



**SIMPLYGON®**

## FUNCOM LICENSES SIMPLYGON® FOR THE SECRET WORLD MMO

Stockholm, Sweden – September 20, 2011 /GameBlast/ – Donya® Labs, creators of Simplygon® and the leading provider of automatic 3D-optimization tools for the game industry, announced today a new licensing agreement with Norwegian game developer Funcom. To enable Simplygon's powerful 3D-optimization features to automatically optimize the 3D assets in their upcoming game "The Secret World", Funcom has integrated Simplygon into their game engine.

Funcom, the world-leading independent developer and publisher of massively multiplayer online games such as 'Anarchy Online' and 'Age of Conan: Unchained', recently licensed Simplygon to optimize 3D content for their upcoming online game 'The Secret World'. Set in the modern-day world, the game mixes the real with the unreal where players can explore locations such as London, New York and Seoul, while investigating myths, legends and conspiracies. There are no classes or levels in the game, and players are free to create the character that they want to be, and play the game any way they want.

"Having evaluated the market for Geometry LOD generation tools we found Donya Lab's Simplygon solution to be the best solution for us. We measured performance, price, production-pipeline, stability and ease of integration and quickly realized that Simplygon not only met our requirements, but brings additional features that improve performance even more.", Rui Casais – CTO of Funcom - explained. "With the Simplygon solution now integrated into The Secret World we are happy about our choice. Making fun, immersive virtual worlds is our game, and Simplygon allowed us to offer more entertainment per CPU cycle", Casais continued.

MMO games are generally designed with vast open areas, long draw distances and many characters and objects on screen at any given time. For this type of game using Level of Detail, commonly abbreviated as LOD, is a fundamental technique for optimization. By switching to a lower-resolution stand-in object and removing the details that the player cannot make out as objects move further from the camera, less data needs to be rendered to the screen and the game runs faster and smoother. Without this technique the game would render much slower and if the developer would choose to optimize the data manually it would take many years, in fact longer than the actual game development itself. Furthermore, Simplygon can also heighten the visual quality by minimizing the characteristic pop that happens when switching between LOD objects and as more developers discover these benefits, Simplygon becomes the standard solution for automatic LOD.

### About Funcom

Funcom is an independent developer and publisher of online games for PC and consoles. Funcom has provided outstanding entertainment since 1993 and continues to expand its track-record of more than twenty released games. Recent titles include 'Age of Conan: Hyborian Adventures', 'The Longest Journey', 'Anarchy Online' and 'Dreamfall: The Longest Journey'. For corporate information please visit [www.funcom.com](http://www.funcom.com). For information about Funcom games visit [www.anarchy-online](http://www.anarchy-online).



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com [www.dreamfall.com](http://www.dreamfall.com), [www.theseecretworld.com](http://www.theseecretworld.com) or [www.ageofconan.com](http://www.ageofconan.com). Funcom is listed on the Oslo Stock Exchange under the ticker FUNCOM.

### About Donya Labs

Headquartered in Sweden, Donya Labs was founded in 2007. Donya is the leading developer and provider of automatic 3D-optimization solutions, and is dedicated to helping professional game developers streamline their 3D-content pipeline. Donya's revolutionary software Simplygon automates optimization of 3D assets to shorten production time and reduce development cost. Simplygon has been licensed by some of the most well-renowned game developers such as CCP Games, BioWare, NCsoft, Nexon, Blue Byte, Reloaded Studios and XLGames as well as companies in other industries, such as Boeing Phantom Works. For additional information about Donya Labs and Simplygon, visit [www.simplygon.com](http://www.simplygon.com)

The statements contained in this release that are not historical facts are forward-looking statements. The Company cautions readers of this press release that a number of important factors could cause Donya Lab's actual future results to differ materially from those expressed in any such forward-looking statements. Donya Labs and Simplygon's name and logo are registered trademarks of Donya Labs. All other company or government agency names mentioned herein may be trademarks of their respective owners.

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