

Ultizen Games to Showcase U-Pal Social Gaming Platform at GDC

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SHANGHAI, China. – Ultizen Games Ltd., a game development and outsourcing company, announced today that they would be showing their proprietary social gaming platform, U-Pal to North American studios and developers for the first time at the Game Developers Conference in San Francisco.

"The demand for gaming with strong social interaction elements is huge among the 140 million online gamers in China," said Ultizen Games CEO Mr. Lan Haiwen. "U-Pal is designed as a turn key system that can be framed around virtually any multiplayer turn based game. Our system includes a library of over 50 multi-player board games, strategy and card games with new games added each month. The platform has very advanced social networking features including live video chatting, custom avatars, chat lobbies, item monetization, advertising portals, full web integration and support for up to 5,000 concurrent users."

"U-Pal has already generated a lot of interest in the North America and Europe, its scalable gaming and networking features allow a publisher to create a custom experience for the players in a very manageable stand alone site," explained Michael Devine, Vice President of North American Business Development. "Players using U-PAL based gaming systems get a very rich and personal experience. They can create and modify avatars that really represent themselves or they turn on their web cams and play as themselves."