

Marketing

Bits Corp plots transactional poker video game

By James Quilter

Bits Corp, which produces video games for Vivendi Universal and Warner Bros, is looking for an agency to handle the £2m launch of an online poker game.

Called *PlayWize.com*, it is set to launch later this year. Predominantly aimed at newcomers to the game, it will be one of the first poker

programmes built for games consoles, such as the Sony PlayStation, to allow the player to make financial transactions. It will also be available for PC users.

It is understood that the game will integrate technology that allows players to develop their own characters. These will be able to perform certain gestures intended to



PlayWize.com:
game includes
customisable
characters

improve the playing experience by helping participants to recreate elements of live play such as bluffing.

Bits Corp marketing director Mike Leys said: 'After extensive research of the online gaming market and seeing some obvious shortcomings in the current offering, we are investing in developing a totally new

product. We are talking to a number of integrated agencies to help us launch our offering in the UK and Europe.'

Until now, the company has specialised in the development of computer graphics, rather than games, with many of its products adapted from films. Its releases include *Spider-Man 3* and *Die Hard: Vendetta*.