



SOLID PUBLISHER: **DIRECT**

Part of the SOLID PUBLISHER game publishing software suite

At-a-glance

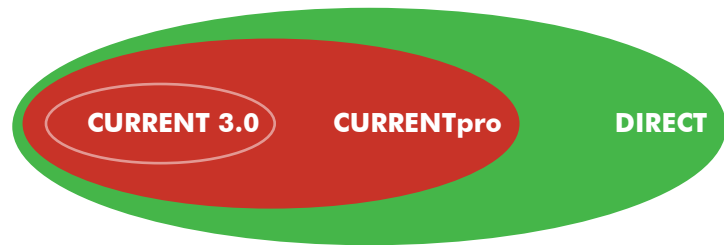
- + Designed for game developers & publishers
- + Robust, rich media launcher interface
- + Engage your gamers at every launch
- + Deliver games directly to your audience
- + Promote, sell and pre-sell via the launcher
- + Monetize your game in compelling new ways

SOLID PUBLISHER: DIRECT

DIRECT is an integrated, highly customizable game publishing platform designed to help you drive revenue through direct engagement with your game players. The interaction begins with a streamlined acquisition experience where players **download, install, update** and **launch** your game.* The opportunity to **engage** your players occurs every time they launch your game. This capability provides you repeated opportunities to **promote** and to **monetize** your game(s) in powerful and compelling ways - particularly in ways that generate new revenue around your game.

BENEFITS

- + Streamline your game acquisition experience
- + Interact directly with your players
- + Build customer loyalty and retention
- + Increase revenue
- + Extend the life of your game(s)
- + Proven technology



CURRENTpro and DIRECT share the same core technology as CURRENT 3.0. See the Feature & Product Matrix for more details.

DESIGN PHILOSOPHY

We understand the game development process – many of our own team members are experienced game developers – so we designed DIRECT to meet a variety of needs from development and deployment to marketing and promotion.

As a powerful extension of CURRENTpro, DIRECT provides a new level of customization and functionality for game publishing by turning the launcher into a platform for promotion and monetization. We designed DIRECT to generate revenue, regardless of which model of game monetization you follow. Developers get a flexible, highly customizable platform that will deliver a superior end-user experience. Game publishers get a new way to drive additional revenue related to their games.

DIRECT creates infinite opportunities for you to interact directly with your audience and, more importantly, it gives you the means to capitalize on those opportunities through ecommerce functionalities. When you consider the volume of interaction coupled with a branded, dynamic launcher interface, you get the potential for significant revenue generation.

FEATURES

DIRECT is an API which interfaces with CURRENTpro for download, install, update and launch functionalities. We offer three API versions which enable complete customization of the launcher interface:

1. Javascript API
2. Silverlight API
3. Flash/Actionscript API

For the full list of features, see the *Product & Feature Matrix* section on page 5 of this document.

Read more about how DIRECT helps you to: [ENGAGE](#) [PROMOTE](#) [MONETIZE](#)

*For more info about download, install, update and launch functionalities, please see: **SOLID PUBLISHER: CURRENTpro Solution Overview**

WHAT CAN I DO WITH DIRECT?

As an extension of CURRENTpro, DIRECT enables complete customization of the user interface. This flexibility enables you to **engage** your players directly; to **promote** your offers and products; and to **monetize** your games in different ways.

DIRECT can be implemented to deliver and update a single game or it can be used in a variety of other ways. For example, you could implement DIRECT to enable your website users to download multiple game titles that you offer (and much more). This overview shows you the basic functions of DIRECT (engage, promote and monetize) along with some general use options for the product. For additional implementations or usage scenarios, please contact your Solid State Networks representative.

ENGAGE

The launcher interface of DIRECT is completely customizable (graphically and functionally), which gives you the opportunity to engage your gamers with the presentation and information that you want them to see, every time they launch your game. If you want your players to see different offers such as an announcement for the latest game patch, new game features or other new offers, you can do that with DIRECT.

The robust GUI can incorporate tabbed navigation with access to multiple sections of the launcher interface. It also can accommodate dynamic content feeds such as RSS or streaming media to bring your players the most up-to-date information about the game. So no matter what you have to offer, you can easily convey your messages directly to your players at any time.

DIRECT also features the ability to tie into communication and social networks such as Twitter and Facebook, both via their respective APIs (see technical documentation for code samples). This functionality can help you link to your players as well as to help your players connect to one another.

DIRECT also enables players to:

- + Create accounts while the game is downloading
- + Set up and manage user accounts
- + Build, edit and enhance characters
- + Interact with others via forums and social media
- + View tutorials and videos
- + And much more



Sample DIRECT interface for Riot Games' League of Legends

To interface directly with your players is a distinct advantage because it allows you to develop a stronger connection with your audience which ultimately builds a stronger sense of loyalty from your players. It also opens new channels for promotion and monetization of your game(s).

PROMOTE

Regardless of the type of game you have or the particular business model your game uses, DIRECT can be used as a powerful promotional platform for your game(s). You can use it to deliver, install, update and to launch a single game or you can use it as a game portal through which your players can access multiple titles via a single streamlined interface.

DIRECT can be customized to help you promote in-game items and currency which your players can obtain via the launcher interface. The launcher can accommodate dynamic feeds, such as news about your game, patch releases and other game-related information. You can also use DIRECT to enable community functions where players can interact, invite friends, send gifts and much more, all through the launcher interface.

If you are a developer or publisher with a library of titles, you can use DIRECT to promote other games (yours or those from other publishers, if you choose) and to extend the life of older games by offering them at reduced rates or as add-on or upsell items. New titles can also be promoted via the launcher by offering your existing players a pre-sale option for your new game.

MONETIZE

DIRECT makes it possible to convert your offers into sales by enabling ecommerce transactions to take place right in the launcher interface. This means that you can give your players the most convenient way to obtain in-game items (via microtransactions), to purchase your other games and much more. Enabling ecommerce functionality via DIRECT can also create new revenue streams around your game(s).

DIRECT's ecommerce functionality can be used to sell:

- + In-game items and currency
- + Other games
- + Upcoming games (pre-sale)
- + Merchandise
- + Subscriptions and more



Sample DIRECT launch interface which features navigation tabs and the ability for players to purchase game currency.

SAMPLE USES FOR DIRECT

Multiple Games - You can offer (via your website) a customized game portal interface using DIRECT which gives players the ability to download multiple games from your website and to manage those game downloads through a single, completely customized interface. Depending on your particular business model, the interface can support advertisements or be used to cross-promote other games. Users get a fast, convenient way to acquire your games and updates and you get a new way to monetize your games. DIRECT could also be used to cross-promote and to sell games from your partners or other publishers.

Free-to-Play Games - DIRECT gives you a powerful platform to promote and monetize your free-to-play games. You can feed dynamic content to the launcher so that your players can see the latest offers available any time they launch the game. In addition, they can purchase those items right through the launcher.

Pre-Sell New Games - Using DIRECT as a platform to promote and to pre-sell upcoming titles can help you generate revenue from your existing players and build customer loyalty. You can engage your players directly to offer them incentives, early access to new games and much more by engaging your target audience directly.

External Downloader - DIRECT can be used as an "external downloader" which enables you to use your own installer, your own patcher, or those of a third-party. This feature gives you access to the engage, promote and monetize functions of DIRECT without having to sacrifice existing technology built into your game. Ask your Solid State Networks representative for more information.

FEATURE & PRODUCT MATRIX

DIRECT is part of the Solid Publisher game publishing software suite which is comprised of four products, plus a variety of add-on services that can be licensed to boost performance and to enhance functionality.

CURRENT 3.0 - The free, completely upgradable version of our game publishing software.

CURRENTpro - Enables enhanced ways to deliver, install, update and launch your game.

DIRECT - Offers a completely customizable game publishing platform for promotion and monetization.

SDK - The complete developer kit for advanced implementations.

FEATURES	CURRENT 3.0	CURRENTpro	DIRECT	SDK
Free commercial license	X			
Co-branded/ad-supported	X			
Downloader	X	X	X	X
Installer	X	X	X	X
Patcher	X	X	X	X
Patch-While-You-Play (background downloader)	X	X	X	X
Play Now		X	X	X
Native (MFC) launcher	X	X	X	X
Patch Assistant	X	X	X	X
P2P delivery (optional)		X	X	X
Infinite Analytics™ (optional)		X	X	X
Launch custom pre/post processes		X	X	X
Support/maintenance services (optional)		X	X	X
ROBUST GUI				
Custom branded launcher			X	X
Pause/resume functionality			X	X
Launcher API (Javascript, Silverlight, Flash)			X	X
Twitter, Facebook, Google Analytics API integrations			X	X
Dynamic content feed enabled (RSS/streaming)			X	X
Web markup compatible: HTML, XHTML, XML			X	X
Web style sheet compatible: CSS, XSL			X	X
Web script compatible: PHP, ASP, JavaScript			X	X
Publishing portal for multiple game titles			X	X
Ecommerce enabled			X	X
PATCH PERFORMANCE OPTIONS				
Incremental	X	X	X	X
Progressive	X	X	X	X
Incremental VCDiff		X	X	X
Progressive VCDiff		X	X	X
Patcher API (C++, C#)				X

CONTACT INFORMATION

We understand that each game has unique challenges and demands, which is why we offer flexible and customizable solutions to suit those specific needs. Our dedicated support team is available to answer questions and assist with implementations when necessary.

For Sales & Support Contact:

Rick Buonincontri
602.889.3074 ext. 1002
602.481.5754
rick@solidstatenetworks.com
877-SOLID-10 (toll free)