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## Next Generation Mobile Games

### PEI-based icejam Merges Real-World Events into Mobile Games

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Mobile gaming is big business – world-wide! To be relevant and competitive, businesses in the gaming industry need to move fast to get ahead. The PEI-based company icejam is doing just that. The company is on the verge of launching a new, ground-breaking mobile game called Qurius the world's first Connected Reality™ experience.

Sean Casey, Member of Parliament for Charlottetown, on behalf of the Honourable Navdeep Bains, Minister of Innovation, Science, and Economic Development, and Minister responsible for the Atlantic Canada Opportunities Agency (ACOA), and the Honourable Heath MacDonald, PEI Minister Economic Development and Tourism, joined officials from icejam to announce federal and provincial support for the company.

Through its Business Development Program, ACOA will provide a \$1,000,000 repayable contribution to icejam to support the company for the soft launch of its first title, which includes resources for additional product development, user analytics, testing and quality assurance. The funding also supports the international launch of the game, which is expected in the coming months. The Government of Prince Edward Island is supporting the company with a labour rebate of 25 per cent for all new positions created in the first year and 20 percent for each of those positions for the remaining term of the five year agreement. The Province is also providing \$53,625 through SkillsPEI for graduate mentorship training.

#### Quotes

"Congratulations to the icejam team – this is a very exciting time for the Island company. With a solid understanding of the gaming industry, the company has focused on staying ahead of consumer interest and demand with this new game and its experiential platform.

I am pleased to announce this Government of Canada investment for an innovative company that is already making a positive impact on the PEI economy.”

- Sean Casey, Member of Parliament for Charlottetown

“icejam is an excellent example of a homegrown Prince Edward Island company on the cutting edge of technology. It is further proof that even in our small province, ambition and entrepreneurial spirit can lead big things. icejam’s tremendous success proves what Island companies can achieve in a worldwide market.”

- The Honourable Heath MacDonald, Minister of Economic Development and Tourism

“All of us at icejam would like to thank ACOA and IPEI for their tremendous support, which will not only continue to help build the reputation of PEI as a leading mobile games hub, but will also help us bring Connected Reality to the world. Through our Playable Data™ engine we are bringing everyday reality to mobile games, giving gamers new ways to play and connect with each other and their world. I’m very excited about the upcoming worldwide launch of Qurius, the first-ever Connected Reality powered mobile game developed at our Charlottetown studio.”

- Stu Duncan, CEO and Founder, icejam

#### **Associated Links**

- [icejam](#)
- [Atlantic Growth Strategy](#)

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