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Press Release Distribution Report

September 14, 2023

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City

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Website

<https://calaca.world/>

Distribution Report

Inside CALACA: A Crypto Gaming Project With Its Sights Set on the Mobile Market



Date Submitted: 2023-09-14

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Your Submitted Press Release

CALACA, a new gamified blockchain project, aims to bridge the divide between Web3 and Web2 gaming. The project recently revealed its founder, Marx Neural, and announced a new investment from Moonshot Capital. Neural sat down with us to share his vision for making blockchain gaming accessible to the mainstream.

According to Neural, **CALACA** is a "gaming first" company looking to deliver a fully-fleshed semi-open world RPG to the massive mobile gaming market. "Mobile hardware has advanced to the point where it can now run the types of games that were once exclusive to PCs and consoles," he said. The focus on mobile comes from the game's priority on accessibility, as mobile dominates other platforms in sheer user numbers.

The open-world RPG core will be supplemented by competitive PVP arena gameplay to appeal to hardcore gamers. While skill plays a key role, this part of the game will also incorporate monetization elements. "We want to give players freedom," Neural explained. "You can explore the rich world of CALACA completely free of monetization if you choose, or you can pay to unlock perks like top gear and unique assets."

The game's setting is the afterlife world of **CALACA**, where sinners turned skeletons seek redemption.

Crucially, CALACA aims to work both as a traditional Web2 game and a Web3 experience. "*You won't be required to use a crypto wallet or anything like that,*" said Neural. "*But if you want to tap into the crypto features, we'll make that transition as seamless as possible.*" The goal is to leverage crypto incentives without compromising the game's tokenomics.

Longer term plans include building a user-friendly wallet that manages both crypto and fiat, similar to a banking app. This would further facilitate the onboarding of Web2 gamers into Web3.

"*Conversion is a keyword for us,*" Neural emphasized. "*The idea is to start with a familiar Web2 game, then layer crypto on top. This lets users progressively move from Web2 to Web3 as they realize they can do more with crypto.*"

Collectibility is another core focus. The team plans to drop digital assets before launch to build community engagement. The collecting app Calaca collect will reward users for collecting items that will have utility once the full game launches.

CALACA is currently in pre-production, with Calaca collect slated to launch this October. By starting with a compelling core game and smoothing the path to Web3, CALACA aims to push blockchain gaming into the mainstream.

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