

Dear partners,

this press release is for immediate release.
Please find the entire release below.

Best regards,

Your remote control productions press team



Serious Games. Game Based Learning. Gamification. Apps.
 ein unternehmen der remote control productions gmbh

Gamify now! UG (haftungsbeschränkt)

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– PRESS RELEASE –

***Developer NeoBird is now part of the remote control productions (rcp)
developer family***

Developer NeoBird joins the rcp family

Munich/Nuremberg, January 20th 2015 – With NeoBird another skilled developer studio joins the rcp developer family. The cross platform specialist from Nuremberg with CEO Martin Schiele, former CEO of the Spil Games Company "qforge", focuses on development of custom software as well as production and optimization of games for mobile devices and other platforms (social networks, game consoles, PC browser).

NeoBird contributes an exceptional diverse range of know-how: Strategic consulting, development of cross platform applications and analysis of user behavior. Design and implementation of gamification mechanisms is one of the core competencies of the team from Nuremberg. Therefore, NeoBird will work closely with rcp subsidiary GAMIFY *now!*, which specializes in gamification and serious games.



Developer NeoBird joins the rcp family

"The expertise and references of NeoBird perfectly match the needs of our gamification and serious games clients. We already closed a joint project successfully. The NeoBird team has proven itself to be a valuable addition to the rcp family. We can definitely use such talent now, since we`ve got a lot to do." said Raphael Stange, CEO of GAMIFY *now!*

Martin Schiele, CEO of NeoBird: "We look forward to the partnership with rcp and GAMIFY *now!*. We expect to find new, creative ideas and exciting opportunities to pursue ambitious projects from this cooperation. Working also with the other rcp family studios will promote Neobird. No better way to start 2015. "

More information about NeoBird at: <http://www.neobird.de/>

Please direct further questions and all requests to:

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About NeoBird GmbH & Co. KG

NeoBird was founded in December 2012 by Martin Schiele, former CEO of Spil Games Company "qforge". The company, based in Nuremberg, currently employs seven specialists from the fields of interaction design, programming and project management. Core competencies of NeoBird are development of custom software, interaction design and gamification mechanisms. NeoBird has top references in tracking and analyzing user behavior and production and optimization of games for many platforms. More information at: <http://www.neobird.de/>

About GAMIFY now!

GAMIFY now! is a subsidiary of remote control productions (rcp) and part of the rcp family, which is Europe's major independent games developer family. GAMIFY now! specializes in serious games, game based learning and gamification. The use of game design, such as the monetization of games, allows GAMIFY now! to increase the profits, efficiency and customer loyalty as well as employee engagement of any type of business or organization. More information coming soon at: www.gamify-now.de

About remote control productions GmbH

remote control productions (rcp) leads Europe's major developer family and is an independent production house focusing on development and production of games. Since 2005 the Munich based company is supporting, financing and coaching startups and development studios. rcp is also participating in projects in the fields of serious games, gamification, conferences, education and lobbying. While doing this rcp has partnered up and become co-owners of multiple development studios. The ever-expanding network consists of a dozen studios with different fields of expertise like mobile games, browser games, serious games or gamification applications. Thanks to our network and additional partners nationally and internationally, rcp established itself as a credible, efficient and reliable production partner on more than 50 projects for PC, mobile, browser and console. Our work for hire, publishing and licensing partners include Rovio Entertainment, Koch Media, ProSiebenSat.1 Games, Ravensburger Digital, Ubisoft, Deutsche Telekom, Gamevil, RNTS Media, Chillingo, Volkswagen, Spilgames, dreamfab, Bigpoint, Intel and Audi. For more information please visit: <http://www.r-control.de>

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