**Name:** Files\\Grey Literature\\Case Study\\Zeebo

¶1: **Zeebo Raises $17M For Internationally-Focused Game Console**

¶2: San Diego-based Zeebo Inc. has now raised $17 million in total equity funding for its 3G-enabled game console focused on the developing world, according to

[¶3: Kyle Orland](https://www.gamedeveloper.com/author/kyle-orland) [Blogger](https://www.gamedeveloper.com/author/kyle-orland) August 30, 2011

¶4: San Diego-based Zeebo Inc. has now raised $17 million in total equity funding for its 3G-enabled game console focused on the developing world, according to [a new SEC filing](http://sec.gov/Archives/edgar/data/1470124/000101968711002836/xslFormDX01/primary_doc.xml). The Qualcomm-backed company had previously raised $13.5 million in total funding, according to [an SEC statement filed last June](http://www.sec.gov/Archives/edgar/data/1470124/000101968710002440/xslFormDX01/primary_doc.xml). First [launched in Brazil in 2009](http://www.gamasutra.com/php-bin/news_index.php?story=23776), and in Mexico later that same year, the BREW-based Zeebo console sports a downloadable game library primarily made up of mobile game ports, including some in major franchises such as *Tekken*, *Resident Evil* and *FIFA*. The system saw a [significant price reduction](http://www.gamasutra.com/view/news/25440/Zeebo_Console_Reduces_Price_Expands_Game_Selection.php) shortly after launch, and a major hardware upgrade last year which added 3G internet connectivity, a keyboard and a new ergonomic gamepad. Earlier this year, Zeebo Inc. announced [a new focus on educational titles](http://www.gamasutra.com/view/news/32415/3GPowered_Zeebo_Game_Console_Reconfigures_For_Education_In_India.php) ahead of a launch in India earlier this year. The company also plans a launch the console in China sometime this year and is "currently working on a next generation platform for launch in 2012," according to its website. [Speaking to Gamasutra last year](http://www.gamasutra.com/view/news/27305/Mike_Yuen_on_Zeebos_Launch_Potential_for_Indies.php), Zeebo SVP of content and services Mike Yuen pointed out some of the unique opportunities challenges in making a console for the developing world. "Most of China has now moved into the middle class," he told us. "20 or 30 years ago that wasn’t true. It’s not all about games. It can’t be, because it’s usually a single television household. We believe in convergence, because these families won’t be able to diverge into multiple devices."

¶5: **Zeebo (Platform)**

¶6: **[June 29, 2021](https://delistedgames.com/zeebo-platform/) - [Zeebo Inc](https://delistedgames.com/companies/zeebo-inc/)**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ¶7: | |  |  | | --- | --- | | ¶8: **Release Dates** | ¶9: May 25, 2009 (Brazil) ¶10: November 14, 2009 (Mexico) | | ¶11: **Shutdown/Delisting** | ¶12: September 30, 2011 - Store Closed | | ¶13: **Developer** | ¶14: Numerous ¶15: [Zeebo Inc](https://delistedgames.com/companies/zeebo-inc) | | ¶16: **Publisher** | ¶17: Numerous ¶18: [Zeebo Inc](https://delistedgames.com/companies/zeebo-inc) | | ¶19: **Available On** | ¶20: **Retail** ¶21: [Zeebo hardware](https://www.ebay.com/sch/i.html?_from=R40&_trksid=p2380057.m570.l1313&_nkw=zeebo&_sacat=0) (included content varies) | | ¶22: **Links** | ¶23: [Zeebo Inc homepage](https://web.archive.org/web/20110224173922/http:/zeeboinc.com/system) [Archive] ¶24: [Wikipedia page](https://en.wikipedia.org/wiki/Zeebo) | |

### ¶25: Delisting

¶26: Zeebo Inc. announced in [May of 2011](https://web.archive.org/web/20130817210849/http:/jogos.uol.com.br/ultimas-noticias/2011/05/31/zeebo-inc-fim-do-console-brasileiro.htm) that due to a strategic realignment of their business the Zeebo console, a digital-only set-top box targeted at emerging markets like South America and Mexico,  would be discontinued later that year. The company’s efforts to support the platform and the development of new titles through Zeebo Interactive Studios would also come to a close. The 3G service known as ZeeboNet would remain active until September 30th, 2011 at which point the online store would be closed and content would no longer be available.

¶27: Due to the strategic realignment of Zeebo Inc.’s businesses, the operations of Zeebo Brasil and Zeebo Interactive Studios will be discontinued in the country.

¶28: Zeebo is grateful for the great support of Brazilian consumers for the system, content and services offered since the product’s launch. The call center and warranty and maintenance services will be maintained as determined by Brazilian law. The online store will be open until September 30, 2011. From now until that date, special prices will be in place to offer Zeebo owners the opportunity to purchase new titles for their system at reduced prices.Content purchased by Zeebo users will remain active and available on the system for use at any time.

¶29: Zeebo Inc announcement, [May 2011](https://web.archive.org/web/20130817210849/http:/jogos.uol.com.br/ultimas-noticias/2011/05/31/zeebo-inc-fim-do-console-brasileiro.htm)

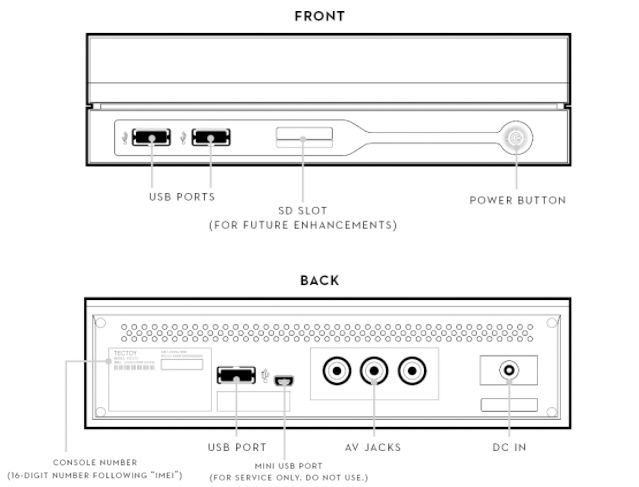
¶30: Along with educational apps and curated web links, the Zeebo offered nearly 60 games from publishers like Activision, Capcom, Digital Chocolate, Disney Interactive Studios, Electronic Arts, Gamevil, Glu, id Software, Namco, Popcap, and many more. These releases were often adapted from other mobile versions (Android and iOS) or handheld consoles but several were exclusive to the Zeebo. As a digital-only console whose games were exclusively distributed via the ZeeboNet service, all of the content for the Zeebo is considered extinct. Only content that had been downloaded to the Zeebo’s 1 gigabyte internal storage or moved onto an SD Card before September 30th, 2011 remains accessible today.

¶31: Below is Zeebo Inc’s description of the platform, its features, and a list from [Wikipedia](https://en.wikipedia.org/wiki/List_of_Zeebo_games) of all games for the platform. We have also created a [playlist](https://www.youtube.com/playlist?list=PLXNzed5BHh2nSERaQNVAcu7Smii53pGm_) of several videos showing off Zeebo’s games, the user interface, and its apps including social media, chat, and web browsing functionality. Individual pages for Zeebo titles will not be added to the site at this time.

¶32:

¶33:   
¶34:

* ¶35: Zeebo product shot

¶36:   
¶37: Zeebo hardware diagram

¶38:   
¶39: Zeebo controllers

¶40:   
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### ¶42: Zeebo Games

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| --- | --- | --- |
| ¶43: **Title** | ¶44: **Brazil Release** | ¶45: **Mexico Release** |
| ¶46: [Action Hero 3D: Wild Dog](https://en.wikipedia.org/w/index.php?title=Action_Hero_3D:_Wild_Dog&action=edit&redlink=1) | ¶47: May 25, 2009 | ¶48: November 4, 2009 |
| ¶49: [Alien Breaker Deluxe](https://en.wikipedia.org/w/index.php?title=Alien_Breaker_Deluxe&action=edit&redlink=1) | ¶50: May 20, 2010 | ¶51: May 20, 2010 |
| ¶52: [Alice in Wonderland: An Adventure Beyond the Mirror (Alice no País das Maravilhas)](https://en.wikipedia.org/w/index.php?title=Alice_in_Wonderland:_An_Adventure_Beyond_the_Mirror&action=edit&redlink=1) | ¶53: November 9, 2010 | ¶54: November 9, 2010 |
| ¶55: [Alpine Racer](https://en.wikipedia.org/wiki/Alpine_Racer) | ¶56: May 25, 2009 | ¶57: November 4, 2009 |
| ¶58: [Armageddon Squadron](https://en.wikipedia.org/w/index.php?title=Armageddon_Squadron&action=edit&redlink=1) | ¶59: September 28, 2009 | ¶60: September 28, 2009 |
| ¶61: [Bad Dudes (Bad Dudes Vs. DragonNinja)](https://en.wikipedia.org/wiki/Bad_Dudes_Vs._DragonNinja) | ¶62: July 27, 2010 | ¶63: July 27, 2010 |
| ¶64: [Bejeweled Twist](https://en.wikipedia.org/wiki/Bejeweled_Twist) | ¶65: September 29, 2009 | ¶66: November 4, 2009 |
| ¶67: [Brain Challenge (Treino Cerebral)](https://en.wikipedia.org/wiki/Brain_Challenge) | ¶68: May 25, 2009 | ¶69: N/A |
| ¶70: [Caveman Ninja (Joe & Mac)](https://en.wikipedia.org/wiki/Caveman_Ninja) | ¶71: April 16, 2010 | ¶72: Mar 31, 2010 |
| ¶73: [Crash Bandicoot Nitro Kart 3D](https://en.wikipedia.org/wiki/Crash_Bandicoot_Nitro_Kart_3D) | ¶74: May 25, 2009 | ¶75: Nov 4, 2009 |

¶76: Showing 1 to 10 of 57 entries

¶77: PreviousNext

¶78:   
¶79:

### ¶80: About the Platform

¶81: **From [zeeboinc.com](https://web.archive.org/web/20110627045725/http:/zeeboinc.com:80/system/):** The Zeebo is the world’s first 3G-enabled interactive entertainment and education system, designed expressly for families in emerging global markets. Leveraging broadband wireless networks and increasingly powerful mobile device technology, the Zeebo opens a new world of learning, fun and connection. Families can download and run educational applications, go online and visit websites, purchase and play games and other content, send email and join social networks, all from home with unprecedented ease and convenience.

* ¶82: Instant set-up and operation
* ¶83: Wide range of education and entertainment content
* ¶84: Automatically connects to ZeeboNet 3G network
* ¶85: Wireless content purchase and download
* ¶86: Internet connectivity for browsing, social networking and more
* ¶87: Keyboard and controller included
* ¶88: Automatic over-the-air upgrades

¶89: The Zeebo system delivers the ultimate in simplicity and ease of operation. Everything just works. Plug it in, hook it up to a TV set and begin. The Zeebo automatically connects to the ZeeboNet Wireless Network, with no subscription or contract needed. The user interface is self-explanatory. Adults and kids of all ages can jump in and start using it right out of the box.

¶90: The Zeebo takes advantage of 3G wireless networks, which are spreading rapidly worldwide even in areas where wired broadband is scarce or unavailable. Users who were “off the grid,” can now reap all the benefits of connectivity. They can download content and applications, visit websites, send email and access social media, any time they like.

¶91: In an increasingly conservation-conscious world, the Zeebo is a big energy saver. It consumes roughly 1.5 watts when active—many times lower than computers and other electronic systems.

¶92:

¶93:

# **¶94: Zeebo**

¶95: [Jump to navigation](https://crappygames.miraheze.org/wiki/Zeebo#mw-head)[Jump to search](https://crappygames.miraheze.org/wiki/Zeebo#searchInput)

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| |  | | --- | | ¶96: **Zeebo** | | |  | | --- | | ¶97: |   ¶98: Que Repul**zeebo!** | | |  |  | | --- | --- | | ¶99: **Developer:** | ¶100: **Zeebo Inc.** ¶101: **Tectoy** | | ¶102: **Release Date:** | ¶103: **BR: May 25, 2009** ¶104: **MX: November 14, 2009** | | ¶105: **Competitors:** | ¶106: **[PlayStation 3](https://awesomegames.miraheze.org/wiki/PlayStation_3)** ¶107: **[Xbox 360](https://awesomegames.miraheze.org/wiki/Xbox_360)** ¶108: **[Wii](https://awesomegames.miraheze.org/wiki/Wii)** | | ¶109: **Generation:** | ¶110: **Seventh Generation** | | |

¶111:   
¶112: The **Zeebo** was a console developed by Brazilian company Tectoy and Zeebo Inc. It was known to be one of the first consoles not to have physical media games, having just digital purchases, so you didn't have to buy loads of physical copies.

## ¶113: **Specifications**

* ¶114: **Box Contents**: A Zeebo console, a power supply (which looks more like a cell phone charger), a Boomerang controller, a keyboard, and a Z-Pad controller.
* ¶115: **Software**: Some firmware made by a yard fund company.
* ¶116: **Games**: Ports of PlayStation 1 games, and Android games.
* ¶117: **Hardware**: BREW-powered ARM11 / QDSP-5 in Qualcomm MSM SoC running at 528MHz, ATI Imageon (later renamed Adreno) running at 4 million triangles per second, and 1GB eNAND Flash memory.

## ¶118: **Why It Flopped**

1. ¶119: The console and the accessories were made very cheaply, making them pretty easy to break.
2. ¶120: It was only sold in Brazil and Mexico, making its production very limited.
3. ¶121: Too expensive for Brazilian customers, costing R$499 at launch (around $249 USD). This price is cheap compared to other consoles sold in Brazil, but considering all the downgrades the console had, it wasn't enough. To add insult to injury, it actually had a budget price in Mexico, costing $2000 MXN, which is ***just US$150*** at the time.
   * ¶122: The console failed so badly that nowadays, it can cost more than **$300**, if the console has all of the available games, the price will rise a lot.
4. ¶123: Very few games. It was released as a gaming solution, but most of the games were Android ports (like an android port of Resident Evil 4 and Crash Bandicoot Nitro Kart 3D) and games from older consoles (like Pac-Mania and Tekken 2).
5. ¶124: Most of the games had unresponsive controls.
6. ¶125: Unappealing console exclusives.
7. ¶126: The ports of the PS1 games had **worse quality** than the original counterparts.
8. ¶127: At the time that it was released, the chart was even lower than the Nintendo Wii, thanks to the Qualcomm processor that is a carrion even on Android.
9. ¶128: The controllers are very uncomfortable.
10. ¶129: After its failure, Tectoy decided to turn the console into an educational toy, which made the situation far worse.
11. ¶130: The controllers feel flimsy and cheaply-made.
12. ¶131: The console's virtual avatars, the Zeeboids, are rip-offs of the Miis from the vastly-superior Wii.
13. ¶132: Since the internet service for the console, ZeeboNet, was shut down on September 30, 2011, it's impossible to buy or download more games for the console, and until today, no way to hack or modify the console has been found.
14. ¶133: The loading screens **last 3 minutes or even longer**, even for games like *Pac-Mania.*

## ¶134: **The Only Redeeming Quality**

1. ¶135: While bad executed, the idea of digital games became very popular in 10 years.

## ¶136: **Reception**

¶137: The console was poorly-received, it has a score 2.33 / 5 on GameFAQs, and selling only 30,000 units rather than the company's projection of 600,000.

¶138: After the console was discontinued, Zeebo Inc. was shut down in 2014, but TecToy still continued to selling plug-and-play systems such as Atari Flashback 7 and Master System and Mega Drive plug-and-plays, which they were very successful in Brazil.

## ¶139: **Trivia**

* ¶140: This was the first console to be produced in Brazil.
* ¶141: The Zeebo controller's plug type is usb, which can be somehow used for PCs.

¶142:

¶143:

# ¶144: Zeebo

¶145: <https://en.wikipedia.org/wiki/Zeebo>

¶146:

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| ¶147: **Zeebo System** |
| ¶148: |
| ¶149:  ¶150: A Zeebo console wrapped in plastic and its power connector |

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| --- | --- |
| **¶151: Manufacturer** | ¶152: [Zeebo Inc.](https://en.wikipedia.org/wiki/Zeebo_Inc.) |
| **¶153: Product family** | ¶154: Zeebo |
| **¶155: Type** | ¶156: [Home video game console](https://en.wikipedia.org/wiki/Home_video_game_console) |
| **¶157: Generation** | ¶158: [Seventh generation era](https://en.wikipedia.org/wiki/History_of_video_game_consoles_(seventh_generation))[[1]](https://en.wikipedia.org/wiki/Zeebo#cite_note-cnet-1)[[2]](https://en.wikipedia.org/wiki/Zeebo#cite_note-zdnet-2)[[3]](https://en.wikipedia.org/wiki/Zeebo#cite_note-wired-3) |
| **¶159: Release date** | * ¶160: [BRA](https://en.wikipedia.org/wiki/Brazil): May 25, 2009 * ¶161: [MEX](https://en.wikipedia.org/wiki/Mexico): November 14, 2009 |
| **¶162: Lifespan** | ¶163: 2009–2011 |
| **¶164: Introductory price** | ¶165: [R$](https://en.wikipedia.org/wiki/BRL) 499,00 |
| **¶166: Discontinued** | * ¶167: [BRA](https://en.wikipedia.org/wiki/Brazil): September 30, 2011 * ¶168: [MEX](https://en.wikipedia.org/wiki/Mexico): September 30, 2011 |
| **¶169: Media** | ¶170: [Digital distribution](https://en.wikipedia.org/wiki/Digital_distribution) |
| ¶171: **[CPU](https://en.wikipedia.org/wiki/Central_processing_unit)** | ¶172: [ARM11](https://en.wikipedia.org/wiki/ARM_architecture) clocked at 528Mhz |
| **¶173: Storage** | ¶174: 1 GB [NAND flash](https://en.wikipedia.org/wiki/Flash_memory#NAND_flash) |
| **¶175: Graphics** | ¶176: [ATI Imageon](https://en.wikipedia.org/wiki/Adreno) |
| **¶177: Controller input** | ¶178: 6-button dual analog gamepad |
| **¶179: Connectivity** | ¶180: 1 [SD](https://en.wikipedia.org/wiki/Secure_Digital) card slot ¶181: 3 [USB](https://en.wikipedia.org/wiki/USB) 2.0 ports  ¶182: [3G](https://en.wikipedia.org/wiki/3G) [HSUPA](https://en.wikipedia.org/wiki/HSUPA) ¶183: [2.5G](https://en.wikipedia.org/wiki/2.5G) [EDGE](https://en.wikipedia.org/wiki/Enhanced_Data_Rates_for_GSM_Evolution)  ¶184: [2G](https://en.wikipedia.org/wiki/2G) [GPRS](https://en.wikipedia.org/wiki/GPRS) |
| **¶185: Online services** | ¶186: ZeeboNet on [Claro 3G](https://en.wikipedia.org/wiki/Claro_(mobile_phone_network)) (Brazil) ¶187: [Telcel](https://en.wikipedia.org/wiki/Telcel) (Mexico) |

¶188: The **Zeebo** is a [3G](https://en.wikipedia.org/wiki/3G)-enabled entertainment and education system from [Zeebo Inc.](https://en.wikipedia.org/wiki/Zeebo_Inc.) It enabled users to play [video games](https://en.wikipedia.org/wiki/Video_game), and also connect to the Internet, communicate online and run educational applications. The Zeebo was targeted at developing markets such as [Brazil](https://en.wikipedia.org/wiki/Brazil) and [Mexico](https://en.wikipedia.org/wiki/Mexico).[[4]](https://en.wikipedia.org/wiki/Zeebo#cite_note-4)[[5]](https://en.wikipedia.org/wiki/Zeebo#cite_note-businessweek.com-5)[[6]](https://en.wikipedia.org/wiki/Zeebo#cite_note-Zeebo_History_in_Brief-6) Zeebo Inc. described the Zeebo as bringing "the fun and excitement of interactive entertainment and education to those who—until now—have had little or no access to such technology."[[7]](https://en.wikipedia.org/wiki/Zeebo#cite_note-7)

¶189: Zeebo was founded by Reinaldo Normand in 2008, based on a working prototype developed by Dave Durnil and business plan by Mike Yuen at Qualcomm. The company's stated intention was to create an affordable console with inexpensive games and educational content delivered via wireless [digital distribution](https://en.wikipedia.org/wiki/Digital_distribution) to circumvent piracy.[[8]](https://en.wikipedia.org/wiki/Zeebo#cite_note-8) The Zeebo doesn't use DVDs or cartridges; games and other content are downloaded wirelessly over broadband cellular networks.[[9]](https://en.wikipedia.org/wiki/Zeebo#cite_note-telecoms.com-9) In addition to games, the Zeebo system also provides Internet connectivity, enabling users to access educational and information content, communicate via e-mail and do social networking (this capability was supported in Brazil and Mexico).[[10]](https://en.wikipedia.org/wiki/Zeebo#cite_note-10)[[11]](https://en.wikipedia.org/wiki/Zeebo#cite_note-jogos.uol.com.br-11)[[12]](https://en.wikipedia.org/wiki/Zeebo#cite_note-idgnow-12)

¶190: Before its discontinuation, Zeebo had attracted content from companies such as [Activision](https://en.wikipedia.org/wiki/Activision), [Capcom](https://en.wikipedia.org/wiki/Capcom), [Digital Chocolate](https://en.wikipedia.org/wiki/Digital_Chocolate), [Disney Interactive Studios](https://en.wikipedia.org/wiki/Disney_Interactive_Studios), [Electronic Arts](https://en.wikipedia.org/wiki/Electronic_Arts), [Fishlabs](https://en.wikipedia.org/wiki/Fishlabs), [Flying Tiger](https://en.wikipedia.org/wiki/Flying_Tiger_Development), [Gamevil](https://en.wikipedia.org/wiki/Gamevil), [G-Mode](https://en.wikipedia.org/wiki/G-Mode), [Glu](https://en.wikipedia.org/wiki/Glu_Mobile), [id Software](https://en.wikipedia.org/wiki/Id_Software), Limbic Software, [Namco](https://en.wikipedia.org/wiki/Namco), Polarbit, [Popcap](https://en.wikipedia.org/wiki/PopCap_Games), Twelve Interactive and Vega Mobile.[[13]](https://en.wikipedia.org/wiki/Zeebo#cite_note-13)[[14]](https://en.wikipedia.org/wiki/Zeebo#cite_note-14)[[15]](https://en.wikipedia.org/wiki/Zeebo#cite_note-15)[[16]](https://en.wikipedia.org/wiki/Zeebo#cite_note-zeeboinc.com-16)[[17]](https://en.wikipedia.org/wiki/Zeebo#cite_note-prnewswire-17)

## ¶191: History

¶192: The Zeebo was first announced in November 2008 in [Rio de Janeiro](https://en.wikipedia.org/wiki/Rio_de_Janeiro), Brazil and went on sale there in limited quantities on June 1, 2009 with a suggested retail price of 499,00 [Brazilian reais](https://en.wikipedia.org/wiki/Brazilian_real).[[6]](https://en.wikipedia.org/wiki/Zeebo#cite_note-Zeebo_History_in_Brief-6)[[18]](https://en.wikipedia.org/wiki/Zeebo#cite_note-18) In September of the same year, the price was cut to R$399,00,[[19]](https://en.wikipedia.org/wiki/Zeebo#cite_note-19) and the price was reduced again in November to R$299,00 (≈170USD).[[20]](https://en.wikipedia.org/wiki/Zeebo#cite_note-20) The console was distributed nationwide in Brazil in December 2009. By August 2010, there were approximately 40 games launched for Zeebo in Brazil. On September 1, 2010, Zeebo announced that it was adding new capabilities and accessories to the Zeebo in Brazil, including Internet connectivity, a keyboard and new more ergonomic gamepad. The new Brazilian system configuration was priced identical to the previous one: R$299 (≈170USD). The company announced that Brazilian owners of previous system configurations can upgrade to the new one for free.[[21]](https://en.wikipedia.org/wiki/Zeebo#cite_note-Zeebo_Inc._Announcement-21)[[22]](https://en.wikipedia.org/wiki/Zeebo#cite_note-22)

¶193: The Zeebo was launched in Mexico in November 2009. It shipped to national retailers across the country on November 4, 2009, with a suggested price of 2,499 [Mexican pesos](https://en.wikipedia.org/wiki/Mexican_peso) (approximately $205 US). The Mexican system configuration was similar to that introduced in September 2010 and includes Internet connectivity, a keyboard and ergonomic gamepad.[[23]](https://en.wikipedia.org/wiki/Zeebo#cite_note-reuters.com-23) The price was cut to 2249 pesos (approx. $184 US) in April 2010.[[24]](https://en.wikipedia.org/wiki/Zeebo#cite_note-24)

¶194: The Zeebo was available in [Brazil](https://en.wikipedia.org/wiki/Brazil) and [Mexico](https://en.wikipedia.org/wiki/Mexico). Reports indicated that the Zeebo was planned to become available in [China](https://en.wikipedia.org/wiki/China) by 2011.[[25]](https://en.wikipedia.org/wiki/Zeebo#cite_note-Zeebo_to_Debut_in_Mexico_in_2009-25)[[26]](https://en.wikipedia.org/wiki/Zeebo#cite_note-26)

¶195: Zeebo Inc. announced an agreement with [AT&T](https://en.wikipedia.org/wiki/AT%26T) in March 2010. The company stated that, "The agreement gives us access to AT&T's international roaming network, allowing us to carry out rapid trials of the Zeebo platform in new geographic areas as we establish longer-term agreements with local carriers for deployment of the system. It will also give us a chance to explore opportunities in the US market in the future."[[27]](https://en.wikipedia.org/wiki/Zeebo#cite_note-27) However it appears that Tectoy has decided against the Zeebo and on its homepage now states that they are gearing towards a more educational market.

¶196: On May 27, 2011, Zeebo announced its end of operations in Brazil and Mexico.[[28]](https://en.wikipedia.org/wiki/Zeebo#cite_note-28)[[29]](https://en.wikipedia.org/wiki/Zeebo#cite_note-29) According to the company, all games would undergo a price reduction and Zeebonet 3G would remain active until September 30, and all warranty services would be honored.[[30]](https://en.wikipedia.org/wiki/Zeebo#cite_note-30) On the same day, on ZeeboNet 3G, a message was added to the details of the game *Turma da Mônica em Vamos Brincar* ("*Monica's Gang in Let's Play*"), stating that the game would be unavailable for purchase by the end of the day.

¶197: Zeebo's home page still stated that the company was "currently working on a next generation [Android](https://en.wikipedia.org/wiki/Android_(operating_system))-based platform for launch in 2012"[[31]](https://en.wikipedia.org/wiki/Zeebo#cite_note-31) but the product had not been released.

## ¶198: Wireless capabilities

¶199: The Zeebo system was developed by [Zeebo Inc.](https://en.wikipedia.org/wiki/Zeebo_Inc.) with the participation of 12 companies, mainly [Qualcomm](https://en.wikipedia.org/wiki/Qualcomm) and [Tectoy](https://en.wikipedia.org/wiki/Tectoy). It was manufactured and distributed by local partners in target countries (e.g., Tectoy in Brazil).[[32]](https://en.wikipedia.org/wiki/Zeebo#cite_note-32) The console uses a [Qualcomm](https://en.wikipedia.org/wiki/Qualcomm) [BREW](https://en.wikipedia.org/wiki/Binary_Runtime_Environment_for_Wireless) mobile gaming chipset similar to that in mobile phones. Players are able to buy and download games and other content wirelessly through [3G](https://en.wikipedia.org/wiki/3G) or [EDGE](https://en.wikipedia.org/wiki/EDGE).[[33]](https://en.wikipedia.org/wiki/Zeebo#cite_note-gizmodo-33)[[34]](https://en.wikipedia.org/wiki/Zeebo#cite_note-engadget-34) The user was always connected to the wireless network without any subscription fee. Purchases are made through an online store using a virtual currency, Z-Credits. Zeebo's gaming delivery system reduces costs (with no discs or cartridges needed) and overcomes piracy barriers – two elements that have hindered sales of game consoles in developing markets.[[35]](https://en.wikipedia.org/wiki/Zeebo#cite_note-35) Z-Credits are purchased by bank transfer, credit card, bank debit or prepaid cards. Games cost from about 500 to 2500 credits.

¶200: The console's wireless connectivity also allows users to browse web sites, send and receive e-mail and take part social networking activities via the wireless network. The Zeebo can also perform "over-the-air" (OTA) updates to the console's firmware—delivering new content, features and bug fixes.[[36]](https://en.wikipedia.org/wiki/Zeebo#cite_note-36)[[37]](https://en.wikipedia.org/wiki/Zeebo#cite_note-37)

## ¶201: Accessories

### ¶202: Z-Pad

¶203: The standard Zeebo "Z-Pad" controller includes a total of 7 buttons, a D-Pad and two analog sticks. On the right side, there are four buttons (numbered 1–4); two shoulder buttons rest on the top, called ZL and ZR; at the center, there is a "Home" button, which takes the user back the start screen of the Zeebo interface, while functioning as a typical "Pause" button during games. Directly below this button are the two analog sticks, whereas the D-Pad is located at the leftmost side.[[38]](https://en.wikipedia.org/wiki/Zeebo#cite_note-38)

### ¶204: Boomerang

¶205: [](https://en.wikipedia.org/wiki/File:Boomerang_controle.jpg)

¶206: Official Boomerang controller for Zeebo.

¶207: The Boomerang, sold by Tectoy in Brazil, is a wireless controller with a built-in [accelerometer](https://en.wikipedia.org/wiki/Accelerometer), using motion-sensing technology to play games with actual physical gestures.[[39]](https://en.wikipedia.org/wiki/Zeebo#cite_note-39) It has a D-Pad, two buttons (labeled 1–2) on the top-left side, a "Home" button, a sliding on-off switch and a wrist strap. It requires two AA batteries as a power supply.

### ¶208: Keyboard**[[edit](https://en.wikipedia.org/w/index.php?title=Zeebo&action=edit&section=6)]**

¶209: The Zeebo also includes an external keyboard, used with the system's web-browsing, email and social networking functions.[[40]](https://en.wikipedia.org/wiki/Zeebo#cite_note-40)

## ¶210: Games

¶211: *See also: [List of Zeebo games](https://en.wikipedia.org/wiki/List_of_Zeebo_games)*

¶212: The Zeebo features remade versions of games from mobile phones and other consoles, such as *[FIFA 09](https://en.wikipedia.org/wiki/FIFA_09)*, *[Resident Evil 4](https://en.wikipedia.org/wiki/Resident_Evil_4)*, *[Crash Bandicoot Nitro Kart 3D](https://en.wikipedia.org/wiki/Crash_Bandicoot_Nitro_Kart_3D)*, *Galaxy on Fire* and *Rally Master Pro*.[[41]](https://en.wikipedia.org/wiki/Zeebo#cite_note-zeebo-41)[[42]](https://en.wikipedia.org/wiki/Zeebo#cite_note-pocketgamer.co.uk-42) There are also a number of original game titles developed specifically for the Zeebo, including “[Zeebo Extreme](https://en.wikipedia.org/wiki/Zeebo_Extreme)” racing games, "[Boomerang Sports](https://en.wikipedia.org/wiki/Boomerang_Sports)" games, Zeebo "Football Club" games and *[Un Juego de Huevos](https://en.wikipedia.org/wiki/Un_Juego_de_Huevos)* (known as *Um Jogo de Ovos* in Brazil), an action-adventure game based on the hit Mexican animated film *[Una película de huevos](https://en.wikipedia.org/wiki/Una_pel%C3%ADcula_de_huevos)* from Huevocartoon.[[43]](https://en.wikipedia.org/wiki/Zeebo#cite_note-43)[[44]](https://en.wikipedia.org/wiki/Zeebo#cite_note-Zeebo_Brazil_Games-44) In March 2010, Zeebo began releasing a series of classic arcade games. These games were originally created in the 1980s and 1990s by [Data East](https://en.wikipedia.org/wiki/Data_East) Corp. in Japan and have been modified to run on the Zeebo system. The titles include *Caveman Ninja* (originally known as [Joe & Mac](https://en.wikipedia.org/wiki/Joe_%26_Mac)), *[Spinmaster](https://en.wikipedia.org/wiki/Spin_Master_(arcade_game))*, *[Super Burger Time](https://en.wikipedia.org/wiki/BurgerTime)* and *[Dark Seal](https://en.wikipedia.org/wiki/Dark_Seal)* (also known as *Gate of Doom*).[[45]](https://en.wikipedia.org/wiki/Zeebo#cite_note-45)

¶213: In June 2010, in advance of the World Cup, Zeebo released the first of its *Football Club* ("F.C") titles, *[Zeebo F.C. Foot Camp](https://en.wikipedia.org/w/index.php?title=Zeebo_F.C._Foot_Camp&action=edit&redlink=1)*, developed by Zeebo Interactive Studios in Brazil. It includes four mini-games, each emphasizing a particular soccer skill, such as dribbling, juggling and goal-kicking. Along with *Zeebo F.C. Foot Camp*, the company released *[Zeeboids](https://en.wikipedia.org/wiki/Zeeboids)*, an application that enables users to create personal characters (["avatars"](https://en.wikipedia.org/wiki/Avatar_(computing))) to be used with the *Football Club* games.[[46]](https://en.wikipedia.org/wiki/Zeebo#cite_note-46) Also in June, Zeebo announced a variety of forthcoming games from independent developers such as Digital Chocolate, Fishlabs, Limbic Software, Twelve Interactive and Vega Mobile.[[16]](https://en.wikipedia.org/wiki/Zeebo#cite_note-zeeboinc.com-16)

¶214: In Brazil, the Zeebo was sold with three free games embedded – *[FIFA 09](https://en.wikipedia.org/wiki/FIFA_09)*, *[Need for Speed Carbon: Own the City](https://en.wikipedia.org/wiki/Need_for_Speed_Carbon:_Own_the_City)* and *[Brain Challenge](https://en.wikipedia.org/wiki/Brain_Challenge)* (known in Portuguese as "Treino Cerebral").[[41]](https://en.wikipedia.org/wiki/Zeebo#cite_note-zeebo-41) Three other games, all in Portuguese, are available for free download with new systems: *[Prey Evil](https://en.wikipedia.org/wiki/Prey_(2006_video_game))*, *Zeebo Extreme Rolimã* and *Zeebo Extreme Jetboard*. More 30 other titles are available for purchase (via Z-Credits) and download.[[44]](https://en.wikipedia.org/wiki/Zeebo#cite_note-Zeebo_Brazil_Games-44)

¶215: On September 1, 2010, Zeebo announced a number of new games and educational applications to be launched in 2010 and 2011. They included a new *Zeebo Football Club* game, called *Zeebo F.C. Super League*; a series of titles from Disney Interactive Studios, including *Disney All Star Cards*, *Alice in Wonderland* and *Jelly Car 2*; and a series of titles based on the popular *[Monica's Gang](https://en.wikipedia.org/wiki/Monica%27s_Gang)* ("*Turma da Monica*") comic books in Brazil from cartoonist [Mauricio de Sousa](https://en.wikipedia.org/wiki/Mauricio_de_Sousa).[[17]](https://en.wikipedia.org/wiki/Zeebo#cite_note-prnewswire-17)[[21]](https://en.wikipedia.org/wiki/Zeebo#cite_note-Zeebo_Inc._Announcement-21)[[47]](https://en.wikipedia.org/wiki/Zeebo#cite_note-47)

¶216: In Mexico, the console includes five free embedded game titles (*Crash Bandicoot Nitro Kart 3D*, *Pac Mania*, *Tekken 2*, *Zenonia* and *Zeebo Family Pack*). More than a dozen games were available for wireless purchase at the time of the Mexican launch in November 2009. More than a dozen more have since been introduced, all in Spanish.[[48]](https://en.wikipedia.org/wiki/Zeebo#cite_note-48) Zeebo has also announced that the English language teaching company Interlingua will be developing entertainment and education applications for the console.[[49]](https://en.wikipedia.org/wiki/Zeebo#cite_note-49)[[50]](https://en.wikipedia.org/wiki/Zeebo#cite_note-50)

¶217: In addition to games and educational content, the console provides access to more than 50 web sites, grouped in subject categories, called "Z-Channels."[[12]](https://en.wikipedia.org/wiki/Zeebo#cite_note-idgnow-12)[[23]](https://en.wikipedia.org/wiki/Zeebo#cite_note-reuters.com-23)

## ¶218: Technical specifications

* ¶219: [ARM11](https://en.wikipedia.org/wiki/ARM11) / [QDSP-5](https://en.wikipedia.org/wiki/Qualcomm_Hexagon) in Qualcomm MSM SoC running at 528 [MHz](https://en.wikipedia.org/wiki/Hertz)[[51]](https://en.wikipedia.org/wiki/Zeebo#cite_note-51)
* ¶220: [ATI Imageon](https://en.wikipedia.org/wiki/ATI_Imageon), later renamed to [Adreno](https://en.wikipedia.org/wiki/Adreno)
* ¶221: 1 [GB](https://en.wikipedia.org/wiki/Gigabyte) [eNAND Flash](https://en.wikipedia.org/wiki/EMMC)
* ¶222: 128 MB [NAND Flash](https://en.wikipedia.org/wiki/NAND_Flash) in [MCP](https://en.wikipedia.org/wiki/Multi-chip_package)
* ¶223: 160 MB [RAM](https://en.wikipedia.org/wiki/Random-access_memory), 128 MB [DDR SDRAM](https://en.wikipedia.org/wiki/DDR_SDRAM) in [MCP](https://en.wikipedia.org/wiki/Multi-chip_package) + 32 MB stacked DDR SDRAM in MSM7201A
* ¶224: Resolution: [VGA](https://en.wikipedia.org/wiki/Video_Graphics_Array) (640×480) – 4:3 aspect ratio
* ¶225: [3G](https://en.wikipedia.org/wiki/3G) (scaling back to [2.5G](https://en.wikipedia.org/wiki/2.5G) or [2G](https://en.wikipedia.org/wiki/2G) where necessary)
* ¶226: 3 [USB](https://en.wikipedia.org/wiki/Universal_Serial_Bus) ports 2.0 Standard A (for accessories)
* ¶227: [SD Card](https://en.wikipedia.org/wiki/SD_Card) Slot / Interface
* ¶228: Interface: [USB HID](https://en.wikipedia.org/wiki/USB_human_interface_device_class)
* ¶229: Power: AC adapter 5V 3A
* ¶230: Consumption: 15 W max.
* ¶231: Graphics: 4 million triangles / second
* ¶232: Audio: 8 channels simultaneous [MP3](https://en.wikipedia.org/wiki/MP3), [ADPCM](https://en.wikipedia.org/wiki/Adaptive_DPCM), [MIDI](https://en.wikipedia.org/wiki/Musical_Instrument_Digital_Interface)
* ¶233: Size: W × D × H – 157 × 215.4 × 44 mm
* ¶234: Weight: 1.3 kg (3 lb)
* ¶235: Operating System: Qualcomm BREW

## ¶236: Development

¶237: Content for the Zeebo is based on the [BREW](https://en.wikipedia.org/wiki/Binary_Runtime_Environment_for_Wireless) platform and is created using the Zeebo [SDK](https://en.wikipedia.org/wiki/Software_development_kit), downloadable from the Zeebo Inc. website. Gamepad peripherals are made possible by a BREW extension. The Zeebo system supports OpenGL ES 1.0/1.1. Applications are downloaded wirelessly over-the-air and commonly range in size from 5–25MB.[[52]](https://en.wikipedia.org/wiki/Zeebo#cite_note-52)

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