

Deadhead Games develops new story-led social entertainment for Howdoo's blockchain-based ecosystem

Project Dragonfly brings together social media, interactive gaming, live streaming, and the power of story

LOS ANGELES, CALIFORNIA, UNITED STATES, June 7, 2018 /EINPresswire.com/ -- Howdoo, the decentralized dApp ecosystem based on blockchain, has announced Project Dragonfly, a partnership with Deadhead Games aimed at developing richer, more immersive and story-led social entertainment. Project Dragonfly will be the first dApp launched on Howdoo's custom blockchain.



Under the Project Dragonfly banner, Deadhead Games, led by Bafta award-winning video games Producer Simon Mathews (ex-Lionhead, SEGA, Electronic Arts, and Microsoft), and Howdoo will team up to create new and unique forms of online gaming.

According to Mathews, "With Project Dragonfly, we now have the perfect social platform to create awe-inspiring entertainment through the medium of games and interactive storytelling. We aim to push the boundaries of Interactivity and the scale of user participation to make it a truly epic mass audience experience. Howdoo will enable us to deliver increasingly complex and immersive consumer experiences almost anywhere on demand, and enable us to monetize these – and I'm truly excited by the possibilities that this has opened up".

The two companies will work together to develop new forms of live social entertainment experiences and to blend compelling storytelling with unique game design, reality TV, and interactive engagement. The first initiative to emerge on the Howdoo platform will be #streamingstar, a project that will give voice to the next generation of streaming talent. This project will be tailored to the needs of distinct regional audiences, connecting content creators with global fans.

Matt Carroll, Advisor to Deadhead and COO Sports Interactive states, "Games on social media exploded about 10 years ago, but there hasn't really been any innovation to immerse audiences on the platform. With Deadhead's experience on interactive cinematic storytelling, I'm super excited to see how they will use the social space to make new experiences. If they deliver the emotion as planned, it has the potential to be truly disruptive".

As the platform for Project Dragonfly, Howdoo brings together a fresh and exciting user experience with innovative monetization options for rewarding content creators. Individual users can create their own channels, interact with specific gameplay, and make micropayments to access exclusive features, save time, and make in-game purchases. Thanks to Howdoo, content creators and fans gain greater control over their experience. As partners such as Deadhead deploy dApp's on Howdoo's custom blockchain, they help grow the Howdoo back-end ecosystem and front-end social media platform.

David Brierley, Founder and Chief Initiator at Howdoo commented, "Gaming is an essential aspect of

the Howdoo network. Using it as a means to create both personal and community-driven interaction. Beginning with #streamingstar we're also determined to connect inspired content, from living drama to lifestyle entertainment, to local audiences – whilst ensuring transparent and fair rewards for all.”

To learn more about Howdoo and the platform’s token sale, visit www.howdoo.io
Keep in mind the token sale ends on June 12th, 2018

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