



Contact:
Florent PITOUN
media@fabzat.com



Video Games Monetization through in-app-merchandising & 3D printing

Bordeaux, October 29th 2013 – FabZat today reveals its video games monetization service based on 3D printing. Its “in-app merchandising” shop allows games publishers and developers to sell personalized items from within the game. It now becomes a reality with its first partnership titles including *Astérix: Megaslap* under Editions Albert René license, developed by Bulkypix and *Geek Resort*, developed by ShinyPix and published by AMA – Guillemot Group.

FabZat provides games developers and publishers with a white label personalized in-app merchandising service, available on iPhone, iPad and Android. By integrating a one-stop-shop, developers offer their players unique, 3D printed products, directly extracted from their games. The virtual hero becomes a real, personalized object, ordered in just 3 clicks and delivered in a few days anywhere in the world. FabZat manages the entire order chain, beginning by the plugin to be inserted within the game, through payment and production and up to delivery and customer care.

Delivered by the most powerful 3D printer on the market, the FabZat-produced figurines are unique pieces, highly close to the original models, quality and color-wise. Each object is built on-demand in FabZat’s workshop, in France; finishing is carried out manually, while keeping entry prices affordable.

Florent PITOUN, FabZat’s CEO & co-founder states: “*With FabZat, players transpose into real-life the time and passion invested in the games in just a few clicks, while developers can now reproduce the tremendous Angry Birds success and generate new revenue sources.*”

“*AMA always looks for innovative solutions to better serve its players. FabZat is one of the only companies to deliver both a yet-unseen value to players and a new revenue sources for publishers*”, adds Jean-François Denis, CEO from Advanced Mobile Applications (AMA).

Download [here](#) Asterix: Megaslap on iOS featuring the FabZat service

Come and visit us on: www.fabzat.com
Our Facebook page: www.facebook.com/Fabzat
Follow us on Twitter : <https://twitter.com/FabZat>



About FabZat:

FabZat transforms virtual game elements into real world objects, especially thanks to color 3D printing and its in-app merchandising shop integrated within the games. New possibilities for players and revenue streams for game developers are made available in just a few clicks thanks to FabZat's one-stop-shop available on white label. FabZat was created in early 2013 by serial entrepreneurs and industry experts Florent PITOUN & Matthieu SAINT-DENIS and received support from BPI France (former Oséo), the Aquitaine Region, Bordeaux Unitec, AEC and EADS. Web site: www.fabzat.com

About Editions Albert René:

Albert René Editions is publishers created in 1979 by Albert Uderzo. Since 1980 it has been behind the creation of the Asterix the Gaul albums and the Jehan Pistolet and Oumpah-Pah republication. Its success across numerous generations and countries is based on the diversity of its projects: albums, movies and cartoons launches, local and international expositions. Moreover, the multiplication of its network licences enabled the creation of Parc Asterix as well as many other by-products. Since 2011, Hachette Livre has been the owner of the Albert René Editions.

<http://www.asterix35.com/info-en.html>

About AMA:

Founded in 2004 by Christian Guillemot, AMA is an international game and application developer and publisher specialized in mobile content. AMA releases titles on all OS. In 2012, AMA was nominated Top Developer on Play Store by Google. Its registration in the Glass Explorer Program shows that innovation is in AMA's DNA. It is one of the few European companies to develop on Google Glass, Galaxy Gear, Smartwatch, Leap Motion and other connected devices.

Website : www.ama-studios.com

About BulkyPix:

Founded in 2008 and with offices near Paris and San Francisco, BulkyPix is a leading developer and publisher of videogames and apps. With a catalog of more than 140 games including such hits as MyBrute, Babel Rising, Aby Escape, and The Sandbox, BulkyPix is an established player in video game development for iOS, Android, Windows Phone, BlackBerry and PC/Mac, as well as connected TVs and digital distribution platforms like the Sony Entertainment Network and the Nintendo eShop. BulkyPix also develops, produces and publishes games and apps for major brands (Véolia, Orange, Samsung,...), communications agencies (Marcel - Groupe Publicis, ...), license holders (Les Editions Albert René, Adventure Line Productions, ...), and broadcasters as well as public and cultural institutions and associations (Le Louvre, Fondation Charles de Gaulle,...).

<http://www.bulkypix.com/>

About ShinyPix:

ShinyPix was created in February 2012 in Bordeaux (France), founded by an experienced team in video games development. In the past decade, we have all worked on many platforms from console, through web and Facebook apps, to mobile. Passion and skills are combined to make today's games. Whether in terms of art, mobile development or backoffice and web service, our team is ready to rock!

<http://www.shinypix.com/>