Stryking Entertainment presents an innovative e-commerce solution for free-to-play games

nsypyre commerce integrates real products into virtual games

Berlin, 16th August 2013 - On this year's gamescom in Cologne (21.-25.08.2013), the Berlin based start-up Stryking Entertainment will present its novel e-commerce solution for free-to-play games – nspyre commerce. Using this solution, developers and publishers of free-to-play games are given new possibilities for reaching their target group. For the first time, they can offer them relevant real products bundled with virtual currencies in the in-game-shops of their games. By combining attractive bundled packages of "real" games and in-game-currencies gamers are given new incentives to visit the shops regularly and are likely to turn into paying clients.

Dirk Weyel, founder & CEO of Stryking Entertainment explains: "The business model of free-to-play has established itself within the online and mobile gaming industry as the leadingway of monetisation. Nevertheless, developers and publishers are having a hard time to run their games profitably as the market is highly competitive. One reason is the low retention of many gamers, another one is the fact that a lot of gamers only hold a low lifetime value. For these reasons it is necessary to come up with new incentives and this is where nsypre commerce gets into the game.
Being offered suitable real products gamers are motivated to revisit the game and visit the shop. nspyre commerce provides bundles offering exciting, partly exclusive products which combined with smart money bundles and the virtual currency make very attractive offers – offers which gamers won't be able to resist. This leads to a significant improve-ment of the conversion rates and by that revenues will rise in total."

The new service – nspyre commerce - by Stryking is embedded via an easily integrated SDK into the cash-shops. It provides each gamer's communities suitable products in the in-game-shop. Attractive products could be: exclusive fan-articles, merchandise-products, cool gadgets, films or e-books that are relevant to the target group or bargain off-the-shelf article. In cooperation with the game-publishers, fitting products will be selected. Via nspyre commerce these will then be combined with different amounts of virtual currencies. The bundles will be displayed automatically in the shop. The shops are connected with algorithms which analyse and evaluate the consumption behaviour of the user. That way the displayed offers can be optimized to the users. Throughout the process the user stays within the game, while the communication of the systems runs standardized via SDK. The team of nspyre commerce will take care of the complete operative process, logistics, distribution etc.

Stryking will introduce nsypre commerce to interested developers and publishers of free-to-play games at gamescom at the collective stood of media.net Berlin-Brandburg in hall 4.1, stall B31/C30

About Stryking Entertainment

As a partner to developers of high end free-to-play games and by joining real and virtual worlds, Stryking offers new ways of promotion and monetisation. By using its own technology Stryking integrates functionalities such as e-commerce, advertisement and sponsoring into free-to-play games. That way these games gain commercial success. Founder and CEO Dirk Weyel has more than 15 years of experience in the games industry. Most recently, as co-founder and COO, he helped turn Frogster Interactive Pictures AG into one of the leading online games publishers in Europe. At Frogster he was responsible for Strategy, Marketing and Business Development until the company was sold to a competitor in 2011.

Stryking will be present at gamescom in Cologne taking place form the 21.-25. of august. (Hall 4.1., stood B31/ C30). For further information or to schedule dates with us, please to not hesitate to contact Imke Pattberg imke.pattberg@stryking.com