



GAME INDUSTRY VETERANS FORM NEW GAME TECHNOLOGIES VENTURE

MaxPlay's Enterprise Software Platform Built for the Future of Game Industry

GAMESBEAT -- San Francisco, CA (October 12, 2015) – Today at the GamesBeat Summit hosted by VentureBeat, former Vice President and Global General Manager of EA Partners Sinjin Bain, announced the formation of MaxPlay, a San Francisco and Austin-based startup that is bringing proven, scalable enterprise software platform technologies to the game industry for the first time.

The interactive entertainment industry has evolved greatly over the past 15 years: digital distribution, new business models, distributed development, and an explosion of hardware platforms have dramatically changed game design and gameplay experiences. However, the underlying platforms' core architectures and processes used to create games have remained relatively static.

MaxPlay was founded to solve game development, operations and workflow issues that the MaxPlay team and developers of all types have encountered over years of development and publishing experience. The solution, MaxPlay's Game Development Suite (GDS), draws from advances and innovations in other industries. The result is a fundamentally new software architecture for the game development industry leveraging the advantages of cloud technology, open APIs and extensibility built for modern game hardware requirements.

"We envision a world where game developers can rely on an advanced, extensible development platform that enables more efficient collaboration and workflow practices for all development and publishing needs," said MaxPlay CEO Sinjin Bain.

The MaxPlay GDS is the only game development solution designed with a service-oriented architecture (SOA) that is combined with a high performance native runtime engine. The GDS design provides developers with unparalleled control through services and libraries so they can customize and extend the software to meet the specific needs of their projects. In addition, third party solution providers can easily extend the GDS with new services and functionality. The MaxPlay GDS will support all current and future game platforms.

MaxPlay's GDS is the game industry's first enterprise software game development platform featuring true real-time collaboration. Bain explains, "Game development is a team sport, yet today's devs are still working in a linear and siloed manner, which stifles productivity and dramatically inhibits collaboration and creativity. Bottom line, we need to help game developers find the fun faster, and then be able to continuously optimize that fun for their users."

"We are focused on enabling real-time, cross-discipline collaboration so that teams can rapidly iterate, building on each other's skillsets," said Bain. "As one example, a programmer can make a script change in Austin that can be viewed instantly in San Francisco. What's more, I can see the change optimized on my target device be it mobile, PC, console, VR or AR immediately - without making a new build. This saves thousands of hours in development."



MaxPlay is led by a world-class team of proven senior business executives, software engineers, producers and product managers who are passionate about solving long-standing inefficiencies that have inhibited the industry's evolution.

"The MaxPlay team is responsible for over \$20 billion in revenue over the last decade," said Bain. "Our deep and proven experience, successes and insights into the game industry make MaxPlay uniquely qualified to transform game development."

MaxPlay has raised over \$17 million in capital including investment from Technicolor, the worldwide technology leader in the media and entertainment sector at the forefront of digital innovation, and other investors. MaxPlay will use the funds to fuel development of its platform, publishing services and partnerships.

"For 100 years Technicolor has empowered storytellers to bring their unique vision to life. We believe that games are another form of storytelling and MaxPlay provides content creators with the best technology platform to take their craft to the next level," said Vince Pizzica, SEVP Corporate Development & Strategy. "We share a common goal, which is to provide amazing user experiences through the application of new technologies such as VR and AR."

"The history of gaming is often one of incrementalism, of minor modifications to existing genres, platforms, or tools and then out of nowhere there is a stunning breakthrough. MaxPlay is a game-changing technology venture," said Chris Carvalho, MaxPlay Board member and former COO of Kabam. "MaxPlay's radical break from the traditional siloed game development shackles gives developers the freedom to create, iterate and operate games faster, more effectively, and cheaper than ever before."

About MaxPlay

MaxPlay, headquartered in San Francisco with offices in Austin, is an independent solutions provider and platform 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 or on Twitter at [@maxplay.io](https://twitter.com/maxplay.io).

To learn more about the MaxPlay Game Development Suite and MaxPlay Publishing, please contact the team at contact@maxplay.io.

Media Contact:

Susan Kramer
Double Forte (On behalf of MaxPlay)
650-773-7764
skramer@double-forte.com

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