

UNITED STATES OF AMERICA  
Before the  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

ADMINISTRATIVE PROCEEDINGS RULINGS  
Release No. 3369/December 3, 2015

ADMINISTRATIVE PROCEEDING  
File No. 3-16962

In the Matter of

EQUITY VENTURES GROUP, INC., and  
GAMES ON DEMAND INTERNATIONAL, INC.  
(A/K/A FIRMWARE TECHNOLOGIES INC.)

ORDER TO SHOW CAUSE,  
POSTPONING HEARING AND  
SCHEDULING PREHEARING  
CONFERENCE

On November 16, 2015, the Securities and Exchange Commission issued an Order Instituting Administrative Proceedings (OIP) pursuant to Section 12(j) of the Securities Exchange Act of 1934, alleging that Respondents have securities registered with the Commission and are delinquent in their periodic filings. A hearing is scheduled to commence on December 18, 2015.

On November 20, 2015, the Division of Enforcement filed a declaration establishing that Respondents were served with the OIP on November 19, 2015, in accordance with 17 C.F.R. § 201.141(a)(2)(ii). Accordingly, Respondents' Answers to the OIP were due by December 2, 2015. *See* OIP at 3; 17 C.F.R. §§ 201.160(b), .220(b). To date, no Respondent has answered the OIP.

Accordingly, it is ORDERED that Respondents shall SHOW CAUSE by December 17, 2015, why this proceeding should not be determined against them due to their failures to file Answers or otherwise defend this proceeding. If any Respondent fails to respond to this Order, it will be deemed in default, the proceeding will be determined against it, and the registration of its securities will be revoked. *See* OIP at 3; 17 C.F.R. §§ 201.155(a)(2), .220(f).

It is further ORDERED that the hearing scheduled to begin on December 18, 2015, is POSTPONED *sine die*, and a telephonic prehearing conference shall be held at 10:00 a.m. EST on January 15, 2016, if the proceeding has not been resolved by then.

---

Cameron Elliot  
Administrative Law Judge