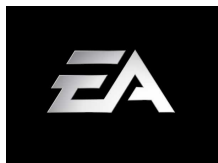


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By: Andrei Dumitrescu, Games Editor



Going mobile

## [Electronic Arts Creates More Handheld Games](#)

*And acquires major developer*

[Electronic Arts](#) is implementing a strategy of developing its mobile and handheld focus, in anticipation of a big increase in the market in the coming years. As part of this strategy, Electronic Arts is buying up developer and publisher Hands-On Mobile Korea, which is a subsidiary of Hands-On Mobile, a company based in San Francisco. The company was established in 2001 and is currently providing content for mobile operators in around 60 countries. Its best known product is Heroes Lore. At least initially, the structure of the studio will not be changed, but Electronic Arts is thinking about the possibility of expanding the studio if the market grows large enough to warrant it. Barry Cottle, vice president and general manager at EA Mobile, stated regarding the purchase that "This acquisition is a major milestone in growing our mobile business in Asia. Hands-On Mobile Korea brings us a great leadership team, proven studio talent, and outstanding carrier and OEM handset manufacturer relationships". As Electronic Arts continues to grow as a gaming company, its executives are more aware of the success that games designed to be played on the move are enjoying, especially on some of the Asian markets. So, targeting this segment of games, played on the [PlayStation Portable](#), the [Nintendo DS](#), mobile phones or even iPod players, can offer the company an important new revenue stream. But, rather than create a new studio from scratch, EA has opted to acquire the necessary staff, thereby shifting its operation into gear much quicker. There are also plans to adapt a host of games to the mobile and handheld platforms. Electronic Arts has a deal, recently signed, with Taito, regarding games like Cooking Mama, Space Invaders, Arkanoid, Bubble Bobble, Puzzle Bobble and Rainbow Islands. Javier Ferreira from EA declared that: "Taito has produced some of the all time games classics - such as Space Invaders, Puzzle Bobble, and Arkanoid - as well as innovating with new titles such as Cooking Mama. This deal gives EA Mobile immediate access to an incredibly popular catalogue on existing devices while offering us the opportunity to bring these titles to new mobile platforms". So, if you are the kind of gamer that likes his games on the move, look out for a deluge of Electronic Arts games in the coming months.