

# FILTER PURE TALENT.

## STAFFING: SUCCESS STORY



**CLIENT:**

Microsoft Turn 10 Studios Forza Motorsport

**CLIENT'S TARGET AUDIENCE:**

A mass market of casual gamers and ardent simulation game pros.

**SYNOPSIS:**

FILTER places contractors with highly-specialized skills onsite at Microsoft Turn 10 Studios and quickly meets on-demand needs for niche-specific talent.

**THE CHALLENGE:**

Forza Motorsports' success hinges on their ability to deliver an exciting, scalable car racing experience to a broad audience of casual gamers and car-racing enthusiasts alike. To create the photo-realism and complex customization options that Forza Motorsport is renowned for requires a high level of specialized skill and a deep understanding of the intricacies of car racing simulation games.

**THE SOLUTION:**

Working with Microsoft Turn 10 Studios Forza Motorsport since the initial version of the game—which shipped in May, 2005—FILTER continues to support the team's ongoing staffing needs. FILTER supplies Forza Motorsport with: photographers who document high profile cars, environmental artists who recreate cityscapes, texturers who realistically replicate vegetation, UI designers capable of plotting complex navigations and camera artists with advanced technical skills.

**THE RESULT:**

By finding contractors with the unparalleled skills demanded by Microsoft Turn 10 Studios and placing them onsite at Microsoft, FILTER helps the Forza Motorsport team focus and deliver on their true passion: creating a realistically rendered, innovative car racing simulation that attracts a broad audience of gamers and performs competitively in the marketplace.

Microsoft Turn 10 Studios continues to reach out to FILTER for short and long-term staffing needs.