

Bandai Namco and Google Cloud Partner to Launch 'DRAGON BALL GEKISHIN SQUADRA,' a New Cross-Platform Multiplayer Action Game

The franchise's first original smartphone title in seven years introduces four-vs.-four, team-based, cross-platform battles, built for a global audience on Google Cloud infrastructure

TOKYO and SUNNYVALE, Calif., Sept. 10, 2025 /PRNewswire/ -- Bandai Namco Entertainment Inc. today announced the global launch of *DRAGON BALL GEKISHIN SQUADRA*, the first original Dragon Ball title for smartphones in seven years, built on Google Cloud's scalable and secure global infrastructure. The new, free-to-play, team-based action game will be available worldwide starting on September 10, with support for nine languages, including English, Spanish, Portuguese, and Japanese. It will launch on iOS, Android, PC, Nintendo Switch, and PlayStation 5/4 consoles, delivering a seamless, cross-platform experience to players everywhere.

DRAGON BALL GEKISHIN SQUADRA introduces a new style of gameplay to the Dragon Ball universe, featuring intense four-vs.-four, team-based battles where players work with allies to break through enemy territory and claim the Dragon Ball to win. The game is designed to provide an "anywhere, with anyone" experience, a vision made possible by today's wide availability of powerful hardware and a robust, globally consistent cloud infrastructure.

Building on the success of their previous collaboration, Bandai Namco selected Google Cloud to power this new, globally scaled title. The game leverages a comprehensive suite of Google Cloud services to handle the intense demands of a real-time, global mobile game, including:

- **Simplified global server management:** With Agones and Google Kubernetes Engine (GKE), Bandai Namco can resolve the complexities of managing and scaling dedicated game servers for a global launch. This allows its developers to focus on creating the best possible gameplay experience instead of managing cloud infrastructure.
- **Reliable, consistent player data:** Google Cloud's Spanner provides a globally distributed database with a proven history of managing player data at a massive scale. This ensures that core features like cross-progression are seamless and reliable, with player inventories and game states consistently synced across all platforms.
- **Enhanced player experience with low-latency matchmaking:** The game's matchmaking service leverages the high-speed, in-memory performance of Memorystore for Redis. This translates directly to a better player experience by drastically reducing wait times and quickly connecting players for fair, balanced matches.
- **Data-driven game development and operations:** With Cloud Monitoring, the team was able to fine-tune the game's performance during testing to ensure a smooth launch experience. Post-launch, BigQuery and Looker will enable the team to analyze gameplay trends, understand player behavior, and make data-driven decisions to inform future updates and in-game balancing.

"This project required a partner that went beyond a typical vendor relationship, and Google Cloud's deep collaboration was a key reason this game came to be," said Toshitaka Tachibana, chief producer, Bandai Namco Entertainment Inc. "From the earliest stages, the Google Cloud team operated as true members of our own, sharing our vision for the game. We are incredibly excited for players to experience the result."

"Our collaboration with Bandai Namco on *DRAGON BALL GEKISHIN SQUADRA* embodies the future of game development," said Jack Buser, global director for Games, Google Cloud. "Bandai Namco's vision for a massive, global, cross-platform title required an infrastructure that could perform flawlessly at scale, and more importantly, a deep sense of trust and shared purpose. This partnership is built on mutual storytelling, and we are proud to provide the technology and the collaborative spirit to help bring this exciting new Dragon Ball experience to millions of fans around the world."

DRAGON BALL GEKISHIN SQUADRA will be available for download starting September 10, 2025. For more information, please visit <https://dbg-squadra.bn-ent.net/>.

About Bandai Namco Entertainment Inc.

Bandai Namco Entertainment, under the Bandai Namco Group Purpose "Fun for All into the Future", upholds the vision of "Connect with Fans." With IP (such as characters and other intellectual properties) at its core, the company develops an entertainment business centered on games, while valuing "connections" with fans around the world, partner companies, employees, and other stakeholders.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for

today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

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