



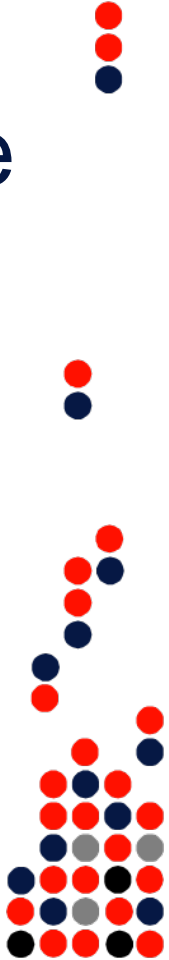
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Learning Through Multiplayer Mobile Games:

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Copenhagen Fortress Complex and Sex & Samfund

www.portaplay.dk



Who am I?

Hans Von Knut skovfoged
Creative director at PortaPlay

Cand. Mag. Media Science
Working with gamedesign and gameproduction



What is PortaPlay?

Mobile Marketing company

Multiplayer Games that supports interaction in social networks

Unique SMS-based network technology, facilitating turnbased gaming

- JME program
- Peer-2-peer
- Chat

Community-setup with effect-tracking



Why *Games and Learning*?

2 kinds of knowledge

- Procedural = Know how to ...
- Descriptive = Know about ...

Ways of learning

Learn how to  Learn about

Play = possible to simulate dilemmas



NO - It's the users stupid!



Adaptation Barriers

Avoid lecturing

Difficult to balance learning and fun

Mobile Challenges

Technical barriers / penetration

Usability

Functionalty

Price

Critical mass vs. hype effect



The formular for succes?

How should we design

Potential succes:

Usability x Price Level x Functionality

Classic Hype-Case

- Location Based Gaming



How should we design?

Getting 3-in-a-row

Functionality = Has to have a function
Usability = Has to be easy to use
Price = Has to be almost free

Cases

- Zyb



How can we do it?

The PortaPlay solution

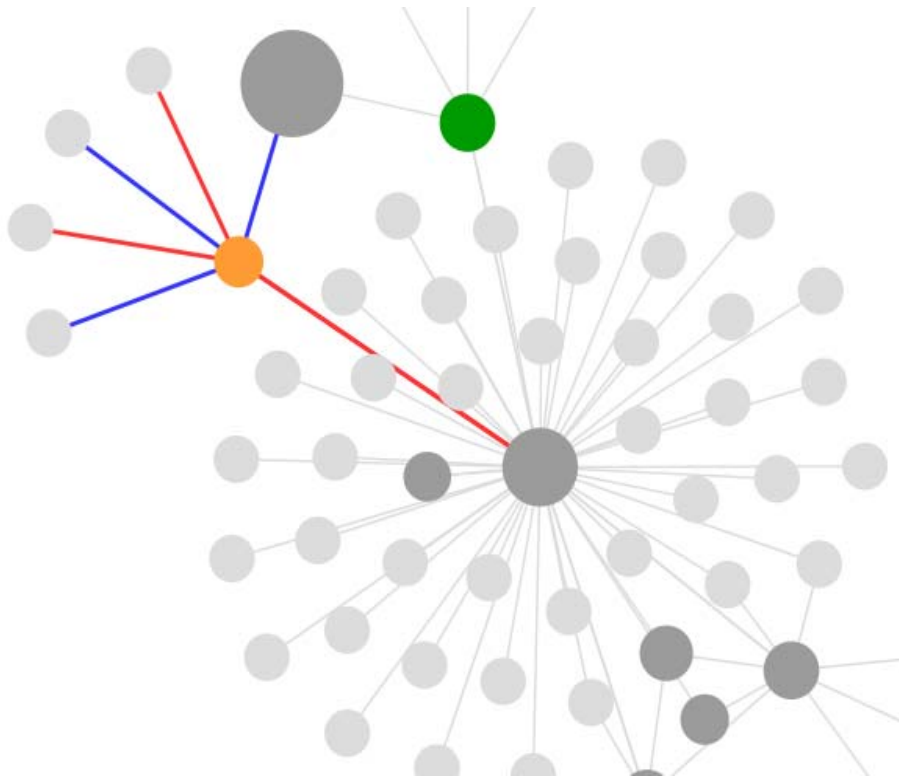
Functionality = Social and Fun
Usability = Few steps + Supported technology
Price = Free (advertisements)

Edutainment games

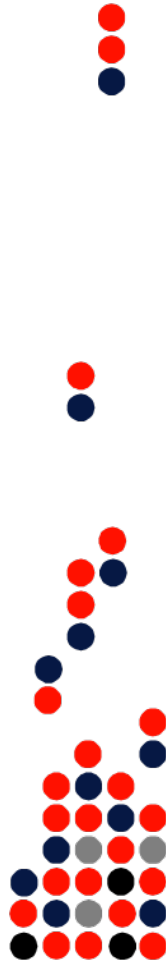
- *Sunny Beach* (Sex & Samfund)
- Invasion of the Sweedes / Svensken kommer (Befæstningen / Die Asta)



"Sunny Beach"



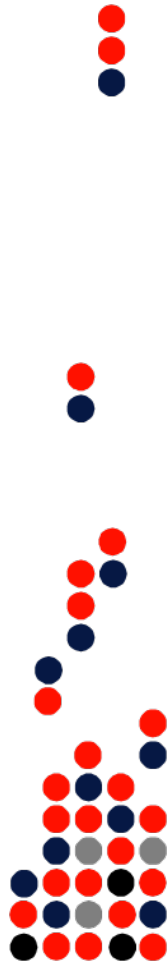
- Distribution - How can we reach the teens?
- Open game
- Viral distribution



"Sunny Beach"



- Function - How can we make a game that is
 - Fun/interesting to play
 - Social
- Content – How can we balance
 - Learning
 - Play



"Sunny Beach"



- Dating game
 - Invite and get invited to dates
 - Score points in different categories
 - Avoid getting sexual diseases
 - Compare personality types



"Sunny Beach"



- Usability
 - Works on most phones
 - Easy to download
 - Easy to use
- Price Level
 - Free to "get"
 - Standard SMS price
- Functionality
 - Social
 - Fun
 - Love-life-helper
 - Indirect safe-sex information



"Invasion of the Swedes"

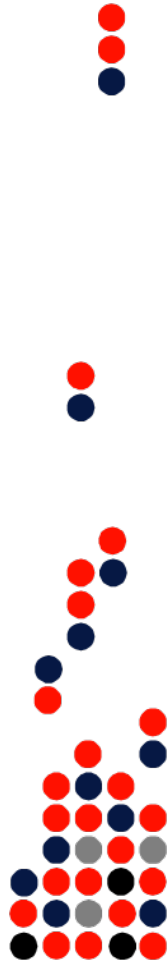
• The Copenhagen Defense Ring / Københavns befæstning

-What is that?

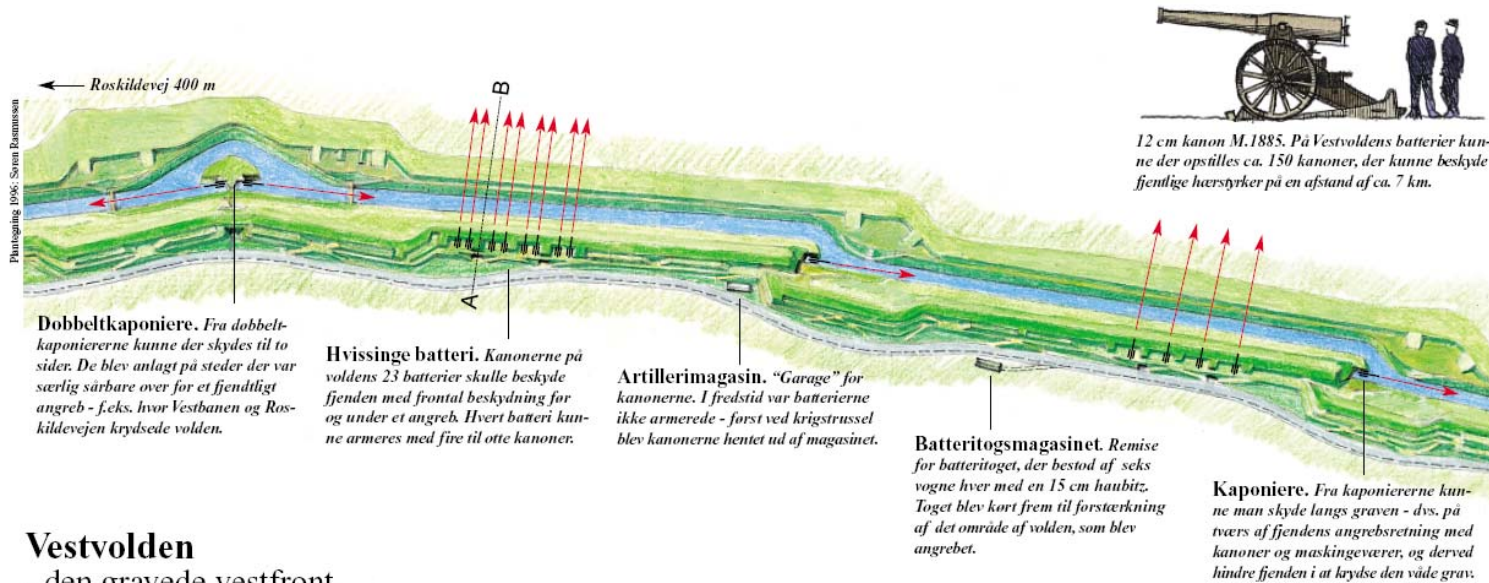


"Invasion of the Swedes"

- Brand awareness (Pre + Post)
- Brand Awareness amongst non-museum segments (youth)
- The historical message about "Befæstningen"



"Invasion of the Swedes"



Vestvolden

- den gravede vestfront

- Historical Message - Strategic game about the defense of Copenhagen
- Brand Awareness pre - Cooperative multiplayer
- Brand Awareness post - Push-content





Contact



+45 702 69 702
Info@portaplay.dk

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