



## MAXPLAY & FINGER FOOD STUDIOS INK LICENSING & DEVELOPMENT AGREEMENT

*MaxPlay issues first development platform license for multiple games  
and toys-to-life projects*

SLUSH, Helsinki, Finland (November 11, 2015) – MaxPlay, a game development enterprise software and services company, today announced it has partnered with Finger Food Studios, signing its first Game Development Suite (GDS) studio-wide license. Finger Food Studios will use the MaxPlay GDS to develop multiple upcoming games and next generation, interactive-rich software projects.

“We are thrilled to partner with Finger Food Studios, a forward-thinking and like-minded development studio that is innovating both in games and the new frontier of toys-to-life,” said Sinjin Bain, MaxPlay’s CEO. “Finger Food Studios has partnered with such companies as Activision on Call of Duty® and Skylanders® as well as with Sphero™, a connected-robotics company responsible for the Star Wars™ BB-8™ app-enabled Droid™. The MaxPlay GDS platform has a service-oriented architecture (SOA) uniquely engineered to give developers the ability to extend and modify the platform to include future technologies in entertainment, connected robotics and consumer electronics,” said Bain.

MaxPlay’s GDS is the only game development solution that combines a service-oriented architecture with a high performance runtime engine to give developers the power to collaborate, create, and operate games more effectively in today’s increasingly complex, global, multi-platform environment.

“MaxPlay is strategically aligned with our philosophies towards the future of both game and next generation project development. The Maxplay GDS solves real problems that developers face every day in areas such as remote collaboration, iteration time and device performance. Its service-oriented architecture is uniquely engineered to help us develop interactive properties,” said Ryan Peterson, CEO of Finger Food Studios. “MaxPlay GDS is the *only* platform that will allow us to help create value across our entire range of businesses and clients.”

Peterson added, “The GDS platform also enables us to extend workflows and libraries of our toys-to-life connected experience technology to other developers and partners through MaxPlay’s service oriented architecture.”

Additionally, Finger Food Studios is contributing to the development of the MaxPlay GDS as a collaborative partner providing development input and user feedback.

### **About MaxPlay**

MaxPlay, headquartered in San Francisco with offices in Austin, is an independent technology

solutions and services provider for the game development community. MaxPlay innovates game development, publishing and live operations so developers can focus on doing what they do best: create best-in-class games. Visit us at [www.maxplay.io](http://www.maxplay.io) or on Twitter at @maxplayio.

To learn more about the MaxPlay Game Development Suite and MaxPlay publishing services, please contact the team at [contact@maxplay.io](mailto:contact@maxplay.io).

### **About Finger Food Studios**

Finger Food is a leading innovation services organization, specializing in building connected digital experiences with a unique combination of software, hardware, and digital design expertise. With a dedicated Internet of Things (IoT) production facility and an engineering-led team of over 80 full-time staff, Finger Food has generated enterprise value through custom-engineered connected experiences on brands like Call of Duty and Skylanders for Activision, Gears of War for Microsoft, Sphero, Telus Health, Blue Cross, Microsoft, the NFL, and ESPN.

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