(NU) - People today have not only a plethora of choices when it comes to playing video games, but also an inordinate amount of ways to play them.

According to research done last year by the Entertainment Software Association (ESA), the trade association that represents the U.S. video game industry, more Americans than ever are playing games on smart phones, tablets, and handheld devices and are changing the way they enjoy their games.

To meet this need, retailers, indie game developers and software companies are spending millions to give consumers a more intimate experience by incorporating anime and lifelike avatars. So much so that video game sales ($25 billion in 2011) continue to be the No. 1 form of discretionary entertainment, outshining both movies and music.

“Games have evolved from a thing you buy to an experience to be enjoyed by a wide and diverse population everywhere, anytime, on any screen,” said Michael D. Gallagher, president and CEO of the ESA.

Enter Kung Fu Factory (www.kungfufactory.com), a Los Angeles-based independent game developer devoted to creating fun games that can be played on a console or mobile phone or online.

“The developers are committed to crafting innovative games to satisfy players in dire need of some fun playtime,” says Ricci Rukavina, creative director and CEO of Kung Fu Factory.

Currently, the company has just come out with the No. 1 iOS best-selling game, “Teenage Mutant Ninja Turtles: Rooftop Runner” and the upcoming “Spartacus Legends” based on the smash-hit television show.

After working with Entrex and their broker, a TIGRcub, or Top Line Income Generation Rights Certificate, has been offered to finance their growth.

“TIGRcubs are a 10-year-old start up of Entrex, an entrepreneurial exchange built to support the capital needs of growing companies,” explained Stephen H. Watkins, Entrex CEO. “We offer another option when public markets can’t support thinly traded companies that have a limited number of interested investors,” he added.

In this way, Watkins said, Entrex can benefit both private and public companies.

See what Entrex can do for both investors and businesses by visiting www.entrex.net.