ULTRA
A blockchain-powered game
distribution platform.

"Working on an EOSIO base allows us to hire more easily experienced developers. The game industry has always been coding in C++, it makes everything simpler for us."

Nicolas Gilot, Ultra Co-CEO

Background

Ultra is developing a blockchain powered entertainment platform containing a game distribution service, an asset marketplace and a built-in blockchain wallet,. Their goal is to deliver a seamless experience to users, and create additional revenue streams for platform participants.

Today Ultra is focused on three main verticals, the coexisting communities of gamers, game developers, and influencers. The EOSIO blockchain runs in the background and connects each of these communities, rewarding gamers, providing infrastructure for developers, and a means for influencers to reach and engage audiences.

Ultra is building infrastructures that serve both games and application architectures with seamless blockchain integrations that allow users to earn Non-Fungible-Token (NFT) rewards. Ultra serves NFT technology through its cross-platform SDK to integrate NFT generation and distribution within games and applications.

> **The ability to update a smart contract on EOSIO makes for a more controllable development cycle.** ❞
> Nicolas Gilot, Ultra Co-CEO

On Ultra when users buy a game, they are receiving a custom on-chain NFT. When Ultra's system reads that a player owns the corresponding game's NFT, that game appears in the player's in-platform game library.

Game developers set Ultra's NFTs settings through a convenient user interface to decide whether or not their products can be sold on a second hand marketplace and if there certain restrictions or sales commissions are imposed.

Why EOSIO?

Ultra determined that EOSIO was the right blockchain to build their platform on due to the protocol's configurable smart contracts, high transaction throughput, a C++ development environment, and overall network resource management. In addition the permissions system on EOSIO played a role in Ultra's decision to go with EOSIO.

Ultra selected EOSIO as their platform of choice for the following reasons:

Configurability
EOSIO gives Ultra the ability to make changes and redeploy a smart contract without excessive, system-breaking consequences.

C++ Programming Language
EOSIO features C++, a language which a majority of games are programmed in, making it more accessible to the existing pool of game developers.

Resource Management
Ultra is able to configure EOSIO to reduce user-friction from network related transaction fees by handing them off to developers.

High-Performance
Ultra leverages EOSIO's highly-performant blockchain platform, which can support 5000+ transactions-per-second.

Solution Overview

Ultra configured EOSIO to modify the resource management marketplace and staking mechanisms. They introduced a queueing mechanism that offers gamers free transactions and shifts the responsibility of resource management to the game developer. Ultra operates its platform backend infrastructure via Google Cloud Platform.

Game Distribution Platform
EOSIO-based NFTs allow game developers to determine secondary market attributes.

Incentive Program
Seamless integration with crypto and NFT rewards for players for games.

A Streaming Platform
Audiences of all kinds can pick and choose among their favorite influencer broadcasts and interact, all in-platform.

Pre-Configured Infrastructure
Ultra provides an all encompassing solution with an infrastructure layer built on top of EOSIO, negating the need for a traditional server architecture.

Visit EOS.IO to learn more ↗