

Welcome

We are your technology ally

About us?

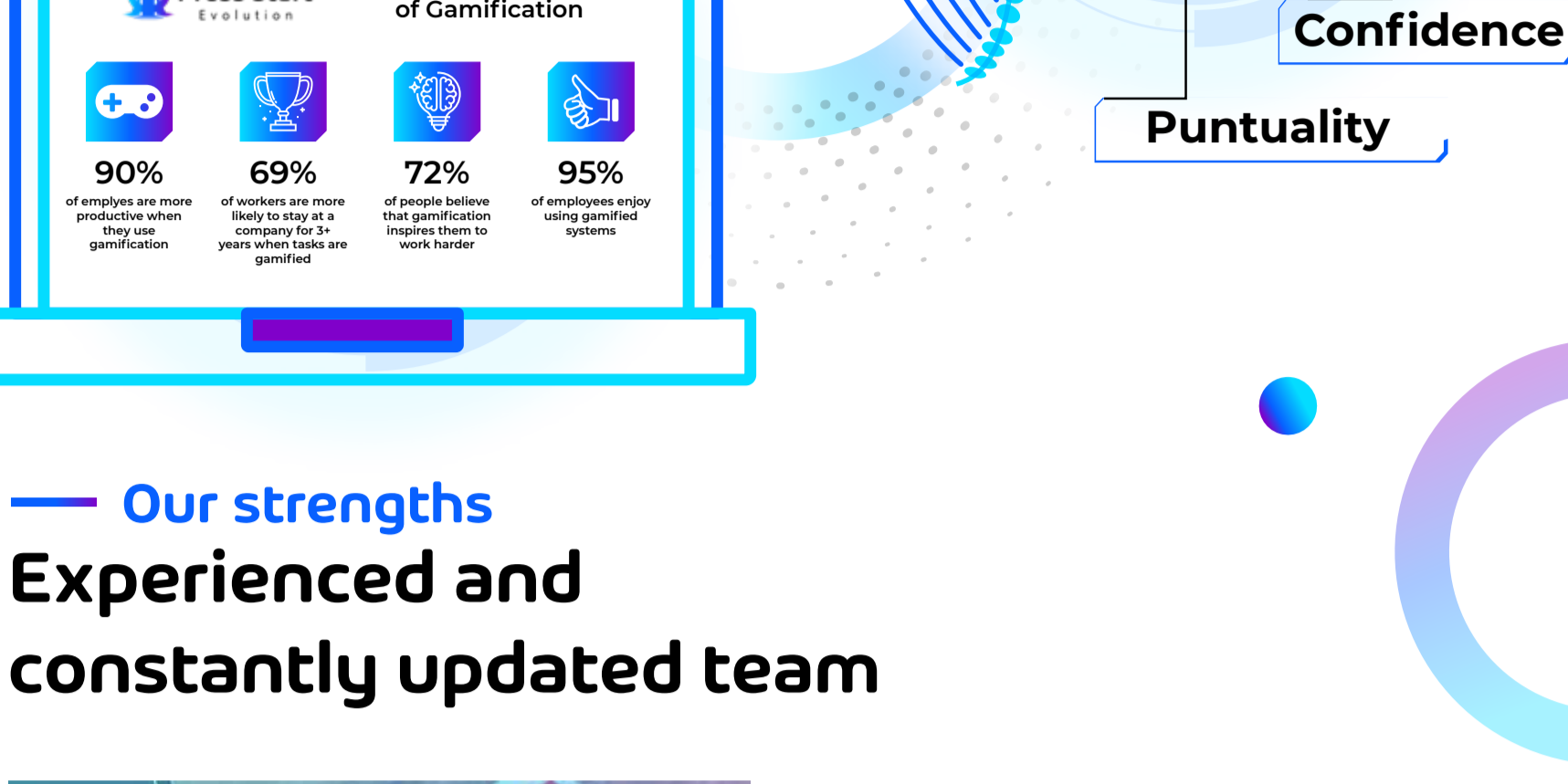
We are developers and designers of video games, software and digital products with 12 years of experience. During this time, we have specialized in merging creativity with technology to provide our clients with products such as video games, which are used in various industries with different objectives like teaching, selling and motivating.

Our DNA:

We deliver what we promise

Thanks to our versatility and knowledge in various digital platforms and technologies, we can meet all the software needs of the same client.

Our developments are made for clients in different countries.



Our strengths

Experienced and constantly updated team



Team of leaders with more than 12 years of experience and a specialized team for your needs.

Group passionate about always being at the forefront of new technological trends.

| | |
|------------------------|-----|
| Cloud Development | 95% |
| Multiplatform Software | 90% |
| Modular Software | 85% |

12 Years of Experience

72 Projects Executed

10 Countries Reached

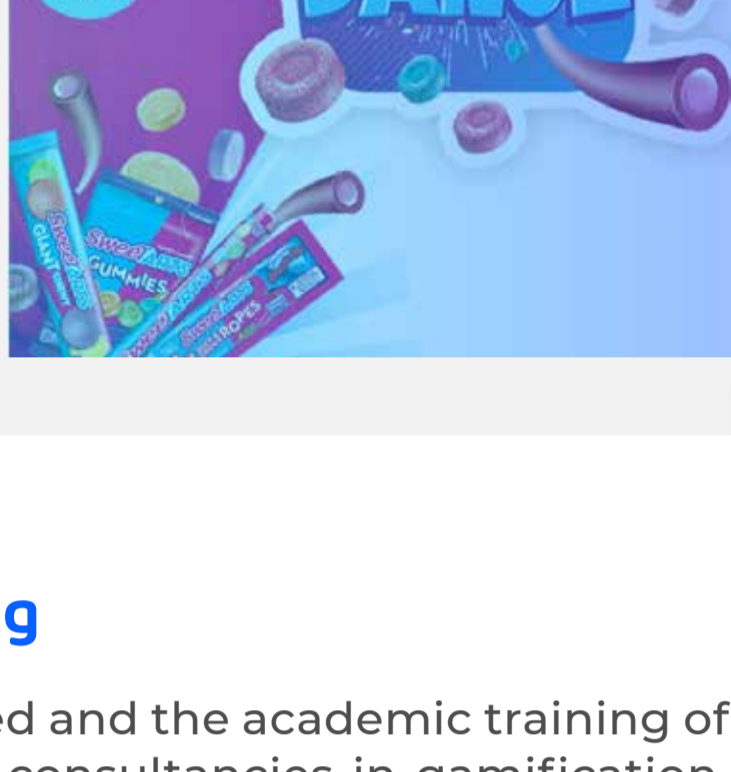
1,400,000 People Reached

Our services:

Advergaming

We know the power that video games have when it comes to teaching, entertaining, engaging and transmitting information. This is why, during the past 12 years, different brands have trusted us to develop video games that are part of their advertising campaigns (Advergaming).

We have developed advergaming for the following industries: sports, fintech, alcoholic beverages, personal care, food, events, medical insurance, tourism, etc. Likewise, these developments have been carried out for clients in various countries such as Australia, the United States, Colombia and Uruguay. Among the main brands that have used our advergaming are: the Colombian soccer player James Rodríguez, Association of Volleyball Professionals AVP, MTV in alliance with Sweet Tarts, Diageo and Western Union.

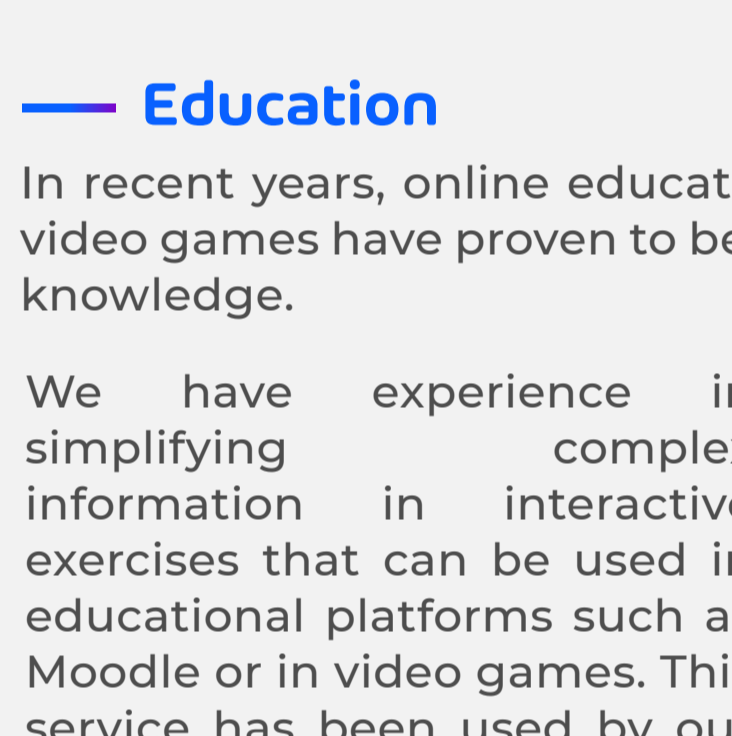


Training and Consulting

Thanks to the experience acquired and the academic training of our team, we offer training and consultancies in gamification, digital marketing, video games and software project structuring.

We offer the latter to help our clients structure or publish a digital product.

Our team of trainers has experience as tutors for the Crea Digital 2020 and 2021, a Colombian government program and thesis advisory for students of the Game Development Program of the Academy of Art University of San Francisco, California in the years 2020 and 2021.



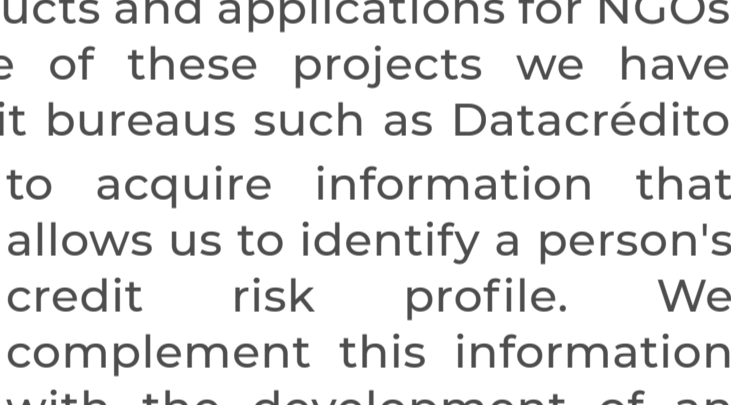
Likewise, we have had the opportunity to train more than 250 micro entrepreneurs on digital marketing strategies, receiving excellent comments from them.

If you want more information schedule a meeting with our team [here](#).

Education

In recent years, online education has grown tremendously and video games have proven to be an excellent tool for transmitting knowledge.

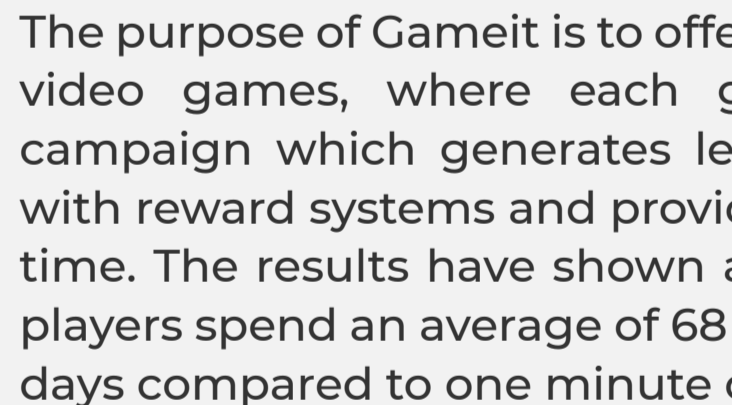
We have experience in simplifying complex information in interactive exercises that can be used in educational platforms such as Moodle or in video games. This service has been used by our clients for governments, universities, financial entities and NGOs.



Fintech

The financial industry has been growing its presence in the digital field during the past decade. That is why software teams with knowledge and experience in this type of software are increasingly relevant.

We have developed Fintech products and applications for NGOs and financial entities. In some of these projects we have connected with Colombian institute bureaus such as Datacrédito to acquire information that allows us to identify a person's credit risk profile. We complement this information with the development of an internal decision engine for the client.



We have carried out projects to grant microcredits where the user can simulate its characteristics as well as sign digital promissory notes.

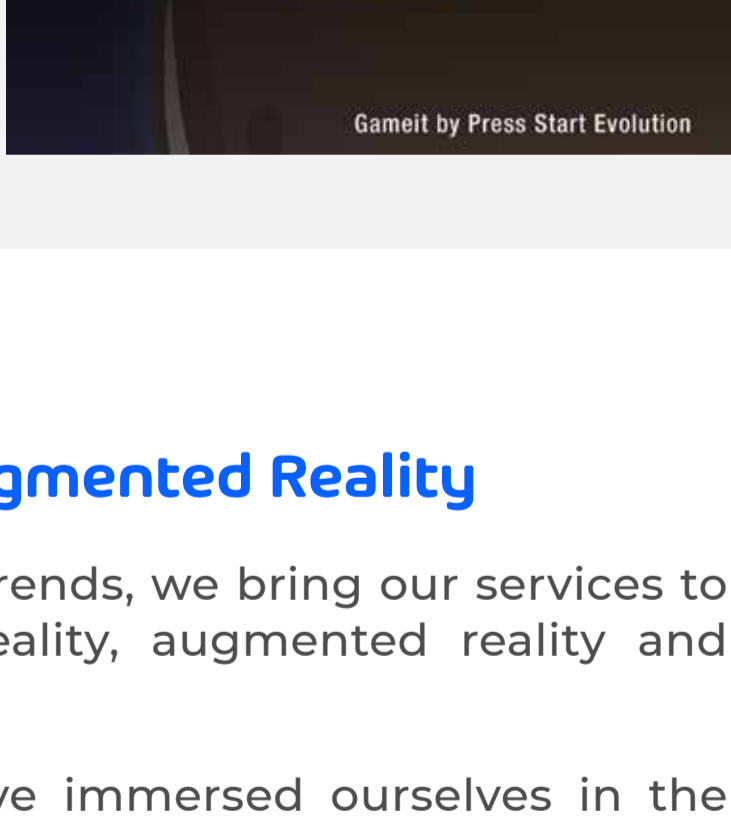
Gameit Engine

We know the power of video games when it comes to teaching, entertaining, engaging and transmitting information. That is why we have developed a robust mobile and web platform for video game development that allows anyone without a server and without technical knowledge (No-code platform) to create, customize and publish video games on the App Store, Google Play and mobile web in less than a week.

The purpose of Gameit is to offer a digital marketing tool based on video games, where each game represents an advertising campaign which generates leads by building customer loyalty with reward systems and provides analytics and databases in real time. The results have shown a high brand visibility time, where players spend an average of 68 minutes in each campaign every 3 days compared to one minute of visibility in social media posts.

Gameit is used by companies that want to promote their services or products through the use of video games at low cost (90% cheaper than developing from scratch), so that their current or potential customers have access to promotions, contests and discounts in a fun way. The video games that Gameit offers can be used in online and offline mode as well as in public and private events.

Want to know more about Gameit, visit our website www.gameitengine.com



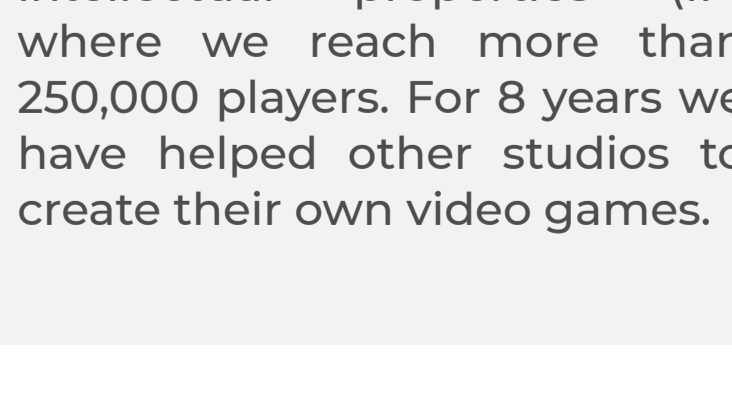
Virtual Reality and Augmented Reality

Keeping up with technological trends, we bring our services to technologies such as virtual reality, augmented reality and motion recognition software.

During the last 4 years we have immersed ourselves in the technologies that will be part of our daily lives in the immediate future.

We made a video game with motion capture for a shopping center in Melbourne, Australia, in order to carry out demographic measurements of the establishment's customers during the holiday period.

Likewise, we have developed experiences with Virtual Reality. This technology is excellent to be used in museums, activation of corporate brands, film festivals or any type of event where simultaneous viewing by several users of the same 360 video in virtual reality is required.



In relation to augmented reality projects, we have developed a mobile application (Apple and Android) that reads beer labels and displays the information about the beer and the brewery, connecting the user with the social networks of the brewery, being a great marketing tool.

Video games

We develop 2D/3D, casual and mid-core video games. We publish in the Google Play and Apple Store application stores, on mobile web (video games that work from the browser on the cell phone) and PC.

Press Start was born as a video game development studio 12 years ago, creating its own intellectual properties (IP) where we reach more than 250,000 players. For 8 years we have helped other studios to create their own video games.



What are you waiting for?
Let's develop your Project!

Contact us

www.pressstartevolution.com



Colombia and Uruguay

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