

DISCOVER THE FUTURE OF MOBILE GAMING

in.motion is about to change drastically interactions between gamers and their mobile phones. Indeed, we will allow them to play directly thanks to their body.

Nowadays, mobile games rest on the simplicity of their gameplay and the uniqueness of their univers.

Our Start-up adds an entire and still unexplored dimension in mobile entertainment. The entire world and your body interactions with it become the gaming tool.

You will have the means for moving, alone or with your friends, to take part in dynamic and completely immersive new games, which will set the pace for a new generation of mobile games.

The future is in the kinetic of the moves of your fingers, your arms, or in the blinks of your eyes.

in.motion TEAM

In-Motion team is one of the 6 teams of the First programm, held by the Fondation Telecom. We are 6 students from different but complementary educational backgrounds. Engineers, Managers and Designers are working hand in hand to create the most enjoyable gaming experience for our future users.

Aurore Assimon Amata

designer - Product and interaction design
aurore.asimon.amata@gmail.com

Corentin Bresteau

ingeneer - IT security
Corentin.brestau@telecom-sudparis.eu

Mayalen Etcheverry

ingeneer - Computer graphics, Data science
Mayalen.etccheverry@telecom-paristech.fr

Guillaume Grelet

ingeneer - Signal processing and embedded systems
guillaume.grelet@telecom-paristech.fr

Pierre-Jean Jacquet

ingeneer - Networks, ICT and Health
Pierre-jean.jacquet@telecom-sudparis.eu

Athyna Mimouni

manager - Management of Information Systems
athyna.mimouni@telecom-em.eu



in.motion

presents

RUN.R





in.motion team is very proud to introduce you an innovative and breathtaking way of gaming. Some living room consoles already use the body as a gamepad to interact with the game, but *in.motion* is the first start-up to propose it on a mobile interface. Based on the kinetic of movements, *in.motion* is willing to bring about a revolution in the mobile games industry.

Our concept and technology will give to the giants of the mobile gaming industry new ways to dynamise their products. By enhancing the entertainment possibilities with smartphones and tablets, the *in.motion* team is about to launch **a new form of immersive and versatile gaming**.

OUR TECHNOLOGY

Our start-up relies on two different technologies :

The first one is the **recognition of your body movements and face expressions**, thanks to algorithms of our own. The user's movements will be analyzed in real time to interact perfectly with the game.

The second one is based on **depth calculation and image processing**. This is possible thanks to the next generation of smartphones which already contain several captors, in addition of one or two cameras. The dual camera technology makes it possible to detect the distance between the camera and an object. At *in.motion*, we use it to implement new ways of controlling video games.

OUR CHALLENGE, OUR SOLUTION

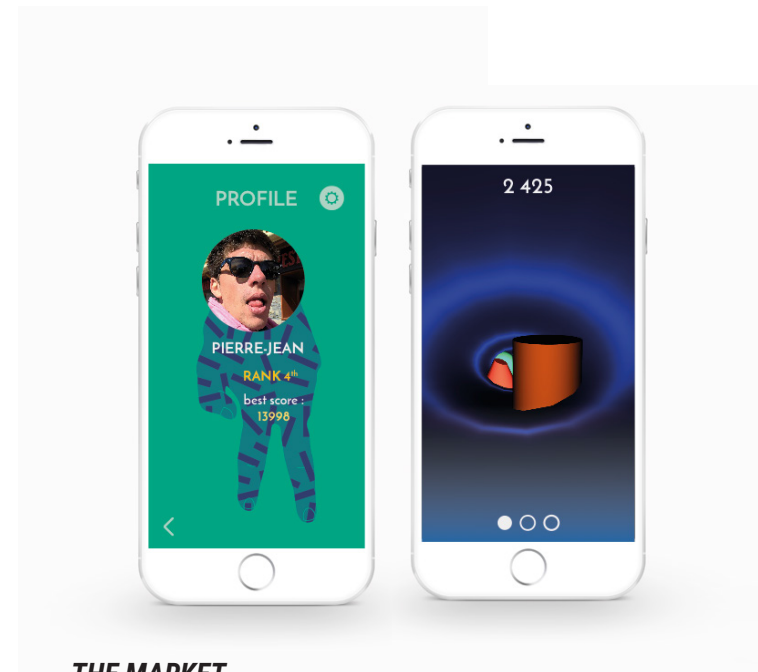
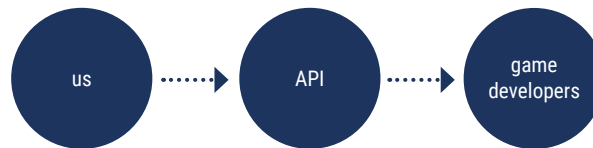
We propose a game whose user experience is unprecedented while getting our first incomes with in-app purchases such as :

- _ Gesture purchase
- _ Life purchase
- _ Credit winning ads

We will retain the gamer with a customer service :

- _ 5 lifes daily offer
- _ Weekly life offer
- _ Life offers in case of game invitation
- _ International ranking of players and their avatar

Once we will have proved that our solution offers an immersion comparable to virtual reality, way more versatile and way funnier than classical touch screen games, we will look to the games developpers and will propose them **an intuitive API to implement our interactions in their games**.



THE MARKET

Mobile phone application market is booming : the financial turnover of the App Stores represents as much as the cinema industry.

Yet, it's a very competitive market. In the 792 applications downloaded each second, 90% of them are free. Furthermore, for example there are 27 Millions of mobile users in France. Among the harsh competition of the mobile phone applications , video game applications get out while the going is good : 50% of the time spend on your mobile phone is dedicated to video game applications. As a consequence, we will have behind us a huge market to support our products

MONETIZATION OF OUR GAME PROJECT

In order to reach a large group of users, our game prototype called **RUN.R** will be available for free on the Applications Stores iOS and Android. It will serve us to make that technology more accessible and impose a new game style.

The concept and the algorithms will next be proposed to mobile game developpers throught an Application programming Interface (API).