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Product News

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Product: ECD Launches FairShare SNE For Indie Networking

Product: ECD Launches FairShare SNE For Indie Networking Anti-piracy and copy protection software developer ECD Systems has announced 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.

ECD Systems officials note that FairShare SNE allows independent developers to post demos, share and sell their games, and gather feedback from players online. FairShare SNE is designed to empower both developers and players with features that let them build strong social networks and access new titles.

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 other players as well as the 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.

"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."

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