

## Mediatonic at SOA World 2009

Creative director Paul Croft to talk on convergence in the online space

19<sup>th</sup> June 2009

Paul Croft, the creative and games director of Mediatonic, the London-based social gaming specialist, will be presenting a talk at this year's SOA World 2009 conference, taking place from the 22<sup>nd</sup> of June to the 23<sup>rd</sup> in New York, USA. With the conference centered on service-oriented architectures and the use of existing web components to build services and applications for business, Paul's talk within the iPhone Developer Summit track will draw on Mediatonic's experience in the online space to explain how cross-platform game designs and game features demonstrate a clear value in exploring and implementing such functionality between a wide range of Rich Internet Applications and mobile Internet devices such as the iPhone.

Paul Croft will be presenting with a weighty body of case studies and examples that demonstrate the power of cross-platform functionality, focusing on the interaction between video game community websites and the products themselves, as well as how online and browser-based games can exploit the connectivity between social networks and portable Internet devices. Also under the spotlight will be Mediatonic's upcoming cross-platform strategy title Steamweavers, which is set to deliver multiplayer cross several formats, where individual turns can be taken on any of the supported platforms, thanks to a service-oriented architecture server implementation.

Paul Croft comments "The games industry has traditionally lead research and development with consumer computing for decades and its embrace of the Internet is no exception. Things are being done with games today that can be of huge benefit to other areas of Internet-based applications, especially as iPhone leads the march in enabling transparent Internet access on mobile devices for the broader consumer market."

Paul Croft's talk will take place on the 23<sup>rd</sup> June at SOA World 2009. For more information, please visit:

<http://www.soaworld2009.com/event/session/475>

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### **About Mediatonic:**

*Mediatonic was formed in 2005 to produce high-quality browser-based social gaming solutions for clients predominately within the entertainment industries. Based in the west end of London, England, Mediatonic's team of 15 is dedicated to creating the best games they can, packing each release with passion, love and the utmost attention to detail. For more information, visit [www.mediatonic.co.uk](http://www.mediatonic.co.uk)*