



## **Scoreloop Supports Unity iPhone Game Development Tool With Mobile Social Gaming Features**

SEATTLE, WA; CASUAL CONNECT--(FOR RELEASE July 22, 2009: 7:00AM PDT) Scoreloop ([www.scoreloop.com](http://www.scoreloop.com)), the technology leader in mobile social gaming, today announces support for Unity Technologies' ([www.unity3d.com](http://www.unity3d.com)) revolutionary Unity development platform. This integration provides developers and publishers with a complete set of development tools enabling the creation of console-quality, social games for the iPhone platform. Scoreloop offers a seamless yet sophisticated integration with support for both version 1.0.3 and the upcoming version 1.1 of Unity's iPhone publishing tools.

Unity Technologies makes visually-rich 3D game development tools that combine usability and power. Scoreloop's mobile social gaming platform extends any game with the thrilling experience of social interaction among players. Scoreloop helps game developers improve the player experience with features including: server-based high scores, challenges to other players via their address book or social networks like Facebook, profiles, avatars as well as the ability to further engage in cross-platform play via the Scoreloop Community on the Web and in the Scoreloop Community iPhone App. With its easy to implement SDK, customizable user interface and highly available server infrastructure, Scoreloop works with any iPhone or iPod touch game from OS 2.x to OS 3.0 and delivers instant competitive advantage to game developers.

"Unity is the premier gaming engine for the iPhone and Scoreloop offers the most sophisticated mobile social gaming platform for the iPhone. We simply had to combine the two," said Marc Gumpinger, Scoreloop CEO. "Unity developers now get seamlessly integrated support for online high scores, player-to-player challenges and Push Notifications for even more thrilling games."

Much like Scoreloop's platform, Unity's tools are built for large publishers and indie developers alike. Hundreds of great games have been developed with Unity, and more are launched every day. With hundreds of developers already registered, Scoreloop-enabled games continue to proliferate at Apple's App Store.

David Helgason, CEO of Unity Technologies added, "Unity welcomes Scoreloop. With online high scores, player challenges and community features, Scoreloop adds great value to Unity games on the iPhone."

"We are very excited about integrating Scoreloop and the whole Scoreloop Community with Crazy Snowboard and Galactic Gunner. Giving our players the ability to challenge their friends and win virtual coins will really extend the life of all our apps and add value to our customers," said Simon Edis of Ezone.com

"I am just putting the final touches on my next title and I think Scoreloop will really make it shine!" said, developer Jacco Jansen of Ninja Media, creators of Cutout Heroes: Making of a Ninja.

### **About Unity Technologies**

Since its launch in 2005, Unity has enabled game developers of all sizes to get their game made faster and more efficiently across a variety of platforms. The Unity engine is platform agnostic and significantly expands the reach for developers. As a fully supported deployment platform, developers can now use Unity to drive development of the best games on iPhone, Mac and PC as well as the Wii console.

### **About Scoreloop**

Scoreloop is the technology leader in mobile social gaming bringing online high scores, player challenges and viral distribution to game developers and publishers. As a neutral platform, Scoreloop focuses on partnering with game developers to build the mobile social gaming community rather than developing its own games. Scoreloop is venture funded by Europe's Target Partners. To find out more about Scoreloop Community go to [www.scoreloop.com/community](http://www.scoreloop.com/community) and to download the free SDK go to [www.scoreloop.com](http://www.scoreloop.com).

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### **Scoreloop contacts:**

US

Nicole DeMeo

+1 415 230 2347

[nicole@scoreloop.com](mailto:nicole@scoreloop.com)

or

EMEA

Andreas Engel

+49 (0)89 / 5404255-44

[andreas.engel@scoreloop.com](mailto:andreas.engel@scoreloop.com)

### **Unity Technologies contact:**

Alison Beasley

+44 1608 645756

[alison.beasley@gmail.com](mailto:alison.beasley@gmail.com)