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## MWC 2010: BUZZCITY TOUTS DJUZZ TO GAME DEVELOPERS

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Readies Alpha version of mobile content portal that generated over 59,000 during trial

Djuzz ([m.djuzz.com](http://m.djuzz.com)), BuzzCity's new mobile games and entertainment portal, has gone live.

The Alpha version launched on December 17th, and the first trial period generated over 59,000 downloads

Hosting games and applications within the portal is free for both the developers, and users.



Djuzz currently offers content from 28 categories - the majority of the apps available are mobile games, but there are also lifestyle and travel apps, multilingual dictionaries, time-zone converters and various navigation tools.

KF Lai, CEO of BuzzCity, said: "We have noticed that mobile consumers want and are expecting more as technology continues to advance, so BuzzCity is adapting to the needs and wants of mobile consumers worldwide. Whilst the demand for free content is increasing, the willingness to purchase quality items online is also on the rise; we have ensured that Djuzz offers both options.

"Furthermore, we are trying to combat the issues developers face by making Djuzz a cheaper option – usually content developers and publishers face high distribution costs, particularly when trying to gain access in emerging markets."

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<http://www.mobile-ent.biz/news/36060/MWC-2010-BuzzCity-touts-Djuzz-to-game-developers>

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