

Playcaller App and Standard Influence Table Just Got Smarter

From Pings to Peacocks, Strategists Can Now Tap +1000 Free Options and Prescriptions to Manage and Master Marketplace Games

BETHESDA, MD – Nov. 3, 2014 – Playmaker Systems, a competitive strategy and simulations firm, today announced that Playmaker Standard Guidance, a proprietary repository of +1000 options, prescriptions, cases and tips, is immediately available in new free versions of the Playcaller iOS app, downloadable [here](#), and the online Standard Table of Influence [here](#).

Updated continually through ongoing research, client engagements and graduate-level instruction, the easy-to-use advice feature provides expert insights and exhaustive details of the 24 strategies and three surrogates of the company's patented influence decision system.

“From PR to politics, the industries of influence need an atomic framework that promotes understanding, transparency and mastery,” said Alan Kelly, founder and executive director of Playmaker Systems. “To accelerate this exciting possibility, we are making the core of our recommendation engine free to our app and online users in communications, social media, marketing, sales, politics, military information operations, intelligence and elsewhere.”

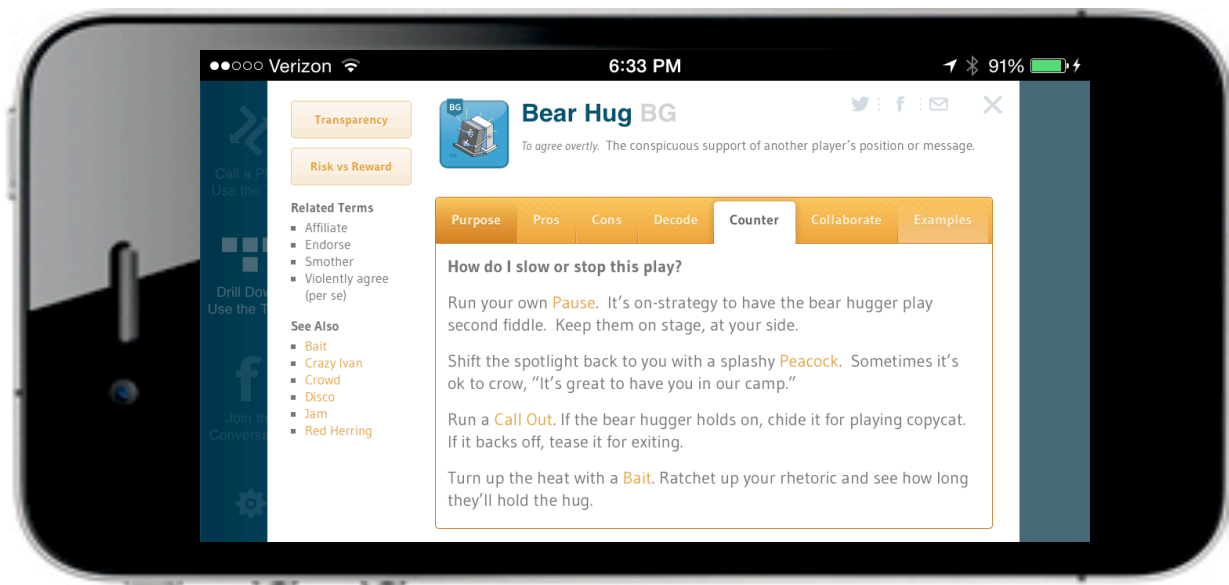


Fig. 1. Shown above on the new version of the Playcaller App are suggested standard counterplays for the *Bear Hug*, one of four freezing strategies in The Standard Table of Influence. Shown in the orange-outlined box, Standard Guidance gives users unparalleled detail of all 24 stratagems in the Playmaker system, their makeup and market characteristics. Download the Playcaller App [here](#) or view details for the Bear Hug play online at <http://bit.ly/BGplay>.

Terms of use, trademarks, registered copyrights and patents, which generally restrict commercial uses of Playmaker intellectual property, remain unchanged and may be viewed [here](#). Playmaker Standard Guidance was marketed originally as Pro Content in the online table and Playcaller Pro in the Playcaller app. Each was priced at \$4.99 per registered user.

About Playmaker Systems

Playmaker Systems helps [communicators](#), [social media managers](#), [marketers](#), [sales people](#), [politicos](#), information [warfighters](#) and intelligence [analysts](#) develop, simulate and execute precision competitive strategies. With our [patented](#) decision system and proprietary wargaming tools, we help influence professionals manage and master the moves of their markets for increased command-and-control and faster time-to-influence.

Our standard-setting [Playcaller App](#)[™], [Play Action Map](#)[™], [Playmaker Academy](#)[™], [Playmaker Wargame](#)[™] and other services are based on [The Standard Table of Influence](#)[™], first described in 2006 by founder and executive director Alan Kelly in his landmark book, *The Elements of Influence* (Dutton/Plume). It is the centerpiece of the first, definitive ontology of social strategies in business, government and society, adopted by Fortune 500 companies, including Abbott, Bayer, Dell, HP, Intel, Royal Dutch Shell, SAP and VMware, and taught at The George Washington University Graduate School of Political Management and USC Annenberg School for Communication.

Reference Links

- The Standard Table of Influence[™] [\[link\]](#)
- Standard Factors of Influence[™] [\[link\]](#)
- Standard Cycles of Influence[™] [\[link\]](#)
- Glossary of Influence Plays [\[link\]](#)
- U.S. Patent for The Playmaker Influence Decision System [\[link\]](#)
- Playcaller[™] App for iOS [\[link\]](#)
- *The Elements of Influence* (book) [\[link\]](#)
- The 2.0 Whitepaper [\[link\]](#)
- About Alan Kelly [\[link\]](#)
- Terms of Use [\[link\]](#)

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