Press Start
Evolution

Welcome

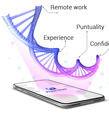
We are your technological ally

ABOUT US?

We are developers and designers of video games, software and digital products with 13 years of experience. During this time, we have specialized in merging creativity with technology to provide our clients with services and products of advergames, fintech applications, educational games and augmented reality, all of them being used in various industries with different objectives.

Our DNA:
We deliver what we promise

Thanks to our versatility and knowledge in various digital platforms and technologies, we can meet different software needs of the same client.



OUR STRENGTHS

Experienced team and constantly updated

Team of leaders with more than 13 years of experience and a specialized team for your needs.

Passionate group always looking to be at the forefront of new technological trends.

CLOUD DEVELOPMENT	95%
CROSS-PLATFORM SOFTWARE	90%
AUGMENTED REALITY	90%

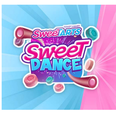
VISIT OUR PORTFOLIO

Our Services:

Advergames

We know the power that videogames have when it comes to building loyalty and generating databases. That is why, in the last 13 years, brands such as the Colombian soccer player James Rodríguez, Association of Volleyball Professionals AVP, MTV in alliance with Sweet Tarts, Diageo and Western Union have trusted us to develop video games that are part of their advertising campaigns.

We have developed advergames for the following industries: sports, fintech, alcoholic beverages, personal care, food, events, health insurance, tourism, etc.



Do you want to know more **about this service?**

CONTACT US

Fintech applications

The financial industry has been growing its presence in the digital field in the last decade. That is why teams like Press Start with knowledge and experience in this type of software is increasingly relevant.

We have developed Fintech applications for NGOs and financial entities connecting them with Colombian credit bureaus such as Datacrédito, generating digital promissory notes and client-specific algorithms to identify the credit risk profile of their users.

Do you want to know more **about this service?**

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Online Education and Educational Games

En recent years, online education has experienced tremendous growth and video games have proven to be an excellent tool for teaching, entertaining and transmitting knowledge.

We have experience in simplifying complex information into interactive exercises that can be used in educational platforms such as Moodle or in video games. This service has been used by our clients for governments, universities, financial institutions and NGOs.

Do you want to know more **about this service?**

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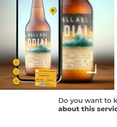
Augmented Reality

In the last 5 years we have immersed ourselves in augmented reality, a technology that will be part of our daily lives in the immediate future.



We have developed mobile applications (Apple and Android) that read labels of mass consumption products, displaying their information using augmented reality and connecting users with the product's social networks. Likewise, we have developed video games using this technology with movement recognition to generate more immersive experiences. Finally, we have used geolocation with augmented reality to unite the virtual world with the physical world.

Do you want to know more **about this service?**

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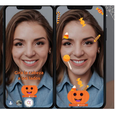
Our Products:

Filters for Instagram

Following the latest digital marketing trends, we offer the creation of interactive filters to be used on Instagram. Through this product you can offer innovative experiences to your community. This tool allows you to stand out from your competition, which generates excellent brand recognition.



We have developed filters using augmented reality where the user has to pick up objects that appear on the screen by moving their head.

Do you want to know more **about this service?**

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Gameit Engine

NoCode web/mobile platform that allows companies to customize video games with their logo and colors for brand activation, customer loyalty, database generation and analytics. It is perfect to offer interactive experiences at events, congresses and fairs for your clients.

These video games can be published on the App Store, Google Play and giant screens (digital totems) in less than a week and without the need of technical knowledge.

Do you want to know more **about this service?**

CONTACT US

AR Business Cards

Using augmented reality, we have created the business card of the future through which we create an innovative and immersive experience at the forefront of new technological trends.

Each card shows personalized information such as name, position, etc. and at the same time connects the user with the social networks of the person and the company through buttons.

Would you like to implement this technology in your company's business cards?

CONTACT US

WHAT ARE YOU WAITING FOR?

Let's develop your Project!

CONTACT US

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