

Move over iPhoneX - PC's are taking over Mobile Gaming.

Tuesday 18 September, 2018

New Powerful Mobile Gaming Devices to be powered by BlueStacks 4

8X faster than iPhone 10 or Samsung Galaxy S9+

Palo Alto, California September 18, 2018 - BlueStacks today released version 4 of its Gaming Platform and also announced partnerships to bring most powerful Mobile gaming devices to market. BlueStacks 4 marks a clear evolution of the mobile gaming market. An order of magnitude performance improvement over the current flagship iOS and Android devices is a boon for the gaming industry.

"8X performance gain is rare in this industry anymore, most phones represent only incremental performance improvements. On the other hand mobile games are becoming bigger and more like the PC games, so this segment is ripe for disruption." Says Rosen Sharma, BlueStacks CEO. "BlueStacks 4 beats all gaming-focused phones and tablets in terms of performance and experience. Fast, big screen, accurate controls, multitasking, and uninterrupted game play makes these devices a favourite among the gamers."

"PC gaming has emerged as a growth market driven by eSports, streaming and games like PubG and Fortnite. Today, most PC manufacturer's gaming laptops and PCs represent a big percentage of their margin and growth," Says Clark Peng, Vice President, Head of Product Management for MSI, "By integrating BlueStacks deeply to create this new category of mobile gaming devices, we are giving something that users need while expanding our potential market considerably. For the last 5 years we have seen PCs lose to mobile devices, we will reverse that trend in the gaming market."

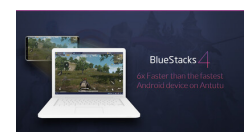
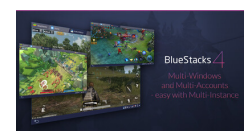
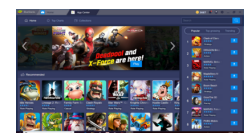
"BlueStacks is a small portion of the overall mobile gaming user base. But, it is a significant and fast growing portion of paying users. This is no surprise since PC gamers are used to paying. Game developers all over the world recognize this and partner with us. Once a majority of the paying users adopt the platform, the trends we are seeing will flip this market on its head." Says Sharma.

"BlueStacks 4 represents a major new architecture for BlueStacks. Deep integration between Android runtime and Windows and its patented on-demand architecture has multiplied the performance gains. Also working closely with game developers and with several technological breakthroughs we have been able to produce smooth game play using the keyboard and mouse". Says Suman Saraf, CTO BlueStacks.

BlueStacks is headquartered in the United States with offices in Delhi, London, Tokyo, Seoul and over twenty-six other countries. BlueStacks investors include Ignition Partners, Radar Partners, Andreessen-Horowitz, Samsung, Redpoint, Qualcomm, Intel, Presidio Ventures (a Sumitomo

Corporation Company), Citrix, AMD and Helion Ventures. The company launched in May 2011 and the first version of BlueStacks was released in March 2012. BlueStacks crossed 300 million users in June of 2018.

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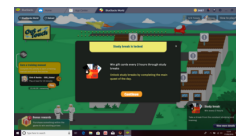
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