

2015

Company Profile

Leti Arts

Meet the Team. Find out about our products, services and technologies.





Overview

WHO WE ARE

Leti Arts is an interactive media studio with offices in Ghana and Kenya, which develops cross-platform interactive media products based on African history and folklore, including digital comics and mobile games.

Our current in-house focus is on ***Africa's Legends***, a superhero series influenced by folklore and historic legends from across Africa. Leti Arts reimagines African folklore and historic legends, interspersed with fictional characters, as elite superheroes fighting crime in present day Africa.

We also develop games and mobile apps for third party clients.

COMPANY HISTORY

Leti Games Limited, trading currently as Leti Arts, was founded in 2009 by three friends brought together by their passion for innovation, creativity and change. They came from a background of accomplished and award winning video games development and were passionate to build a unique video game development studio, one of very few in Africa.

As we have grown, we have identified opportunities in entertainment related content, especially African themed content. The previous generation of entertainment content such as ringtones and wallpapers do not leverage the amazing functionality of modern mobile hardware and platforms.

In order to explore these opportunities, we diversified our portfolio to include creating digital comics and interactive mobile applications, which target mobile devices. This diversification culminated in our rebranding from Leti Games to Leti Arts, in October 2013, to better reflect our new focus and vision as an interactive media company.

Game and mobile app development from Africa is a rare skill and therefore our growth has included game and app development contracts for third party clients and partners. Our clients and partners leverage our technology and unique skills for brand marketing, civic education, social change campaigns and VAS telecom solutions.

Leti Arts is now poised to deliver world class entertainment to consumers and provide high quality contract services to our clients.

VISION

To bring rich African stories to a worldwide audience, through comic and game franchises influenced by African folklore.



OUR MISSION

To leverage African talent to develop high, quality and interactive media games, comics and mobile apps for in-house and third party projects.

The new vision still encompasses games, comics and interactive apps but additionally includes, animated series, feature films, merchandise and theme parks, through partnerships and licensing of our intellectual property rights.

OUR VALUES

We have a commitment to the following core values:

- **Local Talent:**

Although our target audience is worldwide, we strive to utilize local talent, to ensure we create world class content from Africa for the world.

- **Industry Growth:**

At Leti Arts we recognize we are not building a company but a whole industry and we strive to ensure our growth is tied into growth in the whole entertainment ecosystem.

- **Internships / Training:**

Our co-founders are self-taught, game developers and are committed to encouraging the next generation of budding talent to strive for excellence by imparting the knowledge of our team.

We have trained over 50 interns across multiple game development disciplines.

Leti Arts: Products

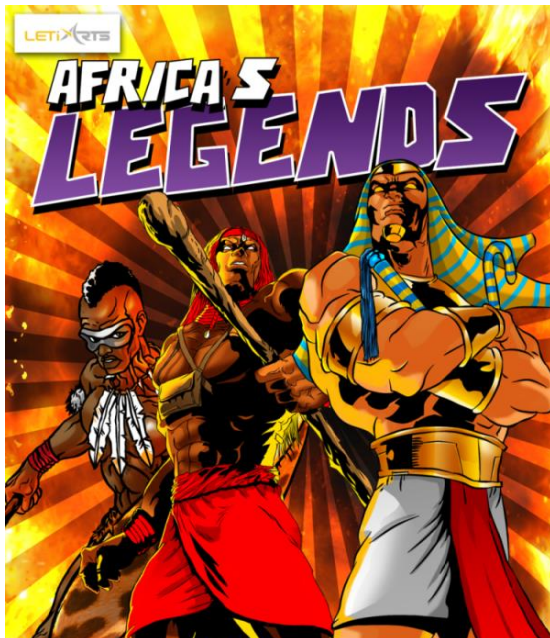
1. Content Distribution Platform

Leti Arts has developed a proprietary content distribution platform used to deliver content to consumers. Africa's Legends our mobile app for distributing and consuming Africa's Legends content is built on this platform.

Features:

- **Cross Platform:** Deliver content to Android, Windows Phone, IOS and Java devices
- **Multiple Content Formats:** Games, Digital Comics, Audio, Video (Streaming or Downloads)
- **User Profile Management:** Manage unique user profiles for personalized content distribution
- **Billing & Payments:** Accept payments for content
- **Social Sharing & Analytics:** Share content on mobile and social platforms and measure metrics

SHOWCASE APPS: Africa's Legends (Android & Windows Phone)



LetiCenter is a cross-platform content distribution app for accessing games, comics, animated series, wallpapers, ringtones in a personalized and interactive format.

DOWNLOAD:

- **Android:** <http://bit.ly/leticenterandroid>
- **Windows Phone:** <http://bit.ly/leticenterwp8>

- **Nokia:** <http://bit.ly/leticenternokia>
- **J2ME:** <http://bit.ly/leticenter>

2. Interactive Story Platform (Luminous)

Luminous is a scenario based, interactive story platform, which leverages gamification for Non Profit advocacy and behavior campaigns; interactive learning in education and interactive corporate training and knowledge testing for organisations.

Luminous is flexible and highly customizable allowing it to be used by entities of all sizes across short span projects or multi-year projects.

The Luminous Platform provides:

- **Cross Platform:** SMS, Web & Facebook, Native Apps (Android, IOS, Windows Phone, BlackBerry)
- **User Management:** User Profiles; User Roles
- **Gamification:** Badges, Achievements, Leaderboards, Rewards & Points for viral engagement + Social Sharing
- **Offline or Internet Enabled:** Apps can be internet enabled or standalone (offline)
- **Hosting:** Deployed through cloud hosting or intranet
- **App Downloads:** Direct installs from app stores or corporate intranet with login access restrictions

SHOWCASE APP: Hi-Five! The Story App



The Hi Five! app provides a digital story platform for primary school kids aged 5 - 12 to improve reading and comprehension skills. Hi Five! focuses on fun, exploratory experiences presented as games and lessons with an African flavour.

DOWNLOAD

- **Android:** <http://bit.ly/letihelpdemo>

Leti Arts: Services

We develop games and interactive mobile apps for clients. Our work is of the highest quality and delivered to scope and on time.

1. Custom Game Development

Our game development experience spans across multiple platforms and genres, with games developed both in-house and for clients across:

- **Flash Games:**
- **Social & Web Games:** Street Soccer, The CEO
- **Mobile Games (Android, IOS, Java, BlackBerry):** iWarrior, Kijiji, Hakki, Ananse: The Origin, Africa's Legends: Rise of the Wadabe

We utilize best-in-class technologies to provide clients with excellent games that blend fun gameplay with compelling stories.

Mobile Games

Case Study

Hakki 2

A game for civic education during the 2012 Kenyan elections.

Defeat Mboss a criminal mastermind sent to destabilize the country through puzzles & quizzes.

Client: Afroes Games

Platforms:

Android:

J2ME:

Features

Social Features

- Instant Messaging
- Ask a Friend
- Invite a Friend

Viral Features

- Facebook Integration
- High Scores
- Badges
-

Technologies

Services

- Game Design
- Game Development
- J2ME Programming
- Android Programming
- Facebook API Integrations



Social & Web Games

Case Study

Street Soccer Battles

Street Soccer is a massive multi-player online role-playing game (MMORPG).

Start as a normal player and improve your character to become a Street Soccer Superstar!

Client: Leti Arts

Platforms:

Web (Optimized for Facebook)

Features

Social Features

- Personalized Profiles
- Friend Invites
- Virtual Items

Viral Features

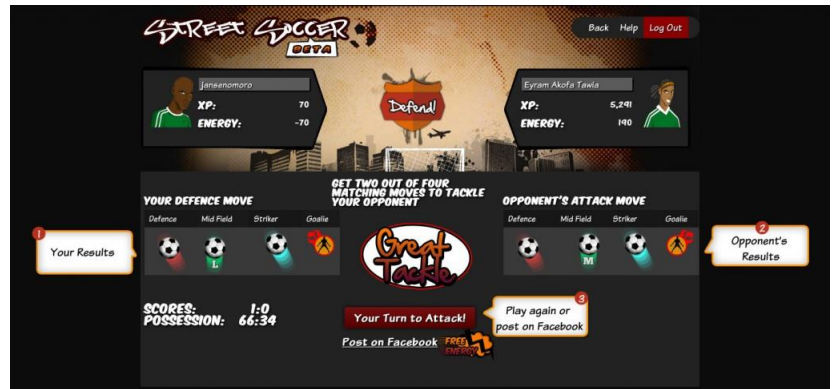
- Facebook Integration
- In-Game Messaging
- Search: Find Players to compete against
- Compete by Location

Technologies

- HTML5
- JavaScript

Services

- Game Design
- Game Development
- Facebook Development
- Game Server Framework
- AWS Managed Services??



Flash Games

Case Study: Hangman

Eziprep Hangman is our take on the classic Hangman puzzle game for an educational portal

Client: Eziprep

Platforms:

Web + Facebook

Features

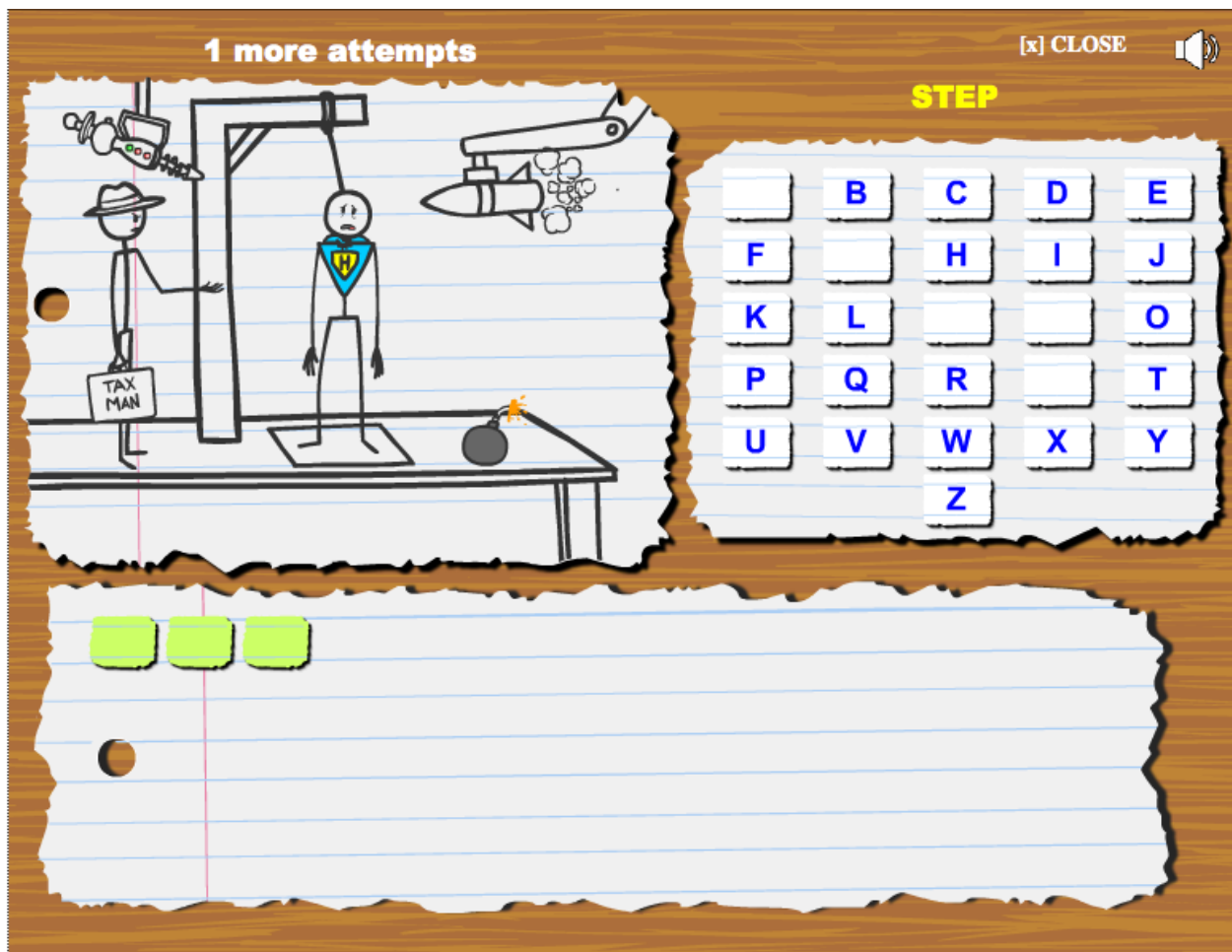
- High Scores
- Select Skill
- High Scores
- Badges

Technologies

- Adobe® Flash
- Action Script

Services

- Game Development
- Flash Development



2. Custom App Development

Our skills and technologies from game development provides us an advantage in developing fun, interactive apps for third party clients.

We also leverage our proprietary game technology server stack, to provide apps with features that include: *Instant Messaging; Cross Channel Social Sharing* (SMS, Email, Facebook, Twitter); *Push Notifications*.

Case Study: Cards Cafe

An interactive sharing application to share e-cards through mobile and SMS.

Client: MCC.com

Platforms:

Android: <http://bit.ly/1X5qdea>

J2ME:

IOS:

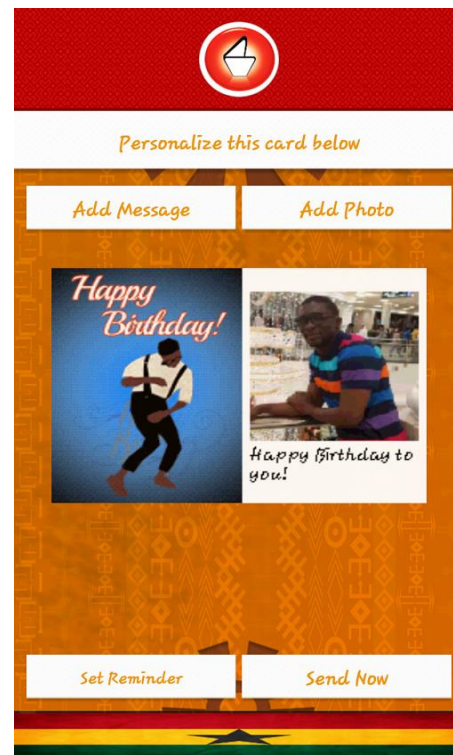
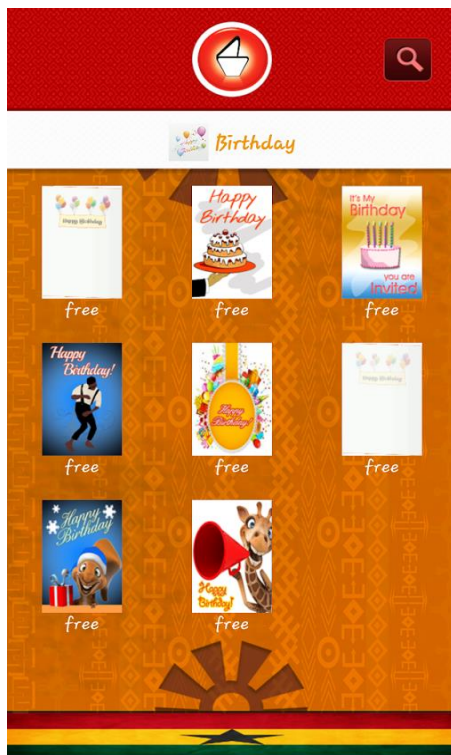
Features

- Invoke Camera
- SMS Invites
- Share via SMS or Email
- Reminders

Technologies

Services

- App Design
- App Development
- 3rd Party Integrations (SMS, Email)



3. Animation

As an interactive entertainment company, we leverage animation for storytelling within our games and are therefore a perfect fit for third party clients who want to use animation to tell their stories.

Our services include concept development, content development (including localization across languages), digital marketing and online distribution of the content.

Case Study: Ananse: The Origin Animation Demo

30 Sec demo of animated series for Ananse: The Origin Pilot episode.

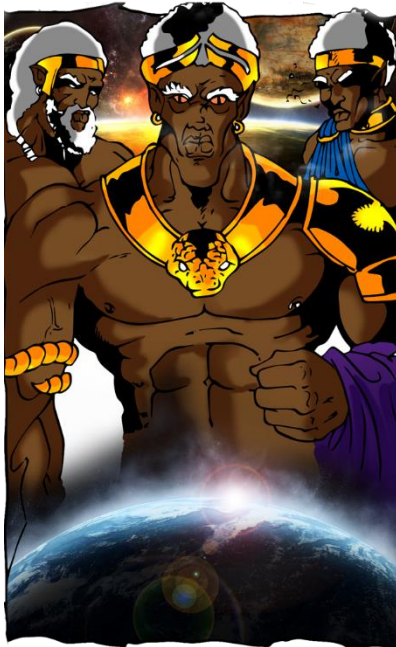
Client: Leti Arts

Objective:

Create an animated series of the existing Ananse: The Origin comics for distribution via TV and Web

Services

- Animation
Still imagery from the print comic was animated *as is* to minimize cost while retaining quality and dynamism. The 3 image panels below are the original pages transformed into the 30 sec demo available here: <https://vimeo.com/137847595>
- Voiceovers





Clients

Our clients include:



BILL & MELINDA
GATES foundation



KEMRI | Wellcome Trust



Industry and Media Recognition

Forbes

VentureBeat

TechCrunch



theguardian





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East – Legon,
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