

Unity Technologies and Roku Announce Agreement to Bring Union Game Titles to Roku

SAN FRANCISCO – (Marketwire – Sept. 28, 2011) – At Unite 11, Unity Technologies, provider of the Unity development platform for awesome games and interactive 3D on the web, iOS, Android, consoles and beyond, and Roku, the leading streaming platform, announced an agreement to bring games from Unity Technologies' Union business unit to the Roku 2 line of streaming players. This agreement marks the first time Unity games will be available on the TV while demonstrating Roku's ongoing commitment to providing high-quality games for Roku 2.

The newest line of Roku's best-selling and award-winning streaming players, Roku 2 is designed to bring popular casual games to the TV alongside Roku's large and growing selection of video and music entertainment – currently at more than 300 channels.

"Roku is the gold standard in streaming TV entertainment and now that games are supported, we are excited to partner with them to introduce Unity-authored games for play on the TV," said David Helgason, CEO, Unity Technologies. "It's exciting to be able to expand Union's distribution potential by reaching Roku customers across the U.S."

Unity's scalable 3D engine architecture will allow the Union team to seamlessly transition games to the Roku platform and ensure that they provide the best possible experience on the TV screen. The games will also be adapted to take full advantage of the Roku Game Remote which features motion-sensing control and allows players to take a more active role in the games they play.

"Union has a broad catalog of Unity-powered content including casual games that will be customized to fully leverage our platform and our game remote," said Anthony Wood, founder and CEO, Roku. "Unity is one of the most recognized game development platforms and partnering with them to provide these games is significant for Roku in our mission to transform the way people play casual games on the TV."

Union will deliver eight games to Roku with the option to deliver additional games in the future. Union and Roku will collaborate on marketing Unity-authored titles to Roku customers.

About Roku

Roku is the leading streaming platform. Since launching the first Netflix streaming player in 2008, Roku has delivered streaming entertainment to more than one million customers in the U.S. Today, Roku features more than 300 entertainment partners including Netflix, Amazon Instant Video, Hulu Plus, Pandora and Rovio. The award-winning Roku players, renowned for their ease of use, value and selection of content, are available for purchase at Roku.com and Amazon.com; as well as in retail stores across the nation including Best Buy and Wal-Mart. Roku is founded by Anthony Wood, inventor of the DVR. For more information about Roku, visit www.roku.com.

About Unity Technologies

Unity Technologies is revolutionizing the game industry with Unity, its award-winning breakthrough development platform. Unity Technologies has more than 650,000 registered users worldwide –

including Bigpoint, Cartoon Network, Coca-Cola, Disney, Electronic Arts, LEGO, Microsoft, NASA, Nickelodeon, Ubisoft, Warner Bros., large and small studios, indies, students and hobbyists -- all using Unity to create games and interactive 3D, like training simulations and medical and architectural visualizations, on the web, mobile, consoles and beyond. Unity Technologies is aggressively innovating to expand usability, power and platform reach along with its Asset Store digital content marketplace and Union game distribution service so that it can deliver on its vision of democratizing interactive 3D technology. Unity Technologies is headquartered in San Francisco and has development offices worldwide. For more information, visit: unity3d.com.

Facebook: <http://www.facebook.com/unity3d>

Twitter: <http://twitter.com/unity3d>

About Union

Union is a business unit of Unity Technologies, dedicated to syndicating high quality video games to mobile phones, app stores, tablets, set-top boxes, connected TVs and other emerging platforms. Union works closely with Unity's video game developers and publishers to build a portfolio of premium gaming titles. Union then adapts, localizes and syndicates this content to app stores, mobile phones and other platforms, as appropriate to the medium, helping developers access technically or commercially challenging monetization opportunities and providing platform partners with a rich gaming experience for their consumers. Union provides an 80 percent revenue share to its developers. For more information, visit: unity3d.com/union.

About Unite 11

Unity Technologies is holding Unite 11, its fifth annual developer conference, September 28 - 30, 2011 at the Masonic Center in San Francisco. Unite 11 is an event for developers, publishers, enthusiasts and others interested in Unity to come together to learn more about the market-leading platform for creating high quality video games, training simulations, medical and architectural visualizations and other 3D interactive content -- and how to get the most out of it.

Unite 11 offers three days of learning including advanced hands-on class tutorials, technical sessions and an opportunity to attend awesome parties. David Brevik, the President and COO of Gazillion Entertainment and Co-Creator and Lead Programmer of Diablo and Diablo II, gave the opening guest keynote. This year's sponsors include AikenLabs, Allegorithmic, Autodesk, design3, Electrotank, Exit Games, Intel, Kongregate, Luxology, Massive Black, Mixamo, NVIDIA, OpenFeint, Qualcomm, SoftKinetic and Sony Ericsson. Unity Technologies hosted a Flash Day on September 27, the day before Unite 11 kicked off to give Flash users a crash course in Unity development. For more information on Unite 11 and Flash Day, visit: unity3d.com/unite/.

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