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PLAYMORE GAMES SECURES OVER 1 MILLION EUROS IN FUNDING

The Finnish gaming company Playmore Games has closed a financing round of over one million euros. The round included participants for example from international and Finnish private investors, private equity funds and Tekes.

The 1.5 million euros of financing enables further development of the **Dized** smart device application, which is being developed for the board gaming industry.

“Besides capital we mustered a great deal of international know-how for the company, as the partners include the publisher of the wildly popular Carcassonne board game, Hans Im Glück, the publisher of the Bang! card game, dV Giochi, as well as Sisu Game Ventures, and the world renowned board game designer **Eric M. Lang**. The successful round demonstrates that there’s a huge interest towards our app, even when it is still under development”, states the CEO **Jouni Jussila**.

When Dized is released, it will solve one of the biggest issues of board gaming: tedious rulebooks. The app teaches users how to play with interactive tutorials in a way that allows the game to start immediately, and players don’t even have to open the rulebook.

“Board games are more popular than ever, but there still isn’t an intuitive way to learn them. Unlike computer and mobile games, the players often have to read a thick rulebook before they can get the game going. Besides tutorials, the application will also bring other features to players, such as an up-to-date rule lookup tool, extra digital content, and community features.”

Playmore Games is also expanding rapidly and is hiring new talent all the time. The funding will accommodate the increasing personnel costs.

“Developing a versatile application and content for it is a tremendous challenge and requires professionals from several areas. Because of this we’re also seeking additional funding for rapid growth with a crowdfunding campaign arranged in September”, Jussila concludes.

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