"EOSIO technology made perfect sense to us. As network operators we can stake resources for the sake of our users and then treat the blockchain as any part of our back-end stack."

Idan Zuckerman, Co-Founder of Upland

Background

Upland's mobile multiplayer real-estate collecting game of the same name on iOS and Android marketplaces is built for mass appeal and gives players the benefit of true ownership of virtual assets in a dynamic interactive digital cityscape.

Upland founders began toying with the idea of a blockchain-based game in early 2017. They first looked at the Ethereum network to deploy their application, but reconsidered their options after complications around gas fees, wallet permissions, token ownership, and overall knowledge of cryptocurrency posed obstacles to the potential growth of their user base.

To make a product that appeals to the mass market, Upland selected the EOSIO protocol to integrate a blockchain-based feature in their real-estate collecting game. To players,

the end-gaming experience is no different from any other game. When players log into upland a smart client handles the complexities of identity and private key management behind the scenes.

❝ **The unique property NFTs in Upland are the core of what drives activity and value in our platform.** ❞

Dirk Lueth, Upland Co-Founder

While most blockchain applications hinge on a fundamental element of security where the users manage their own private keys, a concept that, while appealing in circles of crypto aficionados, doesn't translate well to the mass market. Upland takes a step towards mass adoption by placing the user experience first without compromising the concept of true ownership.

Why EOSIO?

Upland requires a solution that can be seamlessly integrated on the back-end of its game. EOSIO provides superior resource cost solutions in terms of transaction fees, and a malleable software stack capable of being reconfigured to suit Upland's use case. EOSIO also features a novel permissions management system that keeps a user's private keys hidden while permitting system administrators to make certain actions on behalf of users to preserve parity between the game and blockchain backend. This allows Upland to leverage blockchain –based features, such as NFTs, without disrupting or complicating the end–game experience.

Upland chose EOSIO as their platform of choice for the following reasons:

Accessibility
Implementing EOSIO on the back-end allows players to focus on the gaming experience without having to manage blockchain credentials.

True Ownership
Upland drives the concept of true ownership with the property parcel NFT, a collection of geo-unique "UpSquares", each measuring 3m x 3m. These UpSquares are tied to a real-world address and minted on the blockchain, making them a scarce asset.

In-App Purchases
Upland offers an in-game currency that can be acquired for USD and used by players to accumulate digital properties thereby expanding their geo-unique NFT collections.

Solution Overview

Upland's solution to utilize EOSIO on the backend while maintaining privacy allows users to maintain assurance that their credentials are protected while they enjoy a seamlessly blockchain–enhanced gaming experience. Upland modified the EOSIO code to create a feature that allows administrators to stake resources for an action rather than a user. This innovation allowed Upland to integrate the complexities of key management into the game client in a way that doesn't give Upland administrators access to the player's private key.

Scaling to Demand
With Upland's audience comprising thousands of daily active users, EOSIO's reliable back–end infrastructure continues to run smoothly.

Smooth Integration
EOSIO enables Upland's smart client to handle the complexities of private key management for every platform user behind the scenes.

Upgradability
EOSIO's flexibility means Upland can continue to roll out new game features, like an NFT gateway, microcommerce, gamification features, and more.

Configurable Custody
EOSIO can be configured to handle key-based permissions in a number of ways that optimize user privacy and accommodate functionality for a blockchain-based application interface.

Visit EOS.IO to learn more ↗