

## ATLANTIC COMPANIES MAKE A PLAY FOR INTERNATIONAL MOBILE APP AND GAMING MARKETS

**MONCTON, NB – March 26, 2013** – Atlantic Canadian mobile app and gaming companies bring the world to your fingertips through innovative phone apps and video games. And when it comes to gaining an international presence, they aren't playing around.

This week, Atlantic Canadian information and communications technology (ICT) companies are taking their products to the world stage at the Game Developers Conference in San Francisco, which is one of the largest annual gatherings of professional video game developers in the world, attracting nearly 20,000 game development professionals. In February, an Atlantic Canadian delegation attended Mobile World Congress in Barcelona, one of the largest annual exhibitions for the mobile industry, featuring nearly 1,500 exhibiting companies, and attracting 72,000 visitors from around the world. Participation in the business missions was made possible with funding from the Canada/Atlantic Provinces Agreement on International Business Development (IBDA).

“Exporting is a driver of growth, employment and prosperity for the region which is why accessing new markets and increasing Canadian exports are key components of our Government’s plan,” said the Honourable Gail Shea, Minister of National Revenue and Minister for the Atlantic Canada Opportunities Agency (ACOA). “Our Atlantic Canadian information and communications technology (ICT) companies are world-class, and business missions to Mobile World Congress and the Game Developers Conference are a key way for Atlantic Canadian companies to establish valuable contacts and increase potential for business opportunities beyond our borders.”

There are over 2,000 firms in Atlantic Canada’s ICT sector, involved in everything from software development and remote computer support, to online learning. These companies employ nearly 32,000 highly skilled workers across the Atlantic region, and the sector has been growing rapidly in recent years. In fact, software development revenues rose 73% from 2007 to 2010.

“The information and communications technology sector is a priority focus in Rebuilding New Brunswick: Growing Together – An Economic Development Action Plan for New Brunswick,” said New Brunswick Economic Development Minister Paul Robichaud. “These business missions are opportunities for New Brunswick companies to tap into new potential markets.”

During the business missions to the Game Developers Conference and Mobile World Congress, Atlantic delegates showcase their high-quality, innovative goods and services. Through matchmaking meetings and networking events, participants also get the opportunity to gain knowledge about international markets, to make connections with major buyers, to create new alliances, and increase potential for export sales.

This week's mission to the Game Developers Conference is being organized by the Newfoundland and Labrador Association of Technology Industries Inc. The February mission to the Mobile World Conference in Barcelona was organized by Nova Scotia Business Inc.

Funding of \$96,160 for the mission to the Game Developers Conference and \$73,576 for the mission to Mobile World Congress was provided through the Canada/Atlantic Provinces Agreement on International Business Development. The IBDA is a federal/provincial agreement between the Government of Canada (ACOA, Foreign Affairs and International Trade Canada, and Industry Canada) and the four provincial governments in Atlantic Canada, designed to help Atlantic Canadian businesses enter, explore and succeed in international markets.

#### **FOR BROADCAST USE:**

Atlantic Canadian mobile app and gaming companies are making a play for international markets thanks to support from the Government of Canada and Atlantic Canada's four provincial governments.

Information and communications technology companies from across Atlantic Canada are showcasing their world-class capabilities this week at the Game Developers Conference in San Francisco, California. In February, an Atlantic Canadian delegation attended Mobile World Congress, in Barcelona, Spain.

ACOA Minister Gail Shea said that business missions to important events like the Game Developers Conference and Mobile World Congress are a key way for Atlantic Canadian companies to establish valuable contacts, leading to increased business opportunities beyond our Canadian borders.

The information and communications technology sector employs over 32,000 highly skilled workers in Atlantic Canada.

Support for these missions was provided through the Canada/Atlantic Provinces Agreement on International Business Development.

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## **MEDIA BACKGROUNDER**

***Following is a list of the Atlantic Canadian companies that are taking part in the business mission to the 2013 Game Developers Conference, happening March 25-29, 2012, in San Francisco, USA:***

### **New Brunswick**

***MekTek Studios:*** MekTek Studios is a video game development studio based in Saint John, New Brunswick. MekTek Studios was founded in 2009 by the MekTek modification team which is best known for their work on the MechWarrior franchise. MekTek Studios is working with their newly founded publishing company, Stompy Bot Productions, to develop a fully immersive 3D action/simulation video game featuring the recently licensed Heavy Gear universe titled Heavy Gear Assault.

*Jaloo Foundation:* Based in Miramichi, New Brunswick, Jaloo exists to help promote and develop the animation and games industry in the Atlantic Provinces. The annual Jaloo Festival plus a variety of activities during the year allow professionals the opportunity to network with other professionals, students looking to enter the industry, and guest speakers. They can participate in professional development through discussions, panels, workshops and take part in industry competitions.

### **Prince Edward Island**

*Sculpin QA:* Sculpin QA is comprised of a versatile and professional team of app and game analysts based out of Prince Edward Island and Newfoundland and Labrador. Sculpin QA is working with a wide variety of leading industry publishers and developers, assuring certification, playability testing, and game support services such as community management, billing support, and technical assistance.

*Funky Fingers Productions:* Funky Fingers Productions is a full-service technology provider from Prince Edward Island focused on creating innovative interactive applications. From gaming design and development to application hosting, the company offers a full suite of gaming services.

### **Newfoundland and Labrador**

*College of the North Atlantic:* The College of the North Atlantic's Video Game Design Program, offered on the Newfoundland and Labrador institution's Bay St. George Campus, helps shape a skilled pool of workers in the province, and supports the promotion of this sector as an international competitor and exporter of entertainment media.

*Celsius Game Studios:* Celsius Game Studios is a small, independent video game development studio dedicated to the delivery of high-quality, entertaining software worldwide. Based in St. John's, Newfoundland and Labrador, Celsius develops gaming software on a number of platforms including Apple's iOS-based handheld devices and the PC and Mac platforms.

*Best Boy:* St. John's, Newfoundland and Labrador based Best Boy Entertainment develops and produces a diverse range of TV series for Canadian and international broadcasters. The expanding film and television production company creates content in an array of genres, including children's, lifestyle, reality, and documentary.

*Other Ocean Interactive NL:* Based in St. John's, Newfoundland and Labrador, Other Ocean Interactive designs and develops video games for a variety of mainstream gaming platforms (Xbox 360, PlayStation 3, PC, iOS, Android, Nintendo DS and Wii).

*Unified Softworx:* Unified Softworx of Newfoundland and Labrador creates innovative gaming experiences for players through the integration of existing best of breed open source and proprietary technologies. Both players and developers can experience Unified Softworx' games online, on the desktop, or on the go.

## **Nova Scotia**

*Twisted Oak Studios:* Based in Halifax, Nova Scotia, Twisted Oak Studios offers exceptional Unity3D development service work and consulting to international clients. A co-op of diverse, seasoned computer scientists, Twisted Oak works as a technical partner with producers, start-ups, and businesses with an exceptional level of technical clout to deliver cutting edge solutions to interesting technical challenges.

*Cartoon Conrad:* Located in Sackville, Nova Scotia, Cartoon Conrad currently provides services including conceptual artwork, layout, background design and service animation for broadcast television series and specials, broadcast advertising, interactive multimedia and flash-based gaming as well as promotional multimedia for theatrical releases. Over the last nine years Cartoon Conrad has worked for clients from countries around the world including Israel, UK, Spain and the USA.

*Huminah Huminah Interactive:* Established in Halifax, Nova Scotia, Huminah Animation utilizes the digital media tax credits to produce top quality affordable interactive projects. They produce not only animated TV series and their interactive division provides art assets and programming for console (Xbox360, Wii, DS, PS3), mobile/tablet (iOS/Android), HTML5, Facebook and flash projects.

***Following is a list of the Atlantic Canadian companies that took part in the business mission to the 2013 Mobile World Congress (MWC) February 25-28, 2013, in Barcelona, Spain:***

## **New Brunswick**

*Agora Mobile:* Moncton, New Brunswick based Agora Mobile has created an innovative technology that allows individuals with little or no programming skills to develop and distribute their own mobile apps. The app-building program, called Splash, combines social networking and visual programming technology that dramatically reduces the complexity of programming mobile applications.

## **Prince Edward Island**

*MphasiS an HP Company:* Located in Charlottetown, Prince Edward Island, MphasiS delivers applications development services, infrastructure services, and business process outsourcing (BPO) services globally to a variety of sectors through a combination of technology know-how, domain and process expertise.

## **Newfoundland and Labrador**

*Versus Technologies Inc.:* Versus Technologies Inc. of St. John's, Newfoundland and Labrador develops IPTV applications integrating web content with TV offerings to create truly non-linear, interactive TV.

## **Nova Scotia**

*Master Merchant Systems:* Master Merchant Systems is a global retail solutions Company headquartered in Dartmouth, Nova Scotia. Master Merchant Systems has over two decades' experience in developing and implementing retail management solutions. The company has become one of the premier retail management system/point of sale providers for the telecommunications industry and is represented in over 40 markets globally.

*NewPace Technology Development:* This Halifax, Nova Scotia-based, 30-person professional software development firm currently develops cutting-edge software solutions in a variety of domains, including mobile applications (Android, BlackBerry and iOS platforms) with strong expertise in telecommunications. Over the past 18 months, NewPace has built unique hosted solutions that allow mobile operators to rapidly deploy Rich Communications Suite (RCS) services that are compliant with the latest international specifications.

*2nd Act Innovations Inc.:* Located in Halifax, NS, 2nd Act Innovations has developed Oris4, a cloud content management system that revolutionizes searching and managing content across the enterprise. Oris4 connects all of the user's information sources – including Salesforce, Box, Google Drive, Gmail, and shared drives – to allow users to find what they need without searching. Oris4's contextual indexing delivers the document, file or email when it is needed. Each file is available to the user regardless of how and where it was saved.