**Deutsche Telekom’s new cloud gaming service, Magenta Gaming.**

Deutsche Telekom (DT) launched a new cloud gaming on 25th August 2020. The service named Magenta gaming is now available after all the testing. The service will offer access to about 100 games on tablets, mobiles, or PCs, with several varying genres included.

Initially, the newly released service will widely and easily be available for beginning 3 months at 0 cost, after that, a subscription of 6.95€ per month will only provide access to the games.

**Initial beta testing and further developments:**

Previously, a year ago in 2019, the game was first launched at Gamescom for beta testing globally, and 20,000+ users across the world tested the same. However, for the recent release, there have been extensive changes in the designing and functionalities, including a feature to set the age groups for the kids. Keeping a track of the records is completely cloud-based, and multiple players can simultaneously play from a single screen.

**The benefit of DT’s cloud-based service:**

The cloud-based feature will ensure switching between the devices smoothly and maintaining the progress record simultaneously. It also ensures higher usage and game streaming directly via the cloud and hence preventing the need for high-end devices accessing higher power. With this, users will have access to Magenta gaming even with their mobile devices, and hence making the accessibility easier and eventually ensuring a giant fan base for them.

**Telekom networks enhancing gaming performance and experience:**

Online gaming relies solely on a proper network connection for un-interrupted experiences. For a smoother experience in Magenta gaming too, an optimized and fast connection is preferable, and according to DT, that will easily be achievable through their 5G and LTE networks.

Board Member for Technology and Innovation in Telekom, Claudia Nemat stated that it is evident from several sources that cloud gaming is flourishing and thus their strong network embedded with cloud service in gaming platforms will ensure a perfect experience for the gamers worldwide. She then added that with this, many global gamers will have access to high-quality gaming experiences without a need for any added expensive high-end equipment.

**Added product availability by Telekom for better gaming:**

Telekom will soon launch a Bluetooth controller named ‘topp gaming miracle’. This will have a folding holder for Smartphones along with fast performance speed, and will also be helpful as a mouse for the PCs.

Additionally, Telekom also has another gaming offer named StreamOn, this will ensure extensive online playing without much data consumption.

Managing director for consumers and customers of Telekom, Michael Hagspihl stated that online games are extensively on high-demand, and they require variances in speed, latency, and capacity. He also mentioned that DT offers everything must for online gaming and better streaming with their world-class network services, and amazing hardware and offers. With all these, DT ensures a unique gaming experience for all the customers.

**More to know:**

DT aims at offering better integration of gaming and technology with its partnerships with publishers and developers and will ensure the best gaming experiences eventually. From 27th August 2020 to 30th August 2020, Gamescon will present DT as a sponsor too.

Previously in early 2020, DT gaming invested in RemoteMyApp, another cloud gaming company of Poland, and earlier in 2019, also brought a stake in SK Gaming, a professional Esports team of Germany. Further, DT is widely betting on the transformation of cloud gaming as a big business.