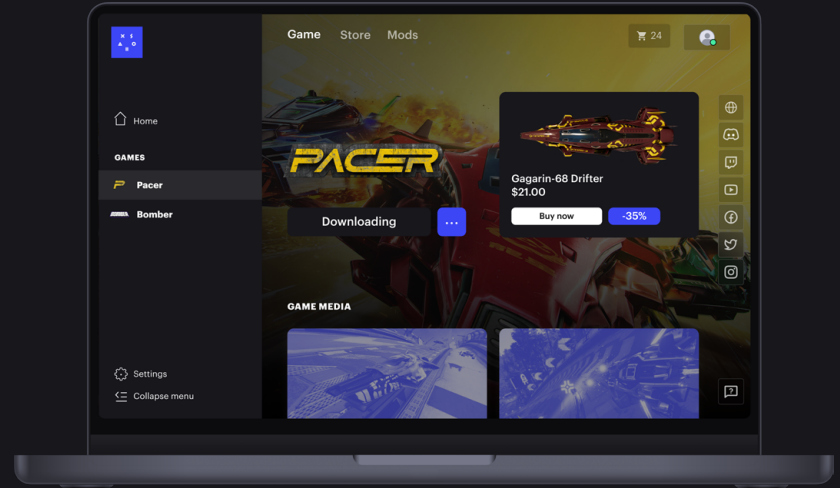# XSOLLA LAUNCHER – KEY FEATURES

We continually improve the functionality of Xsolla Launcher to help you with new publishing opportunities. Here is a list of core features, with more on the way soon. If you want to share new ideas or have a feature request, please contact us.

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FEATURE	DESCRIPTION	DOCUMENTATION
Launcher Core		
SINGLE GAME DELIVERY	A branded launcher for one game.	+
MULTIPLE GAME DELIVERY	A branded launcher for two or more games.	+
DISTRIBUTION OF P2P/ F2P GAMES	Launcher supports the distribution of paid and free games, which are available for installation immediately after the launcher opens.	+
DISTRIBUTION OF STANDALONE GAMES	Launcher supports the distribution of games that are distributed without third party platforms.	+
STEAM SUPPORT	Place your Xsolla Launcher on Steam to increase your player base.	+
WEB GAMES SUPPORT	Launcher supports the distribution of web games and displays links to ToS and PP for web games that are opened in the default browser.	+
EXTENDED CUSTOMIZATION	Full UI customization option that allows you to change colors on click buttons, rounding of corners, set the transparency of some menu elements, the colors of notification statuses, thickness and color of strokes, and much more. You can do this throughout your entire launch, or separately on each game page.	+

FEATURE	DESCRIPTION	DOCUMENTATION
MULTILINGUAL SUPPORT	Interface translation into 20 languages: Arabic, Bulgarian, Chinese, Czech, English, French, German, Hebrew, Italian, Japanese, Korean, Polish, Portuguese, Romanian, Russian, Spanish, Thai, Turkish, Twi, Vietnamese.	+
RTL SUPPORT	Launcher supports display mode when using RTL (right-to-left) languages. When changing the language to RTL, the interface and texts are displayed from right to left.	+
BUILT-IN PAY STATION	Xsolla Pay Station is integrated into Launcher.	+
SUPPORT OF DIFFERENT OS SYSTEMS	Windows 10 64-bit and higher macOS 10.14.0 and above, M1 processor	+
DEEP LINKING	Open a PC/Mac Launcher from your website, application, or anywhere you can utilize URI links.	+
OFFLINE MODE	Provide your players with the ability to launch games without an internet connection.	+

FEATURE	DESCRIPTION	DOCUMENTATION
ANALYTICS	Dashboards with statistics on users and hardware in a new publisher account, events with payload via Universal analytics.	+
AVAILABILITY OF TWO DIFFERENT LAUNCHERS	Every Launcher project has two versions of a launcher: drafted and published. Using the draft launcher you can test settings and updates before players see it. Use the published launcher when everything is ready.	+
Launcher authentication		
Launcher is integrated with Xsolla Login, which allows you to use more authorization methods through a login password or via a large number of social networks, and also allows you to implement cross-authorization.		
AUTHORIZATION VIA LOGIN-PASSWORD	The user can log in to the Launcher with a username and password.	+
PASSWORDLESS AUTHENTICATION VIA PHONE	User can log in for a few seconds after receiving a confirmation code via SMS. Cost optimization is on our side, we support four providers and use the cheapest one in the region. We also add short links in order to make authorization quicker.	+

FEATURE	DESCRIPTION	DOCUMENTATION
PASSWORDLESS AUTHENTICATION VIA EMAIL	User can log in for a few seconds after receiving a confirmation code via email. The email also provides a confirmation button in order to make authorization easier.	+
SEAMLESS SIGN-IN EXPERIENCE	30+ ready-to-use, one-click authentication methods via social networks. Pre-integrated and customizable with Facebook, Twitter, LinkedIn, Steam, etc.	+
AUTOMATIC AUTHORIZATION	Automatic authorization can be made in the following cases: 1. The user logs in via Xsolla Login on the site. After installing the application, the launcher account is automatically logged in. 2. The user logs in through the widget. By clicking on the button, you will be able to open an already authorized launcher, by passing the login and authorization windows. 3. When authorizing in the launcher, the user can enable the "Remember me" flag, which will authorize them via the launcher automatically during their next login. 4. The launcher supports user authentication with OAuth 2.0 protocol.	+

FEATURE	DESCRIPTION	DOCUMENTATION
Launcher Configuration		
PROTECTION OF USERS' PERSONAL INFORMATION	Launcher has the ability to hide user email addresses in order to protect personal data which is especially important for streamers.	+
LAUNCHER BEHAVIOR	You can define your launcher behavior for different situations and create a user flow. For example, you can set it so that launcher starts up along with the OS, or set what the launcher should to do when a game is started or is closed.	+
Launcher Content Delivery		
P2P CONTENT DELIVERY	Increase content delivery speed by downloading a game directly from other PCs in your home, city, country, or globally by using torrent technology. User can toggle this delivery type on or off in the launcher settings.	+
PARTNER CDN SUPPORT	Globally available partner CDN is used for sharing updates and games to users with maximum bandwidth.	+
P2P/CDN BALANCING	Automatic balancing between P2P and CDN content delivery for maximum speed and performance.	+

FEATURE	DESCRIPTION	DOCUMENTATION
REDISTRIBUTABLES	Launcher allows you to add any additional files to our CDN and relate them to a specific title. For example: once a user begins an installation, they can download and install these additional files that are required for stable interaction with the game.	+
BINARY PATCHING	Save your user bandwidth using byte-by-byte patching, as opposed to file-by-file patching. Launcher downloads only the updated parts of the launcher or a game. For example, if 85 MB of 1000 MB were updated, it would only download 85 MB.	+
LAUNCHER UPDATE	Launcher supports automatic updates. Upload new builds of games, change launcher settings, publish it, and users will receive an update.	+
READY TO USE CLI TOOLS	Upload your game and updates with CI/CD directly from the developer with the Build Loader tool.	+
EXTENDED CUSTOMIZATION	You can use Figma tokens for account customization, change the appearance of the launcher including rounding, the thickness of any frames, all colors, etc.	+

FEATURE	DESCRIPTION	DOCUMENTATION
	Launcher Monetization	
GAME PURCHASE VIA LAUNCHER	Increase your revenue by selling games directly from your launcher.	+
REACH YOUR PLAYERS WITH PROMOTIONAL BANNERS	Engage your players and increase your revenue by selling games, items, virtual and real currency, and/or run special promotions and discounts with banners.	+
REGIONAL PRICES	Set different prices for individual countries or groups of countries.	+
KEY REDEMPTION	The mechanics of game distribution are based on the activation of game keys that can be sold or freely distributed. Three key distribution methods are supported: · Free distribution: the game is available immediately after installing the launcher. · Auto-redeem: the user needs to buy the key, which will automatically redeem and activate access to the game. · Redeem a key: the user needs to enter a game key in a special field, after which the game is activated.	+

FEATURE	DESCRIPTION	DOCUMENTATION
BUILT-IN STORE	A new version of ommerce API (CAPI) will be integrated that will allow you to sell virtual items and currency, generate and upload coupons, provide users with push payments, etc.	+
Launcher Analytics		
REAL TIME USAGE ANALYTICS	Track your launcher performance and usage statistics on your Xsolla Publisher dashboard.	+
USER ANALYTICS IN GOOGLE ANALYTICS	After creation, the launcher automatically starts collecting analytics in Google Analytics, such as: number of active users, their location, hardware characteristics, various points that allow you to study user behavior, identify common errors, and more.	+
SENDING ANALYTICS TO THE PARTNER'S ENDPOINT	You can receive data about user activity, errors, and failures in the launcher to your own endpoint URL using events and analyze them with any analytic tools.	+
ENHANCED ANALYTICS	Gather user data (e.g. os version, DirectX version, hardware specs) to better understand your players and make your game even better.	+

FEATURE	DESCRIPTION	DOCUMENTATION
Launcher operation		
MAINTENANCE MODE	Manage your game maintenance by displaying the corresponding information and downtime to players.	+
Launcher media		
CUSTOM TABS	Home page is no longer available in Launcher 3.0. Use custom tab as a new version of a home page or as a separate window with links to streams, or as guides. It can be implemented via URL insertion, plugins (native code), or Site Builder.	+
ARTICLES	Utilize a new form of interaction with the audience – articles that have a more user-friendly design and allow you to use them in different ways, such as news, images, video, selling of virtual items (game keys, currency, etc.), groups (include different types of articles for different group and let players scroll it via a carousel) and more.	+
NEWS	Inform your players about the latest updates, changes, and plans with news that you post right inside the Launcher.	+

FEATURE	DESCRIPTION	DOCUMENTATION
VIDEOS	Place video to showcase different aspects of your games, promote in-game items and currencies, and more.	+
IMAGES	Use images to attract player attention to a specific topic on the main page.	+
LINKS	You can put links leading to different social networks, to the community website and/or forums, and more.	+
NEWS DEEP LINKING	Users can view news in the launcher or open a news link in their browser. This allows you to pin news that you want to publish to all users, tailor messages to specific games, or to specific players, and more.	+
More features to attract more players		
SUBSCRIPTIONS	Implement subscription plans inside your Launcher to provide players with multiple options.	2024
LAUNCH GAMES WITH ARGUMENTS (WORLD SELECTOR)	Your players can choose the server and game mode: normal, VR, etc.	2024

FEATURE	DESCRIPTION	DOCUMENTATION
EPIC GAMES STORE SUPPORT	Place your Xsolla Launcher on the Epic Games Store to increase your player base.	2024
MICROSOFT STORE SUPPORT	Place your Xsolla Launcher on the Microsoft Store to increase your player base.	backlog
ANDROID EMULATOR	Deliver your mobile game by using Android Emulator inside your Launcher. No need to port your game.	backlog
PLAY TO EARN GAME SUPPORT	Use Launcher for game community even if you are running a blockchain game.	backlog
SOURCE CODE ACCESS	Provide source code access and engineering support.	backlog
CLOUD	Game progress and preferable game/launcher settings can be stored in the cloud using Xsolla Login.	backlog
LEADERBOARDS	Create and customize leaderboards for your game.	backlog
NOTIFICATIONS	Use notifications to highlight special offers for your current items and bundles, and improve your sales.	backlog

FEATURE	DESCRIPTION	DOCUMENTATION
PUSH NOTIFICATIONS	Use push notifications to interact with your audience and deliver the most updated news and important information.	backlog
MULTI-PLATFORM	Games can be launched on PC, Mac, and Linux. The launcher also can be utilized with smart TVs, consoles, and other entertainment systems.	backlog
MANAGING ACCESS TO GAME BUILDS	You can customize the use of builds by different groups of players. Conduct testing of new builds of the game among a narrow circle of players (CBT) or testing by the company's employees (in-house). At the same time, the live version of the build will be available to standard players.	backlog
AGE VERIFICATION	You have the ability to set the age verification for content - game pages (including additional tabs) and access to custom tabs in the featured menu, for each country/region. When opening content with verification settings, the user will be asked for their date of birth.	backlog
FRIENDS LIST (FTM)	Players can find and add each other to a friends list.	backlog

FEATURE	DESCRIPTION	DOCUMENTATION
VIDEO PRE-ROLLS	Catch the attention of players with dynamic preview videos that will play while they scroll.	backlog
SOCIAL NETWORK FRIENDS	Users can invite friends from social networks and play with them: Facebook, QQ, Google, LinkedIn, Reddit, Twitter, Baidu, Renren, Naver.	backlog
DRM	DRM technologies control the use, modification, and distribution of copyrighted works. Do not fall victim to pirates, torrents, and hackers. Your game can only be activated by a user whose account was used during registration.	backlog
MANUAL WEBPAGE UPLOADING	Add your web pages to your launcher via API.	backlog

ENJOY THE GAME