

NowGamer.com launches today!

Pioneering technology publisher unveils its new gaming 'supersite' that boasts cutting edge web technology and proven content

Imagine Publishing, today announced the launch of its long-awaited major videogames website, **NowGamer.com** – the first of its planned series of 'supersites' to launch in 2009 and 2010.

Developed with technology partner, Evolving, **NowGamer.com** uses the latest web development technology to allow users to completely customise the home page layout to suit their own tastes; dictating what gaming content they want to see, the ability to move items around the page, and even change the colour scheme to create a personalised version of this revolutionary site.

Covering all current videogames formats – PS3, PSP, Xbox 360, Wii, DS, PC and Mac/iPhone, not to mention all major classic gaming formats since 1995, **NowGamer.com** is a clean and mature gaming website that offers daily news, previews, reviews, videos, cheats/guides, features, blogs, forums, and weekly software sales charts and podcasts. The new site boasts many innovative online features, including, an interactive release date diary, Publisher Premiership, bespoke game awards, customisable widgets, and PowerLists – an innovative article search and filtering system that creates lists of reviews based on an almost limitless number of combinations.

NowGamer.com makes use of Imagine Publishing's prodigious back catalogue of gaming content, stretching back to 1995 when the original Sony PlayStation was launched. Over 4,000 games reviews are available on day of launch of the website, giving the site a serious advantage over other online start-ups, and competing like-for-like with the established games sites. One thing no other site can beat is NowGamer's access to the well-respected archive of classic gaming content from Imagine Publishing's world-renowned *Retro Gamer* and *games™* magazines.

"We are really pleased to have completed the development of the Now Gamer website. The project presented many technical challenges but working closely with the Imagine team we feel that the end result is a truly great website," said Evolving Managing



Damian Butt
Managing Director

Director Peter McCormack. “We have many ideas for the future development and we look forward to continuing to work with Imagine Publishing.”

“NowGamer.com is a true team effort, with ideas and input from Imagine’s brightest and best games journalists and the Interactive team,” said Imagine Publishing Managing Director, Damian Butt. “Our aim was to create a clean and stylish new games website that would use the latest technology, but most of all would be a pleasure to use and make the most of our thousands of reviews on all formats. Mission accomplished.”

“I hope that the games industry embraces and supports this new venture and I am looking forward to watching the team develop and grow it over the coming years.”

Lee Groombridge, Interactive Media Manager at Imagine Publishing commented: “With all the content at hand and a great team behind me it was a terrific project to work on, one that doesn’t come around that often”

www.nowgamer.com is live and in your face from today

Imagine Publishing is one of the UK’s fastest-growing consumer specialist publishers. Formed in May 2005, Imagine now publishes 20 magazines and 25 websites in the videogames, computing, entertainment and photography markets. An Imagine magazine is purchased every ten seconds.

Imagine Publishing
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www.nowgamer.com



NOWGAMER UNIQUE FEATURES

Customisation

Users can configure the home page in any way they want, including colour scheme and structure

Ease of use/clean mature style

Intuitive search engine, simple format-based navigation, Subdued colour palette, clean design

Release date diary

Revolutionary calendar view release date diary to plan pre-orders and purchases

Public and private member profiles

Registered members can save articles and upload user reviews and comments

Awards/Publishers’ Premiership

Large selection of bespoke accolades

Latest videos

Exclusive footage, trailers and vodcasts from the NowGamer team

Podcasts

Weekly and monthly podcasts, including Xbox 360, PlayStation, Sci-Fi and Mac

PowerLists

Unique filtered search engine

Retro content

Exclusive features and game profiles from the archives of *Retro Gamer* magazine