

Assist your players:

Database programming for online / Facebook games

- Our game databases contain all the content information relevant for players. For example: Quest assistance, item upgrades, important locations, etc.
- Databases enable players to discover more about a game and encourage them to spend more time in the game world.
- They make it easy to share details about new accomplishments in the game with others, leading to increased word of mouth recommendations.
- Databases can be linked to online shops to help increase revenue with virtual items.
- White label approach: We can implement a database on different servers and create custom designs – great for integration on multiple community sites and other online portals.
- *Technical details:* Our database development is based on the "LAMP" environment (Linux, Apache, MySQL, PHP). To display the data on a website / social network we're using HTML and PHP in connection with CSS, Javascript and Ajax. Working with those proven technologies and our own framework allows us to create new databases efficiently.
- *Our experience:* Our team has created the very first Facebook game database (<http://apps.facebook.com/thefarmbook>) and a web portal which showcases the depth and quality of leading Facebook games (www.fbplayers.com). We have also been responsible for successful consumer databases for client-based MMORPGs like World of Warcraft (wowdata.buffed.de), Aion (www.aiondatabase.com) and Runes of Magic (romdata.getbuffed.com).

Engage your community:

Social network features

- An active web site extension of your game's community allows gamers to express themselves, keeps them attached to the game and gives you the opportunity to present them with special offers to increase revenue (item shop specials, advertising, etc.) and sustainability levels.
- We bring Facebook functionality to your game's official web site. This includes detailed statistics about a player's progress, achievements and awards; connected to a general game database.
- Players can show off their status in the game and enhance their profile with personal blogs, pictures, etc.
- Friend lists, guild pages and special features tailored to each individual game.
- *Technical details:* Data mining (through access to your player's character data and/or a data mining tool specifically programmed by us) in combination with creative web development. We're working with HTML, PHP and Facebook interfaces for building community web sites and social network features.
- *Our experience:* Our team has been responsible for the web and community development of buffed.de (about 700,000 users according to AGOF) and its vibrant community my.buffed.de

Customized solutions to gather and analyze user data:

Tool and client programming

- We provide customized software development services that meet your requirements.
- Our team can help you with tools that interact with existing environments and workflows; such as advanced support tools that give you detailed views of the game data the way you need it.
- Data mining reports (about playtime and player activities) help you to discover trends in player behavior.
- *Technical details:* We develop software in C/C++, C# and Java, based on a solid framework specialized in working with game data.
- *Our experience:* We have a wide range of experience in gathering and analyzing data formats and displaying/rendering game contents. (e.g. BLASC [buffed.de], machinima.playata.com).



Give users more reasons to visit your official web site:

Content web site development

- Entertaining and insightful features about your game and its upcoming features help maintain a high interest, generate links from editorial web sites and attract more potential customers.
- We can provide stories, content features, podcasts and videos in English and German (other languages on request) and build the surrounding web environment.
- *Technical details:* Web sites can be developed from the scratch or based on an existing CMS. We are familiar with HTML and PHP in connection with CSS, Javascript, Ajax.
- *Our experience:* Our team created Europe's leading MMORPG editorial web site buffed.de (which is still maintained by Playata).

Get a second opinion on your product and increase its chance of success:

Consulting

- Put our market knowledge and long-time experience with MMOs, database development, community building and editorial content to good use. We can advise you in the areas of product evaluation, game design, community growth and PR and marketing consultation.
- Our analysis comes with a built in "reality check" regarding technical practicality and development cost. We present specific product ideas tailor made for your target group.
- There is no requirement to use our development programming or development services as well. If requested we can also coach your developers.
- *Our experience:* Our team members have been professionally involved with online games for many years; one of our founders has been covering computer and video games since 1984.

Getting an estimate

- **In order to provide you with a free, non-binding estimate it would help us to receive the following information:**
- What kind of services / features are you most interested in? (We can also make suggestions based on your game's strengths and market conditions, but learning to know the publisher's priorities is always helpful.)
- Access to a current version of your game's client (alpha or beta code works as well as long as the data format won't change dramatically until the game's release).
- Contact person for eventual questions about program code and data structure.

About Playata

- Playata is an international provider of services and products for online game publishers and users. The company was founded in July 2009 by a group of veteran executives and programmers who had already collaborated on the creation and launch of buffed.de, the leading European database, community and editorial content portal for MMO players. All founders are actively involved in day-to-day operations.
- Corporate web site: www.playata.com.
- E-Mail to all of our founders/shareholders: founders@playata.com.
- Playata GmbH is registered in Germany with additional offices in Canada and Japan.
- Some of our IPs: www.aiondatabase.com, www.fbplayers.com, machinima.playata.com
- Some of our clients: Computec Media (www.buffed.de), Frogster Interactive (myaiondb.onlinewelten.com)