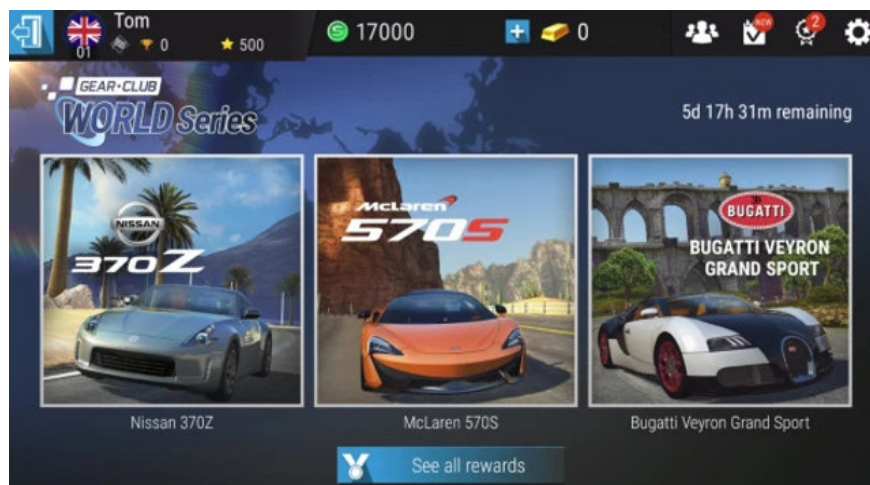


Amazon launched the new GameOn multi-platform gaming service

Amazon has launched a gaming platform, competing with other game developers.

Amazon has launched a multi-platform, competitive gaming service for game developers. Called the Amazon GameOn, it allows developers to add game contests such as Esport for mobile phones, personal computers, and control games where players can win prizes.

A competitive game will be equipped with competitive features behind professional Esport gamers, where Cyberathlete (gamers in tournaments to earn prizes or gamers in Cyberathlete Professional tournament) League (CPL) competes for millions of dollars. For Amazon tournaments, you can win the Amazon Echo Dot for free, according to Newzoo market researcher, this form of competition can help the field. Esport increased to 1.5 billion USD in 2020.



The GameOn platform is built on the Amazon Web Services cloud infrastructure and works on any operating system, allowing developers to quickly expand the game. Marja Koopmans, director of Amazon Competitive Gaming, said in an interview with GamesBeat that GameOn's application programming interface (API) aims to make it easier to increase competitiveness, play games based on awards, reduce downloads. work for developers so they can focus on the main features of the game.

Amazon GameOn is a way for many amateur players to access competitive and Esport games. They can compete to win in-game prizes and real rewards made by Amazon. The service also allows game developers to add more players and increase their ability to make money from their games.

"We allow game developers to increase competition into games, and reward players with in-game prizes or real rewards from Amazon," she said.

GameOn currently supports rankings, tournaments, and multi-faceted competitions and allows developers to create custom events such as local and regional scale competitions. Developers can also allow players, streamer to create contests and invite other players to join, allowing players to connect with friends and expand their gaming network.

Amazon has been working on this idea for a while. Initially, the company judged whether the success of Esport on PC could be repeated in mobile games. In September 2016, the company successfully organized a mobile video game competition with Vaughn of Super Evil Megacorp. Then, in December 2016, they organized a tournament for casual mobile games in Las Vegas with games like Disney Crossy Road.

The organization of a gaming competition among gamers requires a lot of effort for players to know and participate. Therefore, GameOn aims to promote competitive gameplay in the game, but in an easier way for developers.

Currently, Amazon GameOn is being used by nWay, Game Insight, Eden Games of Millennial Esports, Umbrella Games, Nazara, Mindstorm, Mokuni, Avix and GameCloud Studios, with many different game types. Players in these games have won real prizes. Because Amazon wants to stay away from gambling, prizes do not include cash.

nWay, a free, multi-player mobile game developer, started integrating Amazon GameON into Saban's Power Rangers: Legacy Wars game.

Jesse Cherry, the leader in high-end products at nWay, said: "We pay special attention to the practical award aspect of GameOn. In-game tournaments promote player participation, and create The motivation is stronger for players to participate in. The management of real rewards is often quite complex, and Amazon is a very good partner, they help logistics more easily and seamlessly. "

Reggie Martin, who leads the product at Amazon, said in an interview, if you can introduce more players to join, you can also get rewards. Game fans who create their own game versions can also receive rewards.

Millennial Esports' Eden Games, the developer behind some of the world's most successful racing game brands, including V-Rally and Test Drive Unlimited, uses Amazon GameOn to expand the scale of in-game competitions. Gear Club.

Game Insight, a global developer of cross-platform multi-user games, is using Amazon GameOn to better reward their community at the game Survival Arena.

Anatoly Ropotov, CEO of Game Insight, stated: "We are committed to developing a competitive gaming community and the Esport community, and GameOn's API provides us with an exciting new set of tools to work with. We have started using GameOn to provide real fans with prizes and new types of tournaments that allow players to compete with each other via PC and mobile phones. "

Developers can use GameOne API for free until 15/2018. After this date, 35,000 players per month are free for a limited time, then charge \$ 0.003 / play. Awards offered by Amazon will only be available in the United States.

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