



FACT SHEET - Winner of “Most Innovative Infocomm Product/Service”

Company: Activate Interactive Pte Ltd

Technology/Project: Activate XGame: Cross-Platform Multiplayer Game System

Description

In its bid to fuse creativity and technology to transform Singapore into a development and deployment centre for the regional video game industry, Activate Interactive has developed the world's first cross-platform multiplayer game engine that enables concurrent game play across multiple platforms such as mobile phones, PCs and even TV.

The engine has powered the PC-Mobile MMORPG (massively multiplayer online game) HinterWars published by Nokia worldwide, which was launched early this year, allowing the Singapore home-grown company to establish itself as a world-leading game development company in the field.

An Innovative Product

Activate XGame is a revolutionary cross-platform game system which utilizes server and client engines for massively multiplayer online games across mobile and PC. It adopts an open-standard communication gateway with SMS, MMS, HTTP, TCPIP and XML interfaces, and allows rapid data transfers between the PCs and mobile phones.

In addition, the cross-platform game system has allowed the company to establish a complete set of Java and C++ frameworks with re-useable components, which allows quick and cost efficient development of new games.

The system also employs a complete backend management system which provides key components such as game content updates, statistics reporting, billing integration, game administration and player management.

Benefits

The unique innovation of the XGame platform is the ability to link thousands of players using either PC or mobile phones together in a real time game environment concurrently. Players can now have the option to play the game on a PC at home, or play it on the move using their mobile phone.

About Activate Interactive

Activate is a leading developer of cross-media games and entertainment applications that are integrated across mobile, PC and TV, providing compelling experiences for users with any device, at any location. Founded in 1997 and headquartered in Singapore with offices in Beijing and Malaysia, Activate's cutting-edge technology and innovations have positioned the company to be a world-leading pioneer in interactive cross-media entertainment.

For more information, please contact:

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