

# Japanese smartphone game publisher 3rdKind to start open beta registration for Gearpack, it's upcoming casual games template based SDK.

**3rdKind Inc., Tokyo – July 19, 2016** – 3rdKind, a Japanese smartphone game publisher supporting app developers to publish games in the Japanese market, today announced that worldwide beta registration is now open for its upcoming SDK, Gearpack, available at <http://gearpack.io> and expected to launch in the summer.



Having published approx. 50 smartphone games since being established, 3rdKind has acquired significant expertise in social games and monetization. This knowledge has given birth to Gearpack, which was developed internally and up until now has only been used for games published in Japan by 3rdKind. The company has now decided to make the SDK available to all developers.

Gearpack is a SDK that provides core components including monetization, social functionalities and user interface. The uniqueness of the SDK is that it packages those components into templates, allowing developers to focus on the game itself. Those templates are the result of research made by 3rdKind on games they published, as well as based on most successful casual games on the market.

By providing proven monetization system through templates, Gearpack can easily save between 1 and 3 months of development time depending on the project size. As a result, developers get more freedom to integrate quickly when making and testing new games.

Recent success from casual games shows there is still room for this genre in the apps market as well as possibilities to make revenues, as long as the development times are short. 3rdKind believes that Gearpack will help developers achieve that goal while increasing their chances to make revenues.

By making Gearpack available to developers, 3rdKind wants to provide ready to use game functionalities through templates so that developers can focus on what they do best: create great games.

#### **About 3rdKind Inc.**

3rdKind is a Japanese smartphone game publisher located in Tokyo. The company was established by ex-members of Capcom and Gameloft with experience in social gaming and monetization. The company specializes in culturizing, promoting and distributing social casual games from overseas to the Japanese market. 3rdKind is backed by the mobile operator KDDI, Nihon Venture Capital, Adways and Nifty.

#### **3rdKind website**

<http://www.3rdkind-inc.com>

#### **Gearpack website**

<http://gearpack.io>

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