Proposal

Purposeful Gaming and BHL

Client:	Missouri Botanical Garden
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Preface

In this document we present our proposal for cooperation in the project "Purposeful Gaming and BHL: Engaging the Public in Improving and Enhancing Access to Digital Texts." With Exozet's extensive track record of serious games development in research cooperations we are always eager to bring our experiences to new projects as well as diversifying our portfolio.

We hold the view that serious games and purposeful gaming should not merely replace conventional training and working methodologies. Instead, the special challenge is to create tools and experiences that unlock possibilities of data processing and advanced training that were previously impossible.

We believe that through our past participations in research projects we have developed both the right tools and the right mindset to be a valuable partner in producing and evaluating a gamified solution to improve digital outputs from character recognition activities. In this document you will find our background, our project experience, our portfolio, and some first ideas for the project.

Please note that all these initial ideas and recommendations and accordingly the financial proposal are based on a brief "blackbox" analysis of the project and should be further refined in close collaboration with the consortium.

You will find general information about Exozet as well as some references at the end of this document.

Part 1 – Exozet's Serious Games Projects and References

Our Project Development Approach

Our project development approach for serious games is a threefold process that we carry out in three partly overlapping phases.

The first step is identifying the core demand and purpose of the game, and coming up with an according game design. While conventional games focus on fun and motivation as key factors for revenue, serious games have a clear objective that they need to deliver. In close cooperation with the client or consortium we identify and refine this objective. In line with current research literature we then develop a game design that makes the objective the core activity of the game. This approach is surprisingly often lacking in comparable products on the market. We hold the view that a serious game is more than a conventional game with a purpose attached. As a consequence, we match the objective with game mechanics, motivational techniques and, if applicable, recreational aspects until the core gameplay delivers the purpose.

The second step is the actual game development. For our research cooperations, we match professional game developers with project managers that have both experience with the production of games as well as a work or research background in education science or serious game design. Again, the client / consortium is involved in every development step, and we regularly present work-in-progress prototypes for discussion and feedback. In this phase we are still open for major steering decisions, as serious games often break new ground, and their

effectiveness in some cases is harder to predict than for a tried-and-true puzzle or action game.

The third step is evaluating that the game actually delivers its original purpose. We usually begin this during the development phase to avoid surprises in later stages. In conventional game development, we deploy our in-house testing team and carefully examine the customer feedback once the product is commercially available. With games that we produce as part of a research cooperation however, we are ready to deploy scientific evaluation methods such as controlled trials for desired game outcomes, player modelling, and statistical data analysis. Our team includes developers and project managers with an academic background who are also active in the games research community.

Project Development Experience

From our portfolio of serious games we will highlight two ongoing projects: the Europeana Creative pilot and the Akrobatik@Home training game.

Europeana Creative Pilot: A Serious Adventure Game

Europeana Creative is a research project funded by the European Union with a budget of 5 million EUR. The project aims at supporting and promoting the re-use of cultural resources available via the Europeana database of museum exhibition items. Over the course of the project, five pilot applications in the thematic areas of History Education, Natural History Education, Tourism, Social Networks and Design will be created. The project will identify business models allowing key stakeholders within the Europeana ecosystem to develop products and services based on a Content Re-use Framework, and to ensure the sustainability of the Europeana Open Labs Network. Project results will be promoted via an extensive stakeholder engagement campaign in the Creative Industries sector and the Europeana Network.

Exozet's part in the project is developing the Natural History Education Pilot in cooperation with the Natural History Museum in Berlin and the Natural History Museum in Prague. The core objective of the game is to serve as a teaching tool about several aspects of natural history: species taxonomy and classification, important researchers and their work, and the traces of famous researcher Alexander von Humboldt in contemporary Berlin.

In this project we intensified the project partner cooperation even further: the whole game design is a joint effort of our game designers and developers and the researchers at the museums. In an extensive feedback process we propose gameplay ideas which then are underpinned by actual scientific facts and processes. In further iterations we make sure that these puzzles and riddles are still fun to play and integrate them into the game. The result, to be released in digital app stores in mid-2014, will be a learning experience that elegantly combines scientific accuracy as well as fun of exploration and interaction.

The main hall of the Berlin Museum of Natural History is one of the playable locations in the museum game.

A secret basement in the museum game. This in-game screen features several museum exhibition items from the Europeana database, re-painted to fit the adventure style.

Akrobatik@Home: Tool-assisted Physical Therapy for Thalidomide Affected People

The *Akrobatik@Home* project is a joint research effort of us and the Fraunhofer Institute, the Society for Biomechanics GeBioM Münster, the BRAVIS video conferencing company, the Institute of Gerontology of the University of Heidelberg and the Rehabilitation Centre Lübben (http://www.gero.uni-heidelberg.de/forschung/akrobatik.html). Funded by the German Federal Ministry of Education and Research, it aims at developing a technical solution for thalidomide affected men and women who are obligated to do individual exercising on a daily

basis due to their chronic illness. The development process is being carried out in close collaboration with these patients.

The core of the project is a digital training game that is controlled by wearable sensor equipment. Its objective is to transfer the daily physical exercises into a more motivating context by making the player control an avatar on a dexterity running and jumping course.

A work-in-progress in-game screenshot of the Akrobatik@Home dexterity game. The avatar is controlled via wearable sensor equipment.

Our role in the project was to come up with gameplay ideas that fitted the physical therapy exercises and to subsequently design, model and program the game. A special requirement was to have prototypes and the beta version of the game ready for field testing, with no intervention or on-site adjustments from our side.

It was originally planned to have a physiotherapist access the player training records on a regular basis and to adjust the parameters of the game to match the abilities of each individual user. This however turned out to be too much of an effort to be implemented in the game. We offered our expertise in adaptive gameplay and suggested adding automated personalization features to the game. To an extent, this made human intervention obsolete.

The project requires partner interaction on several levels. With the medical partners, we coordinate the exercises, make sure that the training requirements are met and that no overstraining occurs. With the technical partners we design and implement interfaces for the video conference components and the wearable input devices. And with the treatment partners we carry out end user tests of the overall acceptance of the game's graphic style and overall appeal.

The game is planned to be finished in summer 2014 and will be the first purpose-made training game for thalidomide affected men and women that has been developed with a user-driven design approach.

Involved Non-profit Clients

In the projects showcased above, we have worked with the following non-profit institutions:

- **The Austrian National Library.** The research and development department of the library is the project coordinator of the Europeana Creative project.

- **Museum of Natural History, Prague.** The research department coordinates the development process of the Europeana Creative Natural History Education pilot.

- **The Museum of Natural History, Berlin.** The museum is the primary source of graphic asset content for the Europeana Creative Natural History Education pilot.

- **The University of Heidelberg.** The university's Institute of Gerontology coordinates and carries out the field testing of the Aktobatik@Home training game.

Our Daily Business – Structures and Processes

Exozet has managed numerous large-scale projects for international clients (BBC, Red Bull, Audi, Axel Springer, ORF). Several of our past and present projects include working with a multitude of external partners and stakeholders. One example is our participation in the above mentioned European project „Europeana Creative", where we synchronize the development of an educational game with 3 direct project partners and a total of 26 consortium members. Many of our projects also include working across different time zones.

Everything we do is based on our accurate project management which allows us to deliver according to plan, but remain flexible enough to support agile processes. We set up dedicated teams for the project, including a project manager as a direct contact. For project communication purposes we use Basecamp or Redmine for bug and feature tracking, release planning, scheduling etc. Next to continuously updated concept and (technical) specification papers, we use the above-mentioned tools for documentation on a per-task basis. Our clients and partners have direct access to report issues or queries and monitor progress. We ourselves of course also report on the project status at regular intervals.

Our Game Development Procedure

We focus our game development efforts on the Unity Game Engine. This particular engine enables us to quickly develop prototypes as well as ship high quality projects to multiple platforms. Our streamlined development process within Unity is supported by our own Unity Game Base code framework, which is a result of years of experience in game development. The framework is maintained as a project available to the general public on bitbucket.org.

Our development process is very agile to allow quick adjustments based on customer feedback and play testing. The component based system of the Unity Engine allows us to separately evaluate certain game features and change them without influencing other features of the game. From a technical perspective the general development procedure consists of the following steps:

1. Evaluation phase. In this phase we evaluate the technical requirements of the project such as target plattform and minimum hardware requirements. Furthermore we isolate performance and gameplay critical aspects of the project. If needed, we develop prototypes to further analyse these aspects and subsequently change the project or requirements.

2. Production phase: During this phase all graphics and sound assets for the project are imported and preprocessed. Usually the project allows us to distribute the work to several developers. This way we can iterate menus, gameplay and (if needed) a server component in parallel very quickly. It is very important for us that the creative department is involved in this phase. To assure this can happen, the developers provide the creative department with tools, some established, others custom built for the project. This way, artists can iterate their assets and directly see the results in the game engine. Balancing issues can be resolved directly in Unity. Finally, levels are built directly in the Unity Editor. At the end of this phase the project is feature complete and fully playable on all target plattforms.

3. Polishing phase: In this final phase we concentrate on further improving the quality of the game. Assets might be reiterated and balancing tweaks may be neccessary. The testing team will be intensly involved in this phase to track down bugs and usability issues.

To allow improved tracking of changes and development on multiple aspects at the same time we heavily rely on a digital content versioning solution called "git". The whole team including the creative department works on git. The git repositories are especially configured to handle huge binary files. The development team is obliged to provide tests for their game logic to document expected behaviour and usage of the features in the code. To achieve best results and constant quality during the production phase, we use an automated build system called "Jenkins". The final packages for all target plattforms are provided automatically by the build system.

Multiplatform Rollout

Exozet's claim is "success on all screens". That's why you can find multiple examples of cross-platform games and apps in our portfolio. One of our most popular titles is the digital adaptation of the popular board game "The Settlers of Catan". Initially developed for JavaME feature phones, we created thoughtful adaptations for screens and platforms including iOS and Android phones + tablets, Windows 7, Windows 8 desktop and tablet, Mac OS X and even special platforms such as Nintendo DS and Amazon Kindle e-ink readers.

While the core gameplay remains the same across all platforms, we've invested significant efforts into fine-tuning the user input (mouse UI, touch gestures, stylus input) and graphical representation (3D engine, 2D on more low-end devices, adaptive fidelity of shader and animation effects). Platform versions supporting larger file sizes feature full voice-overs while on very limited platforms the challenge was to keep the asset sizes (in particular texture filesize and graphics memory) below certain thresholds.

Key for successful delivery is smart code and asset management across multiple platforms, thorough testing and approval processes in external and internal test groups while involving all stakeholders including license partners.

Part 2 – Ideas for Purposeful Gaming and BHL

Popular and Relevant Games

In this section we'd like to dissect some games that either hold some relevance to our project, either by virtue of trying to achieve something very similar (crowd-sourcing or, more specifically, the transcription of documents) or else use the method of typing as a central game mechanic. We'll look closely at the various aspects of the games/applications, what aspects of their implementation is suitable for us, and in what aspects those applications are lacking.

Z-Type (Type to shoot - http://phoboslab.org/ztype/)

Z-Type is an HTML5 shooter game based around how fast you can type. The visuals are very impressive, and even the electronic background music is cool. In order to shoot the approaching enemies, you must type the words shown using your keyboard. These enemies come at you in waves, which become progressively more difficult as you advance to later stages.

Screenshots of the game *Z-Type*
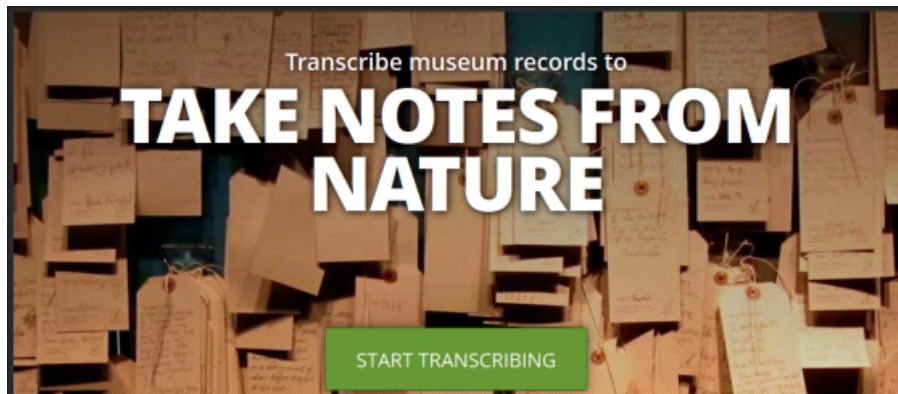
Pros

- Challenging and immersive gameplay

- Extricating exiting gameplay out of 'simple typing'

Cons

- The typing-aspect is not applicable to the BHL

- System not usable with images

- As a shooter game possibly not appropriate for the targeted audiences, especially non-gamers

Take Notes from Nature - http://www.notesfromnature.org/

"We have thousands of specimen images, labels and ledgers from museum collections and the biologists who maintain those collections. These contain information about the where and when a species was found in the past. We need you to help us transcribe that data and make it available for further use in biodiversity and conservation research." (From the *Take Notes from Nature* website)

Website of the digital transcription site Take Notes from Nature
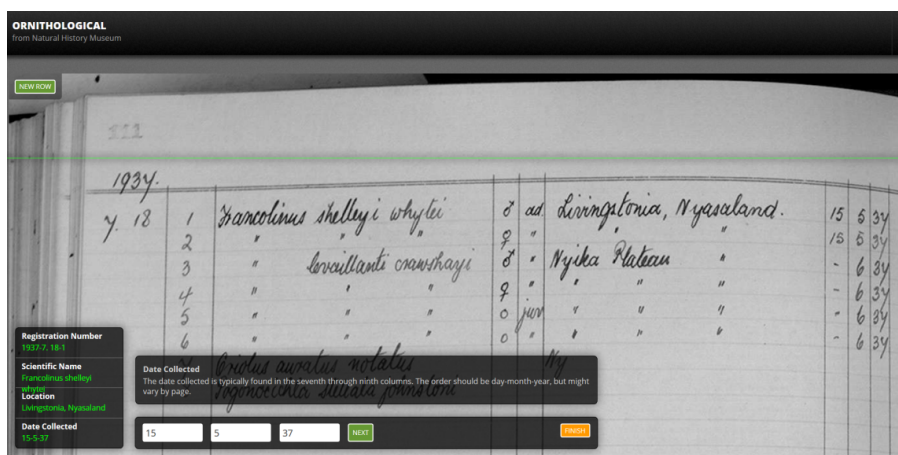
Screenshot of the actual transcription

Pros

- Smooth and attractive UI

- Usecase completely applicable to BHL

Cons

- User interface not very transparent

- No gaming components

- Transcribing is 'real' work

Xylem - http://news.ucsc.edu/2013/12/xylem-game.html

"The Xylem game leverages crowd-sourcing techniques to search for proofs that software programs are free of vulnerabilities. Pieces of software code are inserted into this engaging puzzle game, where players identify new plant species by spotting patterns in the plants' behavior on the island. The more people that play the game and correctly identify patterns, the more pieces of code are verified that they will work with the rest of the software program--it's like solving a gigantic jigsaw puzzle."

Screenshots of the game Xylem

Pros

- It feels like a real game

- Story-driven

- Very attractive graphics

- Exploration & adventure are very appealing genres for target group

Cons

- The code evaluation allows for more complex game mechanics than simple transcription – therefor, not really applicable

- Complex developing necessary

- Platform-specific (iOS-only)

DigiTalkoot - http://www.diachronicdesign.com/blog/2013/08/19/5-digitizing-fieldnotes-through-crowdsourcing-and-games/

The "DigiTalkoot" (Finnish for "Digital Volunteer") is a project by the National Library of Finland, which combines crowdsourcing with games to digitize documents from their newspaper archives. Aiming to make an "Angry Birds for Thinking People," the National Library partnered with another organization, MicroTask, to create casual games that gave volunteers the opportunity to assist with verifying and digitizing historic newspaper articles.
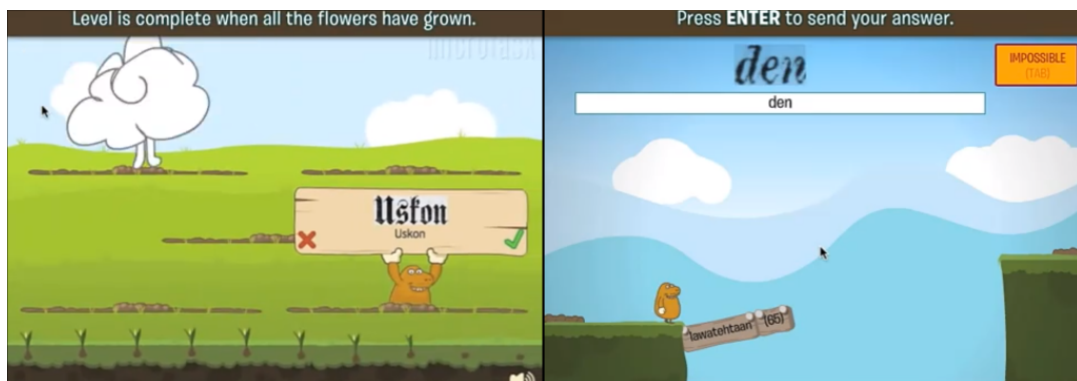
The two DigiTalkoot digitization games: Mole Hunt and Mole Bridge

Pros

- Directly applicable for the BHL

- The cute look is very appealing

- Feels like a game

- Methods for both transcribing *and* validating information in the two games

Cons

- Very slow gameplay

- Presentation not very compelling

Summary

Resulting from the various games and projects that we looked at, we condensed the following as important ingredients for a successful application:

- **Conveying a sense of motion and excitement:** To make the game exciting enough to get completely immersed, we feel a certain amount of fluidity and motion is necessary to convey progress for the player.

- **A basic story driving players on:** To embed the game mechanics into a bigger context, a basic story would do much to help create a sense of fulfillment. A slight disadvantage is that the game is not as easily developed as an 'endless' game like purely level-based games often are, but we feel the added bonus of giving players a clear purpose seriously outweighs that drawback.

- **Attractive graphics:** Attractive and/or cute graphics don not need to be time-consuming or expensive. There are easy ways to produce very intense and suitable graphics. Examples are the reduced style of Limbo: http://limbogame.org/ or Darklings: https://itunes.apple.com/de/app/darklings/id742489894?mt=8 Please note that although these two are almost purely in black and white, this isn not a prerequisite. Instead, the clever use of outlines and the lack of intensive shader-use is what makes these styles so suitable.

- **Ease of controls:** As the game is targeted at non-gamers or casual gamers, the controls must be quick to explain and easy to grasp, and not require any particular (game) skills.

Possible vision of the BHL game

Controls

The basic premise of *Mole Bridge* works really well: typing words to help a character cross obstacles. It's productive (unlike *Z-Type*) and appeals to people wanting to help (analogue to users willing to transcribe the database).

But instead of a game crawling slowly along, we want a certain speed. Motion. Something akin to Parkour. Maybe something that plays similarly fluid to the game *NinJump Rooftops* (https://itunes.apple.com/de/app/ninjump-rooftops/id695302415?mt=8).

This, of course, is in direct conflict with the speed at which most people can type – especially, if they have to transcribe visuals as well.

To solve this problem, we propose to use something similar to the famous *bullet time* (http://en.wikipedia.org/wiki/Bullet_time) extensively used in modern films: the action on screen is slowed down to offer the character (and the frenziedly typing player, too) enough time to clear the obstacle/avoid the trap/etc. After the player has finished her input, time snaps back to normal and the character can run/jump/dodge in a fast, fluid motion.

This way, we can combine exciting gameplay with the more 'cumbersome' method of controls that the method of transcribing by necessity presents, and still provide a fulfilling gaming experience.

Setting

The context of the game could be that of a mutated, poisonous garden, where all the plants are befallen by something dark and terrible and the player has to find a cure for these plants: by reaching various locations without falling victim to the aggressive plants to decrypt what's wrong with them and set things right. Bit by bit, patch by patch, level by level.

The hero/heroine should be a likable, possibly cute young adventurer with a touch of Indiana Jones and Lara Croft. Obstacles she has to overcome are deep chasms, dangerous plants, steep walls – and all of those require input via the keyboard.

Part 3 – Staffing, Timing and Financial Terms

Project Timing and Staffing

The production team will consist of the following task groups:

- Game Design / Conception

- Game Development

- Game Art

- Quality Assurance

- Project Management

- App Store / Distribution Manager

Rough Project Schedule

Project Timing & Staffing	Pre-Production Phase									Production Phase																																		Testing & Deployment					Live			
	July 14					Aug 14				Sep 14				October 14					Nov 14				December 14				January 15					February 15				March 15				Apr 15					Mai 15			
Calendar Week	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Game Designer				▓	▓	▓	▓	▓	▓																																							
Art Director							▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓				
Game Artist							▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓				
Lead Game Developer								▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓				
Game Developer								▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓				
QA Manager / Tester																											▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓				
App Store Manager																																													▓			
Project Manager				▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓

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Financial Terms and Details

Cost Indication "Purposeful Gaming and BHL"

	Person Days	Daily Rate (USD)	Amount	Comment
Pre-Production Phase				
Game Concept	15	$750,00	$11.250,00	
Technical Concept	6	$750,00	$4.500,00	
Project planning and set-up	2	$750,00	$1.500,00	
Production Phase				
Production of all graphical 2D and 3D Elements	28	$750,00	$21.000,00	
Development of game logic and connection to BHL APIs	50	$750,00	$37.500,00	Requirement: BHL provides game-specific APIs for direct usage by the game app (i.e. the API provides scoring, delivery of specific page section image, etc.)
Sounddesign and implementation	4	$750,00	$3.000,00	
Distribution				
Testing and QA Management	10	$750,00	$7.500,00	
Deployment Browser	2	$750,00	$1.500,00	Through Unity Webplayer Plugin
Deployment iOS	2	$750,00	$1.500,00	
Deployment Android	3	$750,00	$2.250,00	
Production of store assets (icons, screenshots, description texts)	1	$750,00	$750,00	
SUB-TOTAL	**123**		**$92.250,00**	net / excl. VAT
Project Management	22	$750,00	$16.500,00	Project and resource planning, controlling, communications, production roadmap
TOTAL	**145**		**$108.750,00**	net / excl. VAT
Recommended additional tasks:				
Optional: Deployment Windows Phone 8 / Windows 8 / RT	10	$800,00	$8.000,00	
Optional: 3 additional UI languages (localization and implementation)	6	$800,00	$4.800,00	Language Delivered: English. Suggestions for additional localizations: Spanish, German, French
Optional: First level customer support	4	$800,00	$3.200,00	4 person days per month. E-Mail support for end users

Your Contacts at Exozet

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WE ARE EXOZET /

We love the digital world, and we play our part in shaping it. Since 1996. Within an interplay of creativity and technology. Our strategy: blending our digital DNA with well-founded strategies, creative designs, and a spirit for the technological frontier.

Our 140 employees help to make Exozet the leading digital agency in the media and entertainment segment. Many companies have trusted our experience – in addition to media conglomerates such as the **BBC** or **Axel Springer**, big-name brands and organizations such as **Red Bull**, **Audi**, **Deutsche Telekom**, and **Wooga** rely on our products and services.

Our founder, Frank Zahn, is still heading Exozet as a CEO. We are located in Berlin, Potsdam-Babelsberg, and Vienna.

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CREATIVE TECHNOLOGIES /

We develop economically viable, scalable solutions that work across all digital platforms: from desktops and mobile devices to smart TV. Our products and services are rooted in strategic and creative experience on the basis of cutting-edge technology.

Your users are our focus. We filter information for them and rely on tried-and-true solutions to provide them with what they need.

Our experience and expertise will help you remain flexible and give you the opportunity to benefit from constant digital change.

From the very beginning of your project, our client partners and project managers work hand-in-hand with you. We focus on flexible project management, provide our employees with continuous training, and assemble dedicated teams for your project.

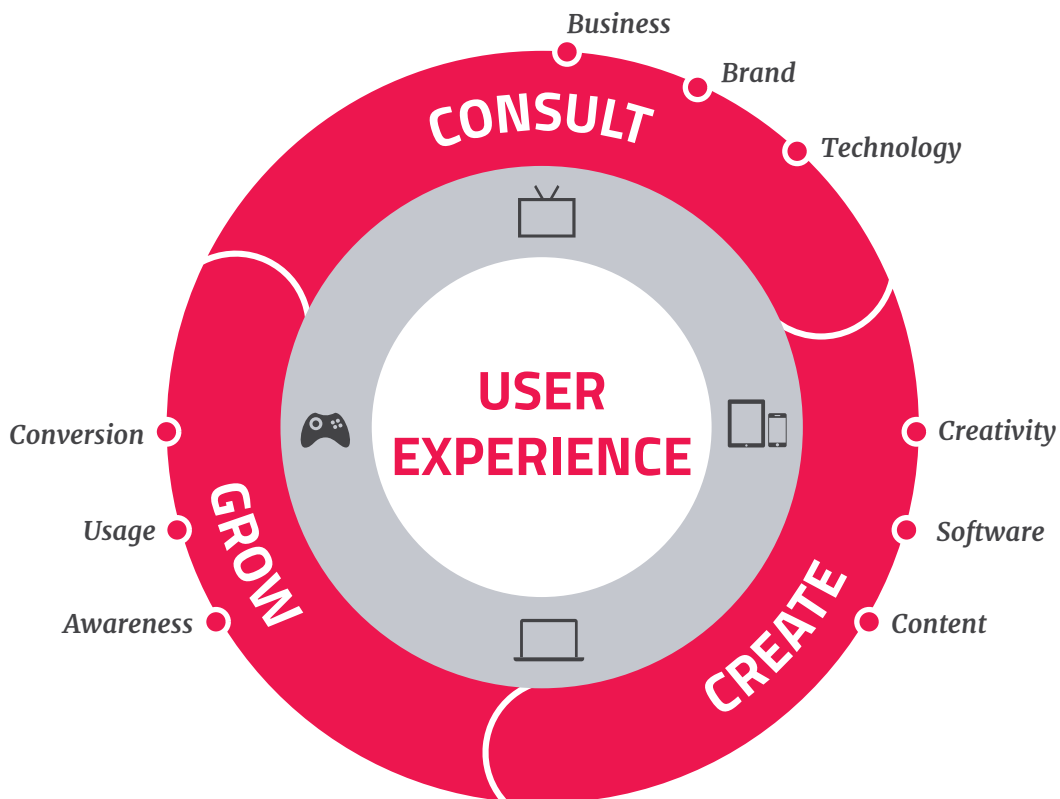
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WE LOVE DIGITAL CHANGE /

Consult

Our experts analyze your project systematically from a business, brand, and technology perspective. With our experience from 18 years as a digital agency. Together with you, we determine which strategy is right for you and your target group.

Create

We create your digital products and services within an interplay of creativity and technology. Our UX experts tell your story. They develop a concept and draft an appealing, device-specific interface design. For any screen. We recommend suitable future-oriented technology and develop streamlined, scalable solutions that focus on user needs.

Grow

Even after your project launches, we will remain by your side, working to help you achieve success. We secure your users' attention and loyalty for your digital business. From analytics to online and social media campaigns to tracking and business intelligence.

Business
Brand
Technology

CONSULT

USER EXPERIENCE

Conversion
Creativity
Usage
Software
GROW
CREATE
Awareness
Content

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OUR EXPERTISE /

Digital Strategy

Digital business is gaining steam; it is increasingly supplanting conventional business models. We develop comprehensive digital strategies that provide your target group with added value – for long-term financial success.

Web

When it comes to the development of responsive, high-performance web applications and scalable back-ends, we are consummate professionals. We take advantage of open-source frameworks and established content management systems that we can expand according to your needs. We can develop solutions for the cloud, provide dedicated hosting, or build on your existing infrastructure. The integration of web services, social plugins, tracking providers, and ad server technologies is part of what we do every day.

NewTV

It's easy to lose your way in the veritable jungle of IPTV, webTV, OTT TV, mobileTV, smartTV, HbbTV, second screen, and socialTV services: that's why we're here to help you. Our in-house software solution ensures the seamless management, playout, and syndication of your video content.

Social & Online Media Marketing

Content is king! Our communication campaigns generate awareness, long-term user loyalty and relevant conversions. Ludically, in all media. We love content marketing and embrace big data. Driven by your business success.

Brand & UX

We focus on your customers and analyze their expectations and needs. In our concepts, IT architecture and usability play a leading role. We give your digital brand identity room to evolve – with a consistent interface design across all devices. We offer a user experience that will both impress and excite your users.

Mobile

"Mobile first" is a popular slogan. But with us, it's more than just lip service – it's a reality. We develop native and hybrid apps for iOS, Android, Windows, BlackBerry, Amazon Kindle, and mobile gaming consoles. In our mobile lab, we have all the necessary smartphones and tablets to test your product directly on the target device.

Games

We have many years of experience to draw from in the field of online, mobile, and console games. Our Games unit serves as your partner for commercial free-to-play and premium products and also helps you market your content.

3D Animation, Motion Design & Video Production

Our Visual Effects department produces for both Hollywood studios and local clients. Are you in need of 3D visuals or entire video productions? We can handle the whole production process, or we can produce real-time 3D applications for your trade fair or event.

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TOGETHER /

We maintain lasting partnerships with our customers In the fields of media, entertainment, brands, telecommunications, finance, and the public sector – always with great pleasure.

ATV

Audi

axel springer

BBC

bpb: Bundeszentrale für politische Bildung

DW Deutsche Welle

e·plus

EWE

HABA

hr

InnoGames

METRO

Microsoft

ORF

playmobil

rbb

Red Bull

T· ·

UFA

VW

Wooga

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READY FOR TAKE OFF /

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GAMES

— Selected Works —

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From Board Game to Multi-Screen App
Successful digital adaptation of Catan

The global Catan fans can enjoy settling fun on almost any available device: with Exozet's award-winning multi-platform adaptation of the strategy game for iPad, iPhone, Android, BlackBerry, Java, Amazon Kindle, Nintendo DS, Windows and Mac OS X.

True to the original game, up to four players compete in battling for dominance over Catan. Combining the establishment of settlements and cities, the construction of ports and roads with skillful trading of raw materials and other goods, players can strategically defeat their opponents.

Another highlight is our adaptation of the card game "Rivals for Catan". Since June 2013, two players can compete for power in Catan on their iPhone and iPad.

Key facts

❯ Winner of the Airgamer and Pocket Gamer Silver Awards

❯ 4 ½ out of 5 stars in the iTunes App Store

❯ Nearly a million downloads

❯ Including the popular Catan expansions "Seafarers" and "Cities and Knights" as in-app purchases

❯ Hot-Seat-Multiplayer mode

❯ Scrollable game board including retina-graphics and zoom option

❯ Game statistics and extensive tutorial

❯ No age restrictions

❯ Languages: German, English, French, Spanish, Portuguese and Dutch

Awards

Comments

"As a game critic I do not award 90 points to games every day but 'Catan – The First Island' has absolutely earned it."

(HandyPlayer)

"This is a quick-hit iPhone title! A winning blend of strategy and accessibility."

(Pocket Gamer)

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Carcassonne for your pocket

Multi-platform app of the must-play board game

Carcassonne goes multi-platform: Exozet adapted the popular board game for Android, BlackBerry & Java smartphones, Windows Phone and Windows 8. Just as in the original Carcassonne board game that won the "Game of the Year" award in 2001, up to six players create a landscape of cities, streets, and meadows around the medieval French castle of Carcassonne. As every player colonizes the terrain with knights, monks, and peasants, the best strategy will decide who rules the area.

The basic version of our game already includes not only an extensive Tutorial, but also the expansion "The River II". Additionally, the expansions "Traders and Builders", "Inns and Cathedrals", "Crop Circles" and "The Festival" are available as in-app-purchases. Carcassonne's local multiplayer mode allows up to six users to compete for the terrain around Carcassonne. Alternatively, players can choose to challenge the game's clever artificial intelligence.

Key Facts

> Platforms: Android, BlackBerry, Java, Windows Phone, Windows 8

> Tile-based mobile game, true to the original board game of Klaus-Jürgen Wrede

> Clever AI challenging the player with individual strategies

> Local multiplayer mode for up to six players

> including the expansions "The River II", Traders and Builders", "Inns and Cathedrals", "Crop Circles" & "The Festival"

> No age restrictions

> Languages: English, German, French, Spanish & Italian

Awards

SilverGame

Serious Gaming Platform for Elderly People

"SilverGame" is a platform to join in the fun and stay fit. The international serious gaming platform was developed by Exozet and five partners and features interactive games, live events and online services for the generation 59+.

There is a live choir as well as a dance and fitness module. We created the content with our development partners and specialized physiotherapists. Furthermore, "SilverGame" offers online communications services: Next to the video conferencing, Users can send text messages or record and receive video messages. Every single function is geared to the needs of the elderly. It's all about intuitiveness: A user interface reduced to what's essential – with large fonts, crystal clear buttons and a simple navigation.

Facts

> OTT Application: set-top box, TV & iPad

> Genre: Exergames & Infotainment

> Touchscreen user interface

> Activity games geared to the target group: singing, dancing, driving

> Sensor-based feedback, Community and video chat

> Fosters active participation of elderly people in society

> Project period: from May 2010 to April 2012

Consortium

> AIT - Austrian Institute of Technology (Vienna)

> Audio Riders Oy (Klaukkala, Finnland)

> Exozet Berlin GmbH (Berlin)

> Fraunhofer FIRST (Berlin)

> Golden Oldies Charitable Trust (Bath, U.K.)

> Reha-Zentrum Lübben (Lübben)

Sponsored by:

SilverGame is a project of the Ambient Assisted Living Joint Programme (Call 2). It was funded by the EU and the participating countries

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DIE BERLINER MAUER

Explore the Berlin Wall with your Mobile
Multimedia tours along the Berlin Wall

The Berlin Wall was built in August 1961. For more than 28 years it cut the city in two, ran through buildings, interrupted streets and tore apart families and friends. On behalf of the Federal Centre for Political Education Exozet has developed the most comprehensive multimedia presentation of the former border as a mobile app. The free application is available on the iPhone, iPad and Android devices.

The application is based on the website chronik-der-mauer.de, a joint project by the Federal Centre for Political Education, Deutschlandradio and the Zentrum für Zeithistorische Forschung Potsdam. As an interactive guide the app suggests tours of variable lengths. Users can even create their own tours. If they choose the Discovery Mode, the app automatically draws their attention to the most interesting spots. Via GPS, users can locate themselves and navigate to the different sites of interest.

Facts

> Comenius EduMedia Award 2012

> German Education Media Award "digita" in the category "Private Education", division "over 16 years"

> Politikaward 2011

> Interactive map showing the location of the Wall and 40 sites of interest

> 200 photos, 40 original recordings, 20 films and numerous texts

> Guided tours between 30 and 90 minutes

> Optional Discovery Mode tells you when a historical site is nearby

> Public transport connections included

> Languages: English, German

bpb: Bundeszentrale für politische Bildung

ZENTRUM FÜR ZEITHISTORISCHE FORSCHUNG POTSDAM

Deutschlandradio

Awards

digita

Comenius EduMedia Auszeichnungen

Politikaward 2011

"The free app can be used easily, quickly and intuitively, offering a wide range of high-quality information. [...] For this app a transferable concept for mobile education has been developed."

(from the digita jury's appreciation)

iPhone   ANDROID

HABA Orchard

Charming iOS app for children

As the digital developer for HABA, a wood manufacturing company known for high-quality children's toys, children's games and furniture, Exozet faced the challenge to transfer a brand primarily known for its haptical and physical quality into a digital form. We first distilled the essence of the board game "Orchard" and then translated those features into an innovative yet comfortably familiar game on touch screens.

The app consists of three different parts: In the playing part, children help Theo the raven harvest fruits by collecting them in the respective baskets. Learning lets the kids tend to their first virtual tree and watch how it bears fruits. In the discovering part, a hidden object finally shows a vibrant, colorful orchard.

Key Facts

> Platform: iPad, iPhone & iPod Touch

> Three different parts: playing, learning and discovering

> Lots of interactive fun with Theo the raven

> Parents can limit playing time

> Achievements in the discovery and the learning part

> Individual score for up to 4 children

> Target group: children from 3 to 8 years

> Languages for parents' sites: German, English, French, Dutch, Spanish, Italian, Portuguese, Japanese and Chinese

Services at a glance

- Strategic Consulting
- Game Design & Game Art
- Programming

☐ iPad   ☐ iPhone

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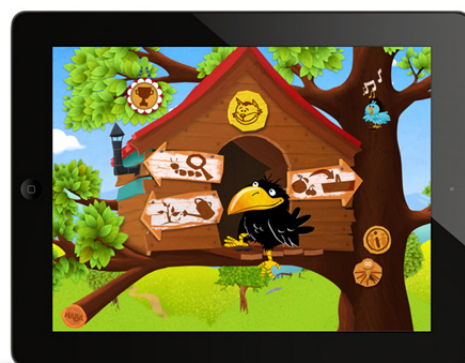
Diamonds Are Forever
Creative mobile porting for game publisher Wooga

On behalf of Berlin game publisher Wooga we ported the award-winning Facebook game "Diamond Dash" to Android devices.

Diamond Dash is a super-fast, addictive puzzle game. More than 30 million downloads and over 10 million active installs prove that it is a game with an outstanding stickiness and replayability. Since there is no per-level design, but randomly generated levels, it always remains challenging. The main drive is the leveling system and the incentive to beat other players' highscores. We optimized the replayibility by tracking user behaviour and adding new features like boosts. After establishing a "Friends League", we are now working on a global league system, where players can qualify for various different leagues and play against gamers from all over the world.

Exozet already expanded the existing partnership with Wooga strategically and ported another flagship game to Android devices, too. We developed "Jelly Splash" for the Korean market: Our version integrates with Kakao Talk instead of Facebook and also includes an array of additional visual and sound effects.

Facts:

> Platform: requires Android 2.3 and up

> 110 million-strong community

> daily prizes with new daily spin feature

> Available in more than 120 countries

> 22 languages

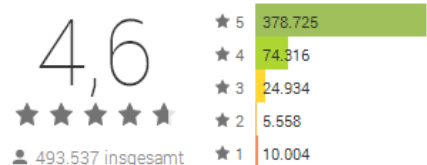> 3 well-balanced grid configurations, depending on the physical screen size

Release:

December 2012

Services at a glance:

▪ Programming

▪ Platform specific adjustments

Google Play Store:

4,6
★★★★★
👤 493.537 insgesamt

★ 5	378.725
★ 4	74.316
★ 3	24.934
★ 2	5.558
★ 1	10.004

ANDROID

exozet

myClub Manager
City-Building meets Soccer Manager

With "myClub Manager" you are the Soccer Manager – including the cigar. You take charge and transform your run-down local club into a winning team. And into a successful business. Focus on the defence or switch to attack; go all in or spare your best players for the next game. Your choice matters: If you are pushing too hard, your players will see a red card. It's all about tactics and adjusting your game while it is running.

Build club buildings and ticket shops to earn the contracts that will pay your players. You will need the cash to assemble a winning team – or you need to start thinking about playing your next game with a group of youngsters.

In a nutshell

› Platform: Facebook, Browser & Mobile

› Genre: Casual team simulation

› Free2Play

› Game management system based on Exozet's in-house engine Zumo

› Over 300 animated game assets

› Event System: weekly league with daily matches, promotion and relegation places

› Transfer market and player training

› Stadium editor with seven stages of development

› Betting System

axel springer

Release

▪ Browser: Q2 2014

▪ Mobile: Q3 2014

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