



## **BELADCOM TO LAUNCH THE REGION'S FIRST VIRTUAL WORLD IN PARTNERSHIP WITH MINDARK**

**August 31, 2010** - Jordanian game developer Beladcom recently signed a mutual cooperation agreement with the renowned Swedish software company MindArk to create an online virtual world in Entropia Universe.

Beladcom is revolutionizing the regional online gaming landscape by creating the first online virtual environment with content specifically tailored toward Arab audiences. The company is building within MindArk's platform to create a virtual gaming environment with high quality entertainment, social networking, and work simulation and learning tools. The sheer novelty of the concept, together with the highly innovative user experience it delivers, are expected to create a shift in the world of Arab online gaming.

The Entropia Universe is a highly advanced 3D online virtual universe with its own dynamic planetary systems. The universe is segmented into individual planets, each offering a unique experience geared toward a given target audience. Beladcom is developing the first and only virtual "planet" with content uniquely tailored to Arab gamers.

Beladcom's General Manager Talal Asfoura explains that the concept being developed by the company is unlike anything currently offered in the regional online gaming arena. "There is plenty of untapped potential in the world of Arabic online gaming," says Asfoura, "and one of our prime objectives at Beladcom is to take the current user experience to an entirely new level. The planet concept we are developing builds within MindArk's premium Entropia Platform to deliver an unprecedented entertainment experience to Arab gaming enthusiasts, with content that communicates with them on a personal level."

"One of the most remarkable features of the planet concept we are developing is the robust 3D environment that truly delivers a lifelike experience," commented Beladcom's Creative Director Mohammed Hujiej. "The platform utilizes cutting-edge technology which provides the framework for outstanding graphics and fluid animations."

Hujiej added that Beladcom is committed to giving Arab gamers a massively multiplayer online gaming experience that rivals in its quality those offered around the globe. The planet concept,



for example, features its own real cash economy with an in-game currency that can be purchased and redeemed back into real world funds. The planet also delivers a variety of additional features that enhance the game-playing experience, such as rich media viewing capabilities for images, audio and video in addition to social networking services for its own community. The client program will be entirely free to download with no monthly subscriptions.

"We are excited that Beladcom is taking the Entropia experience to Arab online gamers," said MindArk's Director of Business Development David Simmonds. "The company has an unwavering commitment to transforming the regional online gaming landscape by creating quality content that draws on various cultural elements.

We are confident that the concept developed by Beladcom will thrill Arab gamers in addition to giving Entropia Universe a truly universal edge."

Since its launch in 2003, Entropia Universe has quickly shown the strong potential inherent in the world of online gaming. The concept was conceived to redefine the conventions of the industry, offering fully-integrated, lifelike environments with imaginative social structures. The universe currently has a user base of over 950,000 registered accounts from more than 200 countries.

### **About Beladcom**

Beladcom is a Jordanian-founded game developer committed to bring about a transformation in the regional gaming landscape by developing high quality content that is both entertaining and culturally relevant. The company is manned by a team of high-caliber designers and developers who have a deep passion for the boundless capabilities present in the world of online multiplayer gaming and who seek to deliver robust gaming experiences that combine cutting-edge technologies with superior content.

### **About MindArk and Entropia Universe**

The Swedish company MindArk, develops, operates and markets Entropia Universe and the Entropia Platform. Entropia Universe is a 3D internet virtual environment with a unique, integrated economic system and stunning graphics.



The Entropia Platform is a secure entertainment and business platform that offers access to one of the most advanced Internet interaction solutions available today, giving MindArk's partners the opportunity to build content on differently themed planets all connected inside Entropia Universe. Over the past 15 years, MindArk has created and developed one of the most advanced runtime 3D solutions in the world using advanced network technology.

ENTROPIA UNIVERSE® and MINDARK® are registered trademarks of MindArk PE AB. MindArk support and monitor the services and maintenance of the Entropia Platform and Entropia Universe.

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