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## **OPEN GAMING ALLIANCE WELCOMES MAXPLAY AS CORPORATE MEMBER**

**Company Provides Cloud-Development, SaaS Expertise, and Leadership to OGA's Cloud Gaming Special Interest Group**

**SAN FRANCISCO; APRIL 6, 2016** – [The Open Gaming Alliance \(OGA\)](#), a non-profit association focused on the games industry business, today announced MaxPlay, a game development enterprise software and services company, as the latest company to become a Corporate Member. [MaxPlay](#) joins other industry leaders such as [Intel](#), [Dell/Alienware](#), [Digital River](#), [Logitech](#), [Razer](#), [Unity](#), [Webroot](#), [Lenovo](#), [Ubisoft](#) and the recently announced [Trion Worlds](#) and [Tobii](#) in supporting the OGA's efforts to provide leadership and opportunities; and encourage growth and diversity within the games business ecosystem.

At the recent [Game Developer's Conference](#) in March, [MaxPlay](#) unveiled [MaxCore™](#) the industry's first scalable, n-core data parallel computing architecture and advanced Forward+ (Light Indexed Deferred) rendering system as additions to its cloud-based Game Development Suite. These new future-focused high-powered multicore technologies will help developers get the most of today and tomorrow's multi-core gaming and VR/AR hardware. When combined with MaxPlay's unique cloud development tools, processes and SaaS platform the offering is unlike any development solution in the market.

"One of the OGA's focuses is promoting innovation in game development, which aligns perfectly with our goals of innovating game development tools and workflows for today's developers so that they can focus on building the most creative and immersive game experiences," said Sinjin Bain, MaxPlay's CEO. "Our Game Development Suite is built from the ground up to provide incredible power and flexibility for developers all over the world to work together without traditional software development barriers. We believe that with our team's experience and the OGA, we can work together to help shape industry best practices, standards and opportunities."

In addition to MaxPlay signing on as an OGA corporate member, [Hans ten Cate](#), MaxPlay's head of Business Development, will chair the OGA's Cloud Gaming special interest group. The Cloud Gaming SIG works to understand how to best implement cloud technologies, gather industry data to share and promote cloud gaming in all forms, and to build support for an open cloud gaming experience for the gamer and developer communities.

“We’re enthusiastic about the new cloud-based tools and multicore innovation MaxPlay brings to the table for game developers,” said Wanda Meloni, executive director of the OGA. “We believe they have a lot to contribute to the OGA and the industry at large, not only in terms of Cloud Gaming, but the potential impact their development suite could have in other areas such as game graphics and other power-intensive sectors like eSports and AR/VR.”

**About the Open Gaming Alliance (OGA):**

[The Open Gaming Alliance](https://opengamingalliance.org/) is a non-profit association focused on the games industry business. From development and game play, to platform innovation and business expansion, the OGA and its member companies support growth, leadership and opportunities for the games industry.

**About MaxPlay:**

[MaxPlay](https://www.maxplay.io/), 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. Its proprietary MaxCore™ runtime unlocks the real computing power available in modern multi-core gaming and mixed reality hardware devices. Visit us at [www.maxplay.io](http://www.maxplay.io) or on Twitter at [@maxplayio](https://twitter.com/maxplayio). To learn more on ways to leverage MaxPlay’s MaxCore runtime architecture, please contact the team at [contact@maxplay.io](mailto:contact@maxplay.io).

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**Additional Resources:**

**Website:** <https://opengamingalliance.org/>

**Facebook Page:** <https://www.facebook.com/OGamingAlliance>

**Twitter:** <https://twitter.com/OGamingAlliance>

**YouTube:** <https://www.youtube.com/channel/UCe6yhJqsKPcm9ZISYinwdPg/feed>

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