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GameMaki launches BETA version

GameMaki's web application released in BETA, with a mobile application soon to follow

11th March 2011 – Today, Socialico launches GameMaki, an application for users to “Suggest and claim challenges with their friends to explore cool stuff.” In GameMaki, users recommend things to do and turn them into fun challenges for their friends to claim. In turn, users claim other challenges to earn points and compete with one another. Challenges can also be grouped into a single game, or ‘maki’, such as a wine game comprising just wine suggestions.

The application adds a game layer atop making and doing recommendations and makes what is usually a verbal exchange fun and engaging.

“We are not a location-centric application,” says Keith, co-founder and CEO of Socialico. “GameMaki focuses on activities, while location is vital but remains a secondary component. For example, I can challenge anyone to run 20km in under an hour and it need not be tagged with a location.”

Keith adds, “Suggestions are an integral part of all our lives. With GameMaki, we want to facilitate quality suggestions that are easy to make and find, and in turn make life more fun and interesting, starting with cool suggestions in SXSW itself.”

GameMaki will be exhibited in the Singapore Pavilion at the SXSW tradeshow on 14-17th March. It is available on the web at <http://gamemaki.com>. A mobile application is presently in the works.

About Socialico

Socialico is a technology company that develops social applications with game mechanics. The Singapore-based company is co-founded by Keith Ng and Damon Widjaja. Key investors include MySpace founder Brad Greenspan's Social Slingshot and Dr. Robert Bong, Vice Chancellor and Chief Executive of UCSI University.

About SXSW

South by Southwest (SXSW, Inc.) is a company based in Austin, Texas that has held the internationally acclaimed Music and Media Conference & Festival yearly since 1987. The company is dedicated to delivering conferences and festival events for the film, entertainment and interactive media industries.