

Artificial Life Plans U.S. Office

By Monica Allevan

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Artificial Life (www.artificial-life.com) is turning its focus to an area where it originally started: the United States.

The company late last week said it will expand direct business activities in the United States and launch an office in Los Angeles in Q3 of this year.

So far, Artificial Life has seen its business grow in Asia and Europe, but it also has many major clients and partners in the United States, especially in California, said CEO Eberhard Schoneburg in a press release. The company decided to open an office in Los Angeles to be close to the big media companies, the carriers, gaming companies, the music industry and major Hollywood studios.

Activities in the U.S. market will focus on sales, marketing and client support. Production will remain mostly in Asia due to the lower cost basis there, he said.

The company's headquarters remain in Hong Kong.