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Mobile Gaming Industry Outlook

Presented by Floating Cube Studios
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![floating cube studios logo]

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Project Portfolio

Games Portfolio- Friendsheep

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- Reached #2 Most Downloaded globally on the Apple App Store.

- Downloaded over 450,000 times.

- Rated by Apple in "Hottest New Games", "What's Hot" and "New and Noteworthy".

- Available on both the iPhone and iPad.

- Approached by Microsoft to do an exclusive port for Windows Phone 7.

Citibank Singapore
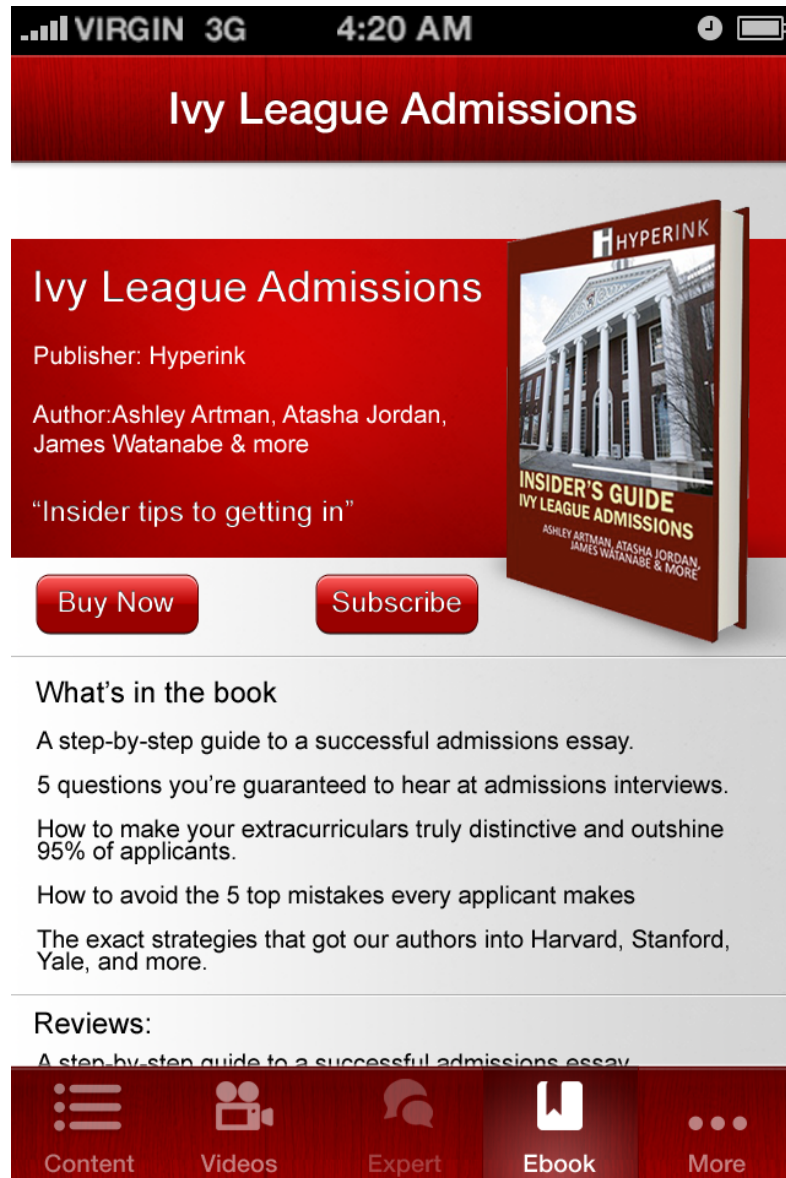
- Application for customers to find out more about Citi products and services while in branches.

- Customized server-client solution to enable one-touch publishing of latest content.

- Used in multiple Citibank branches including Orchard and Marina Bay Sands.
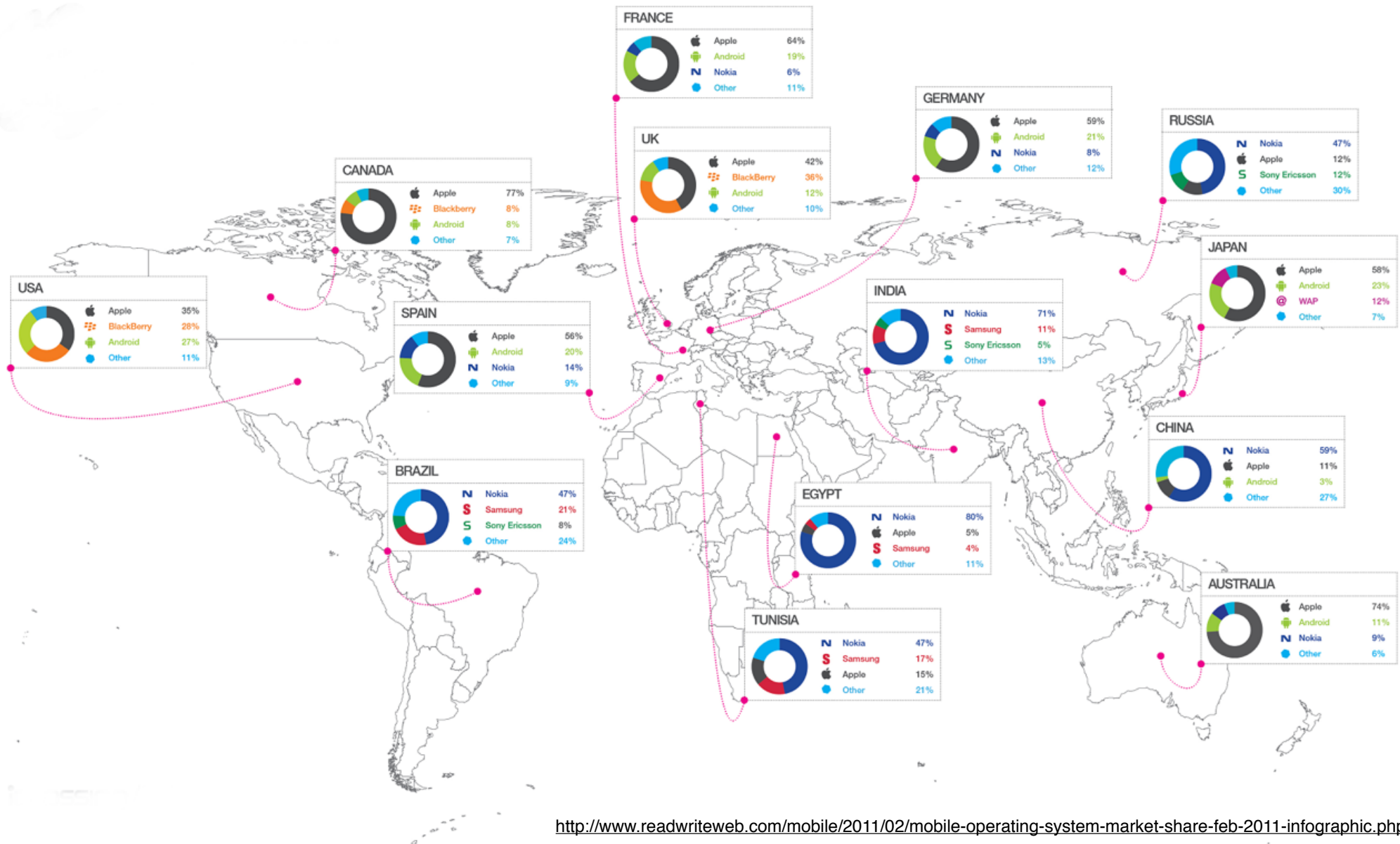
U.S. Ebook Publisher

- Consulted on and developed a sophisticated mobile platform on which to publish ebooks.

- The publisher can choose from a range of features to automatically create an iPhone app from a PDF.

- Features include: social media sharing, chat functions, videos and Call To Action to buy the full ebook.

Industry Outlook
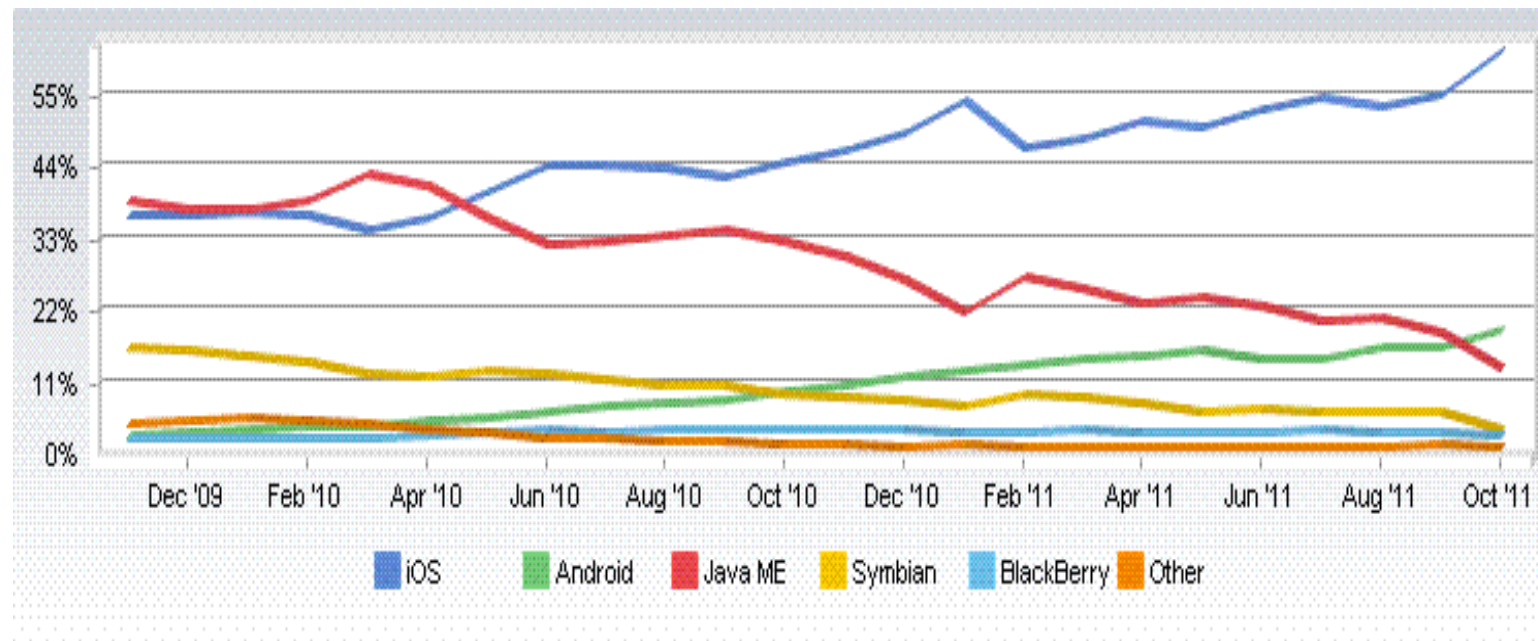
Mobile Market Share by Country

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FRANCE

Apple	64%
Android	19%
Nokia	6%
Other	11%

GERMANY

Apple	59%
Android	21%
Nokia	8%
Other	12%

RUSSIA

Nokia	47%
Apple	12%
Sony Ericsson	12%
Other	30%

UK

Apple	42%
BlackBerry	36%
Android	12%
Other	10%

CANADA

Apple	77%
Blackberry	8%
Android	8%
Other	7%

JAPAN

Apple	58%
Android	23%
WAP	12%
Other	7%

USA

Apple	35%
BlackBerry	28%
Android	27%
Other	11%

SPAIN

Apple	56%
Android	20%
Nokia	14%
Other	9%

INDIA

Nokia	71%
Samsung	11%
Sony Ericsson	5%
Other	13%

CHINA

Nokia	59%
Apple	11%
Android	3%
Other	27%

BRAZIL

Nokia	47%
Samsung	21%
Sony Ericsson	8%
Other	24%

EGYPT

Nokia	80%
Apple	5%
Samsung	4%
Other	11%

AUSTRALIA

Apple	74%
Android	11%
Nokia	9%
Other	6%

TUNISIA

Nokia	47%
Samsung	17%
Apple	15%
Other	21%

Overview of the Mobile Industry

- Overall market dominated by the iOS
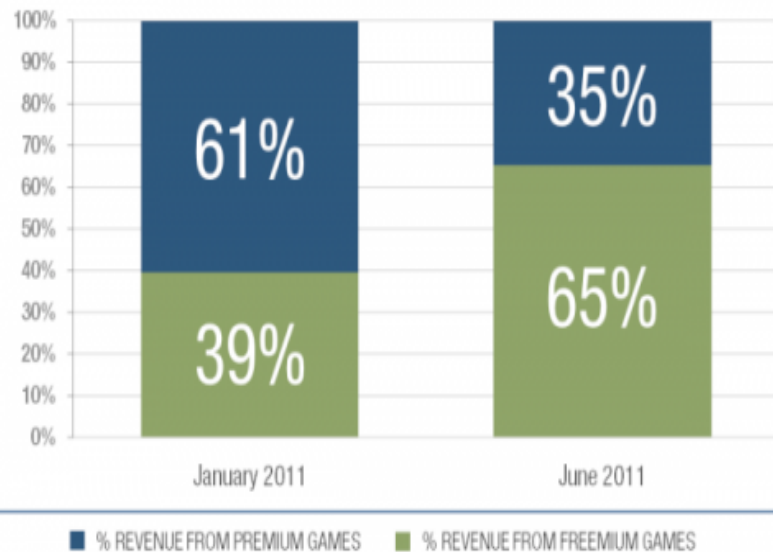
Overview of the Mobile Industry

- Android is gaining pace
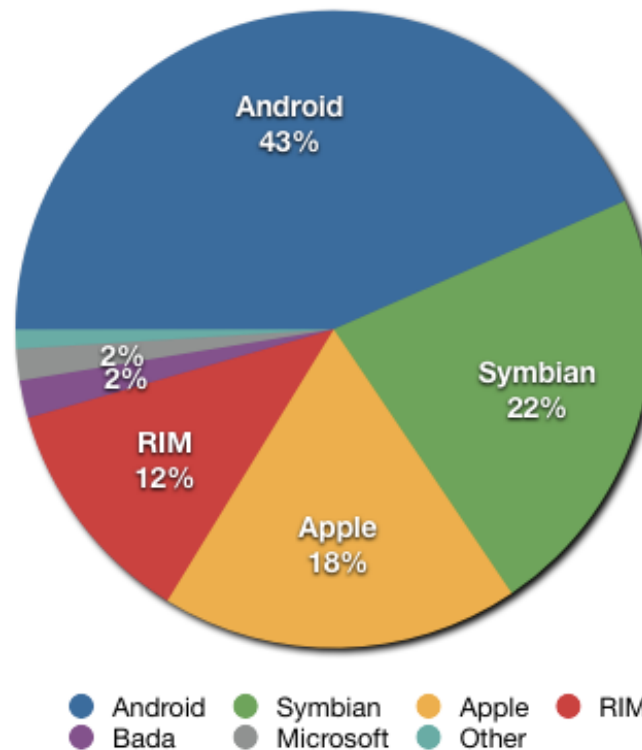
Share of worldwide 2011 Q2 smartphone sales to end users by operating system, according to Gartner

Mobile Apps Revenue Model
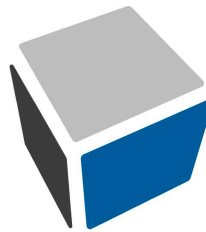
Revenue Generated, U.S. App Store Top 100 Grossing Games

- **Direct paid sales**

- **Freemium (Free + Paid)**
  - Virtual currency
  - Unlockable content
  - In-app purchases

- **Advertising**

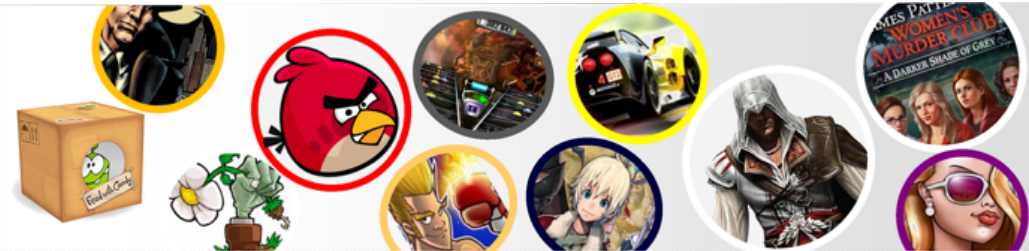- **Subscriptions for content and usage**

Where should I be?

- iOS

- Android

- HTML5

- Mobile web and mobile backend

Mobile Developers Globally

THE TOP 25 HOTTEST MOBILE GAME DEVELOPERS

Rank	Company	Known For	Top Mobile Games	Est # of Unique Mobile Games Developed & Published	Twitter	Facebook Fans	CEO	Headquarters	Estimated # Employees (mobile focus)	Est. Annual Employee Growth Rate	BUZZ
1	gameloft	Strong partnerships with Universal Pictures, ABC, & Warner Bros	• Gangstar: Miami Vindication • Uno for Iphone • James Cameron's Avatar • Assasin's Creed	175	100,338 @gameloft	186,269	Michel Guillemot	Paris, France	1309	33%	3819
2	EA	One of the top mobile game developers (own Chillingo)	• Battlefield Bad Company • Rock Band Reloaded • Need for Speed • Cut the Rope • Scrabble	137	24,867 @eamobile	55,205	John Riccitiello	Montreal, Canada	524	25%	2561
3	ROVIO	Having the best selling game app	• Angry Birds	27	40,778 @roviomobile	252,104	Mikael Hed	Finland	30	143%	2373
4	ngmoco:)	**Acquired by DeNA.** The company is most well-known for their publishing of the Rolando game series and Eliminate.	• GodFinger • Touch Pets • We Rule	20	16354 @ngmoco	None	Neil Young	San Francisco, CA	86	177%	2020
5	DIGITAL CHOCOLATE	led all developers in App Store downloads in 2009	• Millionaire City	213	4486 @dchocgames	22,844		San Mateo, Ca	259	23%	1896

Mobile Developers in Vietnam

- Outsourcing
  - QSoftVietnam
  - Unitech

- Game studios
  - Floating Cube Studios
  - Gameloft
  - Alley Labs

Comprehensive list of Game Studios in Vietnam

Company	Website
3DVN	www.3dvn.com
Alley Labs	www.alleylabs.com
Canvas Game Studio	www.canvas-games.com
Colorbox	www.canvas-games.com
EMobi Games	www.emobigames.vn
FGame	fgame.vn
Floating Cube Studios	www.floatingcube.com
GameLoft Saigon	www.gameloft.com
Glass Egg	www.glassegg.com
MusicKing	musicking.vn
Phuong Hoang Enix	www.ph-enix.com
Playsoft	www.playsoft.fr
Punch Entertainment	www.punch-entertainment.com
Ruby Cell	rubycell.com
Sao Bac Viet	n/a
VDC Net2E	www.vdc-net2e.com.vn
VNG Game Studio North	www.vng.com.vn
VNG Game Studio South	www.vng.com.vn
VTC Studio	studio.vtc.vn

http://www.igda.org/vietnam/game-studios-list

General Skills and Qualities Required

- Qualities
  - Determined and persistent
  - Self-motivated and committed

- Technical Skills
  - Good object-oriented programming practices
  - Good design patterns
  - Clean, well-commented code

Working Culture: Large vs. Small Companies

- Specialist vs. Generalist

- Company structure and processes

- Creative freedom

Development Process

Planning

- **Requirements**

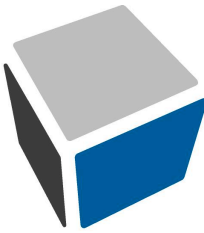 A clear understanding of the application features, its target customers and target handsets.

- **Wireframes**

  Wireframes provide detailed descriptions of each screen element and features. It illustrates screen layouts, navigation rules and information flow.
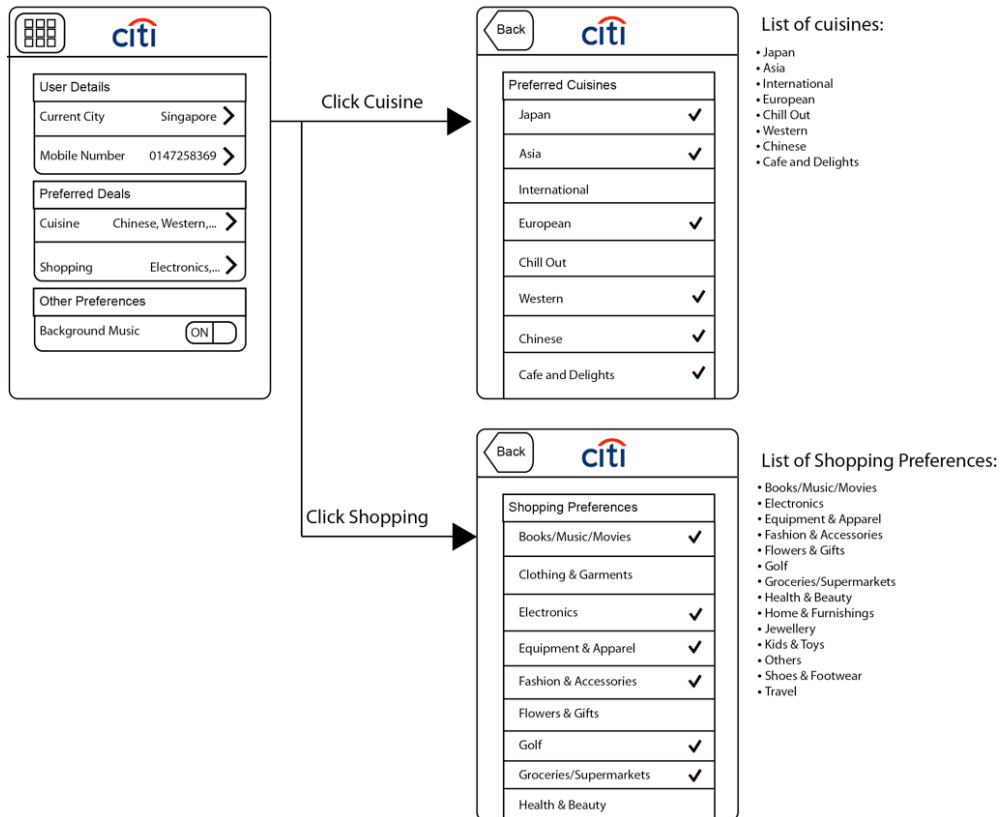
- **UI Prototype**

  A graphical overview of the proposed service structure is prepared. It depicts all of the screens within the service and the relationships between them.

Wireframes

UI Prototype

SETTINGS

List of cuisines:

- Japan
- Asia
- International
- European
- Chill Out
- Western
- Chinese
- Cafe and Delights

List of Shopping Preferences:

- Books/Music/Movies
- Electronics
- Equipment & Apparel
- Fashion & Accessories
- Flowers & Gifts
- Golf
- Groceries/Supermarkets
- Health & Beauty
- Home & Furnishings
- Jewellery
- Kids & Toys
- Others
- Shoes & Footwear
- Travel

Wireframe panel 1:

citi

User Details

Current City — Singapore >
Mobile Number — 0147258369 >

Preferred Deals

Cuisine — Chinese, Western,... >
Shopping — Electronics,... >

Other Preferences

Background Music — ON

Click Cuisine

Click Shopping

Wireframe panel 2 — Preferred Cuisines:

Back — citi

Preferred Cuisines

Japan	✓
Asia	✓
International	
European	✓
Chill Out	
Western	✓
Chinese	✓
Cafe and Delights	✓

Wireframe panel 3 — Shopping Preferences:

Back — citi

Shopping Preferences

Books/Music/Movies	✓
Clothing & Garments	
Electronics	✓
Equipment & Apparel	✓
Fashion & Accessories	✓
Flowers & Gifts	
Golf	✓
Groceries/Supermarkets	✓
Health & Beauty	

UI Prototype (iPhone):

ıııll VIRGIN 3G   4:20 AM

Back — **citibank**

Latest | Merchants | Nearby | More

Gourmet Pleasures

Ajisen
$10 Spicy Ramen Set
(Includes 5pcs California Maki)

AjiTei
$10 Port Katsu Toji Set

Aoba Ramen
$10 Shio/Shoyu Ramen Set

Botejyu
$10 Pork Yaki Soba
$ Yakiniku Don Set

Development and Deployment

- **Development**

  The mobile application is developed keeping the target handsets in mind.

- **QA**

  The mobile application is thoroughly tested on actual handsets

- **Deployment**

  Deploying the apps on the market. Processes vary according to platform.

- **Post-deployment Support**

  Bug-testing and fixing, reviewing customer requests.

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Thank you for your time. We hope you have enjoyed this presentation.