



# Gamesys Mobile

## Customer

Gamesys is the company behind Jackpotjoy.com, the leading provider of online bingo and casino games in the UK. They recently introduced a number of their online games to the mobile market.

## Objective

Gamesys are proud of offering great games with large jackpots, so offering an equally compelling user experience, winnings and resilience on both mobile and online was a key requirement.

Sharing the big-money jackpots offered by Deal or No Deal Slots, Diamond Bonanza, Blackjack, Roulette, Bingo and the seasonal Christmas Bonanza, between mobile and online makes mobile more appealing. It was essential that mobile play quality matched that experienced by online users in order to ensure a level playing field between on-line and mobile gamers. An additional game, the Treasure Island scratch-card, is available exclusively to mobile.

## Great service, great quality, great gaming

Our ThinkPhone technology ensures content looks awesome regardless of the phone on which it is viewed. Gamesys decided that they would target phones with larger screen sizes, 128x160 pixels or greater, in order to ensure the best possible user experience and offer great gaming. This was made possible using Rapid Mobile's ThinkPhone technology, which also enables the content to be automatically rebranded for different affiliates such as Orange.

We were able to help Gamesys take play to a whole new level, by helping them enable players to do everything on a handset that they could on a computer, including registering and depositing funds.

Bingo players value social interaction as part of the play experience, so we included chat across mobile and online players within the game. Keypad shortcuts enabled players to quickly enter text.

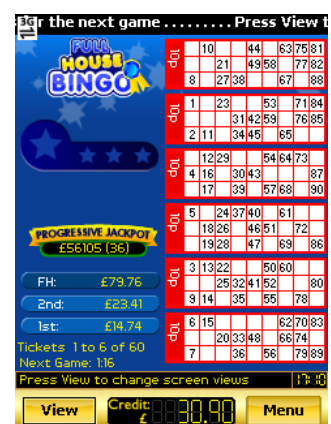
Rapid Mobile specialises in secure, reliable apps, and resilience is a major element of the Gamesys suite. Games can be resumed from exactly where the play stopped if a session should be dropped, for example if the mobile signal fails.

## Getting the games out there

There's no point recreating the online experience if only certain phone users will benefit. Despite the complexity of the games, our ThinkPhone Deliver technology makes them accessible on as many phones as possible, maximizing Gamesys' reach so that as many of their customers as possible can enjoy Jackpotjoy on their phones.

## Results

Thanks to our expertise, Gamesys were able to reach the greatest number of mobile users with the best possible experience for their phone. Players benefited from a mobile offering that matched their online experience, including the chance to share the online jackpot, while Gamesys benefited from satisfied gamers and optimum reach. An all round winner.



**ThinkPhone Design** is a method and toolkit for creating awesome mobile apps. **ThinkPhone Deliver** delivers those apps, automatically optimized, to the widest possible range of phones.

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