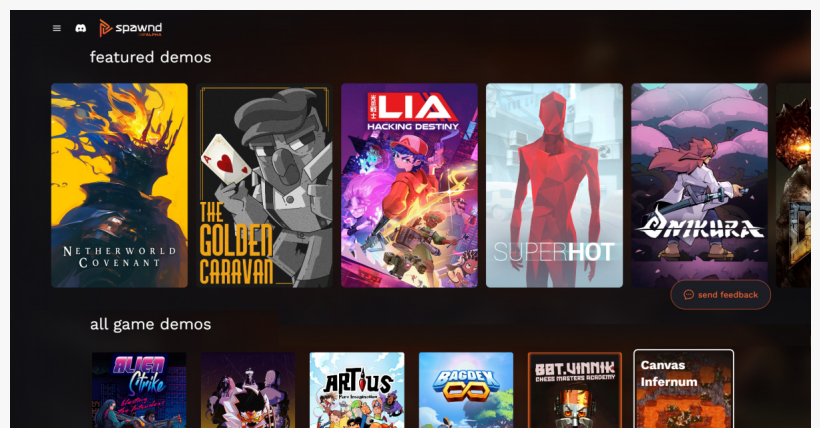


New Web Technology Enables Browser-Based Indie Gaming Without Installation

spawnd releases a tool that allows users to access and play PC games directly through web pages.

WA, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- Recent data analysis from deltaDNA, How To Market A Game, and GameAnalytics indicates that a significant percentage of player drop-off occurs prior to starting a game session. The requirement to download and install game demos contributes heavily to this attrition, often deterring players during the initial discovery phase.



spawnd.gg Website Homepage

Developed to address this friction, [spawnd](#) is a web-based game discovery platform utilizing WebGL and WebGPU technologies. The platform enables independent studios to embed playable game demos directly into web pages, articles, and social media posts. This infrastructure allows users to bypass traditional software launchers and client downloads, playing PC games instantly within standard web browsers.

“

This partnership helps us give publishers and studios a frictionless way to connect their games with the right audiences everywhere”

Fernando Campos, CEO and Co-Founder, Nuuvem

The [spawnd catalog](#) currently features over 60 playable titles, encompassing genres such as city builders, roguelites, and first-person shooters. The technology functions similarly to embedded video players, removing

installation and providing immediate access to gameplay.

This browser-based infrastructure prompted Square Enix’s first-ever investment in a Brazilian company last year. By backing spawnd’s parent company, Nuuvem, the publisher signaled a strategic interest in utilizing the web as a frictionless distribution and discovery layer for the gaming industry.

"Square Enix's investment is a powerful validation of what we're building with spawn," said Fernando Campos, CEO and Co-Founder of Nuuvem. "This partnership helps us give publishers and studios a frictionless way to connect their games with audiences everywhere by turning discovery into instant gameplay."

"Latin America is a strategic territory, full of passionate gamers and a strong bond to Japanese culture," added Hideaki Uehara, GM of Investment and Business Development at Square Enix Holdings. "Our first investment in Brazil reflects our belief in Nuuvem and in spawn's potential to transform game discovery."

[About spawn:](#)

spawn (spawn.gg) is a web-based game discovery platform and distribution layer that allows users to play high-quality independent game demos instantly in a web browser without downloads, utilizing WebGL and WebGPU technology.

About Nuuvem:

Nuuvem is a gaming ecosystem born in Latin America and built for global scale. With over 15 years of experience, 4 million registered users, and 400+ publishers onboarded, Nuuvem operates one of the region's largest gaming platforms, spanning distribution, publishing, and platform infrastructure like spawn.

About Square Enix Holdings:

Headquartered in Tokyo, Japan, the holding company leads the Square Enix Group across a diverse range of entertainment content, including franchises like FINAL FANTASY, DRAGON QUEST, and SPACE INVADERS.

Access spawn!

spawn.gg

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