For Immediate Release

MaxPlay Bolsters Platform with Industry's Top Tech Players

Company Integrates Industry's Premium Solutions into its Cloud-enabled Game Development Suite

San Francisco, CA (March 7, 2016) – MaxPlay, a game development enterprise software and services company, announced today that the MaxPlay Game Development Suite (GDS) will be integrated with several premium game development tools and technology partners. High-performance technologies from NVIDIA® PhysX®, FMOD Studio, EMotion FX, and PopcornFx will be accessible to game and VR developers through the MaxPlay GDS.

MaxPlay's unique modular and extensible architecture allows seamless integration for premium service solutions in its Game Development Suite. The MaxPlay GDS is the only game development solution that combines a cloud-enabled SOA 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 market. MaxPlay's high performance multi-core runtime technology is uniquely suited to get the most out of today and tomorrow's gaming and mixed reality hardware.

"We choose our technology and tools partners based on their ability to provide the best possible solutions for their given development category," said Matt Shaw, MaxPlay CTO. "Solutions must meet three critical criteria: an intuitive interface that easily lets users master the given task; unmatched performance built for today and tomorrow's environments; and the ability to grant advanced users the highest level of control."

MaxPlay's new technology partners include NVIDIA's PhysX, a scalable multi-platform game physics solution; FMOD Studio, an interactive music and sound effects tool; MysticGD, developer of EMotion FX, a real-time character animation system; and PopcornFx, 3D real-time particle technology.

MaxPlay provides a powerful and extensible platform for game developers, making this first wave of partnerships a perfect fit. Partners will be able to take advantage of the MaxPlay Game Development Suite's multi-core runtime architecture, which will allow their technologies to be optimized for all multi-core gaming devices. The end result will be less compromising for game developers giving them more control over creating rich and immersive games and VR experiences.

"We are very pleased about being integrated into the GDS so that developers can effectively use the tools they love with a one-of-a-kind advanced game development platform, multi-core technology, and high performance run-time engine," says Mike Skolones Product Manager

NVIDIA GameWorks. "I am excited to see what developers will create given this additional horsepower."

"Since announcing MaxPlay's Game Development Suite, the incredible support and validation we've been given from the industry in such a short time period is tremendously gratifying. We're attracting leading technology companies to join us on our journey to address the challenges and opportunities facing today's game developer," said Sinjin Bain, MaxPlay CEO. "We couldn't be more pleased with the anticipation expressed by the worldwide developer community as we come close to announcing the timing of our Early Access program."

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. MaxPlay's Game Development Suite (GDS) is a cloud-enabled, n-core ready, development platform uniquely built to get the most out multi-core CPU gaming and VR/AR devices. Visit us at 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.

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