



The Power of the Platform

Online games saturate every corner of the internet. Game destinations need to set themselves apart not only by the quality of their games, but by the depth of their gaming platform. Today's casual game player demands more than registration and a high score board. They want avatars, trophies, widgets, multiplayer ability, chat, and game ratings. Game business' needs have also grown. Now social networking, video ads, metrics, in-game ecommerce transactions, and notifications services are required to run a successful online game destination.

Enginesis offers all of that and more on a fully customizable and scalable platform at a fraction of the cost of licensing other products or developing in-house.

How Enginesis Will Empower Your Player:

- **Avatars** – Fully customizable unique identity integrated into every aspect of the Enginesis Platform.
- **Community Building** – Link player profiles on your site and external integration to Facebook and Flux. Broadcast user-game events to newsfeeds.
- **Multiplayer Functionality** – Integrate the Enginesis SDK for real time multiplayer games. Include chat in games and in other applications.
- **Go beyond high score** – Motivate repeat play by enticing the user with Challenges, Badges, Experience Points, Achievements, User Generated Content and Newsfeeds.
- **User Generated Content** – Allow your player more input into your games with galleries, ratings, comments, time-based delivery of content.
- **Quizzes** – Include various styles of quizzes and polls in a fully customizable, embeddable widget and open API.

How Enginesis will Power Your Business:

- **In Game Ads** – Static and video ads from DoubleClick, Yume, or CPMStar can be displayed at any point in the game.
- **Notifications** – Keep in touch with your users the way they want you to; by email, newsfeeds to Twitter and Facebook.
- **Tracking** – Metrics of game consumption can be tracked in numerous ways to provide you with the specific data you need.
- **Ecommerce** – Generate revenue from inside your games through micro transactions, subscriptions, affinity points, gifting or trading.
- **Localization** – APIs provide localized results allowing your player access to the outside world.
- **Enginesis fits** – it can be deployed in most data centers using readily available technologies that most IT professionals can operate, or it can be hosted externally and linked to existing infrastructure.
- **Keep your focus on your business** – The Blackburst team is dedicated to servicing the platform and is constantly developing new features. This allows your IT department to focus on your business.

Enginesis Platform Overview

- **Open API** – Enginesis is open and well documented; any developer familiar with popular web technologies (Flash, php, Ajax, HTTP) can build games, widgets, web sites, applications and interfaces using the services.

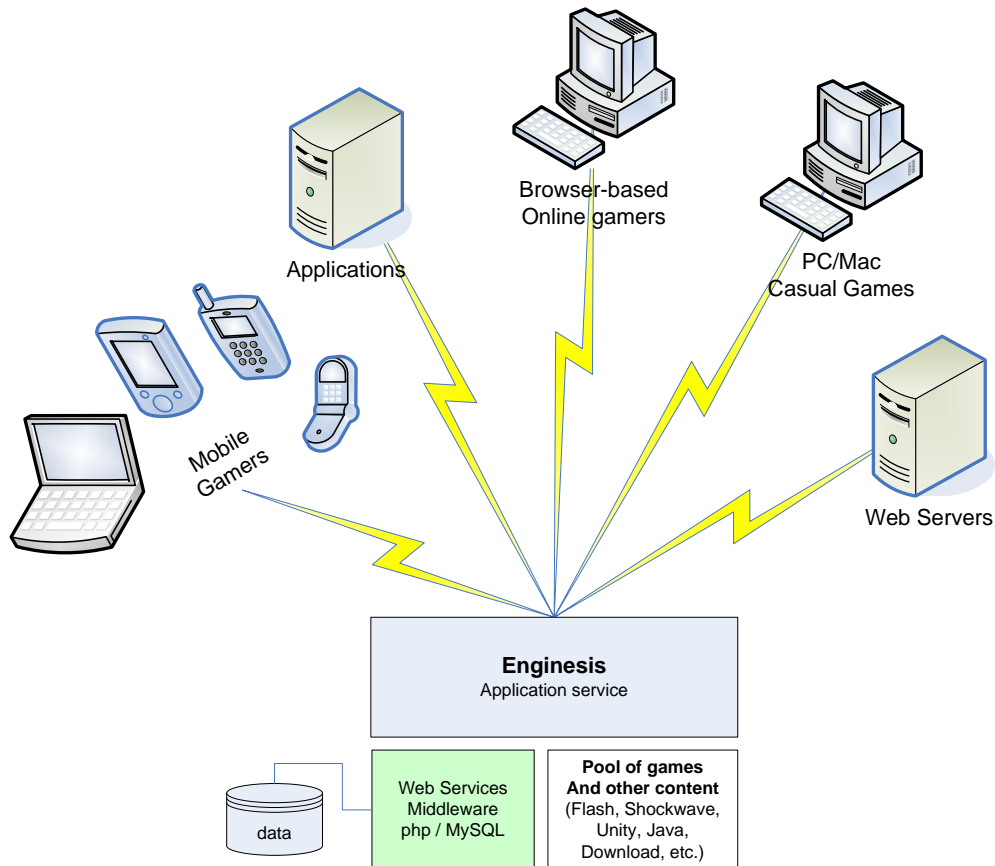


Figure 1: Enginesis Platform Access Diagram

Harness the Power with a Syndication Network

Developers build games using the API and put them into the network. Sites subscribe to the games they determine fit their content schedule. Developers are paid by:

- Syndication commission based on number of sites that pick up the game;
- In-game transaction commission – if users play the game and purchase in game the developer gets a commission on these sales;
- In-game ad impressions – developers receive a commission of ad sales.
- Direct contract development – site operators will contract game developers directly to build exclusive content.

For more information visit our web sites:

www.blackburstmedia.com
www.enginesis.com

www.exponlinegames.com
www.killerquiz.com