

CERTUS DELIVERS NEW BLOCKWAR GAME TO SWEDISH CLIENT TV4

Certus, a Danish game development company, has developed and delivered a game called Blockwar to its Swedish client, TV4. On April 18, the game went live on TV4's website www.blip.se.

Certus was recently acquired by Betware, an experienced gaming vendor in the industry, which supplies its solution to state lotteries like Danske Spil, the Icelandic national lotteries and British Columbia Lottery Corporation. Betware's flexible application program interface (API) allows independent third party gaming developers and operators to create their own games on top of Betware's core services.

Certus specializes in multiplayer gaming communities. Its clients range from telecommunications companies to media firms. Certus develops interactive multiplayer games from board games such as backgammon and chess to card and skill games such as hearts and dominoes.

Blockwar is a modern version of the traditional Tetris® game, with several updated differences. It is a multiplayer game in which up to five players



can compete against each other on the same screen. Players can also "attack" each other with special objects in order to get ahead of their opponents. (The effect of being "attacked" can vary from almost harmless, where one line of blocks is added to an opponent's game, to devastating "quakes" which mess up the competition's board). At all times during a game, the player can monitor his opponents' games and chat with them, in real time.

"Within a week of its launch, the game is proving to be very popular at the website, recording as many as 130 players playing it at the same time at peak hours. "The idea of taking a traditional game and adapting it to a new, dynamic web environment is a

winning formula," said Thomas Carlsson, chief editor of www.blip.se.

While classic versions are single player, Blockwar transcends this by being interactive between several players thus ensuring that the game keeps up with new gaming trends of interactivity.

"Blockwar has broken the mold in interactive gaming and will only serve to create a more dynamic and closely-knit web-based gaming community who will enjoy chatting and meeting each other through the Internet on a specific website. This will also have the effect of creating loyalty amongst players," said Morten Christensen, managing director of Certus. "Additionally, we intend to offer it from our own gaming website (www.certusgames.com) so our players may enjoy it too."

Revenues from such games come from subscriptions which players pay to join a gaming website, play money and real money as well as banners from advertisers—all methods which are customized by the developer according to the lottery's needs.