

# Press Start Group

We are a custom software development company, our projects cover the pre-production, artistic creation, audio and programming phases. We support advertising agencies and NGOs in Latin America, the United States and Australia with the creation, execution and publication of their digital products.

The end users of our products are government and financial entities, mass consumption brands and travel agencies, among others.

Thanks for our versatility and experience of more than 10 years in digital technologies and platforms, we can meet every software need of the same client.

Our core values:

- 1 Teamwork
- 2 Reliability
- 3 Respect
- 4 Profesionalism



## Our Services Video Game Development



- ▶ We develop 2D/3D, casual and mid-core video games. We published our work in mobile phones (iOS and Google), Web (HTML5), PC and big screens for events.
- ▶ A lot of our games have been used for marketing purposes. To help our customers, we developed a technology to allowed them to change the content in real time.
- ▶ We have done sports, arcade, adventure and strategy games.
- ▶ All the games we develop can be connected to social media, have in App purchases and multiplayer features to better engage players.

## Gamification Tools Creation

- ▶ With the knowledge we have gained throughout the years developing video games about the engagement power they have, we created a service to help big corporations, governments and any institution in need to summarize and teach complex subjects to a lot of users.
- ▶ This service is known as gamification and allows our clients to present in a dynamic, creative and engaging way their information.
- ▶ We have used this service in financial education projects, customer service and on onboarding systems.
- ▶ Our clients for this service are governments, banks and big corporations.



## Fintech Apps Development



- ▶ As the company evolves, we have specialized in the creation of Fintech apps. This industry is focusing on the new applications for financial services.
- ▶ This kind of apps have been created for banks and NGO's where the final users are low income microenterprises and small businesses.

## Emerging Tech Development

- ▶ Keeping up the technology trends, we took our services to emerging tech such as VR, AR and motion recognition software.
- ▶ The projects we have develop with these technologies have been used mainly for marketing purposes and data gathering in public spaces (malls, big conferences and events).
- ▶ The clients using these products come from different industries like alcoholic beverages, agriculture and big retail sellers.



**Our Video Game Players**  
500.000



**Our Gamification Users**  
70.000



**Total Projects**  
61



**Total People Reached**  
1.200.000