

TradeSmarter Launches its New Binary Options Trading Platform, Bringing with it an Array of Exciting Business Offerings

Online companies can now enter the booming financial gaming world, by taking advantage of TradeSmarter's new platform and partnership model.

London, UK ([PRWEB](#)) August 18, 2009 -- Today, [TradeSmarter](#), a leading provider of financial products for the gaming industry launches an innovative [Binary Options Trading Platform](#). The TradeSmarter platform offers a simplified hourly-options trading experience to both the experienced and novice trader, and will enable everyone to speculate on the financial markets.

After the successful beta launch of its first financial game and recent partnership with an online Australian brand, TradeSmarter is now looking to expand into worldwide partnerships. TradeSmarter will provide a turn-key solution, which includes a fully integrated, branded and customized platform, for any online company, trying to enter the financial gaming industry.

The platform itself recently launched its first financial game, 'Above/Below'. Based upon the selection of a 'Call' or 'Put' option on any live binary trade option, the game requires the user to simply decide whether the option will close above or below the strike price after one market hour.

"We wanted to build a binary options platform that is sophisticated yet simple and fun. In this era of economic uncertainty, why should the hugely beneficial financial markets belong to a limited few?" stated a TradeSmarter's CEO Yoni Avital.

This exciting hourly trade option guarantees returns of between 70-75% and the novice trader is never at total risk, with a 10% loss protection across all trades. A variety of trading assets are available to play with; main currency pairs (EUR/USD, USD/JPY, EUR/GBP), important commodities (Silver, Gold, Platinum, Palladium) and popular stocks (such as Apple, Google, Yahoo, Microsoft, Cisco, Jetblue & Citibank).

Trading is currently operating on a virtual basis, to allow the most inexperienced trader the chance to speculate the financial markets freely but soon users will be able to trade and win real currency, at which time virtual currency will remain live on the platform for every trader to enjoy.

Whether a white-label or licensing partnership; TradeSmarter will handle the technology and on-going development, enabling partners to focus their efforts on acquiring new customers. The TradeSmarter platform is therefore an ideal fit for online companies who are looking to take advantage of a booming financial gaming segment at minimum cost.

[TradeSmarter Holdings Ltd](#) is a technology and software provider of binary options to the financial trading and financial gaming industries. The company was set up in 2008 by a group of professionals from the gaming, financial and internet industries who wanted to create a new, fun and accessible approach towards binary options

and financial trading as a whole.

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