

Yummy Interactive's



Quick Launch

FROM GAME PLAY TO GAME PAY

With unmatched flexibility Yummy Interactive's Games on Demand Platform - Yummy Games Quick Launch- positions companies to fully monetize their game content for digital distribution. Yummy Games offers turnkey solutions for Broadband Service Providers, content aggregators, retailers and publishers to deliver game products in a wide variety of business models under one service. It supports a wide range of offers including subscription, rentals, buy-to-own, micro-transactions and more.

Yummy Games provides all the back-office components, web applications, and Web Services needed to market your products, manage customer accounts and deliver content according to your business needs. Select the business models you wish to offer, and let us do the rest!

GAMES ON DEMAND

Bundle your games into multiple offers under one technology for a comprehensive, cost-effective offering! Yummy Games integrates easily into pre-existing billing infrastructures. It will manage your product through the entire sales cycle from pre-release initiatives, through to day & date sales and subscription services.

For telcos and cablecos Games on Demand provides a Value-Added Service that will reduce your broadband churn rate and increase overall ARPU. For content aggregators, Yummy Games lets you revitalize back catalogs, bundle games and more, opening up new revenue streams.

BRAND AND DELIVER

Yummy Games Quick Launch is a white-label product and can be branded according to your game service strategy. Yummy Games includes client applications, User Interfaces and web pages to manage your game catalog and community and can be tailored to the user experience you want.

- **Yummy Games Player** is the User Interface that displays and manages user accounts, offers, games and catalog. The Player can be deployed as a desktop client or a browser-based player. And the embedded web pages fully support advertising like rich-media that includes banner ads, Flash, video, etc.
- **Yummy Promotional Web Services** will fully automate game lists such as Top 10 games, New Releases, Most Played, and Featured Picks.

PICK YOUR GAME OFFERING

- Sell games via subscriptions, downloads, rentals and more.
- Leverage Yummy's game catalog of over 1200 licensed PC games.
- Initiate promotions such as trial periods, gift coupons, pre-and post-launch marketing and advertising screens to increase adoption and conversions.
- Offer physical and virtual prepaid cards for retail and gift coupons with Yummy Games' Prepaid Card API.
- Display all meta data on each game such as game descriptions, box shots, screenshots, manuals, trailers, ratings, user-generated content and more.
- Support multiple languages with Yummy Games' translation tools.
- Includes search tool and filters (by newness, rating, genres, etc.) make it easy for users to find games to purchase and play.

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SEAMLESS ONE-CLICK EXPERIENCE

- By simply clicking a "Play Now" button, games are automatically initiated for download and launch.
- Back-Office components provide account management, billing management, reporting, game file management and more.
- Patching and updates are managed automatically.
- Quality of game play is ensured through Yummy's rigorous Quality Assurance testing, which tests each game on a variety of PC environments.
- An automatic system check will see if an end-user's PC meets the minimum system requirements needed to run a game.
- Real-time error and bug reporting interacts immediately with the end-user and reports it directly back to your support team.
- Game data is protected with Yummy's GameShield™ and User-authentication.

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YUMMY GAMES' MODULAR ARCHITECTURE

At its core, Yummy Interactive's™ Games on Demand Platform - Yummy Games Quick Launch - enables secure authorization and communication between the client and server for delivering games digitally. With robust, flexible and modular architecture and a large selection of back-office Web Services, Yummy Games provides you with versatile and customizable digital distribution solutions. It will manage website content, game downloads, and user account and client interfaces to create a seamless, engaging game experience.

And with powerful, easy-to-use tools to manage catalog and inventory you can focus on marketing and selling content to your customers!

SCALEABLE NETWORK

Yummy Games exposes a set of interfaces to enable application-to-application communication over the Internet using SOAP Web Services. The platform has been developed to support high volume, transactional-based e-commerce systems, as well as provide the highest quality of service for content distribution.

Game data servers can be strategically placed in single or multiple locations to improve download and latency metrics. And Yummy's Web Services can be called from any platform using standard Internet protocols. Game content can be delivered from any HTTP 1.1 compliant web server such as Apache or IIS or a CDN.

REDUCE BANDWIDTH COSTS

Gamers will spend less time downloading and managing their games and more time playing them with Yummy's unique streaming technology, which circumvents the need for end-users to download an entire game before starting to play a game.

Yummy's streaming significantly speeds up delivery of game downloads by up to 90%. Download wait times are optimized, especially for large file PC games. Not only will consumers save time, but hosting and bandwidth costs are reduced.

