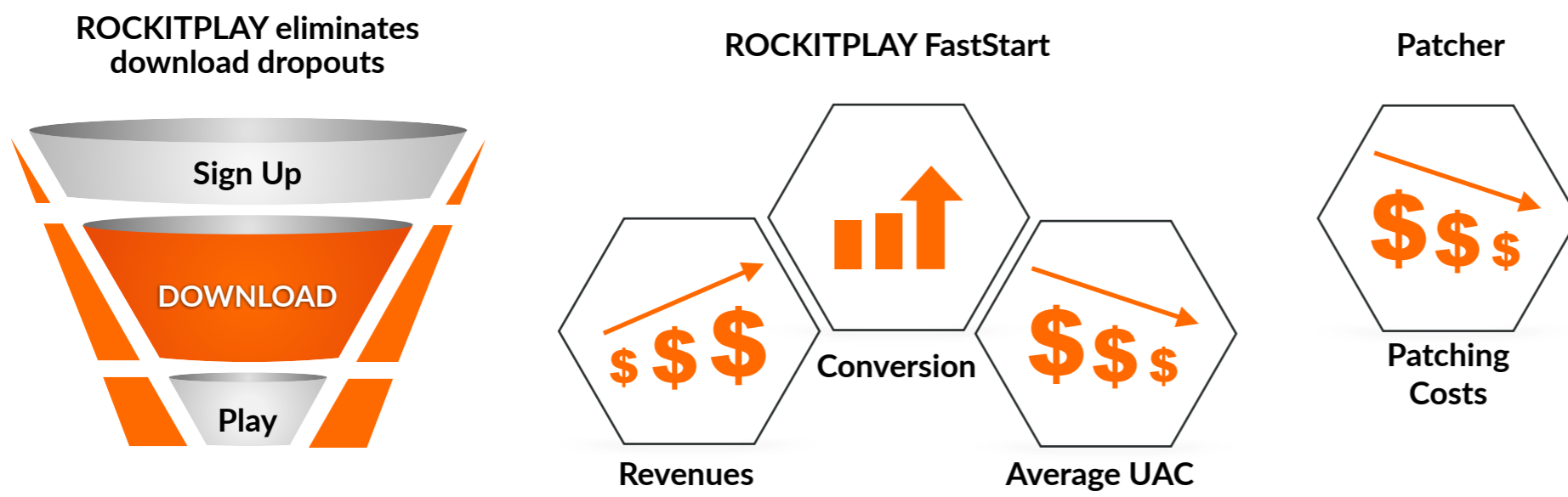


# Maximizing F2P Monetization

## Bring Instant Access to Your Game Store & Save Big on Patches

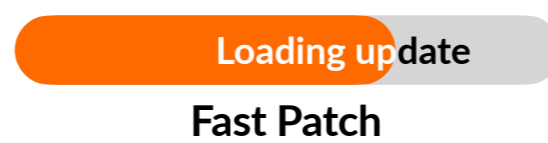
ROCKITPLAY FastStart eliminates user dropouts during download by reducing the time from ad click to game start from hours to seconds. Fast Patch cuts delivery costs by up to 50%. Staged download saves up to 60% costs by delivering the full download only to active gamers. **Play more - wait less!**



### SOLUTION

ROCKITPLAY transforms multi-hour downloads into click-to-play experiences.

- ✓ Runs on any public or private cloud
- ✓ Just like an additional service layer (your FastStart Converter)
- ✓ No source code changes or developer support required



Time-to-Play @100 Mbit/s	Game Size	Standard Time-to-Play	ROCKITPLAY Time-to-Play
Cyberpunk 2077 <sup>1</sup>	64 GB	1 h 29 min	5 min
Mafia III <sup>2</sup>	57 GB	1 h 19 min	2 min
The Witcher III <sup>3</sup>	29 GB	41 min	84 sec

Game	Standard Patch Size	ROCKITPLAY Patch Size	Reduction in %
TERA <sup>4</sup>	63 390 MB	40 470 MB	36%
Cyberpunk 2077 <sup>1</sup>	9 700 MB	2 300 MB	76%
Baldur's Gate <sup>5</sup>	209 MB	75 MB	64%

### VALUE

		<b>Competitive Advantage</b> FastStart increases user satisfaction and loyalty that ultimately will boost revenues
		<b>More Revenues</b> FastStart enhances game subscription services, increasing # of subscribers & revenues
		<b>Cost Savings</b> The smart block patcher creates up to 50% smaller patches and 50% average cost savings
		<b>F2P Cost Savings</b> Deliver the full download only to active users, everyone else gets just enough to test

### BUSINESS MODEL

- No setup fees or upfront costs
- Flexible pricing plans tailored to your business are available

### GREEN TECHNOLOGY

Internet carbon footprint is estimated at 3.7% or 1.5 billion tons of CO<sub>2</sub>, gaming is about 10%. These emissions are predicted to double by 2025<sup>8</sup>. ROCKITPLAY radically reduces Internet traffic necessary to deliver games & patches reducing traffic, energy and carbon footprint by

- Reducing patch sizes by approximately 50%
- Eliminating redundant data of game builds (up to 10%)
- Delivering games in stages for try-before-you-buy / F2P games (up to 90%)



### The FastStart Experts



Up to **200 x** faster game start



Up to **50 %** lower patching costs



Just **48 h** to get your test setup

### PROVEN TECHNOLOGY

#### Machine Learning

ROCKITPLAY learns from analyzing gameplay loading profiles to re-sequence a data stream.

#### Automated Behavior Profiling

Highly automated behavior profiling algorithms ensure rapid creation of stable, compact game runtimes.

#### Intelligent Prefetch Technology

Algorithms developed from high performance computing for optimized data sequencing.

### IP

#### Patented Technology

Microsoft Certified Drivers

### CONTACT INFORMATION

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