



## **Terraplay to supply 3 UK with multiplayer solution for mobile games**

Terraplay MOVE online gaming solution employed by 3 UK

Terraplay Systems, the leading supplier of multiplayer and connected gaming solutions, today announced that 3, the UK's first video mobile network, will employ Terraplay MOVE to support its real-time multiplayer games service.

Utilising the Terraplay multiplayer solution, 3 has launched an exciting real-time mobile gaming experience in a UK first. The service follows successful Terraplay multiplayer launches with 3 Austria, Denmark and Sweden and will grow to feature a range of multiplayer content.

Sven Hålling CEO of Terraplay Systems commented: "With 3's Terraplay service, publishers can take advantage of advanced handsets and a high-speed network to develop and launch the most exciting multiplayer titles available. We can't wait to see the development community rise to the challenge of providing the latest in connected gaming by utilising the Terraplay platform on 3's exciting service."

Sven added: "An ever increasing number of market leading games publishers now take advantage of Terraplay technology in multiplayer mobile development. Publishers can now launch exciting games to over 2.5 million customers on the UK's fastest growing network. "

Graeme Oxby, Marketing Director, 3: "As the success of our music service demonstrates with over 10 million downloads in just 6 months, 3 has learnt how to package and deliver compelling products over 3G. In Gaming, we are doing the same thing – picking the right games for 3G and delivering services that are immediate, fun and accessible at affordable prices."

### **Games on 3**

3 is the only UK operator to offer customers the choice of buying and renting games. With the RENT option customers pay 25p per play, or 50p for up to three days of play on a game, this offer which is unique to 3 is proving popular with customers who want to sample a game before buying it.

With the BUY option customers make a one off payment, of between £3 and £7.50 and then have continuous use of the game on their video mobile. The near console quality games that are initially only available on certain models of handset cost £7.50.

For more information about 3's products and services, visit [www.three.co.uk](http://www.three.co.uk).

#### About Terraplay Systems AB

Terraplay Systems is the leading supplier of multiplayer and connected gaming solutions, enabling game publishers, network operators and service providers to provide successful revenue generating gaming services to large communities. Terraplay MOVETM is a complete solution for mobile connected gaming, including a powerful lobby with strong community tools for all types of games, and multiplayer connectivity for simple turn-based games through to fast-paced real-time 3D games. Comprehensive development tools for Windows®, PlayStation®2, Xbox® and for mobile devices including J2ME™, Brew™, Symbian™, mophun™ and Microsoft Mobile™ help our partners bring the best out of their games when going online. For more information on Terraplay solutions or the worlds most comprehensive catalogue of mobile multiplayer games titles please visit [www.terraplay.com](http://www.terraplay.com).

For more information please contact:

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#### About 3

Hutchison 3G UK Limited deliver third-generation mobile multimedia and communications services under the 3 brand in the UK, offering a convergence of media, information and telephony to enable live video calls, multimedia content and entertainment while on the move.

3 services are available from sister companies in Australia, Austria, Denmark, Hong Kong, Israel, Italy and Sweden. 3 also holds UMTS licences in Ireland and Norway.

For further information, please visit: [www.three.co.uk](http://www.three.co.uk) or call the 3 Media Office on +44 207 350 5696.

Three facts about 3:

3 is the UK's first video mobile network.

3 is the UK's fastest growing mobile network. Over 2.5 million customers in the UK now have access to 3's range of 3G services, from video messaging and video calling to watching full-length music videos and goals from Barclays Premiership football.

3's network offers national coverage for calls and texts, and over 81% coverage for video services.