

Simply Sweet Games Debuts *Criss Cross Castle* at Web Summit Vancouver: A Word Adventure Built on Adaptive Language Tech

Vancouver, Canada – [Embargoed Until: May 27, 2025] – Simply Sweet Games, a Canadian and women-founded indie studio, is proud to announce the soft launch of its debut title, *Criss Cross Castle*, at Web Summit Vancouver 2025.

Blending tactical wordplay, storybook adventure, and adaptive language technology, *Criss Cross Castle* reimagines word puzzles for a new generation of players, including those who don't traditionally consider themselves gamers. In the fantasy realm of Lexiconia, every word becomes a spell, unlocking puzzles, saving creatures, and joining a world where lost languages are restored.

With a branching map, adaptive puzzles, and gentle RPG mechanics, *Criss Cross Castle* offers cozy replayability and inventive gameplay. Players alternate between crosswords, hidden-word jumbles, exploration, and a travelling merchant, balancing creativity and strategy as they outwit the nefarious Illiterati.

At its core, *Criss Cross Castle* is powered by a custom-built Dictionary and library module using basic Large Language Model (LLM) techniques. This dynamic system personalizes difficulty, supports ESL players, filters inappropriate content, and enables the game to evolve based on player vocabulary. Beyond a single game, the tech lays the foundation for future franchise expansion into education, casual RPGs, and licensing.

"Every word counts," said Carina Kom, CPO of Simply Sweet Games. "We designed Criss Cross Castle to make players feel clever, adventurous, and welcome — whether you're a casual puzzler, a word game enthusiast, or learning a new language."

Simply Sweet Games will showcase a live demo of *Criss Cross Castle* on the Web Summit Vancouver floor, inviting players, partners, and investors to experience how smart wordplay can cast a little magic, in-game and beyond.

About Simply Sweet Games

Simply Sweet Games is an independent Canadian game studio building a global brand that operates both direct-to-consumer and business-to-business. The team creates premium casual games designed thoughtfully for women and loved by all. Founded by industry veterans, Simply Sweet Games is dedicated to making beautiful, meaningful games for diverse global audiences.