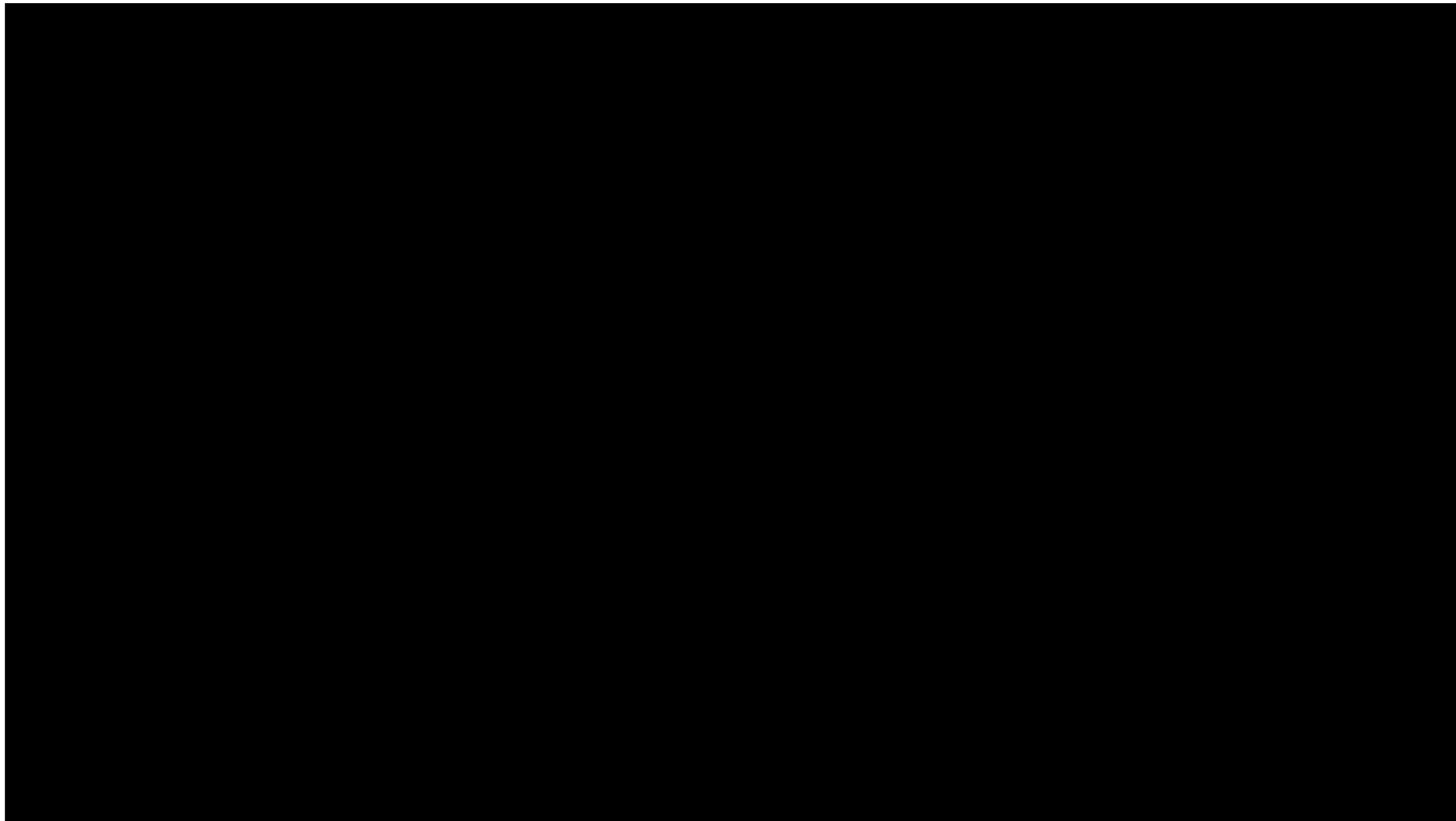


# Ubiquitous gaming

is this the future of  
ubiquitous gaming?



# criteria

it should be as easy to interact with computers as with everyday objects in the physical world. One way of ensuring this is to support natural interactions with computers, leveraging the experiences we have had in the physical world in the digital domain.

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# criteria

## values:

experience relaxation, concentration, cohesion, elation,  
adventurous thinking, constant challenge, and relief

## beliefs:

improve life, create challenges to overcome, recognize  
opportunities, promote social interactions

# two views

embedding into digital world:

computer games, console games, social games, immersive games

embedding into real world:

augmented reality, location based gaming

# today's gaming audience

- PC games
- Console based
- mobile
- social
- immersive technology

# reasons for popularity

- number of internet enabled devices
- game crazy generation
- games focus on non core gamers
- influence of facebook



A brief look at some interesting ubiquitous games

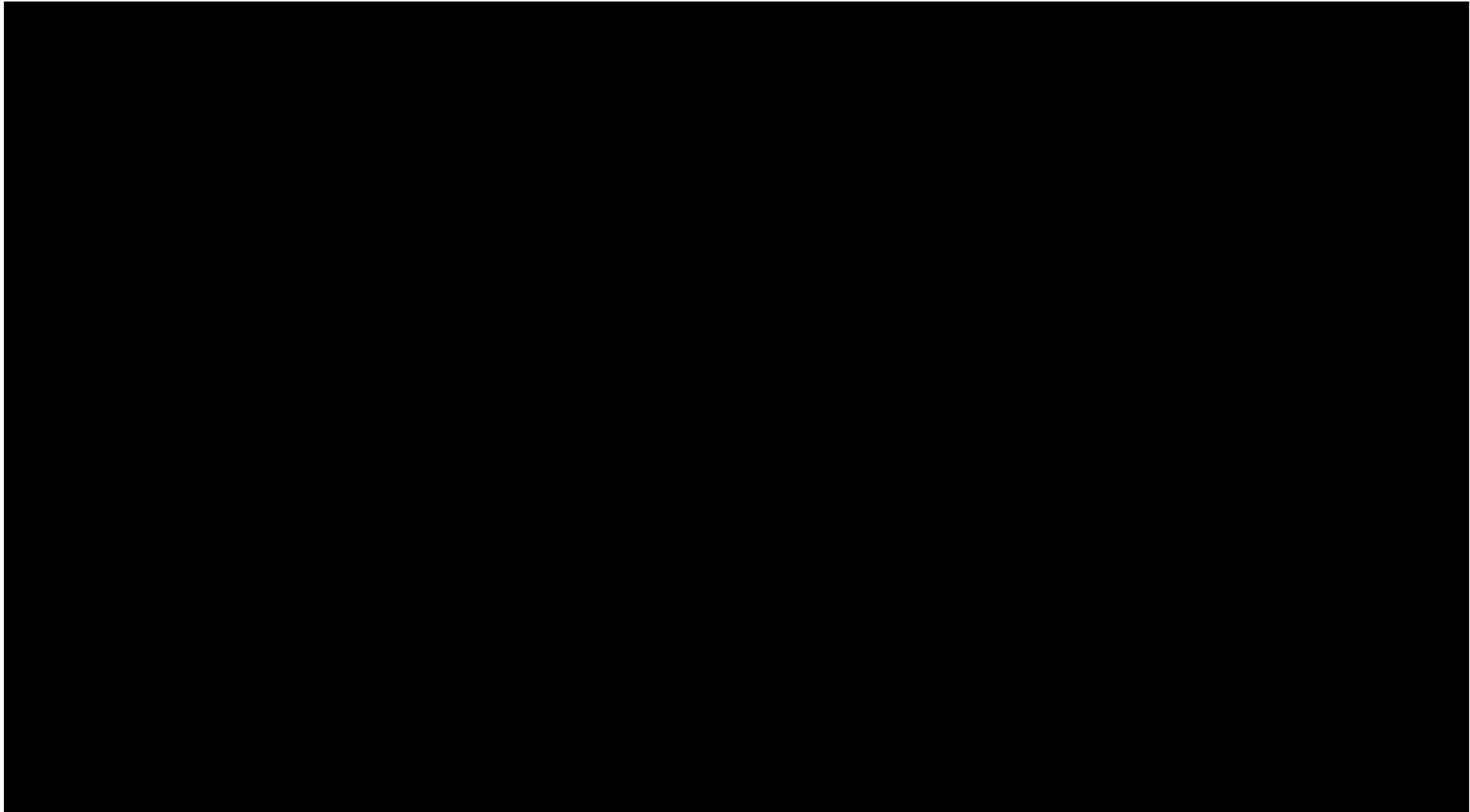
# mobile augmented reality

technology which provides means to blend virtual imaging into the video stream of a mobile device's camera - in real time.

# mobile augmented reality



# mobile augmented reality



# social games

- games on facebook
- different audience
- Massive multiplayer online games
- free and reachable
- future implications???

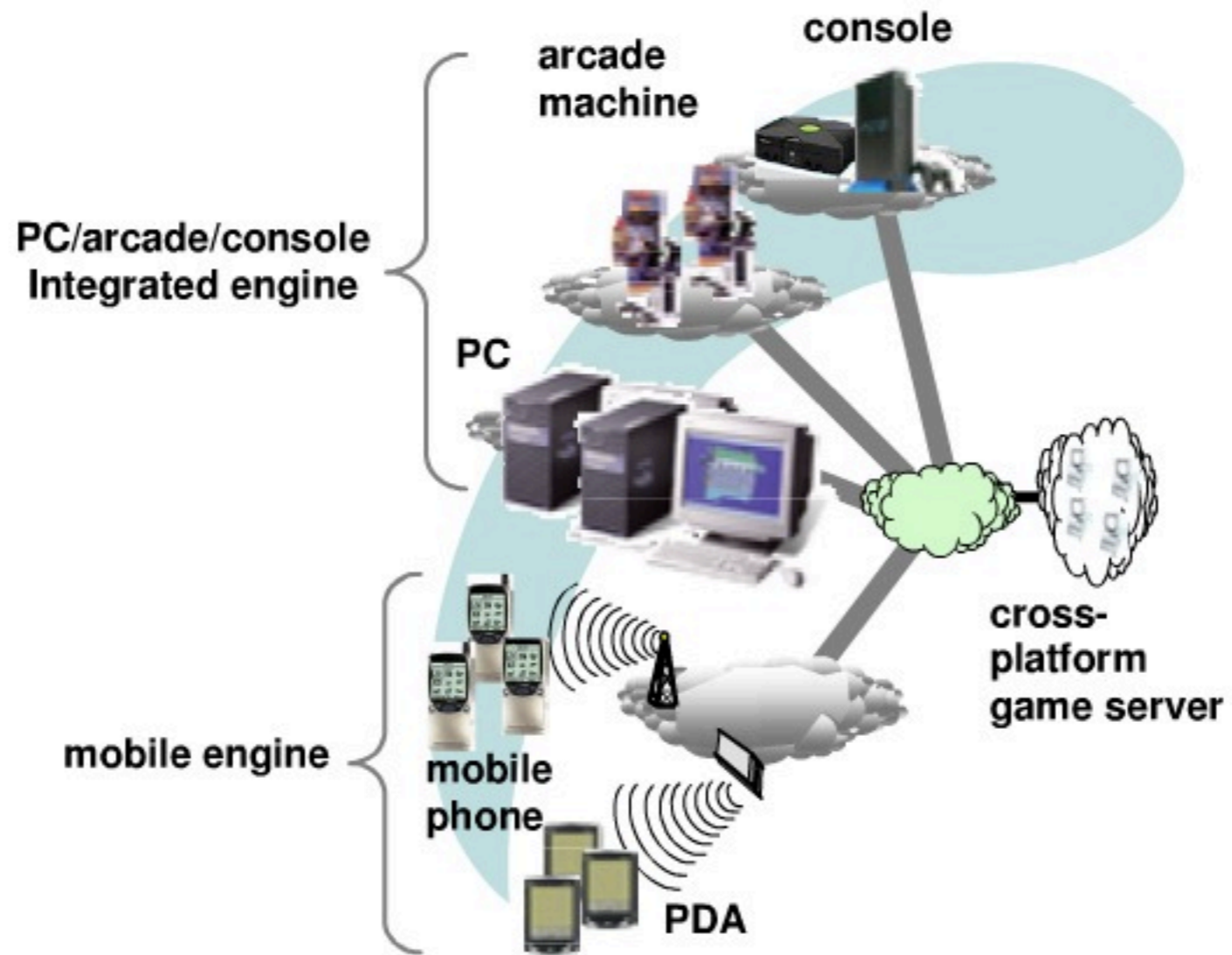
# social games

Is facebook itself a game?

# multi platform

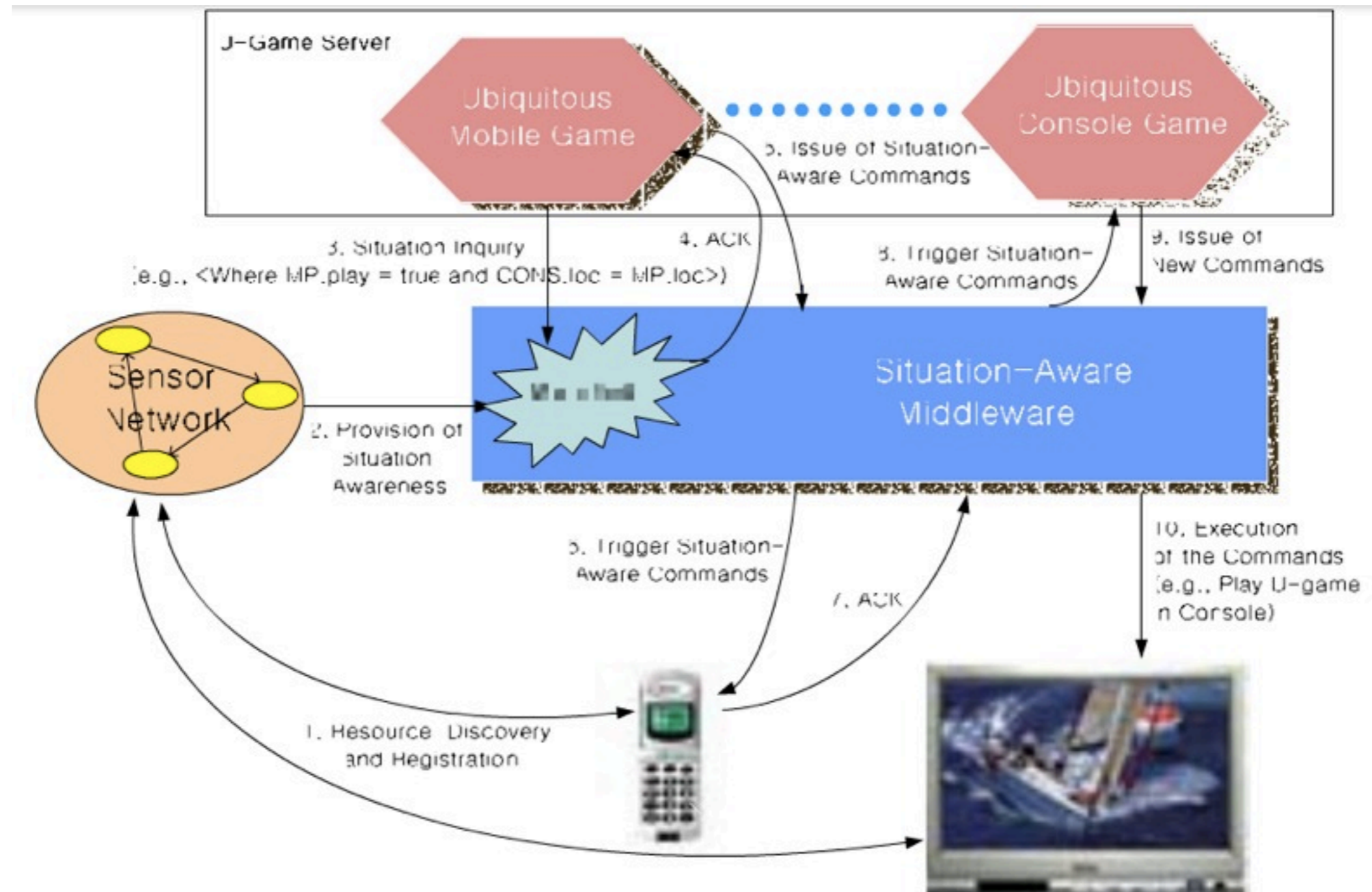
- simultaneous deployment
- death of PC?

# multi platform





# multi platform



# multi platform



# location based

Can you see me now

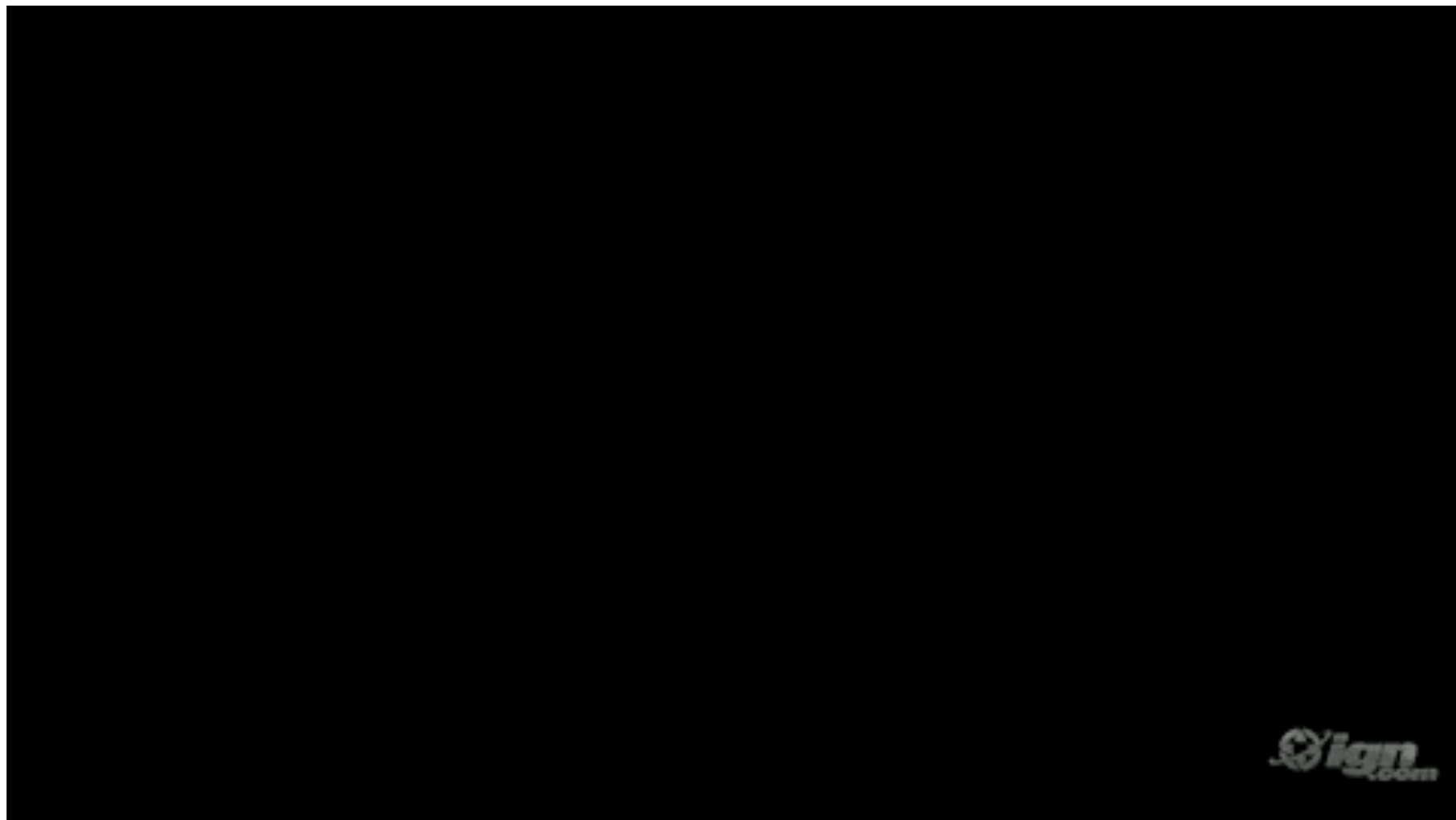
- decentralization of control room
- upto 15 online players being chased around by “runners”
- most fundamental challenge was to deal with interruptions
- color maps

# location based

Human pacman

# immersive

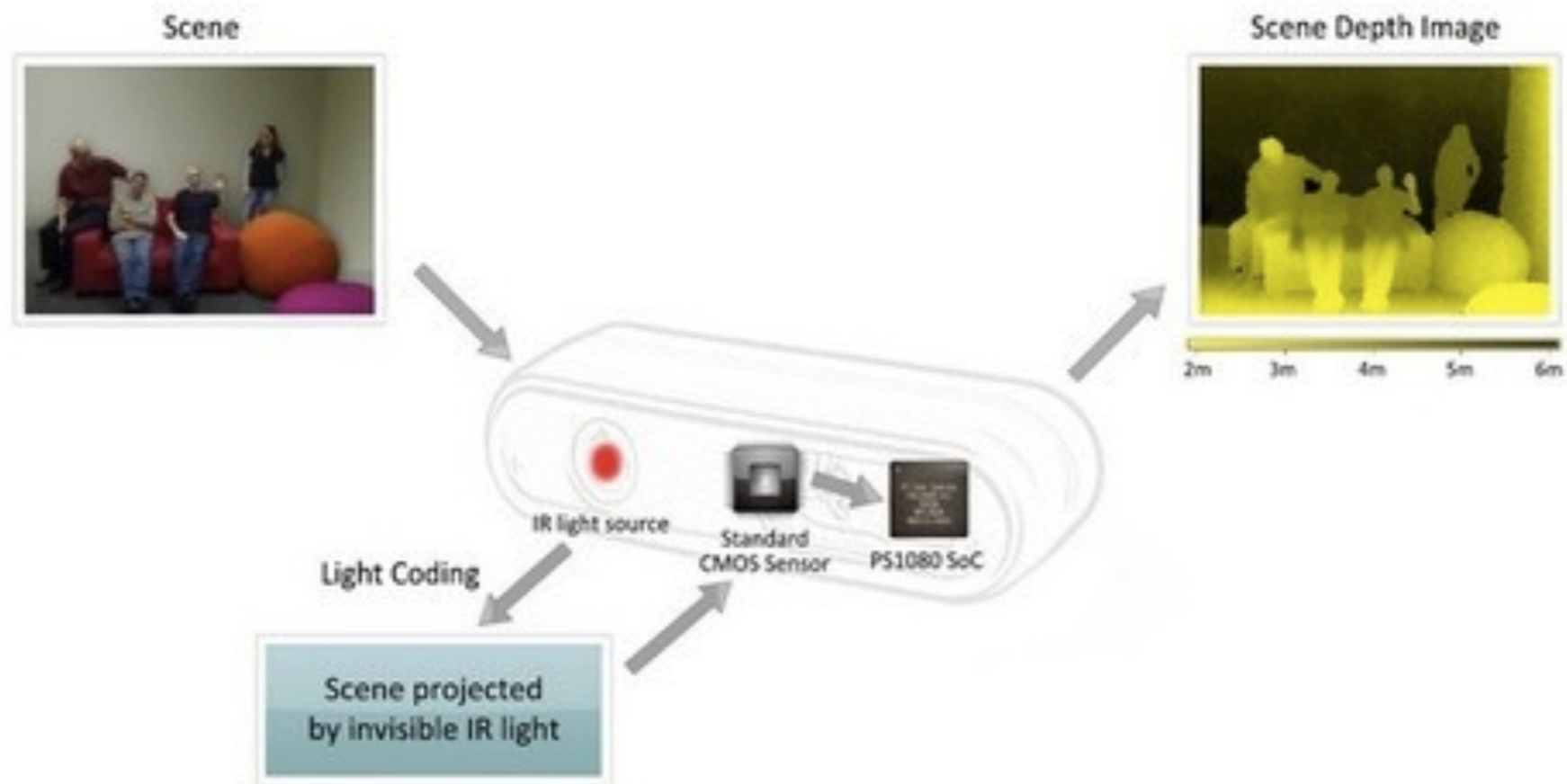
natal revisited...



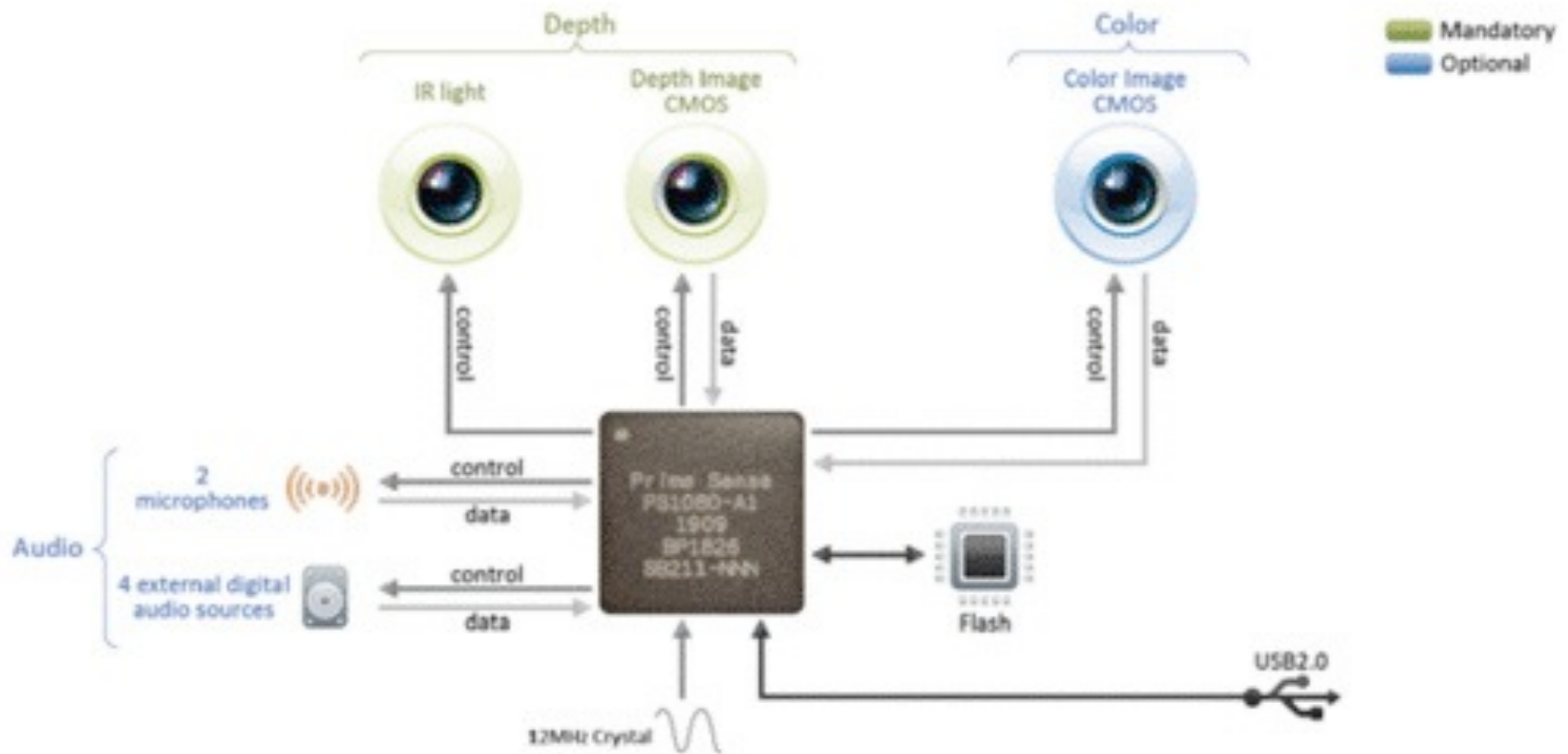
# immersive

- body into experience
- commercial revolution launched by Nintendo Wii
- Wii remote and WiiFit
- latest development in this domain has been Project Natal developed by Microsoft

# immersive



# immersive





# immersive

- will this survive the test of time?
- fatigue and boredom
- will it merge with normal activities?



# foursquare

- location based social networking service
- concept of tasks, points and badges
- 1 million users as on April 2010
- Pursued by Yahoo

foursquare



# issues

- carpal tunnel syndrome
- osteoarthritis
- trigger finger

... nevertheless ubiquitous games are here to stay  
and you can build this at your home itself



...thank you!