

# Upgaming Launches Upgames: A Bold New Studio Dedicated to Mini-Games

ZUG, SWITZERLAND, July 16, 2025 /EINPresswire.com/ -- Upgaming, a Enterprise [iGaming solutions provider](#), has officially announced the launch of [Upgames - standalone game studio](#) focused exclusively on developing high-quality, narrative-driven mini-games.

This strategic move comes in response to the rising demand for fast, snackable gaming experiences worldwide—an audience segment that now makes up an estimated 10–15% of the online casino market.

## A Natural Evolution

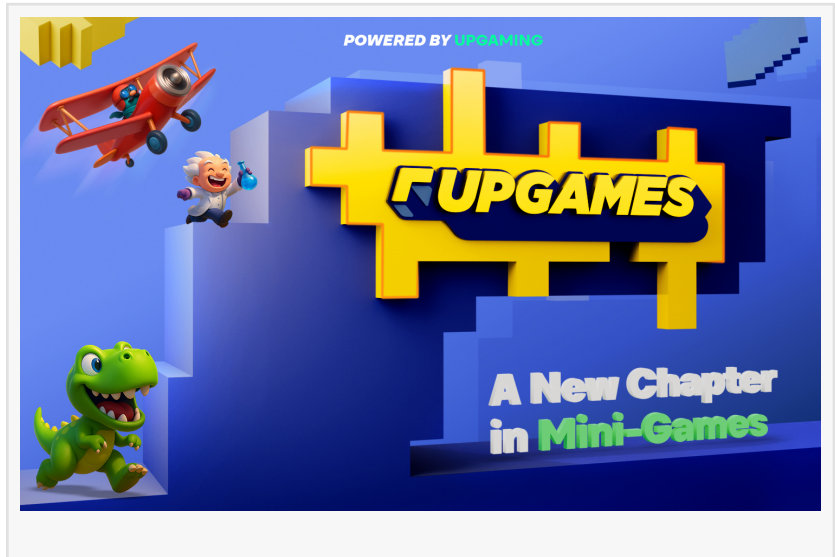
Upgaming's journey into mini-games began in 2018 with the release of Dino, its first entry into the genre. Since then, the company has developed and tested over 30 mini-games, collecting valuable performance data and refining the balance between fast gameplay and long-term engagement.

As the division evolved, it took on a distinct identity—driven by visual creativity, gameplay experimentation, and bold design choices. That identity now has a name: Upgames.

"What started as a small experimental team is now a full-scale studio of over 50 professionals," said Tornike Tvauri, CEO of Upgaming.

## A Strong Portfolio Out of the Gate

Launching with 20+ games, Upgames delivers a portfolio that spans [crash games](#), scratch mechanics, instant wins, and more. Each title is crafted to serve a unique player profile—some light and casual, others strategic and tension-driven.



One of the studio's standout achievements, Aero, won Best Crash Game of the Year at the 2023 SiGMA Europe Awards, a clear validation of the team's ability to pair simplicity with high-impact gameplay.

## A Partner-First Focus

Designed with operators in mind, Upgames delivers:

- Repeatable Engagement – Smart, risk-reward mechanics that drive longer sessions and higher retention.
- Quick Integration – A plug-and-play platform with full tech support for seamless game deployment.
- Scalable Growth – A development roadmap focused on innovation, optimization, and adaptability to evolving market needs.

## Looking Ahead

Upgames represents a new chapter for Upgaming—one that zeroes in on mini-game innovation, tighter player feedback loops, and closer collaboration with operator partners worldwide.

## About Upgaming

Upgaming is a global iGaming software provider offering sportsbook solutions, casino platforms, and now, through Upgames, a dynamic suite of mini-games. With a focus on quality, creativity, and operator success, Upgaming continues to set the standard in next-gen gaming experiences.

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