

Bavarian developer studio is seeking publisher, partner and collaborations for educational gaming & new media projects

Summary

Profile type

Technology request

Company's country

Germany

POD reference

TRDE20250730012

Profile status

PUBLISHED

Type of partnership

Investment agreement
Research and development cooperation agreement
Commercial agreement with technical assistance

Targeted countries

• World

Contact Person

[Enrico FRANZIN](#)

Term of validity

27 Aug 2025
27 Aug 2026

Last update

27 Aug 2025

General Information

Short summary

A Bavarian development studio has specialized in interactivity, education, new media formats and gaming, with a strong focus on educational and knowledge-based games. The SME is seeking publishers to distribute and co-develop its products, partners to create outstanding and immersive gaming experiences and clients for tailored high-quality product development. The studio is open to various collaboration models - from developer-publisher partnerships to broader strategic business alliances.

Full description

The Bavarian development studio offers services in terms of interactivity, education, new media formats and gaming. After more than 10 years and more than 120 successfully completed projects, they stand for a comprehensive range of consulting and development services for games and interactive solutions.

The main office is located in Munich, Bavaria, Germany and they work with employees and partners worldwide. The studio is dedicated to the entire range of digital developments, but with a focus on games with knowledge-imparting content. This includes complex interactive applications for information and knowledge transfer for the web, smartphones, tablets, in Virtual Reality (VR) and Augmented Reality (AR) / Extended Reality (XR) as well as games development for all common platforms, including consoles.

The full-service agency offers complete project support from the vision to the publication of the products.

They cover the entire spectrum of service provision. In addition, they are available for development services with a well-rehearsed and competent team as well as the international partner network.

They are looking for partners in different fields:

- Publishers who would like to further develop and distribute the studios own products with them.
- Partners to collaborate with in creating stunning gaming experiences
- Clients for individual product development
- Anyone who is looking for a reliable partner to help realize their vision of an (educational) game.

They are interested in different types of partnerships such as a developer-publisher relationship or any other business partnerships.

Advantages and innovations

- **Immersive Technology Integration:** By combining AR, VR, and gamification they create digital experiences that engage and excite users, enhancing brand interaction and user retention.
- **Tailored Solutions:** Each project is custom-designed to meet the specific needs of their clients, ensuring that the experience is unique, relevant, and impactful for the intended audience.
- **Real-Time Interaction:** Their use of real-time technologies ensures that users experience a dynamic, responsive environment, increasing engagement and creating memorable, immersive interactions.
- **Measurable Business Value:** Every solution they develop is aligned with the goal of driving business growth. From increasing customer engagement to boosting brand awareness, they provide tangible, measurable results.
- **Innovation through interdisciplinary expertise:** The interdisciplinary team blends creative design with technical precision. They utilize leading industry tools such as Unreal Engine, Unity3D, and Adobe Creative Cloud to develop scalable, visually compelling applications. This enables them to deliver digital experiences that are not only visually stunning but also robust and adaptable to a variety of platforms and environments. By integrating cutting-edge technology with creative solutions, they offer their clients a seamless and innovative approach to their digital experience needs.

Technical specification or expertise sought

Technical specification includes:

- Real-time interactivity: Data-driven content and live feedback loops increase user commitment and conversion by up to 50 %.
- Gamified experiences: Custom game logic enhances learning, retention and brand connection.
- Cross-platform integration: Compatible with touchscreens, projection mapping, mobile devices, AR/VR headsets and sensor-based input.
- Plug-and-play deployment: Fast setup with minimal IT support-most solutions operational.
- Expert custom development: In-house production by professionals in design and programming ensures reliability and creative freedom.
- Economic efficiency: Modular systems reduce recurring costs and adapt easily to different venues or target groups.
- Compliance & security: GDPR-compliant by design; secure infrastructure for public or commercial settings.
- Clear ROI and Impact: Compared to traditional display or signage systems, our interactive solutions offer a truly immersive, personalized, and measurable user experience. These solutions are perfectly suited for institutions and brands that wish to stand out in competitive physical and hybrid environments, ensuring a clear return on investment (ROI). Whether for exhibitions, trade fairs, or public spaces, our technology transforms user engagement into lasting business value.

Stage of development

Already on the market

IPR Status

IPR granted

IPR Notes

Sustainable Development goals

• Goal 4: Quality Education

IPR Notes

Partner Sought

Expected role of the partner

The Bavarian studio with a strong foothold in the B2B sector - delivering tailor-made solutions for cultural institutions, museums, trade fairs and corporate clients is seeking strategic partners to help expand their presence in the B2C market, especially for their own product lines in the field of educational gaming, interactive storytelling and immersive media.

They are looking for:

- Investors to support scaling, productization and international rollout
- Publishers and distributors with access to B2C markets (mobile, desktop, console, XR)
- Marketing and communication partners experienced in digital consumer engagement
- Universities and research institutes for co-development and evaluation of educational content
- Technology providers (AI, AR/VR, automation) for integration into consumer-facing applications
- IP and licensing partners for cross-media collaboration or content publishing.

Expected roles include:

- Co-development and adaptation of existing B2B solutions for consumer markets
- Publishing, distribution and monetization of in-house B2C products
- Marketing strategy, user acquisition and performance analysis
- Research collaboration in usability, learning impact and gamification strategies
- Strategic investment in product development and platform growth

Type of partnership

Investment agreement

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Type and size of the partner

• **R&D Institution**

• **University**

• **SME 50 - 249**

• **Big company**

• **Other**

Dissemination

Technology keywords

- **11009 - Creative products**
- **11002 - Education and Training**
- **11003 - Information and media, society**
- **01005006 - Visualisation, Virtual Reality**
- **01004014 - Serious Games**

Targeted countries

- **World**

Market keywords

- **05007007 - Other medical/health related (not elsewhere classified)**
- **07001003 - Toys and electronic games**
- **01001004 - Other commercial communications**
- **02006009 - Other computer services**
- **07006 - Other Consumer Related (not elsewhere classified)**

Sector groups involved