

Case No. **4:20-cv-05640-YGR**
Case Title **Epic Games, Inc. v. Apple, Inc.**
Exhibit No. **DX-3777**
Date Entered _____
By: _____, Deputy Clerk

From: Simon Allaeys <[REDACTED]>
Sent: Fri, 8 Feb 2019 13:10:04 +0000 (UTC)
To: Daniel Vogel <[REDACTED]>; Oskari Häkkinen
Subject: Re: FOR REVIEW: Fortnite Authentication App Designs

Thanks!

Looping in @Oskari Häkkinen for visibility. Ozz, could you get yourself added to that main thread?

On Fri, Feb 8, 2019 at 3:06 PM Daniel Vogel <[REDACTED]> wrote:

> Who could help him push this forward and connect the dots?
IMO expectation is for his lead or ultimately you to raise this concern as soon as it happens :-P

He can reach out to Andrew Grant and Josh Adams and Pete Sauerbrei. Let me add them to the thread.

-- Daniel, Epic Games Inc.

On Fri, Feb 8, 2019 at 8:05 AM Simon Allaeys <[REDACTED]> wrote:

Yes, yes... I get it :D

Matt is struggling though. Who could help him push this forward and connect the dots? I don't think this is a healthy onboarding experience for new employees (joined us around Christmas).

We're expecting to have a producer in that team before the end of February.

On Fri, Feb 8, 2019 at 2:59 PM Daniel Vogel <[REDACTED]> wrote:

This is what I meant re: why are we not shipping? Because we haven't even seen it yet :-)

-- Daniel, Epic Games Inc.

----- Forwarded message -----

From: Daniel Vogel <[REDACTED]>
Date: Fri, Feb 8, 2019 at 7:58 AM
Subject: Re: FOR REVIEW: Fortnite Authentication App Designs
To: Matthew Bengston <[REDACTED]>
Cc: Alec Shobin <[REDACTED]>, Arjan Brussee <[REDACTED]>, Brad Cummings <[REDACTED]>, Brittney Webb <[REDACTED]>, Dan Clark <[REDACTED]>, Edward Zobrist <[REDACTED]>, Elizabeth Cook <[REDACTED]>, Emmanuel Servais <[REDACTED]>, Jodi Lamela <[REDACTED]>, Marc Hutcheson <[REDACTED]>, Phil Rampulla <[REDACTED]>, Shane Zimmerman <[REDACTED]>

This goes back to - when can we try it out via TestFlight or HockeyApp?

-- Daniel, Epic Games Inc.

On Fri, Feb 8, 2019 at 7:49 AM Matthew Bengston <[REDACTED]> wrote:

Hey, just wanted to check in to see if there was any feedback on the designs. We would prefer not to change the functionality/navigation but are happy to make any design changes to better fit the Fortnite branding.

On Tue, Feb 5, 2019 at 8:22 PM Daniel Vogel <[REDACTED]> wrote:

Jamal

On Tue, Feb 5, 2019 at 1:22 PM Matthew Bengston <[REDACTED]> wrote:

I've got some builds I created today that I was trying to get up on Hockey, but I'm running into permission issues with my apple developer credentials. Currently trying to get those sorted. There are some design related needs above, but the second I've got a build of the current iteration I will share it in the original email thread as well as this one.

Unfortunately I don't have any information about the email fallback, who is currently working on that?

- Matt

On Tue, 5 Feb 2019 at 15:24, Daniel Vogel <[REDACTED]> wrote:

When can we try the app via TestFlight?

Do we have a rough ETA on when to expect 2FA email fallback?

-- Daniel, Epic Games Inc.

On Tue, Feb 5, 2019 at 8:22 AM Alec Shobin <[REDACTED]> wrote:

Great info, happy to help out. I'll follow up with some folks offline about next steps with #5 and other required store contents (want to make sure we don't cannibalize keywords on iOS too much as well). Keep us posted on when you think release is nearing (ie next few weeks - maybe that's now...). Thanks!

-Alec

On Tue, Feb 5, 2019 at 2:46 AM Matthew Bengston <[REDACTED]> wrote:

Hey Alec,

Sorry for the late response, been a hectic start to the week! Below are some answers to the questions you had.

1. We hope to release as soon as possible, iOS first with Android following closely behind, reasoning for this is in the 3rd item. As mentioned at the beginning of this there are some design related items left and we still need to do a full round of QA.
2. So sorry about that, I made them viewable/commentable throughout Epic yesterday so you should be able to see them now.
3. First and foremost the goal for this app is to get visibility on the Google Play store. That was our #1 priority for the app when we came up with the idea for it. Inside of the app there are links to download Fortnite so we hope that this will allow us some presence in the Play store so users who don't know where to find Fortnite can find it easily. Our strategy for releasing on iOS first is mostly to disallow Google from having any reasons for rejecting the app when we submit to the Play store, as it is likely they will know exactly what we are doing.

4. Arjan already answered this one for me :)
5. This approach sounds fantastic. This is an area we would love some guidance on, so any info is greatly appreciated!

As mentioned I have updated the privacy settings for the screenshots so anyone in Epic should be able to see/comment on them. There are some tweaks that I have made so I will make sure to keep that folder up to date with the latest screenshots. It also contains a video showing the current interactions.

<https://drive.google.com/drive/u/0/folders/1Uh3DIkr0bVVmX4MVsaG-ay4-z9M-fZq8>

- Matt

On Fri, 1 Feb 2019 at 21:51, Alec Shobin <[REDACTED]> wrote:

Wow! Good find haha, yeah we should differentiate...

On Fri, Feb 1, 2019 at 2:49 PM Arjan Brussee <[REDACTED]> wrote:

btw i mentioned this earlier: There is a "Epic authenticator" already. it uses the same algorithm, so actually works with FN. LOL

<https://play.google.com/store/apps/details?id=com.epic.authenticator&hl=en>

that's why i suggested fortnite authenticator

-arjan

On Fri, Feb 1, 2019 at 2:47 PM Elizabeth Cook <[REDACTED]> wrote:

Zip file of all screens now attached.

+Emmanuel Servais for awareness because a new app will require new metadata and store(s) set up

On Fri, Feb 1, 2019 at 2:43 PM Alec Shobin <[REDACTED]> wrote:

Hey Matt and Elizabeth,

Very cool, thanks for sharing! This could be a great pathway to increasing Android volume via the Google Play store (if Google will allow it).

A couple things that might be worth considering:

- 1) What's the intended release window?
- 2) Can I get access to view those assets?
- 3) What are the desired results overall (a lot of downloads, a cool looking authenticator, X% of FN players using this app, etc - any expectations at all are helpful) and are there any other authenticators that we like or dislike (Blizzards came to mind)?
- 4) If we go with Fortnite Authenticator as a name (vs Epic Games Authenticator - similar to Blizzard) it's not impossible that this pushes the Fortnite App off the first page of search results in the App Store - given that search installs on iOS are our biggest source of installs, are we OK with that number potentially going down in order to get more people into the Authenticator? Maybe that's fine or even a good thing? If not, we should think about other names. Don't want to overthink it but want to make sure we get whatever the desired results are.
- 5) If we want this on iOS, we also need a few screen shots - Blizzards Authenticator screen shot approach is pretty standard for utility apps right now (ie combining the first two portrait oriented screens to create a pseudo panoramic image) - I recommend this approach to make life easy unless we

already have a clear vision (note that ive seen this approach increase conversion, but unclear if that's a thing we care about in this case)

Apologies if you all already discussed this stuff, happy to help get this to the finish line but some additional details would be great.

Super cool getting this out there!

Thanks,

-Alec

On Fri, Feb 1, 2019 at 2:02 PM Matthew Bengston <[REDACTED]> wrote:

Hey Elizabeth,
This is all correct! Some updates as well:

- We are also looking at releasing on iOS first, to minimize the possibility of Google rejecting the app from the play store.
- Get Fortnite button is indeed essentially a download button. However, currently it also has functionality to actually open the game when the user has Fortnite installed on the device. I was looking at making it so that the label changes based on these conditions.
- As of now "Fortnite Authenticator" is the name, correct.

The rest is all perfect. As said any help is very much appreciated!

Best regards,

Matt

On Fri, Feb 1, 2019 at 8:53 PM Elizabeth Cook <[REDACTED]> wrote:

Hi all,
Matthew (cc'd here) has shared the below screen designs with me for an Authenticator App currently in development.

Need CS team to review but also want to make sure I am clear on the intent since that will be important for people to understand as they review. We are working on Android download flow design and app icon explorations in parallel paths so including a few more people here for awareness.

Here is what I've gathered at a high level from the email chains about the app - it's a long one so apologies if I missed something:

1. This is an app that will be on the Google Play Store so that we have a presence there
2. Goal is to look official and get people into the Android funnel from Play Store
3. "Get Fortnite" will take people to the Android download flows in a web browser
4. App will be called Fortnite Authenticator - is that correct?

What's needed:

1. Review for Fortnite brand consistency - or suggestions for revisions provided
2. App icon + Splash screen help. Splash screen mock here but looking for guidance. App icon will need to be created.

Thanks!

----- Forwarded message









From: **Matthew Bengston** <[REDACTED]>
Date: Fri, Feb 1, 2019 at 7:29 AM
Subject: Re: Idea: Epic Authentication App
To: Elizabeth Cook <[REDACTED]>

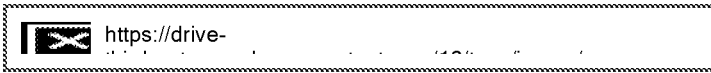
Hey Elizabeth!

Here is a full round of screenshots from the app, along with a video showing the animated interactions. I have not gotten a design from anyone for the main view when you first open it and don't have any accounts added, so I just had to wing it. Any input would be very much appreciated!

Another thing I wanted to bring up is the app icon + splash screen. Currently I have no design or design resources to drill up an icon, nor a splash screen. I am using a similar design to the main app for the splash screen but since neither myself nor our designer is super familiar with all of the brand-related guidelines with logos, I dunno if we want to have someone more familiar with this space make something up? I've included a screenshot of the app splash screen in this email.

BR,
Matt

 https://drive-	Splash Screen.png
 https://drive-	Intro Screen.png
 https://drive-	Main View - Accounts.png
 https://drive-	Navigation Drawer.png
 https://drive-	How It Works View.png
 https://drive-	Add Account Modal.png
 https://drive-	Scan QR Code View.png
 https://drive-	Manual Account View.png



Manual Account View - Input Filled.png

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Elizabeth Cook
Epic Games

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Sent from mobile