



PRESS RELEASE

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Ubisoft Globally Expands R&D Network “Ubisoft La Forge” to Accelerate Innovation in Video Games Production

*Expansion Announcement Comes in Conjunction with the Kick-Off of
Ubisoft Developers Conference*

PARIS, FRANCE – February 21st, 2022 – Today, on the opening of the Ubisoft Developers Conference (UDC), Ubisoft announced the expansion of “La Forge”, its successful R&D model, to several studios around the world, with teams now operating in Canada (Ubisoft Montreal, Ubisoft Toronto), China (Ubisoft Chengdu, Ubisoft Shanghai) and France (Ubisoft Bordeaux). The UDC conference, Ubisoft’s annual gathering dedicated to technological innovation in video games production, runs from February 21 to 25 and features a dedicated track on Artificial Intelligence and Machine Learning, two of La Forge's key research areas.

Acting as a bridge between academic research and video games production, La Forge combines Ubisoft's assets and data with the expertise of university researchers to drive innovation forward in the video game industry, while contributing to solving real-world problems through scientific publications.

After five years of exploration and experimentation, Yves Jacquier, Executive Director of Ubisoft La Forge, reflects on the expansion of the La Forge network and emphasizes its strategic role for the future, saying, “Our goal is to continue to grow while preserving our DNA: providing Ubisoft with in-depth knowledge on the disruptive technologies that empower our teams to deliver unique and immersive experiences, through responsible, people-centric development.”

Historically based in Ubisoft Montreal, La Forge is accelerating the international implementation of a unique collaborative model that has become a leading reference in research and development in the video games industry. With more than 70 prototypes - 30 of which have already been integrated into production technologies - and more than 25 major scientific publications, La Forge now represents the majority of the group's technological R&D activities with the ambition to help create increasingly realistic worlds, support game creators and develop high-performance tools that will improve the experience of players.

