Beat: Technology

Kabam And Hasbro Team Up To Develop Transformers Mobile Game

Features Iconic Autobots & Decepticons

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USPA NEWS - Kabam, a world leader of massively multiplayer mobile games for a global audience, and Hasbro Inc. announced on August 1, a partnership to develop a AAA massively multiplayer mobile game inspired by the iconic 'Transformers' franchise. The game will deliver action-packed authentic 'Transformers'...

Kabam, a world leader of massively multiplayer mobile games for a global audience, and Hasbro Inc. announced on August 1, a partnership to develop a AAA massively multiplayer mobile game inspired by the iconic 'Transformers' franchise. The game will deliver action-packed authentic 'Transformers' excitement to fans in 2017.

Over the past three decades the 'Transformers' brand has grown into one of the world's most recognizable franchises, engaging consumers with award-winning television shows, cutting edge digital entertainment series, consumer products, action figures, clothing, live events, blockbuster feature films and more.

This new game from Kabam will further expand the brand's growing presence in the mobile gaming space, offering 'Transformers' fans the opportunity to engage with 'Optimus Prime', 'Megatron' and other popular Autobots and Decepticons in a new, high-definition 3D environment. Kabam's action mobile game also provides RPG and strategy elements in a unique 'Transformers' experience for fans and gamers alike.

Kabam has a reputation for translating the world's largest brands into successful, groundbreaking AAA mobile games, making it a well-suited partner for the multi-billion dollar Transformers franchise. The 'Transformers' mobile game will be developed by Kabam Vancouver, the studio who created 'Fast & Furious: Legacy' and 'Marvel Contest of Champions', a top 10 grossing game on the App Store.

Source : Kabam

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