

SkillPod Media launches a top-class mobile gaming platform

SkillPod Media has launched its Gazuma mobile games solution, with support for all the most popular mobile handsets and platforms - including Android, Apple iPhone, Blackberry, Windows Mobile, Nokia Maemo/Symbian, LG, Samsung and Sony Ericsson.

Not only is the good news for gamers – it's also an opportunity for publishers to earn excellent revenue.

To date the platform has been rolled out locally in South Africa, with the leading mobile integrator, Integrat. The site has been branded as Play4Games and forms part of their mobile entertainment brand Play4. Other deployments include, mobile sites in, Luxembourg, Vietnam and Turkey, with a further site being launched in the USA during the next few weeks.

Great choice for gamers

The Gazuma games solution includes 31 initial game titles, with a further 14 titles on the way. Following that SkillPod Media intends to release 3 to 4 new game titles a week. The games have specifically been built with smartphones in mind, and all of them cater for touch screen functionality as well as for navigation keys.

A mobile gaming platform packed with features

Players and publishers can expect a large number of features on the Gazuma mobile games platform, which is playable through the mobile browser on the handsets.

These include:

- tournaments
- challenges
- game ratings
- game information pages
- secure high score logging
- player profiles
- messaging
- friends lists

These features can be viewed on the Gazuma showcase website at www.gazuma.com.

There is also a pods system that allows players to accumulate points which they can spend on game enhancements.

Integration capabilities

The Gazuma platform offers plenty of scope for integration with social networking sites, payment gateways and mobile stores.

Users will be able to buy and download games. There are also already links to the Nokia Ovi store, with a future link to the Apple App store in the offing. This will enable users to buy game titles (although Apple games will not be playable online, due to the iPhone's inability to play Flash). Blackberry and Android game titles will also be available.

There will be Facebook Connect integration, with the ability to register via Facebook, connect with friends and challenge them in multiplayer games.

And buying games will be an absolute cinch with its global payment gateway integration capability.

Opportunities for publishers

Publishers are presented with plenty of opportunities by the Gazuma mobile games platform. There will be white label solutions to allow publishers to brand the platform themselves.

It also offers XML feeds and plenty of revenue sharing possibilities. Games can be customised and translated according to publisher needs.

The Gazuma games platform will be close to a world first, thanks to all this extensibility, customisation and integration ability, coupled with publisher functionality.