



## **ANTIX OPENS GAME CERTIFICATION & SIGNING CENTRE**

**- Impressing publishers and consumers with confidence, trust and security -**

**11th February, 2010: Middlesbrough, England** – Antix opens its game certification and signing centre at Boho One, the new commercial flagship building for the DigitalCity project in Middlesbrough. Just yards from the railway station, DigitalCity has been designed to be the 'heart' of the Boho Zone – the commercial quarter for the town's digital media, digital technology and creative sectors.

The Antix Game Player (AGP) is an on-device software client for native games services licensed to multiple tier one device makers of phones and televisions enabling deployment of uniform, high performance game services across different devices irrespective of field of use, chipset, operating system, screen size and input device.

The Antix certification service provides publishers and developers with access to a suite of tests and processes to verify their games. The signing system ensures that only games and their assets that have been properly signed will run on the game player shipped to consumers. A dedicated team supports certification and signing. Certification criteria for the Antix Game Player are transparent and made available to publishers.

Once games have been certified and signed they can be made available for preload or distributed to stores, either via the Antix Game Warehouse or through direct publisher/store relationships.

“Antix uniquely provides all of the elements and infrastructure necessary to deliver an end-to-end networked, native games service across multiple screens including mobile phones, TVs and PCs. The Boho Zone is ideally located to develop our collaboration with the North East and the international video games industry as well as our plans of co-operation with the region’s academic institutions. The Antix certification and signing centre provides an ideal platform for the further development of the skills necessary to be successful in this market place”, said Francis Charig, Antix’s Chief Executive.

Antix’s game service also includes comprehensive developer tools, store and warehouse along with its on-device software client. Consumers using the Antix service can play premium quality, casual, advanced casual and premium titles across multiple screens irrespective of variations in screen size, input device, operating system and chipset.

**– Ends –**

### **About Antix Labs**

The Antix Game Player (AGP) is an on-device software client for native games services licensed to multiple tier one device makers. Third party casual, advanced casual and premium games are distributed in a device-independent format similar in concept to MP3 or PDF. This format lets consumers access and share games from any of their connected Antix-powered 'screens', which include mobile phones, TVs, STBs, PMPs, and PCs. In much the same way as they do already with music, photos and videos, consumers can distribute trial games virally across networks and off-line to their friends and family while still protecting the rights and revenues of operators and publishers. In addition to AGP itself, Antix provides the corresponding tools, certification mechanism, optional white-label store, and optional game warehousing necessary to deploy a complete service offering.

Antix Labs Ltd., headquartered in Reading, England was founded by Francis Charig, a World Economic Forum Technology Pioneer. For more information, please visit: <http://antixlabs.com/>

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