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ECD® Technology to Level the Web 2.0 Playing Field for Casual Gamers

FairShare™ SNE empowers online communities for independent developers and gamers

MARSTONS MILLS, Mass.--(BUSINESS WIRE)--ECD Systems®, the technology innovator for the video game industry, announced today the launch of the FairShare™ Social Networking Engine (SNE), an enabling technology that powers new social networking capabilities for players and developers of casual games. The first applications of FairShare SNE will be unveiled at a luncheon to be hosted by ECD on Thursday, March 8th, at the Game Developers Conference in San Francisco.

According to a 2007 research report from MotiveQuest, the online gaming community is large and growing. Online and casual gamers are outspoken about the need for portals that not only provide reviews and downloads, but also provide a community in which members can make social connections, play with their families and friends, and explore new games and ideas. FairShare SNE is designed to answer these needs by empowering both developers and players with features that let them build strong social networks and access new titles.

Using FairShare SNE technologies, independent developers will be able to post demos, share and sell their games and gather feedback from gamers online. This direct connection to game players will give “indie” developers greater control over the design, marketing and sales of their products. FairShare SNE will also build more opportunities for developers to sell their games as a result of its advanced referral network.

For gamers, FairShare SNE will enable a social network in which gamers can download new titles, share their insights and opinions, earn credits for their recommendations, and build their reputations as gaming experts through interaction with fellow aficionados and with developers. The referral network that benefits game creators also will let friends and family develop new connections by sharing their favorite titles and tips.

FairShare SNE provides the backbone to support a safe, easy-to-access online community. Web portals built upon FairShare SNE provide private site registration, try-and-buy models, easy navigation and a rewards program for participation in reviews and game sharing. The first casual game portals to use FairShare SNE will be available for everyone, but tailored to meet the specific needs of women gamers and game developers, who represent nearly 40 percent of the video game community.1

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"FairShare SNE builds upon ECD's heritage of protecting game content while increasing the game play experience by enabling a new level in social networking among the casual game community," said ECD Systems CEO Jack Hart. "Recognizing the passion that players and creators have for games, we have developed this technology to give independent game developers an outlet for their creative contributions, while providing gamers with a forum for exploring, sharing and developing expertise in the games they love."

"We believe ECD's FairShare SNE will empower women game developers to contribute within this new community, " said Women in Games International (WIGI) Development Committee Chair Fiona Cherbak. "As advocates for women's issues in the gaming industry, we see this new technology as an important step forward in raising awareness of the great things women are doing to influence this industry."

About ECD Systems

ECD Systems provides technology innovations for safely creating, sharing and playing video games. Its flagship product, Digital Armor, provides developers and publishers with proven protection against the theft of digital content throughout the life cycle of a product. ECD also offers unique patent-pending technologies that form the FairShare Social Networking Engine (SNE), an enabling tool that helps gamers and developers distribute exchange and build communities around their passion. Additional information can be found at www.ecdsystems.com.

1 Source: Entertainment Software Association: 2006 Essential Facts about the Computer and Video Game Industry. www.esa.com