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## 7Seas Technologies buys game portal Neodelight.com

New game technology will help 7Seas Technologies to develop more online games for own portal [Onlinerealgames.com](http://Onlinerealgames.com).

**AMSTERDAM, The Netherlands - February 11, 2008 - Today Maruti Sanker of Indian 7Seas Technologies Ltd. announced that his company took over the international online gaming brand Neodelight. The brand includes the portal Neodelight.com and was established by the German company Neokolor GbR. The newly acquired portal Neodelight.com features 300 games and has more than 1million unique visitors and 3 million page impressions per month. The buyout of Neodelight.com further strengthens the position of 7Seas Technologies with its website Onlinerealgames.com, which grew 478% in the last three months (Source: Alexa.com). 7Seas Technologies also acquired the full rights to all Neodelight games and game engine technology.**

At the Casual Connect Conference in Amsterdam Maruti Sanker explained that the game engine technology would be especially interesting for 7Seas Technology. "These engines reduce developing time and costs for in-house production by 50 %. They enable our development team to move fast to fulfil requests for high quality racing, platform or sport games. For example it took only two days from the idea to completion of an educational environment protection game with the topic to clean the Hussain Sagar Lake in Hyderabad."

All games are programmed in Adobe Flash technology which means they can be directly embedded in Websites and don't require a download to play the game. "We always had the 'casual' audience in mind. This means our games are easy to pick-up-and-play by users with no previous gaming experience." said Ulrich Tausend the managing partner of Neokolor GbR.

Maruti Sanker stated that the latest Neodelight game 'Mouze Maze' was a good example of a casual game as it needs no explanation or tutorial to be played. In the game you have to guide your mouse pointer through a clockwork like labyrinth.

Maruti Sanker added that the Neodelight technology, games portfolio as well as website are a



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perfect fit for 7Seas Technologies: "Neodelight.com is a major flash gaming website in the western countries while also being strong in emerging markets like China, Brazil and Turkey. On the other hand neodelight.com is weak in India. But our own Onlinerealgames.com is specifically directed at the Indian market. All games on Onlinerealgames.com are offered in five local languages which is one explanation why it grew 478% in the last three months there" (Source Alexa.com).

**About 7Seas Technologies:** 7Seas Technologies Limited is an Indian game developer based in Hyderabad. It launched the online games portal onlinerealgames.com in May 2007 which is aimed at the Indian market. 7Seas Technologies is also working on the 3D racing game *KRAZE* for the PC as well as 3D games for mobile phones.

Urls: [www.7seastech.com](http://www.7seastech.com), [www.onlinerealgames.com/cleansagar.aspx](http://www.onlinerealgames.com/cleansagar.aspx)

**About Neodelight:** Neodelight.com features more than 300 online casual games which can be optionally played with a joystick. Neodelight games are present on several hundred websites. On neodelight.com itself they have been played more than 300 million times since 2004. Neodelight also offers custom games development and licensing of its existing games.

Urls: [www.neodelight.com/mouzemaze](http://www.neodelight.com/mouzemaze)

**About Neokolor:** Neokolor GbR based in Germany created flash games since 2000. After selling Neodelight the Neokolor members will pursue their personal careers in researching casual games (Ulrich Tausend, [www.ulrichtausend.com](http://www.ulrichtausend.com)), music (Florian Metzger, [www.berlinjazz.org/haferflocken.net](http://www.berlinjazz.org/haferflocken.net)) and new media consulting and film production (Robert Wenrich).

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**Mouze Maze:**



**Clean Sagar:**

