



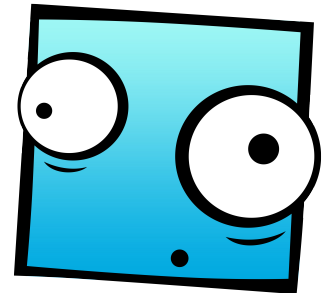
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## Company

Pixel Maniacs is a indie game development studio based in Nuremberg, Germany. Since its founding in 2004, the company has created hundreds of mobile apps and games. In 2015, Pixel Maniacs shifted focus to their true passion: developing games for PC and consoles. Their portfolio includes the popular game ChromaGun (2016) and its upcoming sequel, ChromaGun 2: Dye Hard, which is being published by their partner, PM: Studios. In addition to game development, the company is working on an innovative Influencer Marketing Tool for the games industry, supported by Creative Europe MEDIA.

## Products and technologies

Pixel Maniacs uses Unreal Engine 5 for game development, allowing them to produce high-quality, immersive games for PC and console platforms. Their current focus is on developing ChromaGun 2: Dye Hard and their proprietary Influencer Marketing Tool. This invite-only tool streamlines organic influencer marketing within the games industry, reducing client workload through a data-driven approach.

## Strengths

Pixel Maniacs is distinguished by its creative expertise and innovative approach to both game development and marketing. Key strengths include:

- High-quality game development: Using cutting-edge technology like Unreal Engine 5 to deliver exceptional gaming experiences.
- Innovative marketing tools: The Influencer Marketing Tool is a unique, data-driven solution designed to simplify and optimise influencer marketing for clients.
- Tailored solutions: The invite-only model ensures exclusive access and personalised support for clients.
- Sustainability in creativity: With a small, agile team of nine, Pixel Maniacs fosters innovation while maintaining close relationships with clients and partners.

## Target clients

Pixel Maniacs caters to a diverse range of clients in the games industry, including: Marketing agencies focused on gaming, Game publishers for PC and console platforms (less mobile-based), Game developers seeking innovative marketing solutions.