

MXP4 Opens US Offices to Accelerate Growth of Bopler Games Social Casual Gaming App

Los Angeles office to focus on content acquisition and business development with the music industry

MXP4, the leading social music gaming company, today announced that the company has incorporated in the United States and is opening an office in Los Angeles, California. In preparation for the commercial launch of the Bopler Games social music gaming application, the company selected the location as an optimal operations base for its business development and content acquisition activities due to its importance to the music industry.

The expansion follows the successful beta launch of the Bopler Games social music gaming app for Facebook, which uniquely allows fans to combine both the game and song of their choice from a growing selection of licensed content. The app has already demonstrated a strong ability to engage fans, promote viral distribution and open up the micropayment economy to recording artists and record labels, attracting major-label partners such as EMI Music and EMI Music Publishing. To date, Bopler Games has had over 120,000 games sessions completed, with the average user spending more than 15 minutes on the games per session. An entirely new generation of social music games, Bopler Games currently has six available titles, with an additional six in development for release by the end of September.

Mark Collins, VP of Content Acquisition and Business Development, will maintain a presence in Los Angeles while CEO Albin Serviant will lead MXP4's operations in both the US and France. The company's technical and R&D activities will remain headquartered in Paris.

"In the short time since the beta launch of Bopler Games, we have had such a tremendous response from record labels and recording artists that it's become imperative to establish a base of operations where the greatest opportunities are," stated Albin Serviant, CEO of MXP4. "We look forward to the accelerated growth we can achieve as part of this center for the entertainment industry."

About MXP4

MXP4's mission is to enable music fans not only to play the music but to play with it. The company's proprietary technology analyses music files and extracts data that enables casual games to deeply integrate music and game-play. MXP4's games leverage the power of social networking to create a new way for people to interact around music online. The company is backed by Orkos Capital, Sofinnova Partners and Ventech.

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