TAB-Austria Opens Up New Possibilities for Game Developers

Developers are sinking in the app stores - TAB-Austria presents it's new platform

Game development for the mass market is water under the bridge already today. According to newest studies the app hype is weakening. App developers do not get discovered within the overcrowded app stores and only a few of them are even able to cover their development costs. TAB-Austria is now changing the game and is opening up the previously jealously guarded Out-of-Home Entertainment Market to all creative people with Unity experience.

Ansfelden, Austria, 30th of January, 2015: Hard times are dawning for game developers. The reports about the end of the app hype are not coming to an end. End users are overstrained by the huge amount of mobile apps offered to them. At the same time more and more vendors are flooding the market, the number of app store entries is in the millions. According to a 2013 study of VisionMobile[1], most of the developers earn less than 500 US-$ a month, which is not even covering the development costs of an app.

The Austrian company TAB-Austria is able to help with solving that problems. TAB-Austria is one of the worldwide leading producers of Out-of-Home entertainment machines. It's flagship product is the patented multiplayer game table Fun4Four, which is already in operation throughout whole Europe, located in bars, clubs and restaurants. The company is now opening up that highly successful Fun4Four platform, and thus enables app developers to develop games for the public entertainment market. This is a novelty, as the highly profitable public entertainment sector has been jeaslously guarded and protected at all means previously.

By using a Software Development Kit every developer is able to make games for that game table and in exchange is entitled to a share of the income of that game. "We transfer mobile concepts to our business and as a result create win-situations for all parties involved.", Reinhard Holzner, CTO of TAB-Austria, says. "TAB-Austria can concentrate on the platform itself, the operators of our machines are happy to get perfect content and game developers are able to make real income numbers on a meaningful platform.", he is confident.

The development process could not be easier, as the system works on base of the wordwide well-known game engine Unity. "Each Unity developer is able to develop games from one to six players, or the developer could also port games from other platforms to the Fun4Four.", Holzner lays out. The games do not need to be overly complicated. The customers expect game experiences from 5 to 10

[1] http://mobiforge.com/research-analysis/global-mobile-statistics-2013-section-e-mobile-apps-app-stores-pricing-and-failure-rates#apprevenue

minutes, the only important thing is that this short time needs to be perfect. Because there is no free games, customers are used to pay for playing and expect a very good game experience in exchange.

People interested in the offering can download the Development Kit including the Platform Emulator at https://sdk.tab.at, there also a detailed documentation of the platform is available. Already on 3rd of February TAB-Austria will present the first finished partner game at the ICE trading show in London. Other already active early-stage development partners will present their games shortly as well.

Questions:
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Website: http://fun4four.tab.at

Fun4Four Folder: http://bit.ly/1twausP
Fun4Four Image Big: http://bit.ly/1yPJZz4

SDK Promotion Folder: http://bit.ly/15TLNLz

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