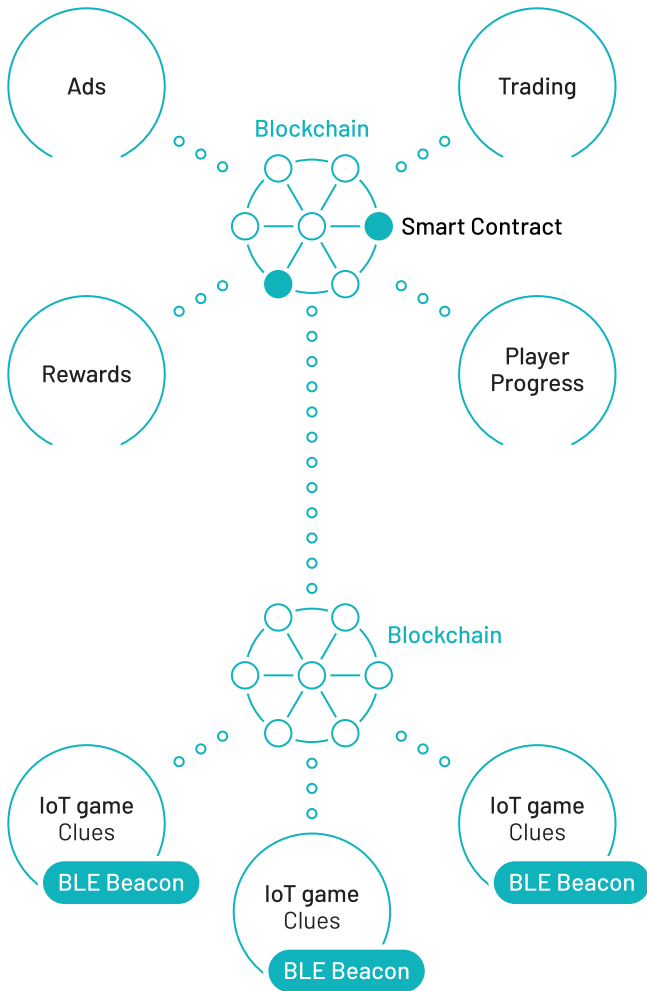




MOBILE GAMING



Hypothesis: IoT games could be built on a DLT platform.

VISION

To identify and understand use-cases for Distributed Ledger Technology (DLTs) and Internet of Things (IoT) in Mobile Gaming, and test the business opportunity.

GOAL

The focus of this pilot will be on leveraging DLT to provide new gaming features for players and seeking validation of potential IoT use-cases in mobile games. It will seek to overcome known technical issues; in principle the ability of DLTs to scale to cost-effectively support millions of active users per day with thousands of transactions per second. The pilot will also seek to investigate business issues, namely:

- **Game discovery:**
How to reach mass market given mobile application ecosystem restrictions?
- **Player Value:**
Gaming experience is fun and valued by the player.
- **Revenue opportunity:**
New business case with potential revenues from real-world elements.
- **IoT device scale:**
Devices fit for gaming use cases that can easily provide global scale.

STORY

Mobile gaming has undergone massive change and overhaul in the last decade. Mobile games that are being rolled out today are distinctive from their earlier counterparts. A number of new technologies that have come up in recent years are giving the game developers an opportunity to build games with better graphics, intelligent bots and immersive experience.

The emergence of the Internet of Things (IoT) leads to a connected world with more gadgets and devices connected and these devices can potentially be exploited for location-based applications. IoT could impact mobile games with the experience of ubiquitous and physical gaming. These context-aware games force the player to physically move outside into the real world. Today, many mobile games include a real-world element e.g. Pokemon GO, which uses the Global Positioning System (GPS) and online map services for location-based actions.

Distributed Ledger Technology (DLTs) has attracted a lot of attention as well and the world is gradually unraveling new ways to utilize it. The technology continues to evolve, and more industries continue to benefit from its existence and one such industry could be mobile gaming. Blockchain technology offers several key features that might solve some of the problems faced by the mobile gaming industry. In the world of games, the technology has the potential to create new forms of monetization, introduce a more robust way to share game content and bring new gaming experiences for players.

**"MOBILE GAMING"
WILL DELIVER:**

- The aim is to prototype multiple use-cases that leverage IoT and blockchain technology and test their technical fit and performance for mobile gaming.
- The first prototype tests to understand the use of DLTs for content ownership by players has been developed, enabling the buying and selling of in-game assets.
- The second prototype tests a context-aware scavenger hunt game using IoT beacons and an ecosystem backed by DLT. The player performs a series of tasks by physically visiting Point of Interest (POI) and IoT beacons are used to provide the proximity location of player, as they are not easily spoofed compared to GPS, which is important for competitive games. In the end, blockchain will be used to manage the relationship i.e. player check-in, points collection or rewards.

**INTERESTED IN SOFIE'S
"MOBILE GAMING" PILOT?**

- Mobile Gaming pilot executor: Rovio Entertainment Corporation.
- Your primary contact is **David Mason** from Rovio, e-mail david.mason@rovio.com
- Any questions or proposals you might have, he's happy to listen.
- You can also reach us via SOFIE's webpage.
- You can follow SOFIE's social media channels to be up to date with latest developments.



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