

FabZat's Phygitoys SDK Now Available for Game Developers to Tap into the Billion Dollar Global Smart Toys Market

Game Developers Can Now Create NFC and QR Code-Enabled Game Figures Seamlessly with FabZat Technology and Services

Bordeaux and San Francisco – 28th of October 2015 – Today, FabZat released its “Phygitoys SDK” to mobile developers worldwide. The Phygitoys SDK enables developers to create mobile digital games that synchronize with 3D printed figures through near field communication (NFC) signals or QR code technology. Smart toys, also called “phygital” (physical-digital) toys, are the new frontier of gaming. The NPD Group recently reported that 40% of U.S. parents already own at least one smart toy franchise in the home and 65% plan to make purchase in the next six months. Surveyed households spent an average of \$131 on smart toys from brands like Activision's *Skylanders*, *Disney Infinity*, Nintendo's *amiibo* and *Lego Dimensions*.

FabZat is already announcing key partners around Phygitoys:

- Twinsprite, the most complete service to manage players' figures data online.
- Tweechi from Fuzzy Face Studios, a Twitter powered virtual pet!
- Minetoys, leading Minecraft toys provider.

Florent Pitoun, FabZat CEO and co-founder, said: “While there's a proven market demand for interactive gaming and smart toys, most game developers have typically faced hurdles for entering this market, such as the technology complexity, production costs, and scalability for distribution and production. Our Phygitoys SDK and our well-established 3D printing solution solve these key issues. We're eager to help this market grow to its full potential.”

Today's release of the Phygitoys SDK is a major step in enabling mobile game developers to seamlessly enter the smart toys market. The SDK provides:

- Detection of both the NFC signal and QR code, and matching players with accounts and previous purchases
- Management for each figure ID across orders, players, partners and games
- Authentication and security for fraud prevention of each figure
- Backend administrative management of IP, product SKUs and pricing
- Evolution of each character and figure in real-time (XP, scores, currency, etc.)
- Notifications for in-game features unlocked, such as levels and rewards

Further, FabZat's on-demand, high quality 3D printing and production plugin is fully integrated with the Phygitoys SDK to provide full-service manufacturing, billing and shipping – thus, further minimizing the cost and time for developers.

Chris Thomas, Fuzzy Face Studios co-founder, said: “We believe that NFC and QR code-enabled figures will be hugely valuable in creating richer content, deeper user engagement and brand loyalty with our Tweechi game. We’re very excited to bring this new capability to our users, and FabZat is making this incredibly easy for us through their Phygitoys SDK.”

Additionally, FabZat will be taking meetings to showcase demonstrations of the new Phygitoys SDK at the Games Week in Paris, October 28-November 1.

To learn more about FabZat’s Phygitoys SDK and to schedule a meeting, please visit www.fabzat.com.

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About FabZat

FabZat generates new revenue for game developers and publishers, through merchandising and 3D printing. An industry pioneer, FabZat delivers the first in-app personalized merchandising turnkey service for video games, offering 3D printed figurines, t-shirts, posters, phone cases and more. With more than 15,000 delivered objects for games across 70+ countries, and a state-of-the-art plugin for iOS, Android, Unity and the Web, FabZat turns great games into great physical brands. For more information visit www.fabzat.com.

About Twinsprite

Twinsprite offers a B2B service and tools that allow game developers to connect physical toys with video games while tracking and enhancing the players’ experience. The owner of Twinsprite is the Madrid (Spain) based company Digitoyx S.L. For more information on Twinsprite, visit www.twinsprite.com.

About Minetoys

Minetoys was introduced first during the official Minecraft release, which took place in the 2011 Las Vegas Minecon. Thousands of toys have been printed since. A new website went online in 2014 as well as an increase printing quality. 2015 will see numerous new models and new products coming up, as well as new partnerships with the famous names of the Minecraft scene.

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