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Tech company Fusioncorp spins out new startup adding new jobs

LEXINGTON, KY. (November 8, 2017) – A Lexington-based technology company has spun out a new startup, Gamifi by Fusioncorp. Gamifi's goal is to expand this new platform into a method of creating unique experiences through different technologies supported by applications. Mayor Jim Gray and Commerce Lexington Inc. joined Gamifi by Fusioncorp executives to celebrate the grand opening of the new spinout in Lexington and to announce that Gamifi has created eight new full-time technology jobs.

"Lexington's high quality of life is naturally attracting and growing creative tech companies like Gamifi by Fusioncorp," Mayor Jim Gray said. "This is great news for our tech community, and our city."

Fusioncorp, founded in Lexington in 2005, recognized the growth of technology in apps and created a new company, Gamifi by Fusioncorp, to address this demand in the market. The company created two products through the new entity. Gamifi is the first product that engages users through immersive experiences using strategies involving Wayfinding, Augmented Reality and Gaming on an app with an end goal of creating a 365-day experience for the user. The other product is called Pivt, which is the backbone of the platform and is designed to integrate into current customer's active Point of Sale (POS) or Customer Relationship Management (CRM) systems to capture, retain and become smarter with the platform's data.

"Gamifi is intended to give individuals that attend major events, cities or significant attractions an immersive experience that will enhance not only the venue's ability to engage with their patrons but also give the end user an experience that will drive continuous engagement," said Michael Baer, President of Fusioncorp. "We are excited to be doing this in Lexington, KY and appreciate the support of many partners including the City of Lexington and Commerce Lexington Inc."

The Gamifi platform is also excited to announce App partnerships with The Muhammad Ali Center's global initiative 'Hours Against Hate' which will have exposure to over 11 Million individuals around the world. It is also currently building platforms for The Buffalo Olmstead Park system in NY, The DMCVB and Detroit Sports

Commission assisting in the Revitalization of Detroit, and Taylor Made Horse Farms, among others.

Gamifi by Fusioncorp has created eight new jobs with a capital investment of over \$750,000. The jobs created are base platform developers, UI/UX designers, and Android and iOS programmers. The company utilized the Lexington Jobs Fund, a local incentive program, to assist companies in offsetting their startup costs.

“Lexington has become a center for entrepreneurial activity and Gamifi by Fusioncorp is another great example of how vibrant our tech community is,” said Carla Blanton, Commerce Lexington Inc.’s board chair. “Our economic development team is proud of the success and the new jobs Gamifi is creating. Congratulations on your new company.”

For more information on Gamifi by Fusioncorp, visit www.fusioncorpdesign.com.

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