

## **Scoreloop and Ideaworks Airplay SDK Partner to Offer Extensive Cross-Platform Social Gaming Service**

(SAN FRANCISCO, USA; MUNICH, GERMANY; BEIJING, PEOPLE'S REPUBLIC OF CHINA -- June 17, 2010) Scoreloop, the leading social gaming infrastructure provider announces its partnership with Ideaworks Labs and Airplay SDK, to offer game developers the most extensive cross-platform social gaming toolset. The combination of Ideaworks' Airplay SDK and Scoreloop's Core Social SDK will allow developers to deploy social games across a wide range of mobile and handheld platforms. Games leveraging this technology will enable friends (communities) to interact across different platforms and share the gaming experience.

With the help of Airplay SDK, Scoreloop will extend its iPhone and Android support to include Symbian, Windows Mobile, BREW, Samsung bada and HP webOS. The company has already changed the way developers approach iPhone and Android game design by providing a powerful social infrastructure to build upon and by connecting millions of users across hundreds of games.

"Game developers are looking for the best way to reach more users and increase game sales," said Marc Gumpinger, Scoreloop CEO. "Along with Ideaworks, we're now offering the industry's most comprehensive cross-platform social gaming service. This means new platforms, more users, increased engagement and new revenue streams for game developers."

"We're delighted that Airplay SDK and Scoreloop have integrated to bring social gaming to the widest possible consumer base" said Tim Closs, CTO of Ideaworks. "No other solution allows multi-platform social gaming across such a wide range of mobile and handheld platforms, from featurephones to smartphones to tablets."

The connected features available to game developers will be the same as Scoreloop's iPhone and Android lineup:

- **Global Leaderboards**
- **Achievements**
- **Player Challenges**
- **Online Profiles**
- **Social Network Integration**
- **Cross Promotions**
- **Virtual Goods/Currencies**

Ideaworks' Airplay SDK allows mobile and handheld developers to compile a single codebase to native CPU instructions and then deploy with a single click to all iPhone, Android, Symbian, Windows Mobile, BREW, Samsung bada and HP webOS devices. The traditional costs of porting between OS's and devices are vastly reduced, leaving

the game developer free to optimise the game experience and address over 500m devices globally.

Developers using the Scoreloop Core Social SDK benefit from increased game discovery, engagement between users, and additional revenue streams via in-game currencies and virtual goods.

### **About Scoreloop**

Scoreloop, founded in 2008, is headquartered in Munich, Germany with offices in the US, UK and Asia. Backed by premier European VCs Target Partners and Earlybird, its seasoned management team builds on a successful track record in large-scale payment and security systems for Fortune 500 corporations. They combine the unique skill set of expertise in high-volume infrastructures with a passion for social gaming. To find out more about Scoreloop visit [www.scoreloop.com](http://www.scoreloop.com) and follow us on MySpace, Twitter or Facebook: Scoreloop.

### **About Ideaworks Labs**

Ideaworks Labs is a privately held technology company headquartered in London. Founded in 1998 with a strong Oxford and Cambridge computer science and electronic engineering pedigree, the company has an unparalleled track record of creative innovation and technical leadership in the field of cross-platform mobile applications. The Airplay platform is the result of over 8 years of research and development into high-performance native multimedia applications on mobile devices, and has powered ground-breaking and award-winning titles such as Konami's "Metal Gear Solid Mobile", which won "Best Game" and "Operators' Choice" accolades at IMGA 2008.

More information about Airplay SDK can be found at:

<http://www.airplaysdk.com>

More information about Ideaworks Labs can be found at:

<http://www.ideaworkslabs.com>

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