



Gamefederation divests of Campfire IP to Nordic VFX Company

Sweden, Stockholm July 12th, Gamefederation, a leading provider of wireless entertainment solutions, sold the intellectual property rights of the game Campfire: Become Your Nightmare to Nordic VFX Company AB, a creation studio specializing in product development such as video animations, games and digital signage.

After a couple of years on hold, the development of the game Campfire: Become Your Nightmare is back on track as a result of Nordic VFX Company's acquisition of the intellectual property rights from Gamefederation. "Campfire has been a much sought after game and we are very excited to continue the work on it" says Per von Koch, lead game designer at Nordic VFX Company.

"With the online capabilities, video HD support and next generation processing power, Campfire can finally become the extraordinary gaming experience we all envisioned back in 2003. We are very eager to start pre-production and re-establish discussions with the leading publishers in the industry. Campfire is a unique and exciting concept and we look forward to releasing the game for the leading platforms in time for Halloween 2009", concludes von Koch.

"We have worked with Nordic VFX on a number of projects and we know their vision for Campfire is very much in line with what we want to achieve. They will develop a great game and there is no question there is a demand for it, looking at all the inquiries we receive from dedicated fans", says Thomas Lindgren, CEO and founder of Gamefederation. Gamefederation retains all the rights for the mobile game and will further investigate to develop a mobile title in collaboration with Nordic VFX.

Campfire is a "reverse survival horror" game. Instead of playing the victim you play the part of a serial killer who stalks and scares his victims before finally killing them. Based on contemporary slasher movies of the 70's and 80's, the player is allowed to play a range of different serial killers to cause chaos and mass destruction on the camping grounds.

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About Gamefederation

Gamefederation (www.gamefederation.com) provides unique mobile solutions for the wireless world. Its ground-breaking product suite, including GEX, a connected mobile middleware and distribution platform, and INK, a mobile game development engine for interactive narratives, allow it to provide wide ranging solutions to the wireless market, ranging from social networking game services, to adver-gaming, ODP and interactive mobile applications. Clients and partners benefiting from Gamefederation's technology and expertise include leading publishers and media companies such as Vivendi Games Mobile, Sony Ericsson, Eidos, Hutch, Tele2 and Dhruva Interactive.

For more information on Gamefederation, please visit www.gamefederation.com

About Nordic VFX Company AB

Nordic VFX Company AB, founded in 1998 in Norrköping Sweden, is a creation studio specializing in product development of video advertisement, computer visualizations and the creation of video games for a mass market audience. Using film production company methodology, the company is currently developing two new video game intellectual properties. Campfire for Sony PS3, Xbox 360 and PC range of computers is the first in line of the two franchises.

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