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YDREAMS™  
ENTERTAINMENT 

**Workshop LBG, TeleTV Summit, Lisboa, Nov. 8 2004**

***SMILE. YOU'RE MOBILE.***



# Presentation Outline

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- Games?
- LBG in Motion - Undercover: The Game®
  - Description
  - UC behind the curtains
  - Billing issues
  - Location X Privacy
  - Operator benefits
  - Marketing & Promotion
  - Market experience
- Business Models
- LBG worldwide (10, EDU)
- YDreams Entertainment (3, EDU)
- UC2: Paradigm Change... (2, EDU)

... short trip to Vodafone headquarters...

- Cross Media? (@ Vodafone – former Expo '98 site)



# Games?

[www.ydreams.com](http://www.ydreams.com)



## What **is not** a GAME:

- A bunch of cool ‘Features’?
- Amazing graphics and animations?
- Puzzles that challenge players?
- Brilliant Background and Story?



# Games?

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## How to Define a GAME?

- What are the main **goals**?
- How can **players** achieve them?
- How do we **play**?
- What **rules** manage the game?



# Games?

[www.ydreams.com](http://www.ydreams.com)



## Main Issues

- 'Features'
  - What distinguishes the game from its competitors (main issue for the development)
- Types:
  - Vital (Important for the GamePlay)
  - Improvements (Usual 'Chrome', Interfaces and FX)
  - Contents and Subscription (Objects with similar prices and with the same results, but with different representations)



# Games?

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## Main Issues

- 'GAMEPLAY'
  - Defines how the game WORKS
  - Interesting Choices
  - Use of Strategy
  - Different types of Interactivity
  - Defines the Global Vision of the game
  - Helps to Focus, defining the features that are part of the gameplay or the 'Chrome'



## Main Issues

- Interface

*“I find the Interface is one of the hardest aspects of game design... It’s one of those things that should be tested and tested until everyone is happy with it.”*

Peter Molyneux, DEVELOP magazine, May 1998



# Games?

[www.ydreams.com](http://www.ydreams.com)



## Main Issues

- Interface
  - Never forget what the INTERFACE **Serves** for, and **Whom Serves** the INTERFACE.
  - How to simplify actions
  - How to show that restrictions don't exist. (Dungeon Keeper)





# Games?

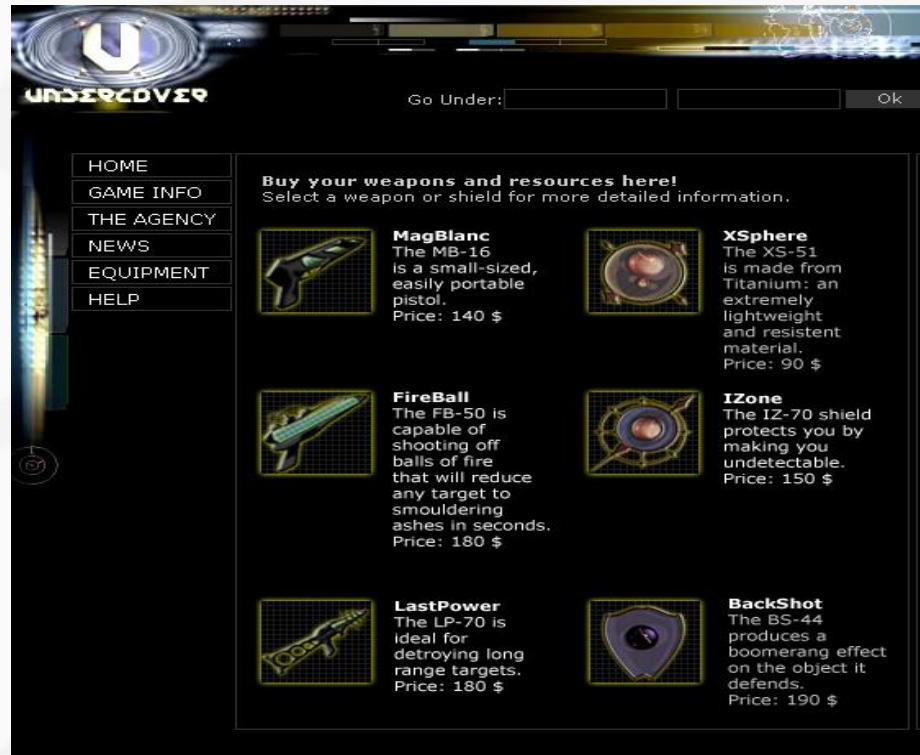
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## Main Issues

- Rules
  - Progressive
  - Interactive
  - Part of Gameplay



A strong management is important, it helps you to control the game.



# Games?

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## Main Issues

- Level Design
  - Define style and **mood**
  - The Level Design **Cannot** cover limitations related to **Gameplay**
  - Complement of the games' core





# Games?

[www.ydreams.com](http://www.ydreams.com)



# MOBILE Game Design

Vs.

# Traditional Game Design



# Games?

www.ydreams.com



## MOBILE Game Design

- Some Advantages
  - Portable (Like Consoles)
  - Allows New Gameplays
  - Network GPRS and Bluetooth
  - Global Market
- Some Disadvantages
  - Reduced memory (around 100K)
  - Network Latencies
  - Lots of different Handsets
  - Cost of data communications





# Games?

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## NEW Gameplays?

- Location Based Games
  - Undercover
  - BotFighters
- LARP Live Action Role Playing Games
- and so on...

The screenshot displays a game interface with a navigation menu on the left and a central panel for purchasing equipment. The menu includes: HOME, GAME INFO, THE AGENCY, NEWS, EQUIPMENT, and HELP. The central panel has a header 'Buy your weapons and resources here! Select a weapon or shield for more detailed information.' Below this are four items:

- MagBlanc** The MB-16 is a small-sized, easily portable pistol. Price: 140 \$
- XSphere** The XS-51 is made from Titanium; an extremely lightweight and resistant material. Price: 90 \$
- FireBall** The FB-50 is capable of shooting off balls of fire that will reduce any target to smouldering ashes in seconds. Price: 180 \$
- IZone** The IZ-70 shield protects you by making you undetectable. Price: 150 \$

Below the equipment panel are two smaller windows:

- Shield** IZONE: Shows a circular shield with a glowing center.
- Weapon** LASTPOWER: Shows a futuristic handgun with a glowing barrel.



# LBG in Motion

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## Undercover: The Game™

Ground-breaking massively multi-player mobile game combining real-time action/strategy with location tracking, and being played through a graphically rich J2ME application.



UNDERCOVER

# FACTS

- Biocombinat - Russian biotech powerhouse - NUCLEUS project
- Network hacked - files with genetic codes of lethal bacteria stolen and spread all over
- Case leaked to media
- Extremist groups - unseen wave of violence
- Authorities take action - UN & NATO form T.I.A. - Worldwide recruiting, special equipment, Special Units, UC
- T.I.A's Electronics Intelligence (ELINT) and Signals Intelligence (SIGINT) systems enable real-time location of every suspect detected by intelligence services in over 134 countries
- BUG - "Beta version"



UNDERCOVER



## Undercover - Main Features

- Action / Strategy
- Global gameplay
- Player's real location
- Massively multiplayer
- Persistent World
- JAVA/Symbian/SMS
- Online (http)
- Totally playable on mobile phone
- Community Website  
(playundercover.com)
- Locate agents and terrorists





# LBG in Motion

[www.ydreams.com](http://www.ydreams.com)



## What's cool

- Scan the whole planet
- Precision kills
- They know where you are
- Team up with friends and people all over the world
- Prove your strategy skills using real location
- A job to do: missions
- Shelters / Teleports
- Secret IDs: protection/cost
- Know your TOOLS
- All your friends can play (SMS + JAVA)



**UNDERCOVER**



# LBG in Motion

[www.ydreams.com](http://www.ydreams.com)



## Goals

- Primary:

Locate and eliminate terrorists

- Secondary

Recover stolen files and resources

Accomplish special missions

Climb agency ranks

Network with agents nearby and across the world

Stay alive!



UNDERCOVER



# LBG in Motion

[www.ydreams.com](http://www.ydreams.com)



## Gameplay

- Scan area and locate terrorists (progressive range) over a map
- Aim (solo or group), analyze target profiles, attack
- Activate protection shields
- Recover files and resources
- Collaborate with other agents (communicate, team play)
- Buy and sell files and resources to the agency
- Request and accomplish special missions
- Create and manage secret IDs
- Hide in shelters and use teleports
- Recruit other agents and form your own Special Unit (Clans)



**UNDERCOVER**



## SMS / Java

- SMS

- Simple, short commands

- Few basic commands for primary gameplay

- Depth for hardcore players

- Tips on what to do next

- Java/Symbian

- Engaging

- Easy navigation

- Visual feedback

- 3D simulation of real location





## Attracting Players

- Become a super-powerful secret agent and use advanced software and weapons to help the Agency find and eliminate thousands of terrorists in real world locations
- They know where you are and will come after you – real-time 24/7 action! Got some time to *kill*? Suit yourself...
- Play with all your friends and make new ones all over the world, over sms or using a stunning graphical interface
- Be part of a worldwide community of military intelligence agents





## Shelters

- Hiding – attack without being hit
- Teleports – play somewhere else virtually
- Sponsors – coupon coding system



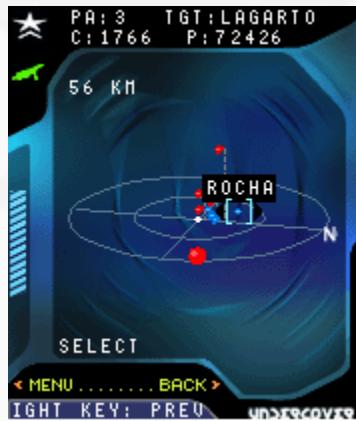


# LBG in Motion

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## Undercover: The Game™



UNDERCOVER



# LBG in Motion

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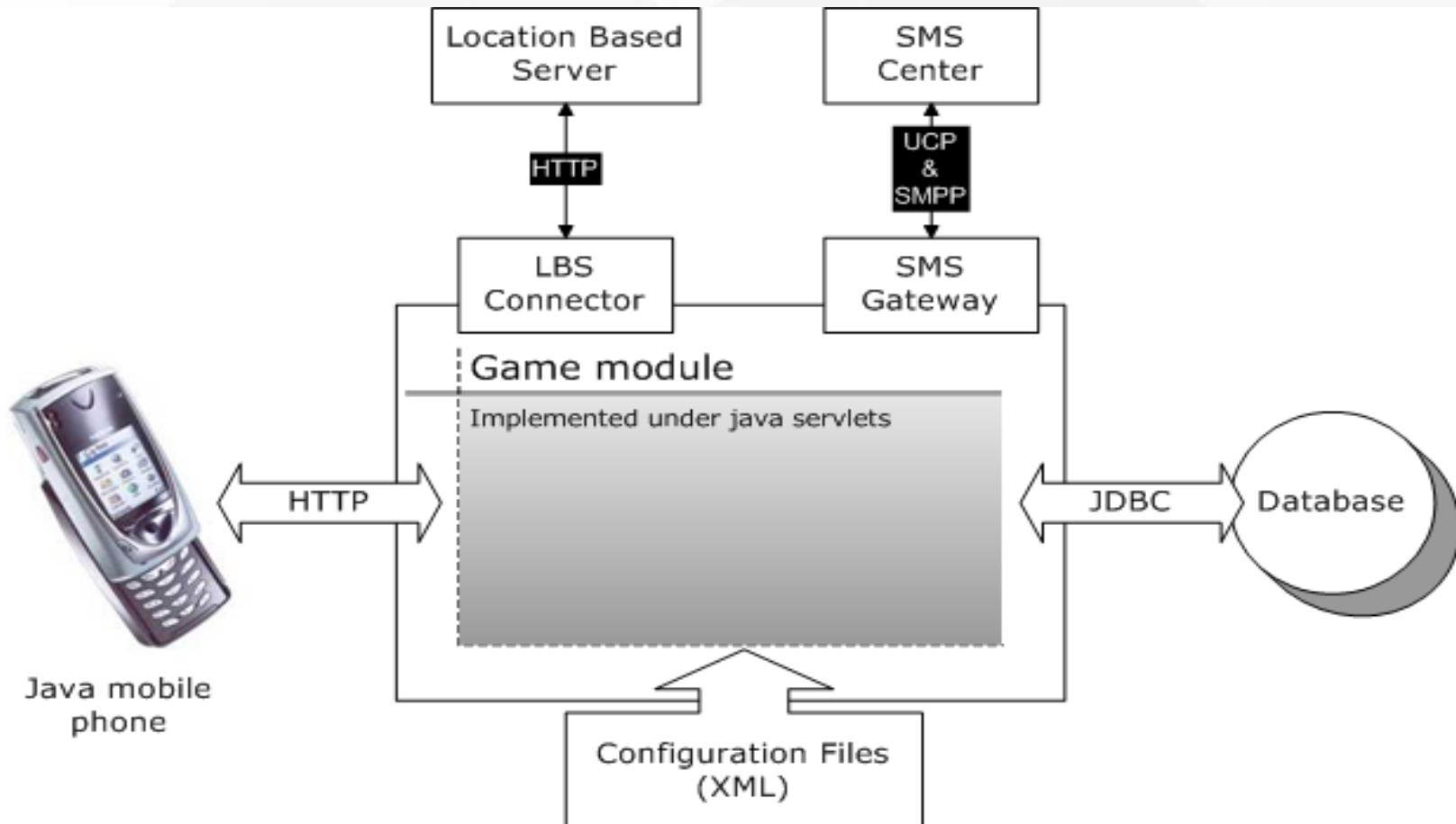
## The Agency™



THE AGENCY

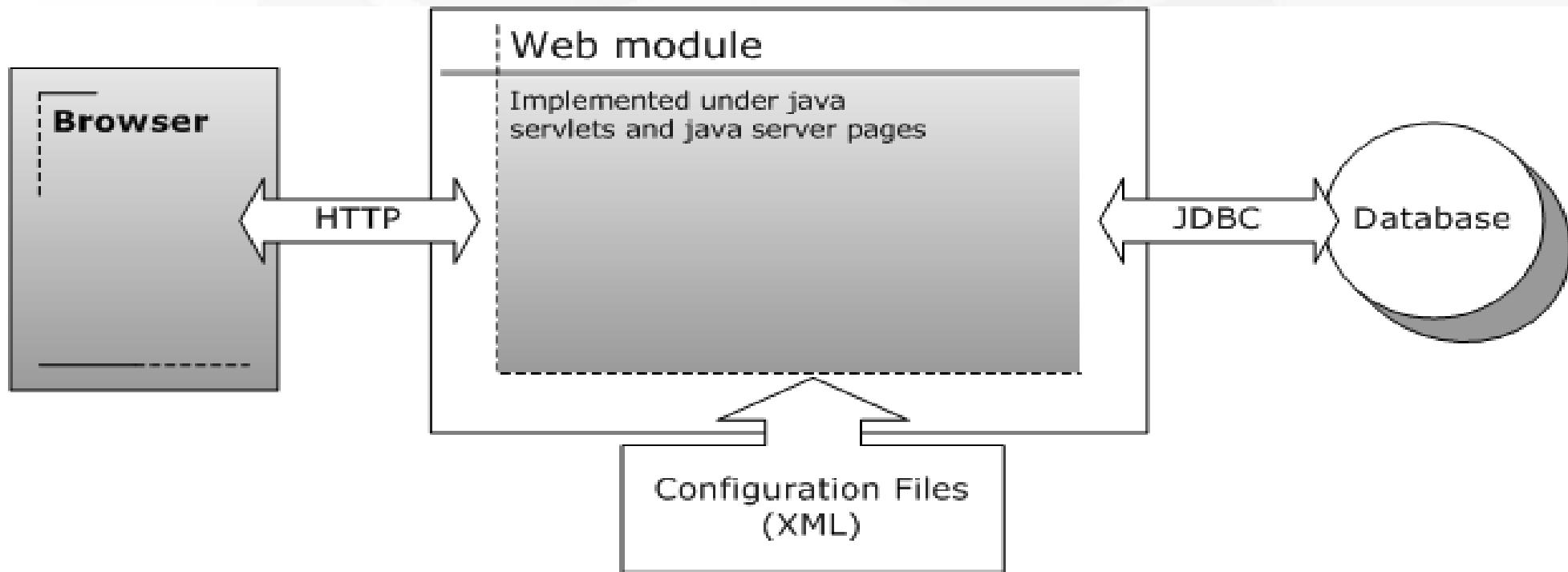


## UC Behind the Curtains – Game Engine





## UC Behind the Curtains – Web Module





## UC Behind the Curtains

- YMP - YDreams Multiplayer Platform
  - YDreams developed a multiplayer platform using different component modules in order to implement the world's first Java MMOG – Undercover / The Agency.
  - This platform will evolve to a generic platform for MMMOG that will be marketed and sold to operators worldwide.
  - Some of the component modules are also used in the server side of Serial Lover and Web 3D Fishualis (EC-funded R&D project).



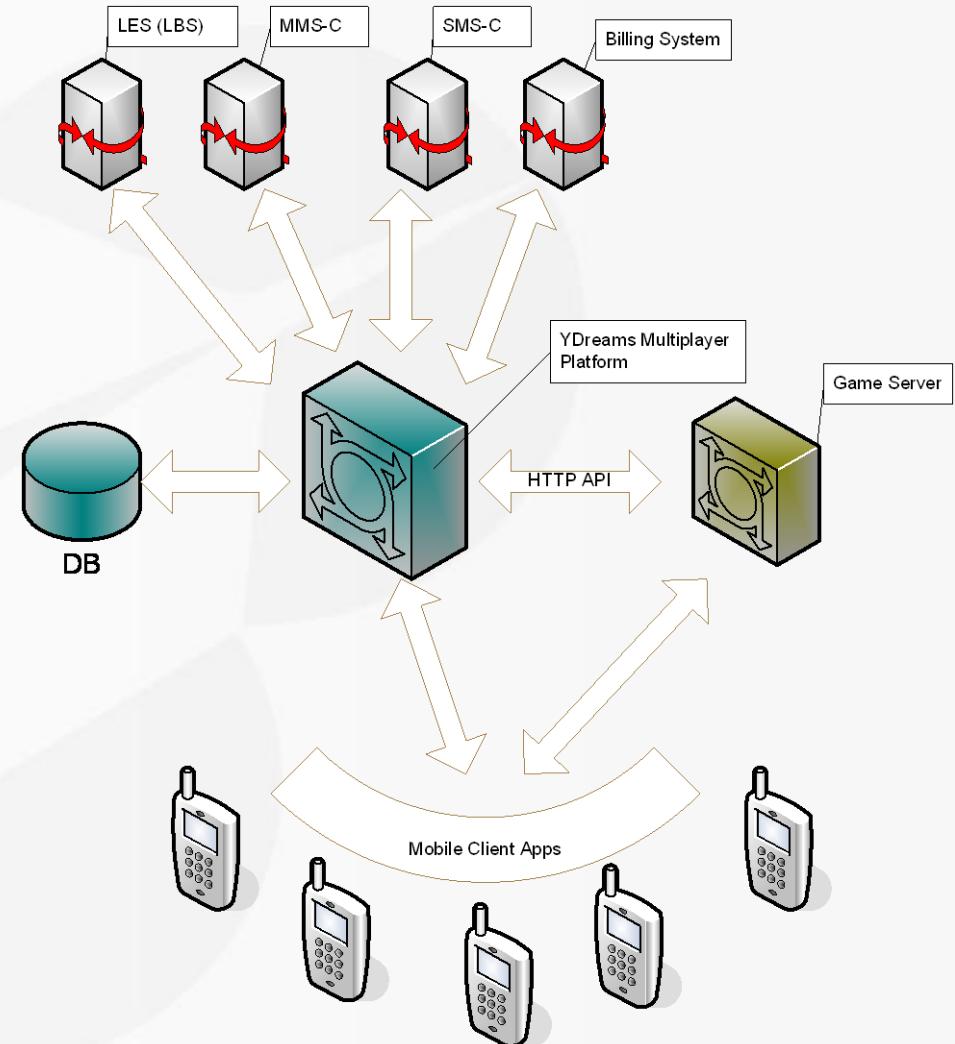
# LBG in Motion

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## UC Behind the Curtains

- YMP - YDreams Multiplayer Platform





## Billing Issues – Events X Subscription

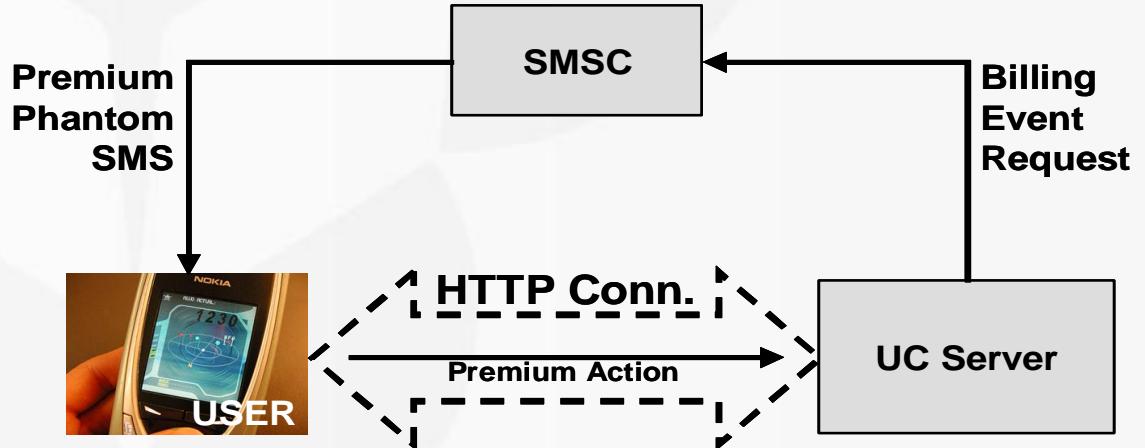
- Event-based billing
  - When playing using the JAVA interface, users are generating revenue through both GPRS traffic and premium actions.
  - The most important actions for the game, or those triggering MTs, are charged as premium commands.
  - The exception is inviting friends to play UC, a crucial game feature to stimulate and strengthen UC usage.
  - Billing SMS players is done through premium MO SMS



## Billing Issues

- Event-based billing
  - Basic implementation

### Billing a JAVA Player



- Alternative API-based implementation



## Billing Issues

- Subscription
  - User pays a flat fee to play UC during a period of time.
  - Uses Java Interface or a premium MO SMS.
  - Subscription management & control is done either on UC Server or through mobile operator's API
  - The best billing model for the user and for the gameplay itself: the user is not afraid to spend more and more time playing.



## Location X Privacy

- Player Real Location – all players are only referenced with nick names.. Scan width is a parameter that can be set-up differently by each operator.
- Player Hide – each player is 100% incognito and is able to choose the nick he/she wants to be known by inside the game.
- LBS turn-off – in Vodafone, any player can turn off his location by simply sending a “LOC OFF” SMS. This depends on the operator LBS platform.
  - The game saves the last known position of the player, if LBS location is not available.
- After 16 months of on-line Undercover and thousands of players signed in, there is no record of any juridical appeals.



## Location X Privacy

- Player run away – while agent, a player can do “Pause” in the game, disappearing from the persistent world, and resuming by simply doing any action inside the game.
- Position of a player is updated anytime he/she does any of the actions that trigger that update.

UC commands requiring location updates

Action	Location Update	
	User	Target
Scan	X	
Aim		X
Attack		X
Mission	X	
Mission Complete	X	
Shelter	X	



## Location X Privacy

- Operator's LBS platform is responsible for the level of precision that is available in Undercover.
  - One can force an error by default and that will not constitute a major issue for the game, because it lives more from the dynamics of location rather than from accuracy.
- Undercover interface never has a direct display of the player's nick name on game screen (only in profile editing and log-on screens).
  - It's up to the player to announce his/her real identity to anyone.
- Two players that are close are unable to find or to locate one another because the minimum scan radius is 2 km (by default).



## Operator Benefits

- Promotes adoption of location based services (LBS)
- Increased voice, SMS and GPRS traffic
- Increased revenue at off-peak hours
- Increased ARPU without cannibalizing other LBS
- Added value to brand – innovative content (Vodafone case)
- Tie-ins: ringtones, logos, merchandising
- Strong appeal for young audiences
- Fast penetration by viral marketing



# LBG in Motion

[www.ydreams.com](http://www.ydreams.com)



## Marketing & Promotion



## Market Experience

- Launched in July 2003 at Vodafone Live! Portugal
- Available at Vodafone Portugal, Sunday (Hong Kong), Optimus (under “The Agency” brand).
- The official Undercover community website is at [www.playundercover.com](http://www.playundercover.com)



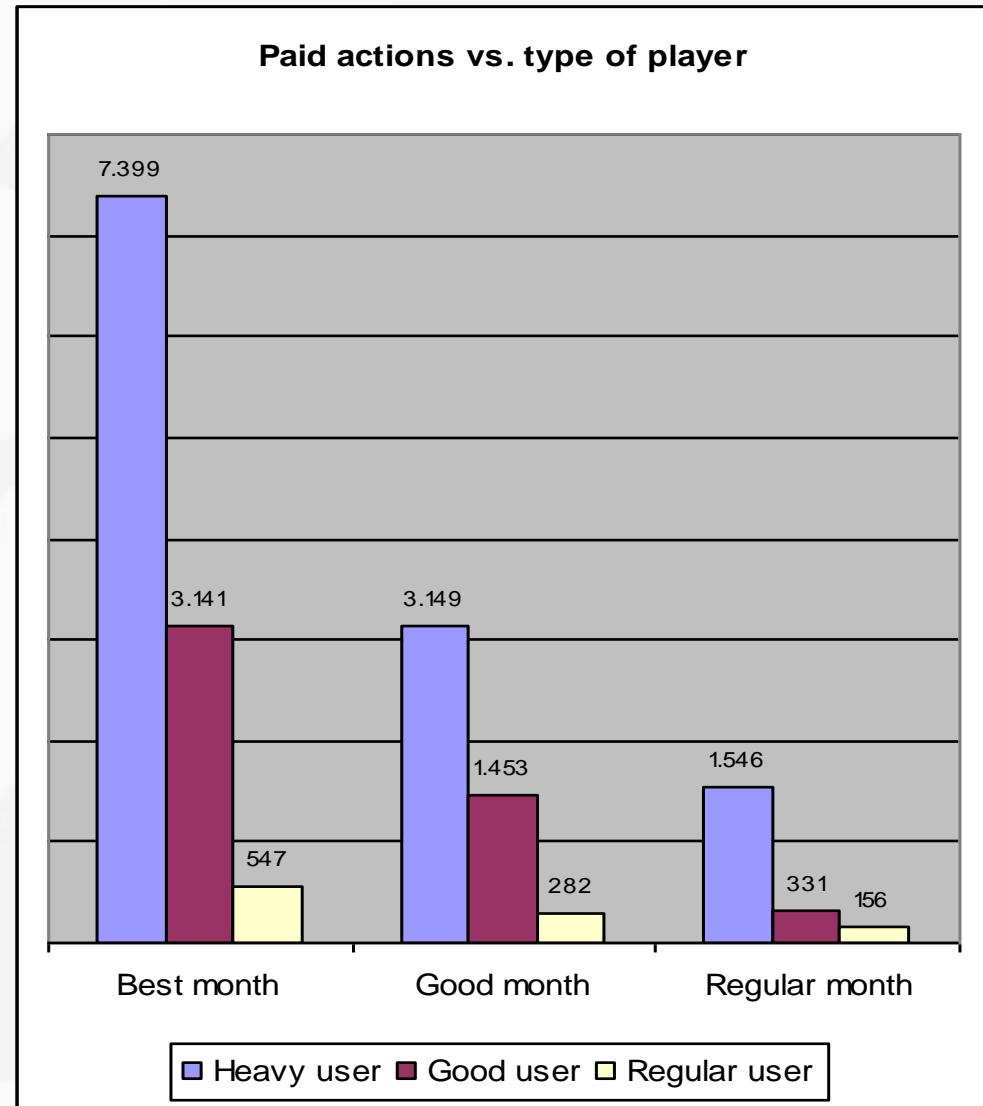
## Market Experience

- Marketing campaigns strongly increase both ARPU and number of users.
- In December 2003 Vodafone conducted a competition to win a Nokia N-Gage, and the results were promising, with a raise in ARPU of more than 70%.
  - There was no external campaign for this event and only 25% of the game subscribers were informed of the contest by a game master message.



## Market Experience

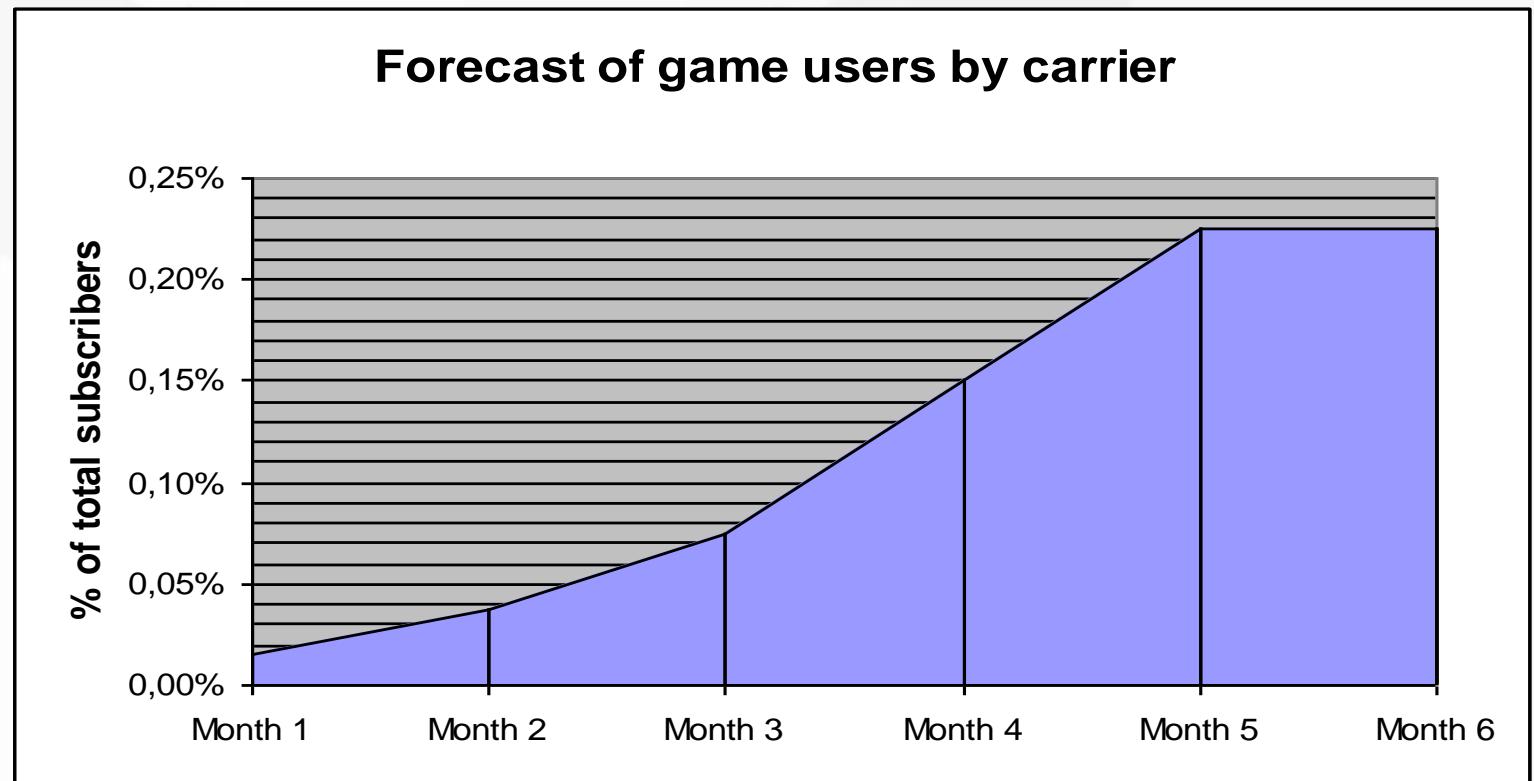
- During a six month period YDreams analysed the behaviour of three different types of users: heavy, good, regular. Three months were selected based on overall game usage: best, good and regular.





## Market Experience

- Forecasts by major carrier with promotional campaign





## Market Experience

- Market size and trends
  - Mobile gaming provided revenues over 1 billion Euros in 2003. It is expected to reach 8 to 25 billion Euros per year in 2008. The latter figure includes revenues from mobile consoles.
  - The growth trends are supported by increasing mobile phone penetration, third generation mobile telephony and improved mobile phones (screens, processing power, interfaces)
  - Estimated world total number of mobile users is 1.87 billion by the end of 2007 (source: The Yankee Group, 2004).
  - One major phone manufacturer forecasts 11% of the global revenues of mobile services (incl. Voice) in 2008 will come from entertainment services (it was 3% in 2003).

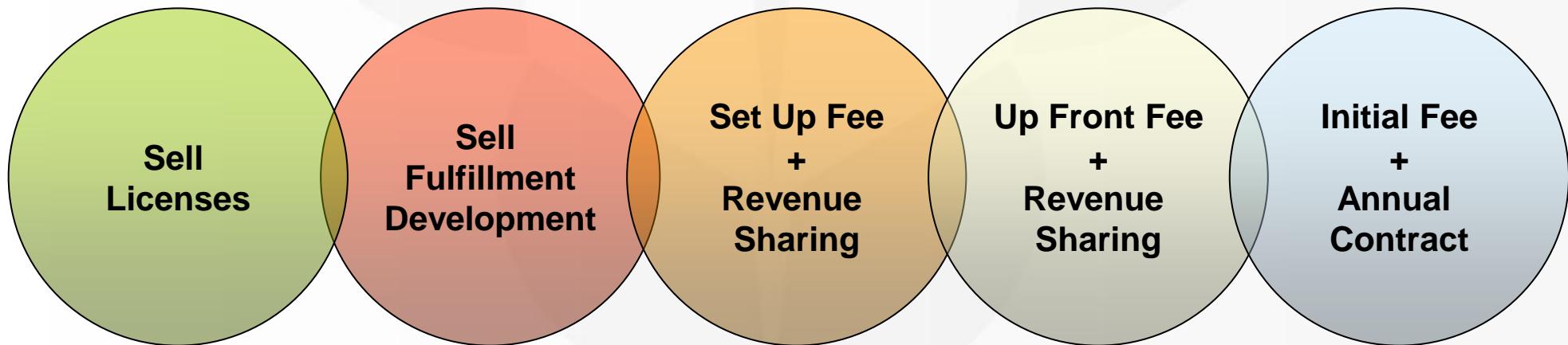


# Business Models

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- To convert new technology to economic value, YDreams Entertainment considers five appropriate business models:





# Business Models

[www.ydreams.com](http://www.ydreams.com)



- Sell Licenses: for solutions that do not require new development or integration effort (like stand alone single player games or utilities). A license including the price of the application is sold directly to the final consumer, with a revenue-sharing among YDreams and the operator.
- Sell Fulfilment: for solutions where YDreams Entertainment works as a developer. It may or may not include licensing, depending on the project. YDreams Entertainment first plans all the tailor made project and then estimates the price based on a budget.



# Business Models

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- Setup Fee + Revenue Sharing (RS): very common among operators. In this model, development costs are not charged at once and revenue is shared by developer and operator. RS ranging from 40 to 85%. In special cases setup fee can be waived.
- Upfront Fee + Revenue Sharing (RS): a variation of the above model where the fee paid up front by the operator is latter reimbursed using 100% of sales revenues. It works like an advancement, to be recovered by the operator. Usually the Upfront Fee is higher than Setup Fee and different RS percentages are used. In very special cases upfront fee can be waived.



# Business Models

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- Initial Fee + Annual Contract: it is used in major projects, long terms duration contracts or with a significant investment developments. An initial payment covers considerable part of the development and installation, followed by a fix annual cost for maintenance and Service Level Agreement (SLA).



# Business Models

[www.ydreams.com](http://www.ydreams.com)



- Agents / Brokers / Aggregators
  - YDreams Entertainment works with several agents, brokers and aggregators in order to extend its commercial network.
  - These partners receive a percentage of YDreams' revenues, depending on the contents and commercial potential.
  - **Problem:** usually they are only “first contact providers”.



# LBG Worldwide

[www.ydreams.com](http://www.ydreams.com)



- <http://www.botfighters.com/>



- <http://guns.mikoishi.com>



- <http://www.mogimogi.com/>





## PACMANHATTAN



- <http://pacmanhattan.com/about.php#control>

## BLAST THEORY

- <http://www.blasttheory.co.uk/>



- <http://www.urbanchallenge.com/home.html>

### Good Listing:

<http://www.thefeature.com/user/Howard/journalentry?id=873&ref=4038346>



- Internationally known researchers in mobile and ubiquitous computing created **YDreams** in June 2000.
- Those researchers have been joined by developers and managers that have worked for Fortune 500 companies.
- YDreams' headquarters are located at Madan Park in Monte de Caparica (Lisboa), Portugal.

## Offices in:

- Macao, China;
- Rio de Janeiro, Brazil;
- Barcelona, Spain.
- The company is considering expansion to USA, Australia, Poland and UK in 2005

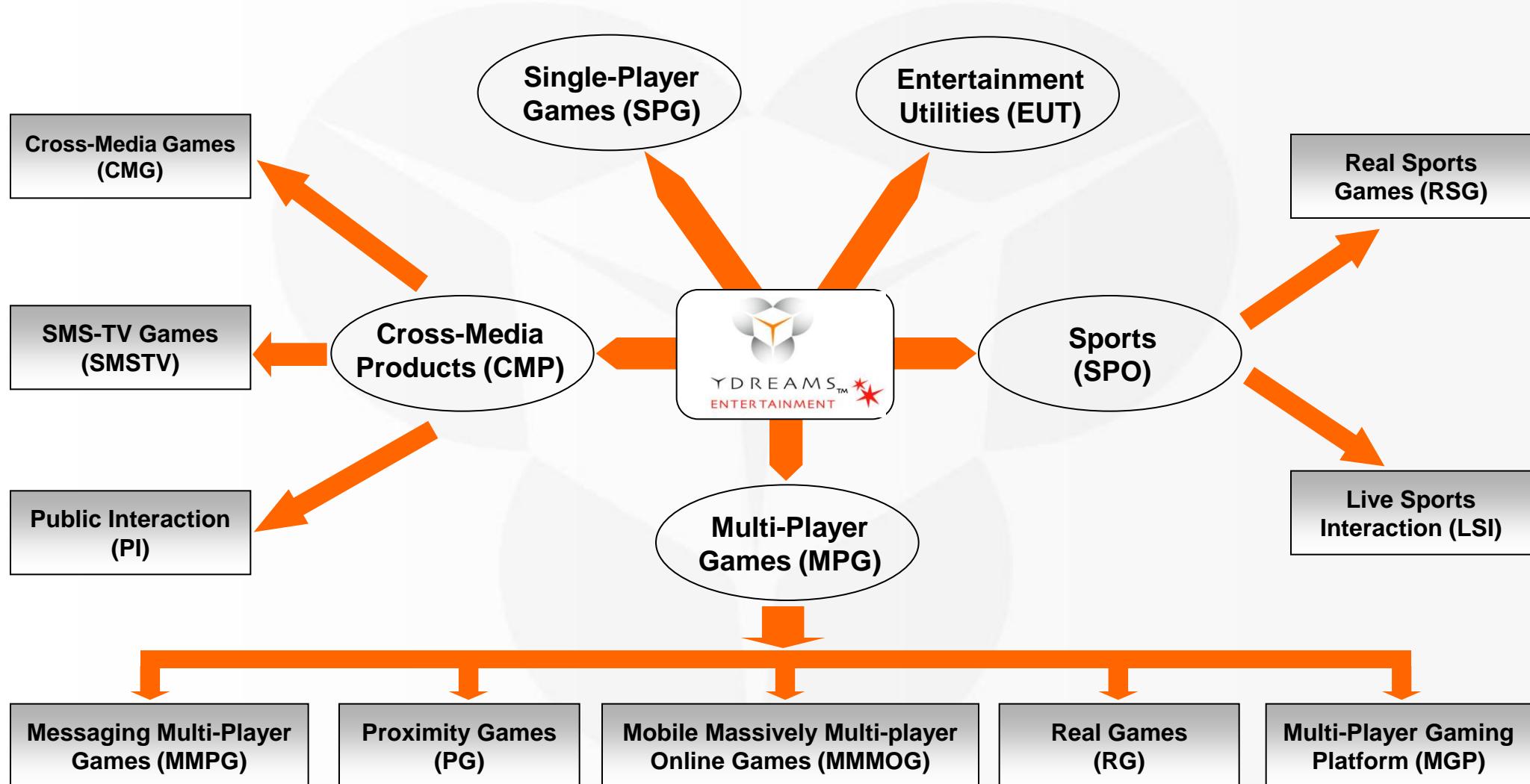


- YDreams has been a mobile computing oriented company. It is now also developing ubiquitous computing applications.
- The company has divisions working in four vertical markets:
  - Entertainment
  - Advertising
  - Education & Culture
  - Environment & Quality of Life.
- YLabs - research department supporting the development of innovative products and services for those divisions



# YDreams Entertainment

www.ydreams.com





## SPG - ROCKSTAR



- Rockstar ([video](#)) and Rockstar 2: Staying Alive! ([video](#)) are Java games for Series 60 mobile phones.



## PG – Lex Ferrum

- Proximity-based Single and Multiplayer Combat Mobile Game with Character Building and “sword & spell” 3D combats
- Game features
  - Play using Bluetooth and Mobile Networks.
  - Challenge nearby players.
  - Became a deadly and blood thirsty warrior or a clever and evasive fire throwing ArchMage, or even mix both abilities in the same character.
  - Face different challenges to obtain more magical power and physical strength.
  - Continue playing even when you die – become a ghost and confuse the living.
  - Fight with several weapons, armours and spells.
- Originally developed for the launch of the N-Gage (project sponsored by NOKIA Portugal)
- Symbian phones - release in Q2 2005.
- [Video](#) (Portuguese)





## PG – Lex Ferrum





## MMPG – Serial Lover

- Serial Lover is a messaging-based multiplayer game where you have to flirt as much as possible and maintain all your lovers happy with presents, sweet words and invitations. All without bursting your bank account.
- Serial Lover uses SMS/MMS and can be played in any mobile. The goal is to gather as many lovers as you can and maintain the best possible relationship with them all.
- Following requirements from operators, an adult edition will be produced with erotic-driven SMS / MMS content.



Serial lover

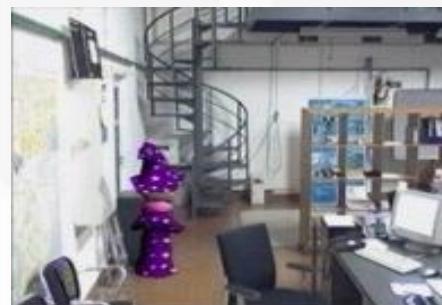


## Real Games

- YDreams has developed a proprietary technology that enables the insertion and control of virtual elements in a real scene:
  - One can be a virtual actor in a real movie scene.
  - One can participate in a virtual boat race taking place over a live real scenario.
  - One can participate in a mixed reality game where real players have to beat virtual ones.



[Video](#)



[Video](#)



[Video](#)



## Real Games

### Portugal Telecom Promotional Truck (Video)

- YDreams developed an application currently being used in a national road show by Portugal Telecom, allowing public to interact with their mobile phones with virtual elements in live capture video scenes.
- A fixed camera films the interior of the road show truck and a virtual frog (company mascot) is playing around in lives images shown in an outdoor Plasma Screen.
- Users can feed the frog by send an SMS trying to guess a certain screen position of his next move.
- If they get it, the frog will eat a fly in that spot.



## Real Games – PT Truck Road Show

- Use of live video or television images.
- 3D objects and virtual characters overlay in real time
- Mobile phone interaction using SMS.

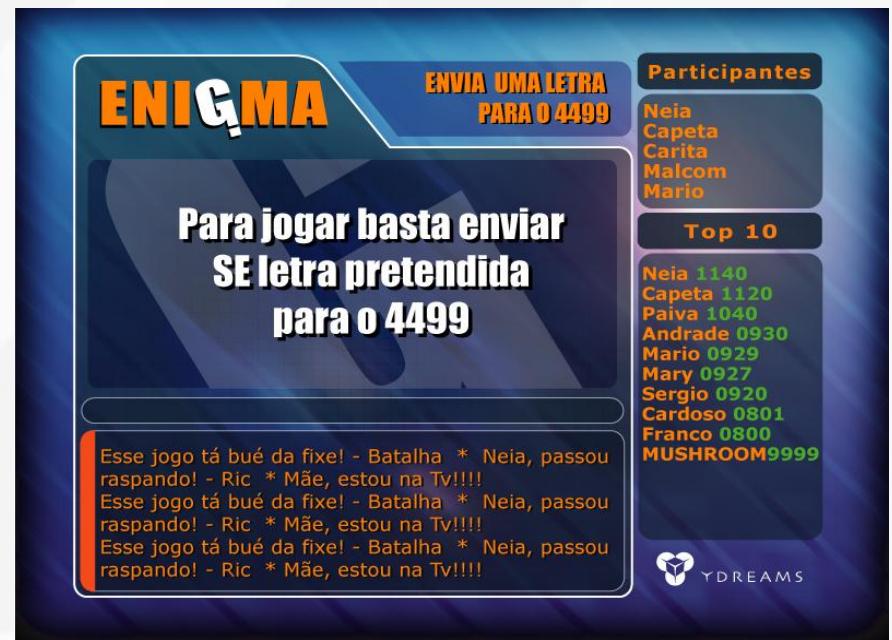


*system set up phase*



## SMSTV – Enigmatics

- YDreams has developed Enigmatics for TV Cabo Portugal, a game where the player interacts with the television using his/her mobile phone.
- Two other games were developed for TV Cabo's SMS Channel:
  - Incomplete Poetry
  - Bingo





- **Sports** - using mobile phones to interact with sports-related content.
  - **Real Sports Games** provide players with the ultimate realistic experience. Users interact with real videos (live or pre-recorded) in short and vivid games.
  - **Live Sports** Massive participation via phones on entertainment events. Live feedback is shown on the stadiums giant screens.



## Real Sports Games

- YDreams has developed RealSim, a unique technology that enables the insertion and control of a virtual element in a real scene:
  - one can drive a virtual car against real cars in a race broadcasted on a digital media ([video](#));
  - one can virtually bat a real pitch on a baseball or cricket game;
  - one can virtually respond to a real serve in tennis.





## Live Sports Interaction - Global Stadiums





- **Entertainment Utilities**
- Mobile applications that stimulate a new mobile lifestyle on urban users.
- Cover a wide range of mobile applications including interactive toys, smart control of video cameras or community-building tools.
- These tools can act contextually for location-enabled phones.



## EU – Grok Chat

- Grok Chat is a community building tool with a client-server architecture. Client is a J2ME / Symbian mobile application which can work in most actual phones.
- Release 1.0 Q1 2005





## EU – Grok Chat

- Features
  - Chat with people located in your surroundings.
  - Interact through a funny and easy to use Symbian user interface.
  - Chat with your instant internet messenger and with all of Groks' friends.
  - Friends list shows which friends are online and where they are.
  - Meet new people in public chat rooms.
  - Photo Messaging that allows taking and receiving photos.
  - Chat in private
  - Send SMS or MMS to your friends.
  - Build and use cool and funny avatars and smiles.
  - Mobile, multi-user, online, location-based.
  - Backgrounds and animations keep changing contextually, according to your location and current weather conditions.



## Undercover™ II

- Map-based graphical interface
- Single player dynamic story line based on missions
- Multiplayer Cooperative and Competitive Missions
- Factions represented by large corporations with Localized Bases
- Missions can be composed of several steps to accomplish
- Clans will gather to accumulate power and wealth



## Undercover™ II

- Full Player Vs. Player with newbie and level protection
- Player skills evolve during game
- High variety of equipment including generic warfare items.
- Some equipments can be equipped in the character bringing skills improvements
- 8 different skills create a full character development system



## Undercover™ II

Revolutionary Business Model

Pervasive Location Tracking

Pioneering Billing Models



# UC II: Paradigm Change...

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## Undercover™ II





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# Cross-Media?

[www.ydreams.com](http://www.ydreams.com)



- Cross-Media Products are games / toys / applications that use several communication channels for user interaction, such as mobile telephones, WWW, TV or press.
- They range from simple voting events using SMS to influence the outcome of a TV program, to MMOG where gameplay is strongly influenced by the developments of a TV series or show (or vice-versa).



# Cross-Media?

[www.ydreams.com](http://www.ydreams.com)



## Cross-Media Products

- SMSTV: a number of users play a game with results being shown on TV.
- Cross-Media Games: gamers use the mobile phone as their main tool for interaction
  - Gameplay is influenced by and may influence the outcome of a TV Program.
  - The game itself can be used to explore hidden (or not produced) parts of a TV series or movie, or to help real characters to accomplish certain tasks.
  - CMG can be standalone, multiplayer or even MMOG.



# Cross-Media?

[www.ydreams.com](http://www.ydreams.com)



## Cross-Media Products

- Public Interaction: several users play games or use interactive toys and applications using their mobile phones but with dually displayed results: on their phone screens and on a large display.
  - These two views can be different thus allowing a personal experience on the phone while publicly interacting on the large display.
  - Those displays can be set up in a variety of forms and materials but are normally displayed in highly populated public areas where a huge exposure is guaranteed.



## Public Interaction

- YDreams has co-produced with British IDEO the *Vodafone Interactive Cube*.
- Games are played using the mobile phone as a remote control of the large screen.
- Vodafone Interactive Cube received IDEA Gold Award for Environments in 2004 (by IDSA) and it was featured on Business Week as Europe's Best.

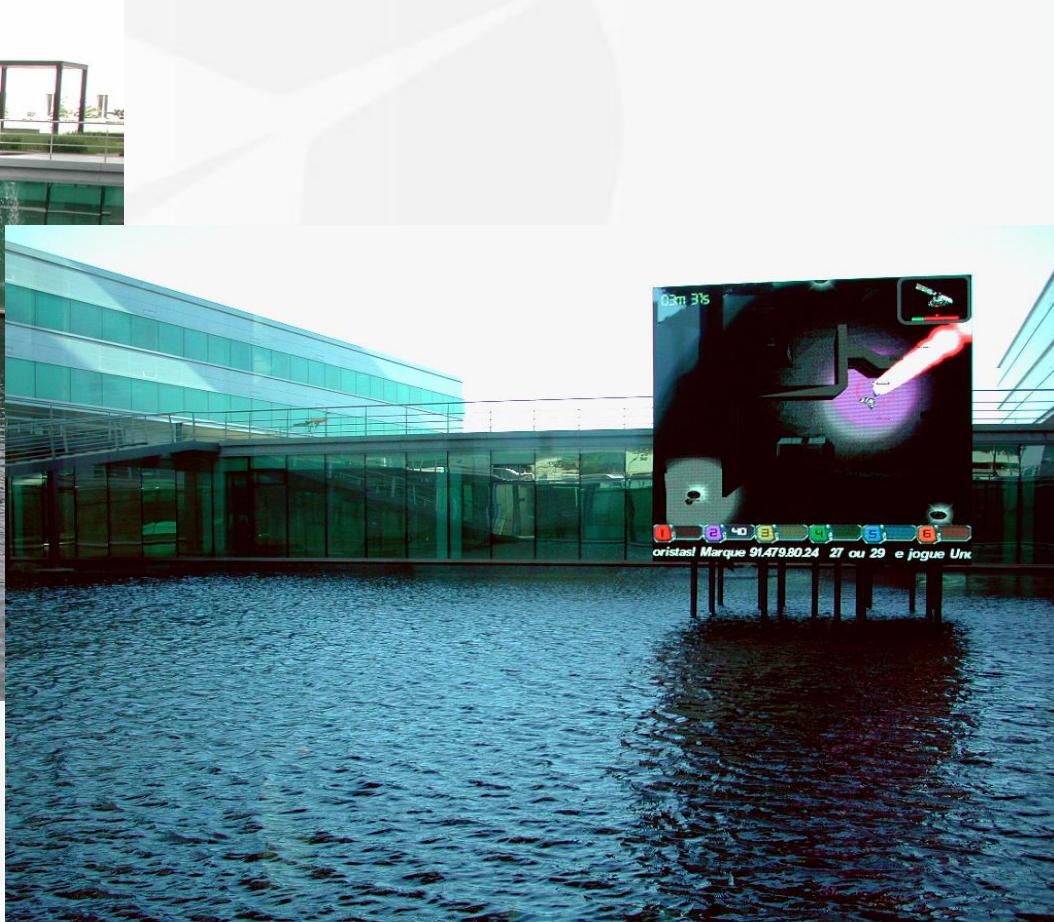


# Cross-Media?

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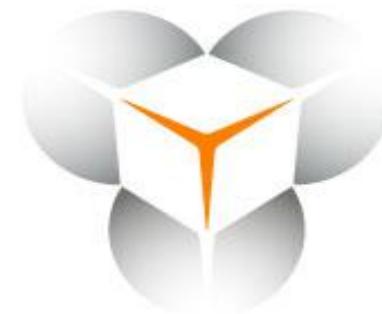
## Public Interaction



- Video



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