

## OBJE to Capitalize on New Gaming Trends for 2014

Written by Australian Business

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SARASOTA, Fla.--( [BUSINESS WIRE](#) )--With many experts predicting the global gaming industry to balloon past \$66 billion next year, OBJ Enterprises (OTCBB: OBJE) is working on new ways to capitalize on emerging gaming trends in 2014.

Chief amongst the next wave of technology OBJE seeks to exploit is biometrics—the electronic measurement of unique human characteristics such as fingerprints, irises and more. The miniaturization and mobilization of the tech has the gaming world on the cusp of explosive new innovation, and OBJE plans to be right on the cutting edge.

“Biometric applications for medically themed games is obvious, and providing fun and interactive apps for the global health industry will be a focus of ours moving forward,” said OBJE CEO Paul Watson. “But medicine is just the tip of the iceberg. We’re in talks now with potential partners that are developing social games that use biometrics to detect lies, horror games that can ramp up intensity based on your fear response and so much more.

“We’re in the very early stages of a biometric gaming revolution, and we plan to be well-positioned to share in extraordinary growth,” he added.

Already, OBJE is investing in the future of gaming by building a robust portfolio of mobile games and applications. As global demand for engaging new gaming content grows, the company is seeking out new acquisitions of developers using emerging technologies such as cloud computing, discrete product placement and micro-transactions to capitalize on the explosion in console, smartphone and tablet usage across the globe.

The U.S. gaming industry’s market value alone is about \$13 billion, a number only expected to grow.

Obscene Interactive, OBJE’s gaming division, is working to deliver a wide range of innovative gaming products for the Apple (NASDAQ: AAPL) App Store and Google (NASDAQ: GOOG) Play platforms alongside companies such as Electronic Arts (NASDAQ:

EA) and Activision Blizzard, Inc. (NASDAQ: ATVI).

### About Obscene Interactive

Obscene Interactive, a subsidiary of OBJ Enterprises, Inc. (OBJE), is an emerging global developer of mobile applications for smartphones and tablet computers. OBJE is building a portfolio of popular gaming titles crafted to appeal to a broad audience of consumers all over the world, supporting multiple mobile platforms for maximum marketing value. Obscene Interactive is focused on delivering the best in social gaming solutions to a mass market in order to capitalize on the rapid expansion of the mobile app marketplace.

For investment information and performance data, please visit [www.ObsceneInteractive.com](http://www.ObsceneInteractive.com)

### Notice Regarding Forward-Looking Statements

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