

## Overview

Everyplay® is a mobile gaming network that enables players to finally share meaningful content from games: their game replays. Everyplay delivers word of mouth discovery with user-generated videos, powers social sharing and connectivity for players, and enables developers to build more social and personal gaming experiences.

The network aligns with the way users want to play, enabling interactions that are connected, social, meaningful, expressive, personal, and authentic. Everyplay is designed with developers in mind to be a powerful and accessible platform for reaching, engaging, and enhancing the mobile gaming experience.

Everyplay® powers authentic word of mouth by making it possible for game players to share their gaming moments with friends. With rapidly increasing user acquisition costs, Everyplay gives small and medium sized mobile game developers a free way to get their game discovered, and to foster fans and community with game replay sharing. Learn more about Everyplay's mobile gaming network at <http://www.everyplay.com>.

## Key Features

- **Game discovery** – The most powerful way to discover a new game is when a friend shows you a game they love. Everyplay makes that moment shareable with video recorded directly from your game.
  - Record: Everyplay records gameplay as it happens in the background into easily shareable content. Without performance loss.
  - Replay: Players get instant replays inside your game menus to relive the action.
  - Share: Sharing takes one tap. Your best game moments from friends, fans, and the world to see.
- **Engage players** – Everyplay makes meaningful sharing from games possible. Let players show what they love, power your fans to connect and create a thriving community.
  - Show off: Players share their greatest moments, funniest clips, high score replays, and how-to videos.
  - Power fans: Everyplay provides a social setting for players to meet, discuss, share, and like. Let players become your biggest fans.
  - Built in your game: Players stay where the action is because Everyplay is integrated into your game. Players share videos directly within game menus.
  - Bring in friends: Connect players with their friends through Everyplay's deep integration with Facebook, Twitter and YouTube.
- **Personal experiences** – You are carrying the most personal gaming device ever. Make your game more personal and authentic with action replays and player-to-player video messages.
  - Ideal for multiplayer: Watch game replays and see what other players did while you were away. How did you do that?
  - Player vs. player in real action: See your city attacked and ransacked. Watch while your enemy conquers. Time to get even?
  - Make it personal: Post personal video messages to brag, celebrate, challenge and taunt. Care for one more round?

Everyplay is a service by Applifier.

Visit <http://www.applifier.com> or contact [pr@applifier.com](mailto:pr@applifier.com) for more information.