Entropia Universe Enhances New Player Experience as Technical Evolution Continues

Gothenburg, Sweden - July 10, 2025 - MindArk, developer of *Entropia Universe*, today announced the release of a newly redesigned onboarding experience for new players, set to launch in **September, 2025**. The update aims to overhaul the early gameplay experience and improve accessibility for newcomers entering the game's real-cash economy.

The new starting area offers more content for new participants, including guided gameplay, a dynamic living environment, and functioning microeconomy. It delivers a more engaging introduction to the core systems of *Entropia Universe* while laying a foundation for deeper exploration. This new area is designed to evolve over time, with ongoing refinements and content additions planned.

The onboarding revamp is part of a broader ongoing effort to optimize user experience and support growth of the player base, while maintaining the platform's signature depth and long-term progression.

Since the introduction of **CryEngine 2**, *Entropia Universe* has undergone continuous technical development. MindArk has made significant, long-term enhancements to the engine - tuning and upgrading it to deliver improved visual fidelity, performance, and scalability. These efforts have enabled *Entropia Universe* to remain competitive with modern graphical standards and support its unique large-scale, persistent world.

MindArk continues to invest in technical upgrades on both the engine and backend systems as part of its future transition to **Unreal Engine**, a move intended to further modernize the platform's visuals and player experience.

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About MindArk

MindArk PE AB (publ) ("the Company" or "MindArk") develops and operates Entropia Universe, the world's first MMORPG (Massive Multiplayer Online Role-playing Game) with a "Real-Cash-Economy", and Entropia Platform. Entropia Universe is a virtual universe consisting of a number of planets with different themes and activities. The software is provided globally and free of charge with the possibility to spend money in the virtual universe for anyone with access to PC and the internet. Entropia Universe consists of a digital economy where resources, materials, land, and buildings are represented as digital assets with an underlying base value. Entropia Platform is the technology platform that powers Entropia Universe. The platform is shared with partners who develop their own unique game content for their planets in Entropia Universe.