

Fact sheet overview:

Playata's services for online games publishers

1. Game databases with integrated shops for microtransactions
2. Social network features / Web development
3. Statistic tools and client programming
4. Consulting services
5. Technical information / Programming environments
6. Getting an estimate
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Assist (and monetize) your players:

1. Game databases with integrated shops for microtransactions

- Our game databases contain all the content information relevant for players: Quests, locations and especially items. They enable players to discover more about a game, encourage them to spend more time in the game world and make it easy to share details about accomplishments.
- A seamless integration of your item shop offerings into a game database has multiple benefits:
 - More attractive presentation of virtual items (3D viewer, etc.).
 - Reach more users: Even players who don't intend to pay (and therefore never visit a dedicated item shop) are attracted to the wealth of information in a game database.
 - Increased conversion rate by impulse buy mechanisms (purchase the item you're just viewing instantly) and promotional banners within the game database.
- Added marketing value of a game database by allowing players to post specific items and achievements on Facebook, Twitter and the like.
- 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.
- *Our experience:* Our team has been developing successful consumer databases for client-based MMORPGs such as Aion (www.aiondatabase.com), Allods Online (www.allodsdatabase.com) or World of Warcraft (wowdata.buffed.de).

Engage your community:

2. Social network features / Web development

- You can have Facebook-like social network functionality on your game's web site... without being on Facebook (about as good as having your cake and eat it too).
- 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, promos for new games, general advertising, etc.).
- Ease of use, attractive design and a playful, rich feature set:
 - Friends list, wall postings
 - Personal profile page with game achievements and photo albums
 - Customizable news feeds
 - Virtual currency and gift systems
 - Ratings and recommendation systems
 - + additional features and additions, developed specifically for the needs of your users.
- *Our experience:* Please check out our German-language consumer portal www.heldendaten.de a showcase for our social network programming expertise. Our team also created buffed.de (about 700,000 users according to AGOF institute) and its vibrant community my.buffed.de

Customized solutions to gather and analyze user data:

3. Support tools and client programming

- Data mining reports (playtime, player activities) help you to discover trends in player behavior. We can develop client-server desktop applications, backend and database tools.
- 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.
- *Our experience:* We have a wide range of experience in designing and building solid client applications, gathering and analyzing data formats and displaying/rendering game contents. (e.g. Playata client, BLASC [buffed.de] and machinima.playata.com).

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

4. Consulting services

- 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.

The way we do the things we do:

5. Technical information / Programming environments

- Our web development is mainly based on a "LAMP" environment (Linux, Apache, MySQL, PHP). We're also familiar with other environments (e.g. MSSQL, nginx, ASP.Net, J2EE). Please get in touch with us for more details and checking the compatibility of your environment.
- To display the data on a website we're using HTML and PHP (Zend) in connection with Flash, CSS, Javascript, Ajax and XML. Working with those proven technologies and our own framework allows us to create new websites and databases efficiently.
- Clients are usually developed in C/C++, C# and Java, based on our own custom framework specialized in working with game data.

6. 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 features, but knowing 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.

7. About Playata / Contact information

- 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 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 offices in Canada and Japan.
- Links to some of our products: www.heldendaten.de, www.aiondatabase.com, www.allodsdatabase.com, aquariumbook.fbplayers.com, machinima.playata.com