# playfield

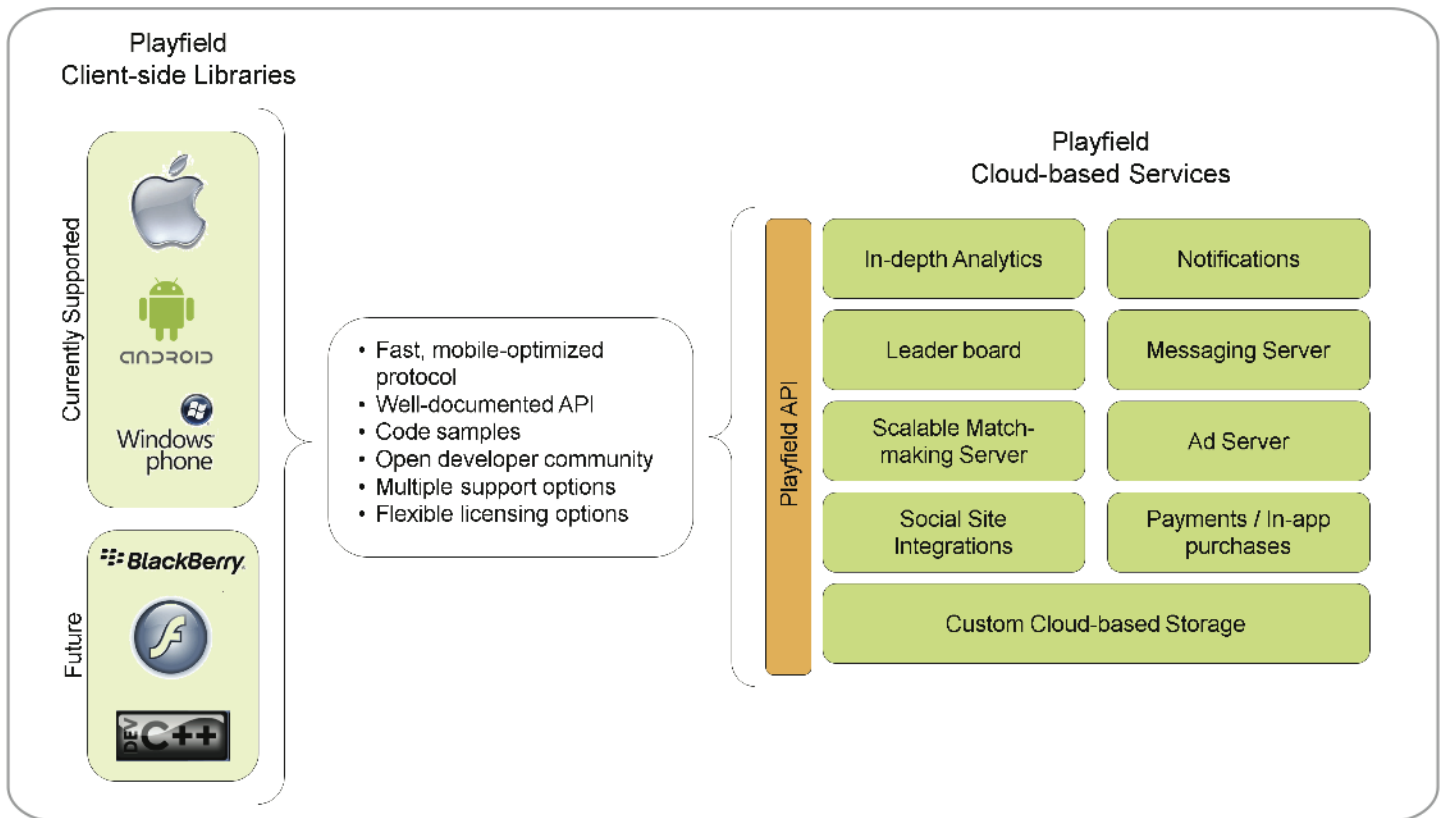## Plug-in, Differentiate, Make Money.

True multi-player apps drive adoption and revenue opportunities. Plug Playfield libraries into your source code and take multi-player gaming to the next level.

· Works seamlessly across Wi-Fi, Bluetooth, and Internet (3G / EDGE).
· Renew interest and revenue in existing titles.
· Enable notifications and in-app purchases to drive revenue.
· Integration with Facebook, Twitter and other social networks.

### Playfield Client-side Libraries

**Currently Supported**

- Apple
- Android
- Windows phone

**Future**

- BlackBerry
- Flash
- Dev C++

- Fast, mobile-optimized protocol
- Well-documented API
- Code samples
- Open developer community
- Multiple support options
- Flexible licensing options

### Playfield Cloud-based Services

**Playfield API**

| In-depth Analytics | Notifications |
| Leader board | Messaging Server |
| Scalable Match-making Server | Ad Server |
| Social Site Integrations | Payments / In-app purchases |
| Custom Cloud-based Storage | |

Playfield enables your apps to communicate seamlessly across Wi-Fi, Bluetooth and Internet (3G / EDGE) connections to create amazing multi-player experiences. Game producers can leverage Playfield to differentiate their titles by enabling social collaboration, screen sharing, in-app purchases, notifications and peer-to-peer messaging.

Playfield makes development of high-quality apps easier and faster.

### Features

· Scalable, fully hosted solution
· Custom / white-label UI options
· Free to develop, tiered pricing
· Customizable analytics
· Cloud-based storage
· Premium support options

# Connect. Engage. Analyze. Profit.

Playfield enables you to focus on what's important: high-quality design and kick-ass game play. With Playfield you get all the tools you need to connect with and learn about your users so you can make your game even better over time. All of this translates to faster time-to-market, broader distribution, deeper engagement and higher revenues.

### Customized, Real-time Analytics

Knowing what to do is as important as knowing how to do it. With Playfield analytics, you'll know exactly how players are interacting with your app.

### Social Leader Boards

Keeping your users engaged is the first step toward monetizing them. Playfield leader boards and challenges are fully customizable so you can engage your users with the look and feel you decide.

### Scalable Match Making Server

There's no better way to differentiate your app than with real-time, head-to-head game play. Across the room or across the world, whether over Wi-Fi, Bluetooth, 3G or IP, Playfield helps you connect your users.

### Social Site Integration & Messaging

Integrating Twitter and Facebook is a no-brainer to help drive viral distribution. Playfield has you covered with client-side integration for these core social sites at no additional cost.

### Push Notifications

Push notifications are an important way for you to keep in touch with your users. As a hosted solution, Playfield Push takes the complexity out of the incorporating notification services.

### Ad Server

Ads can be a great tool for increasing revenues and introducing users to new apps in your portfolio. Playfield's ad server lets you easily feature ads for your own apps so you can cross sell users.

### In-App Purchases

Premium features and bonus levels are a great way to monetize your audience. Playfield's In-app purchase tool gives your users the ability to purchase content and upgrades immediately from within the app.

### Cloud-based Storage

We understand the importance of having a central store for customized app data. Playfield gives you that space so you can design the app you want without worrying about server management or infrastructure headaches.