal experiences in the Middle-East and some interesting gameplay innovations. We will make several announcements about these other projects later this year.

