Amuse Labs is the leading provider of software for crossword puzzles, sudoku and other grid-based knowledge games, such as word search.

The company.

Amuse Labs was born in 2014 out of a collaboration between the Computer Science and Journalism departments at Stanford University.

Our Mission.

Provide publishing partners with innovative, customized puzzle experiences that reflect their brand, look and feel. We are committed to democratizing the creation of crossword puzzles, enabling organizations and individuals to use text, video, audio and images to create rich, personalized digital puzzle experiences.

The Strategy.

Develop deep expertise in this area and bring to our work the highest standards of excellence in software development and support, making us the clear choice for any publisher wishing to provide a high-quality puzzle UX that increases engagement, new/returning visitors and monetization.

Our Products.

We support free, ad-supported puzzles; puzzles behind a metered paywall; puzzles integrated with publisher apps; a puzzle subscription website; and iOS and Android subscription apps. (Please look at our [demo page](#) to see examples of the games we support.) We are a software company. However we do offer content that we create using our computing expertise, including sudoku, and we have tools that can potentially automatically generate puzzles from content sources. Our PuzzleMe platform provides a smooth, responsive user experience on mobile, desktop and tablet, and an easy, CMS-like workflow at the backend. While our primary focus is knowledge games, we also have a lot of expertise in digital archives and text mining.

Market Validation.

Amuse Labs has been selected by many of the world's premier publications like *The Washington Post, Los Angeles Times, The Guardian, The New Yorker, The Atlantic, Vox, Newsday, Der Standard, The Hindu and El País*, just to name a few. We support many languages and work with media companies from Australia to Norway, India to the United States.

The Team.

Amuse Labs is led by the company's three co-founders: Sudheendra Hangal, the CEO, has a Ph.D. in Computer Science from Stanford University and was the associate director of its MobiSocial Computing Laboratory, where he met John Temple, the chairman. John is a Pulitzer-Prize winning editor who has served as managing editor of The Washington Post and editor, president and publisher of the Rocky Mountain News. Jaya Hangal, the CTO, has a master's degree in computer science from Santa Clara University and was a member of the core team that developed Java at Sun Microsystems.

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Our platform in action.

Below, a list of live examples of use cases Amuse Labs is already supporting:

To see free, ad-supported puzzles: **The Washington Post** (link), **Los Angeles Times** (link), **The Atlantic** (link) and **El País** (link).

To see iOS and Android subscription apps: **The Guardian** (iOS link) and (Android link). Read more about the Guardian initiative (link).

To see a metered approach: **The New Yorker** (link)

To see app integration: **The New Yorker** Today app (link)

To see a puzzles subscription website with a deep archive: **The Hindu** (link)

To see original, themed crosswords: **The New Yorker** cartoon crossword (link) and **The New Yorker** year in review crossword about the year in language (link).

To see how we help partners create custom, surprising experiences for holidays and other special occasions: **The Washington Post** Haunted House meta crossword suite by Evan Birnholz. (link)

To see our feature that allows users to play with a friend: **The Atlantic** (link) Hint: Look for the human figure with a + sign at the top of the puzzle or **The New Yorker** (link). Hint: Look for 'Partner Mode' at the top of the puzzle.

To see our sudoku assist feature that teaches users how to improve: **The LA Times** (link). Hint: Look for "Get a hint" under the Assist drop down.

To see an example of our version of Polygon/Spelling Bee/Word Wheel: **Morning Brew** calls it Turntable. (link)

To see Branded Content crosswords developed with **Condé Nast** for **Duolingo** (link) and **Netflix,** (link).