



FAQ

Q: What are the terms and conditions for the Launch Jam?

A: In a nutshell :

- At launch, games will be featured live on the BLUR mobile app for a minimum of 21 days with a maximum of 42 days both in the game center and in the messaging screen.
- Texta, Inc. (BLUR) is not the holder of the IP and has a non - exclusive license in place if need be.
- BLUR will provide relevant information to the developer after the game has become inactive on the platform regarding number of plays, where played, click -thru's at a minimum.
- At any time, if the game is not operable, BLUR can deactivate the game until the issue is resolved. The time inactive will not impact the guaranteed minimum active status on the platform
- At any time after 21 days, BLUR can choose to deactivate the game and remove the files from its database for any reason. The game will not become active again after becoming inactive unless due to operating problems (bugs) and the local zip files containing the contents of the game are removed from BLUR databases indefinitely.
- After the zip file containing the required game files is provided to BLUR, the developer agrees to the maximum 42 day availability on its platform unless otherwise discussed with BLUR.

Q: Can I have advertisements in my game?

A: On our platform, the approach is completely different then other gaming platforms. Yes, we want people to engage with your game(s) on our platform but where we differ is that we want to provide a "snippet" (demo, playable GIF, minified version) of your game in order to intrigue the user. Then we want to do the unheard of and send them to the digital location of your choosing where they can engage in the game(s) in their entirety. As a result, you can monetize that traffic however you like at that point.

Q: Can I submit already existing games?

A: Absolutely!



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