



## **Ikon City –Online Flash based Games – Case Study**



**Ikon City games – Two endlessly reskinnable games developed with Macromedia Flash, for the premier online fan destination**

*With a view to provide a singular, unified and centralized global fan base for sports and entertainment enthusiasts, Chris O' Farrell, one of the two founders of IkonCity.com, approached Icreon to be part of the intended online destination for fans by effectively contributing to Ikon City, by churning out a set of Flash based online games. The vision that gave rise to Ikon City was to bring together online entertainment for sports, music, and movies under one roof and provide unique opportunities to its fan base with the chosen "Ikon" of their choice.*

*It was paramount to the success of its launch that the twin game genres developed by us followed the overall ambience, gameplay, and the fun aspect of the online destination, the basis upon which it was founded.*

### **Customer Profile**

Ikon City billed as the "entertainment mecca" for fans of all age, offers dynamic entertainment destination online that rewards fan loyalty and supports the fan community with unique and valuable prizes specific to their favorite college and professional sports teams, celebrities, music artists, movies and TV shows.

### **Business Requirement**

IkonCity.com, poised as a premier fan destination online wanted to attract the community of like-minded fans by providing a diversity of exciting arcade and quiz games. To support the club's objective, a compelling environment had to be adhered to, backed by the right information system and technology infrastructure.

### **Solution**

#### Benefits

- The games provided a great online experience for the fans
- It was successful in keeping its global supporter base at the forefront.

#### Technologies & Platform

- Macromedia Flash MX 6.0
- ASP
- XML



## Requirement

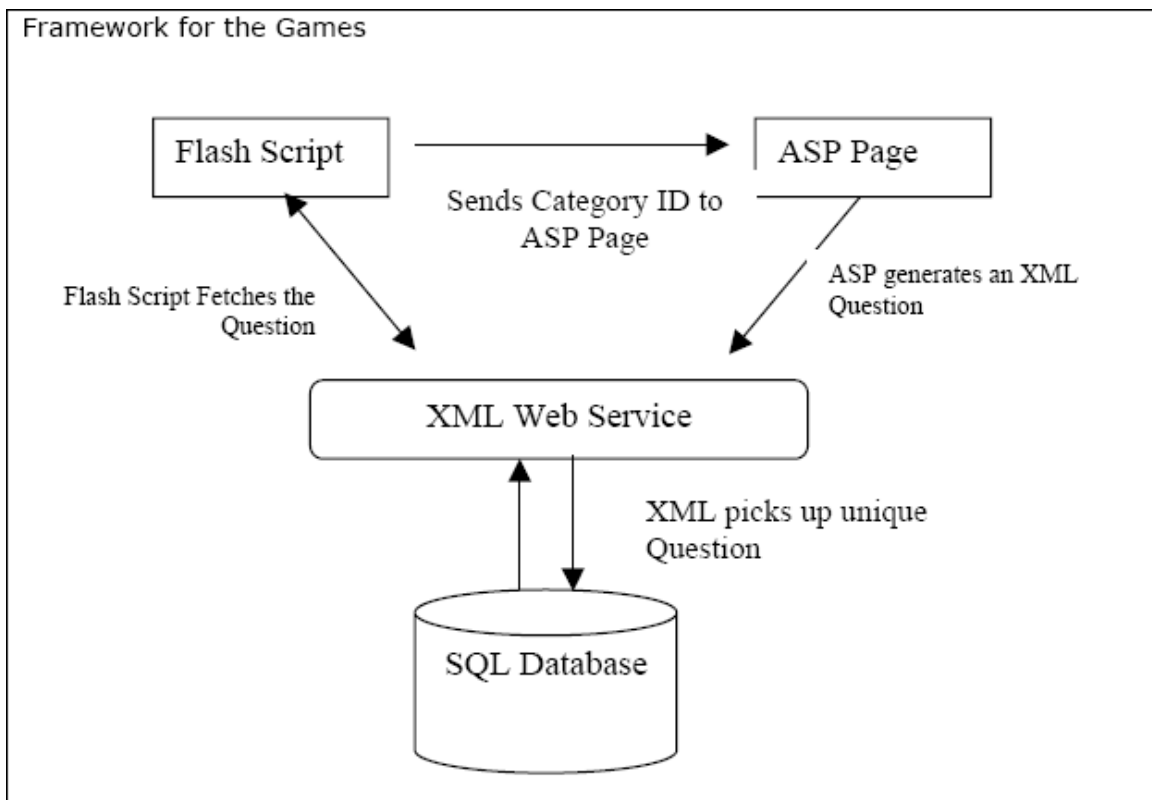
While Ikon City managed the core business of running a sports Agency, the client wanted to reach out to other aspects of events and entertainment activities too. The client entrusted us to develop some refreshing online flash games.

Having understood the client's requirement, we needed to deliver rewarding experiences in order that Ikon City could build stronger relationships with their vast array of fans. With over 50 thousand fans across the world having varied interest, we needed to implement a comprehensive strategy to ensure that the Fan club base stayed in place.

Our broad range of expertise and a positive approach to work enabled us to deliver the right solution and on time. We designed, planned, and built this thrilling environment and gave Ikon City a distinct and well-deserved identity in the entertainment world.

The games have been developed using Macromedia Flash MX 6.0 with ActionScript, ASP, Action Scripts, and Microsoft SQL Server as the database.

The quiz game utilizes a central question database; SQL Server is the centralized hub for the data coming in and out of these games. The flash script sends a category Id to the ASP page to generate questions. The ASP page generates an XML question set randomly to avoid duplicate Questions in a game session; Questions are fetched back by the flash script.



An interesting feature, here is, all the games have different skins managed by the Asset library where every reskinning takes place updating the relevant library element. Utilizing the high-end SQL Server database solution, the games make use of shared fonts, for identical

look and feel across all the categories thereby reducing the size of each game, as the fonts are stored separately in the database and called only during runtime. We have implemented XML data interchange for data management and query processing as XML is widely adopted as a platform-independent format for data representation.

## **Summary**

We set out to put in some brilliant ideas with aplomb and by the end of the partnership, we were proud to have contributed certain cachet to the entertainment world. Today, Ikon city has in place an interactive environment. In addition, it has succeeded in keeping its fans at the forefront of entertaining experiences with an online presence that reflects the stature of the fan club.

## **Our contact addresses:**

### **Asia**

ICREON GAME STUDIO  
C-103, Sector-2  
Noida - 201301  
India

Tel: +91 11 4030000  
Fax: +91 11 4030001  
E-mail: [solutions@icreon.com](mailto:solutions@icreon.com)