

**FOR IMMEDIATE RELEASE**

**PowerA™ Unveils the MOGA™ Mobile Gaming System at E3**

*Innovative System Earns Top Game Publisher Support*

**Woodinville, WA. – June 1, 2012 (E3 EXPO, Booth #5222 West Hall)** -- Gaming industry leader and innovator [PowerA](#) will unveil the MOGA™ Mobile Gaming System at the E3 Expo next week (June 5-7 in Los Angeles) and is poised to bring console quality gaming experiences to mobile phones and tablets.

"Bite-size, casual mobile games are certainly fun, but they can fall short of what serious gamers want. Mobile devices are capable of console quality graphics today, but providing precision control is the key. With MOGA we are unleashing the power of today's smartphones and tablets to enable console quality gaming experiences that you can enjoy anytime and anywhere," said John Moore, vice president of product development and marketing for PowerA. "MOGA is the first and only complete mobile gaming system that combines a true state-of-the-art mobile controller, top quality game titles enabled by robust development software and a unique game library app that makes finding, using and sharing MOGA Enhanced games fast and easy."

"PowerA is doing mobile gaming right with MOGA," said Andreas Vahsen, CEO and Founder, MachineWorks Northwest LLC. "They are the only company offering all of the pieces and the complete experience – a world class controller, the best app interface and powerful software for developers designed to support full analog controls and dramatically lower the cost of development."

To empower this advance in mobile gaming, MOGA combines three key innovations into a single powerful system. The MOGA Controller is the first state-of-the-art, full-featured controller designed specifically for mobile devices. Pocket-sized, portable and connected via Bluetooth, the MOGA Controller features the controls that console gamers and developers demand: dual analog sticks, two shoulder buttons, four action buttons and standard home, start and select buttons. In addition, the MOGA SDK provides mobile game developers with greater precision, robust control and enhanced display abilities while enabling fast, efficient development of rich new game titles and MOGA enhancement of existing titles. Finally, the MOGA Pivot App enables gamers to easily browse, find and play a library of MOGA Enhanced games in one convenient location. MOGA Pivot will be available free via Google Play.

"MOGA opens the door to a whole new generation of great Namco Bandai mobile gaming opportunities and experiences," said James Kucera, Head of Mobile Gaming, Namco Bandai Games America Inc.

At E3, PowerA is also announcing support for MOGA from top game publishers. Industry leaders Gameloft, MachineWorks, Namco Bandai, SEGA, Atari and Ratrod Studio Inc. have committed to deliver new and classic favorites such as *N.O.V.A. 3 – Near Orbit Vanguard Alliance*, *Six-Guns*, *Dungeon Hunter 3*, *Painkiller: Purgatory HD*, *Duke Nukem 3D*, *Sky Gamblers: Rise of Glory*, *PAC-MAN® by Namco*, *Virtua Tennis Challenge*, *Sonic The Hedgehog 4™ Episode II*, *Atari's Greatest Hits (including Centipede®, Asteroids® and Battlezone®)* and *Mike V: Skateboard Party* to MOGA this year. With the support of these publishers and others, MOGA will feature top games from every genre, including shooter, racing, sports, arcade and more.

In addition to the pocket-sized MOGA controller, PowerA will also release a MOGA Pro Controller for those gamers who want a full-sized, console-style controller design. More details will be released on this product later in the year.

The MOGA system will initially support Android 2.3+ mobile devices, and be available during the second half of 2012.



Visit [PowerA.com/MOGA](http://PowerA.com/MOGA) for more details.

Developers: Contact PowerA at [DevInfo@PowerA.com](mailto:DevInfo@PowerA.com)

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### **About PowerA**

PowerA creates innovative accessory products that enhance the world's best video game and mobile technology experiences. A brand that has become known for high standards and quality manufacturing, PowerA delivers the safest products possible including game controllers, cases, starter kits and a wide collection of other accessories. PowerA products are available across the globe at major retailers including North America, Europe, Australia and Latin America. To learn more, visit [PowerA.com](http://PowerA.com). PowerA: Amplify Your Experience™

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