

## PEGI App for Windows Phone 7 Launched

*Free app in 11 languages with extended advice and external game review content*

**Brussels, 20 July 2011** – PEGI S.A., the organisation that manages the pan-European age rating system for video game content, has published its free app for the Windows Phone 7 platform. The app offers an accessible way to browse the database of all the video games that have received a PEGI rating (over 16,000 and counting). It is available in 11 languages, featuring extended consumer advice about the game and the type of content and external game review content from the Eurogamer network.

This application is now available on Windows Phone 7, alongside a host of other mobile platforms. The app automatically adopts the language of the device, which can be changed in the general settings. The available languages are English, French, German, Italian, Spanish, Dutch, Polish, Danish, Norwegian, Swedish and Finnish.

“This app is a great example of us working with partners to make the best out of our platform offering” says Chris Lewis, Vice President, Interactive Entertainment Business at Microsoft. “We wanted to work with PEGI to develop this app for our new phone operating system to ensure that we were able to offer gamers and mobile phone users access to the most up-to-date ratings information.



“We believe that by harnessing the best of our technology and providing access to this database, we are allowing parents and young people to make informed choices about the video games content that they access.”

“Adding the Windows Phone 7 platform was an important step for PEGI, since it allows us to cover basically the entire smartphone market with our app,” says Simon Little, MD of PEGI S.A.

“The PEGI app is designed to help consumers with clear information about the age rating and the game’s content at the point of purchase, at home or wherever they may be. We will continue to improve the app in the future to ensure that it is a must-have on every smartphone.”



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The app features specific search filters to allow users to search per platform and/or age rating. The age label clearly indicates the age suitability of the game's content (not the level of difficulty). Content descriptors and specific consumer advice indicate the main reasons why a particular rating is given to a video game (eg. fear, violence, etc.).

**DOWNLOAD THE FREE PEGI APP HERE:** <http://wp7applist.com/getapp/24557/pegi>

**or search for the app on your Windows Phone 7 device.**

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PEGI S.A.

[www.pegi.info](http://www.pegi.info)

#### **About PEGI S.A.**

PEGI S.A. is an independent not-for-profit organisation responsible for the day-to-day management, supervision and development of PEGI, the pan-European age rating system for video games. The aim of PEGI is to protect minors from exposure to potentially unsuitable game content and to ensure that games are sold and advertised in a responsible manner. The administration of the system is contracted to the Netherlands Institute for the Classification of Audiovisual Media (NICAM) and the Video Standards Council (VSC).

#### **About Xbox 360**

Xbox 360 is a premier home entertainment and video game system. With the addition of Kinect, Xbox 360 will forever transform social gaming and entertainment with a whole new way to play — no controller required. Xbox 360 is also home to the best and broadest games as well as the largest on-demand library of music, standard- and high-definition movies, TV shows and digital games, all in one place. The entertainment centre of the living room, Xbox 360 blends unbeatable content with a network of 35 million Xbox LIVE members to create a limitless entertainment experience that can be shared at home or across the globe. More information about Xbox 360 can be found online at <http://www.xbox.com>.

#### **About Xbox LIVE**

Xbox LIVE is the online entertainment service for your Xbox 360, connecting you to an ever-expanding world of games, movies, music, sports and social entertainment. Xbox LIVE lets you play the best games, enjoy the largest on-demand library on any console, listen to millions of songs and share the fun with friends around the world. Xbox LIVE is now also available on



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Windows Phone 7 putting the power of connected entertainment in the palm of your hand. Xbox LIVE is the exclusive home of controller-free online entertainment through Kinect, making your Xbox 360 more intuitive and interactive than ever before. With an active community of 35 million people across 35 countries, Xbox LIVE provides you with instant access to the entertainment you want, shared with the people you care about. More information about Xbox LIVE can be found online at <http://www.xbox.com/live>.

**About Microsoft**

Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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