

# Is your network ready to deliver the next gaming revolution?

## 5 gaming trends placing greater stress on the internet

### MMO games

Massive multiplayer online games have thousands of players on the same server simultaneously and promotes interactivity.

### Cloud gaming

The shifts towards Gaming-as-a-Service place computational resources in the cloud which means all gamers need is a high-speed internet connection.

### AR & VR experience

Immersion – the key element to gaming, is poised to push the boundaries. With VR headsets becoming more affordable, so will the number of gamers accessing VR games via the cloud.

### High-fidelity mobile games

Ultra-realistic graphics has made its way to mobile gaming and phone brands are launching models with higher GPU.

### 3.5 billion gamers by 2025

There are new gamers every year and they come from all ages and gender. 55% of gamers are from Asia-Pacific.

## SwiftSpeed builds dedicated fast lanes for optimal gaming experience

Conversant's SwiftSpeed is a connection optimisation service that continuously augments internet traffic routes. It intelligently identifies game servers locations and connects users in order to reduce the hops and inefficiencies and optimise performance. This establishes dedicated and direct routes to achieve the lowest possible latency best suited for cross-regional, multi-playing gaming.

Key Features	
Game server discovery	<ul style="list-style-type: none"><li>Identifies and pinpoints remote game servers' locations anywhere in the world. The gamer simply has to initiate the gameplay.</li></ul>
Dedicated fast lane	<ul style="list-style-type: none"><li>Evaluates multiple data paths and intuitively establishes the most efficient route to connect user and game server for lowest possible latency.</li></ul>
Reliable connectivity with always-on optimisation	<ul style="list-style-type: none"><li>Continuously monitors and manages the dynamic changes in internet traffic so that your gamers can connect via the fastest route.</li></ul>
Easy to implement	<ul style="list-style-type: none"><li>No hefty costs nor changes to your existing infrastructure required.</li></ul>

# Why are ISPs choosing SwiftSpeed

Gamers are passionate in their gameplays and are always searching for the best internet service, gaming hardware & software to optimise their gaming experience. Whilst it is a challenging customer segment, meeting its high expectations can unlock valuable benefits.

- Reinforces **brand affinity**
- Better **differentiate** from competition
- Improves **service engagement**
- Builds **customer loyalty**
- **Increase revenue**



## Partner with a leading digital enabler



### Experts in delivering digital content, end-to-end

We provide manage services, security and digital content delivery since 2002.



### Global points-of-presence (POP) coverage

Our POPs are located in Tier 1 ISPs and major peering points around the world so to ensure our infrastructure is as close to your end users as possible, to achieve the best possible performance.



### High volume content? No problem

We manage terabits per second and optimise performance continuously, 24/7.



### Deep network penetration

We work with Tier 1 Internet Service Providers (ISPs) so you and your users get the best digital experience.



### Trusted partner

Some of our clients are high volume content owners and distributors, OTT gaming, video streaming and even national 'live' broadcasters.



### Continuous innovation, always

We are always innovating. Via partnering with best of breed providers and investing heavily in research and development we aim to enable our customers to leverage the latest technologies to refine their digital business.

Ready to speed boost to meet your gamers' high expectations? Email us: [sales@conversant.com.sg](mailto:sales@conversant.com.sg)

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