



## Scoreloop Goes Cross-Platform by Adding Android Support to its Social Gaming Infrastructure

(SAN FRANCISCO, USA; MUNICH, GERMANY; BEIJING, PEOPLE'S REPUBLIC OF CHINA -- DECEMBER 11, 2009) Scoreloop, mobile social gaming technology provider, today announces the extension of their infrastructure and toolset from the iPhone to now support Android. Along with its white-label technology, Core Social, Scoreloop also opens its Premium Integration Services to Android developers. By doing this, Scoreloop will help game developers and publishers enhance the user experience and bring social gaming to new platforms and millions of new users.

"We continue to have great success on the iPhone and we're now bringing social gaming capabilities to Android for a complete cross-platform experience," said Marc Gumpinger, Scoreloop CEO. "We're still dedicated to the iPhone, but publishers are extremely limited by device fragmentation and the fact that most friends aren't on the same handset. When it comes to mobile social gaming, we're helping our partners reach players cross-platform. Together with our partners, Scoreloop is focused on the common goal of providing a quality game with an excellent end user and brand experience."

### Scoreloop Core Social For Android

Game developers and publishers now have access to directly integrate the same social gaming features Scoreloop offers on the iPhone, including:

- **Online High Scores**
- **Achievements**
- **Player Challenges** – Players challenge friend or foe on social networks like Facebook, by email, or using Scoreloop's auto matching system which pairs opponents with like skill
- **Profiles** – Track a buddy's standing and brag about Challenge records
- **Social Network Integration** – Publish scores and achievements to a wall and invite friends to join in on the fun
- **Cross Promotions** – Discover what friends are playing by intelligent cross-promotions based on their gaming activities
- **Virtual Currencies** – Reward players with Coins for attaining achievements or completing Challenges and let them use these to unlock or extend game content

With the Core Social white-label solution for both the Android and iPhone platforms, these features can be directly integrated into a game's user interface. In contrast to other gaming platforms that push their own user interface and brand, Core Social allows developers and publishers to retain ownership of both their brand and user experience.

### Scoreloop Delivers on Cross Platform Promise

Scoreloop offers players the unique ability to finally play across mobile platforms. If a game is available on both the iPhone and Android, the online high scores (leaderboards) are shared. Additionally, iPhone users can challenge Android users and vice versa, uniting the games and expanding the community. Single sign-on across these platforms also means that users can login no matter what mobile device is in front of them.

“We’ve had great success with the Scoreloop integrated social-features on our iPhone titles Cricket T20 Super Sixers and Godzilla - Monster Mayhem. We’re thrilled to extend that community and drive game discovery on the Android platform as well,” said Vishal Gondal, CEO, Indiagames.

Scoreloop offers Core Social and Premium Integration Services for free to developers and publishers by monetizing via referral revenues and coin purchases.

Scoreloop invites game developers and publishers to download their demo game, Bug Landing, from both the iPhone App Store and Android Market to experience cross-platform play. Players experience the thrill of challenging others cross-platform and those on the iPhone will see a push notification about the challenge even if they were challenged from Android. To get started integrating social features today, contact Scoreloop global business development and Premium Integration Services at: [partnerships@scoreloop.com](mailto:partnerships@scoreloop.com)

### **About Scoreloop**

Scoreloop provides infrastructure, implementation services and enhanced end user experiences for game publishers to enable mobile social gaming. The team’s background is in developing and deploying high-volume, secure server architectures. Scoreloop’s social gaming technologies build community and drive game discovery. Scoreloop is venture funded and has a presence in the US, Europe and Asia. To find out more about Scoreloop visit [www.scoreloop.com](http://www.scoreloop.com) and follow us on Twitter or Facebook: Scoreloop.

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