



erectus the game is taking it to the next level with version 2

**ARNHEM, AUGUST 3RD, 2017 - Maata Games takes it to the next level with their online game Erectus the Game. After learning a lot from version 1 the company now plans to release a second version of the game which will also be mobile friendly. Erectus the Game is the main project of Maata Games, a strategy-focused empire builder MMO designed to make people either work together or fight with each other. The game is set in a historical setting and aims to reach millions of people all over the world. After the release of version 1 in late 2016 the company made its preparations and is ready to launch version 2 by the end of Q4 2017.**

### **Launch of version 1**

The development and introduction of Erectus in the market has been divided into two phases. In order to prove the viability for Erectus on the market version 1 of Erectus the Game was developed. Version 1 officially launched as a browser game in August 2016 in open beta. Since its commercial launch in November 2016 a total of 19 game worlds were released of which four game worlds are still active today. Thanks to 62,000 game registrations all key functions could be tested and adjustments including payment methods, acquisition and conversion, secure connections (SSL), server capacity, customer service, bug fixing and more have been made. Customer feedback helped furthermore to explore the possibilities the game on mobile devices would offer.

### **Proof-of-concept**

Version 1 was the necessary proof-of-concept and helps creating an improved and successful version 2. With over hundreds of million players the market of strategy focused empire builder games is far from being satisfied. The launch of version 2 will reach an even broader mass of customers: Erectus the Game will not only be playable on the PC and laptop, it will also be compatible with mobile devices. Version 2 is still in development and is planned to get published at the end of Q4 in 2017.

### **About Maata Games**

Maata Games is a Dutch company established in 2013 in Arnhem, The Netherlands. The company was founded by Paul Ludwig and Alet Roesink and builds on a passion of marketing, history, and strategic games. Maata Games sets out to create game changers in more than one sense. The company believes that people who play together will have a better understanding of each other, learn faster, and make more of their lives.

For more information contact Jacqueline Müller at [jmueller@maatagames.com](mailto:jmueller@maatagames.com)