

1 May 2006

By: Silviu Stahie, Video and PC Games Editor

## [Reflexive Arcade Thinks Like You Do](#)



*Casual games portal claims to know which games you like*

Reflexive Arcade has become one of the largest game portals on the Internet with over 450 games available and millions of downloads each week. With all of the available content it can sometimes be overwhelming for players to determine just which games they'll like the most. Reflexive Entertainment is proud to announce that a personalized gaming experience unlike any other is now available at Reflexive Arcade. Reflexive Entertainment's new custom recommendation technology sorts through the expansive list of Reflexive Arcade games, tailoring a list to each individual, based on that person's personal opinions of different games. "Using a simple log-in system on Reflexive Arcade, players are able to easily rate games that they have played by quickly choosing a score for the game from a drop-down list. The website, using a proprietary game matching system that integrates our many years of experience in running a game portal with our expansive library of data, then calculates the games that players are most likely to enjoy. The more games a player plays and rates, the more personalized the recommendations become." "Individuals don't have 'average' opinions," said Lars Brubaker, CEO of Reflexive Entertainment, "we wanted to create something for individuals, not for what the 'average' user supposedly wants. We want to deliver you the content you actually want to play."