



I N T E R A C T I V E



## Keep Your Customers In The Game

Extend your MMOG, virtual world, or social network game to mobile platforms.



**ARPU Increases** through multiple revenue models that include subscriptions and microtransactions initiated right from the mobile device, anytime, anywhere.



**From Keyboard to Mobile**, engage and monetize users 24/7 with mobile access to the key features and functions they want.



**Keep ALL** of your users engaged when they're AFK.  
Our unique thin-client technology makes your mobile companion application available on nearly every mobile operating system globally, not just the iPhone.

## Improve Your Game

Get your users more involved, more absorbed, and more interactive with their favorite MMOG, virtual world, or social network game. Give them the ability to stay in the game when they are AFK.

The M4 (Massively Multiplayer Mobile Monetization) Platform is the game-changing technology that will re-define how users access, engage in and interact with their favorite online games and virtual worlds. The M4 Platform and AFK's customized mobile companion app provide publishers and developers with patent-pending technologies that allow them to benefit from AFK's years of mobile expertise.

## The M4 Platform

- Is the evolution of MMOGs, virtual worlds, and social network games beyond the PC.
- Is a mobile client/server-based platform that enables key features and functions of your product to be accessed via a mobile phone or other mobile devices.
- Allows your users to connect to and engage 24/7.
- Includes billing integration, allowing monetization of mobile activities via microtransactions, and enable mobile-specific and unique transactions using current billing solution, or carrier, OS, or app store billing capabilities.





AFK's M4 Platform provides the tools and technologies necessary to create a mobile application with multiple feature modules.

## About AFK Interactive, LLC

The AFK team has years of game development experience and expertise in multi-user, server-based mobile application development. AFK's core team comes from an industry leading mobile game and application developer that has published over 50 mobile apps published globally across all mobile operating systems. Many of AFK's employees have been involved in the development and publishing of mobile apps for major brands and media companies including 2K Games, Mattel, MTV/Nickelodeon, Wall Street Journal, Warner Bros, THQ, and more. The technologies used to create AFK's patent-pending M4 Platform have been in development for over three years and used commercially in dozens of mobile games and applications.



## Contact Us

AFK Interactive, LLC.  
8000 Regency Parkway  
Suite 285  
Cary, NC 27518

P: 919.807.5600 ext. 5611  
F: 919.807.5601  
E: [info@afkinteractive.com](mailto:info@afkinteractive.com)  
[www.afkinteractive.com](http://www.afkinteractive.com)