



MEETFACTORY

Interactive Screen 0.5

10 years on

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MEETFACTORY

Technology and Content for Converged Media





MEETFACTORY



CONVERSATIONS WITH ANGELS

HELP

INFO

CREDITS

SINGLEUSER

RE START



CARL

This looks like a nice cosy suburban home! Let's go inside and see who lives here! Well, watch your yourself **Carl** has some nasty habits, like collecting avatars! He'll get yours if you're not careful, just check out his shelf on the left side of the room.

MARG

You have to go through the glass door at the back to find **Marg** his long suffering wife. She'll be really happy to see you, but please take some cigarettes along with you as she's always dying for a fag. Just watch where you step, that not

Public Marg blaxsun interactive

9 People 8 Groups Options

Mr BuBu : you're daft
Marg : I have 5 kids: Sue Ellen, JR, Bob, Pamela and Alexis.
Mr BuBu : very nice, what about Tom Jones?
Marg : I had LIPOSUCTION done last year. See my waistline?
Mr BuBu : I don't believe you
Marg : You don't! I'm just here to CASH in.

Nickname	Interests
Bagman	Philosophy
Carl	Collecting things
Dennis	Basketball
Fat Bob	Beer, guns, big boobs
Marg	TV Soaps
Mr BuBu	
Princess A...	Pleasure
Super Activo	Saving Souls

Opening page http://angels.kiasma.fng.fi/yard_bx.htm

Internet zone



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MEET Factory Products





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Market predictions - 2000

- Mobile platforms dominate?
- Rich interactive media access at home
- Multiplayer games and communities the norm
- Games are cross platform, play via mobile, PC at work or school, TV at home....
- Broadband with mobile
- Cross-platform content



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Virtual Community

- community of users
- users create content
- dynamic and evolving
- previous examples: bulletin board, MUDs, special interest groups
- textbased, 2D, 2,5D, 3D
- thriving communities usually socially engineered



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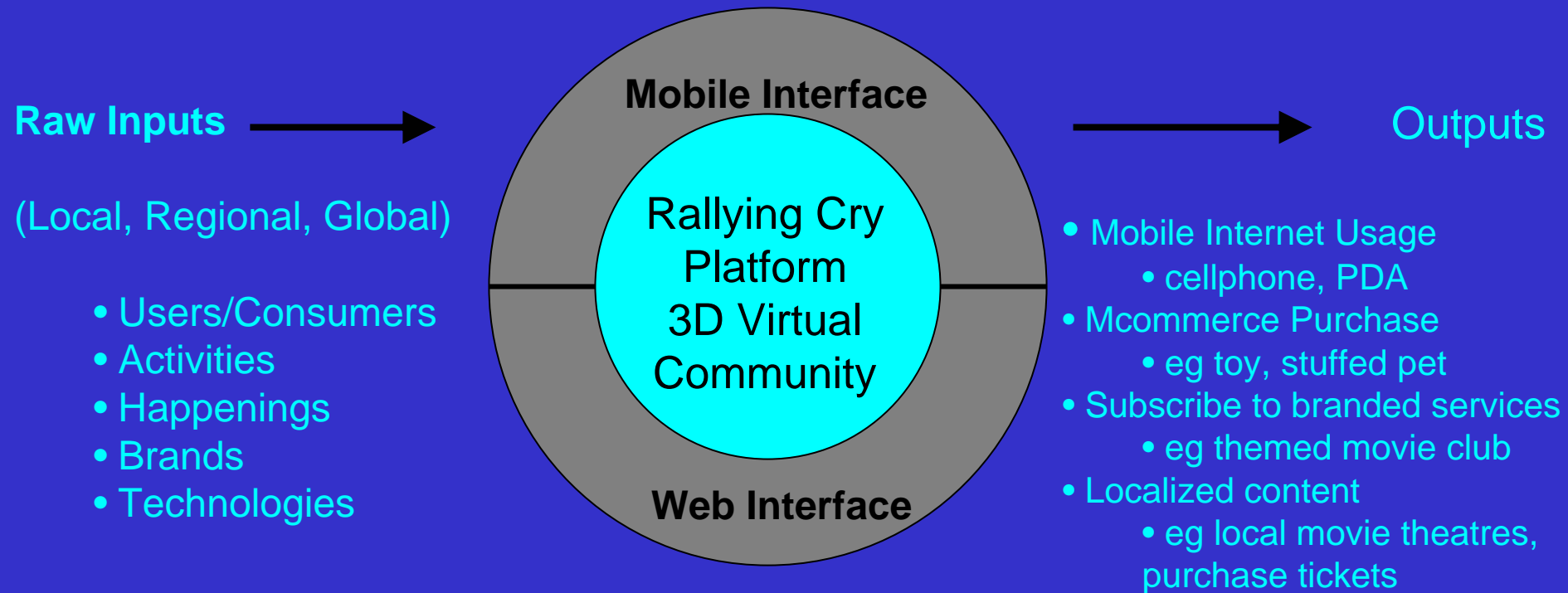
Design Focus

- focused theme and purpose
- common interests or ages
- often hosted
- "netiquette" and community rituals
- community history
- games – background story, role playing
- help for new users
- tools for users
- sub-groups can form



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Rallying Cry (Teen) Lifestyle Engine





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Pilot Community: IceBorg.com





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Key Elements

- 3D web based virtual community
- background story
- multi-user
- social design
- interactive functionality:
 - chat, economy
 - avatar interaction
 - house building
 - pet & plant growing
 - live streamed audio/video





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The story begins...

- It is the year 2172.
- You have crashlanded on a polluted asteroid
- It's cold, it's hostile and you need friends...





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Grannies

- are over 105 years old
- surgically improved
- real estate dealers

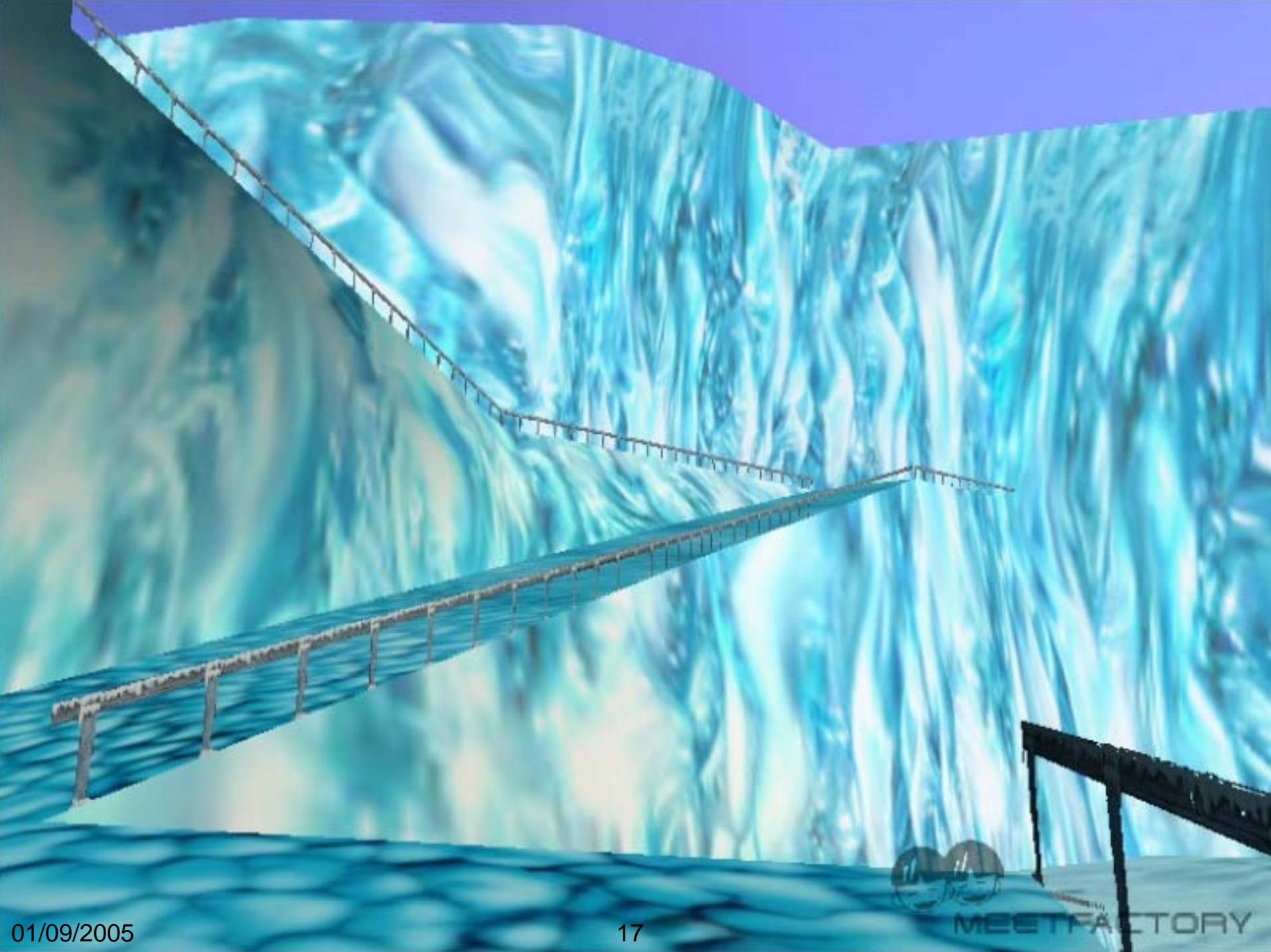




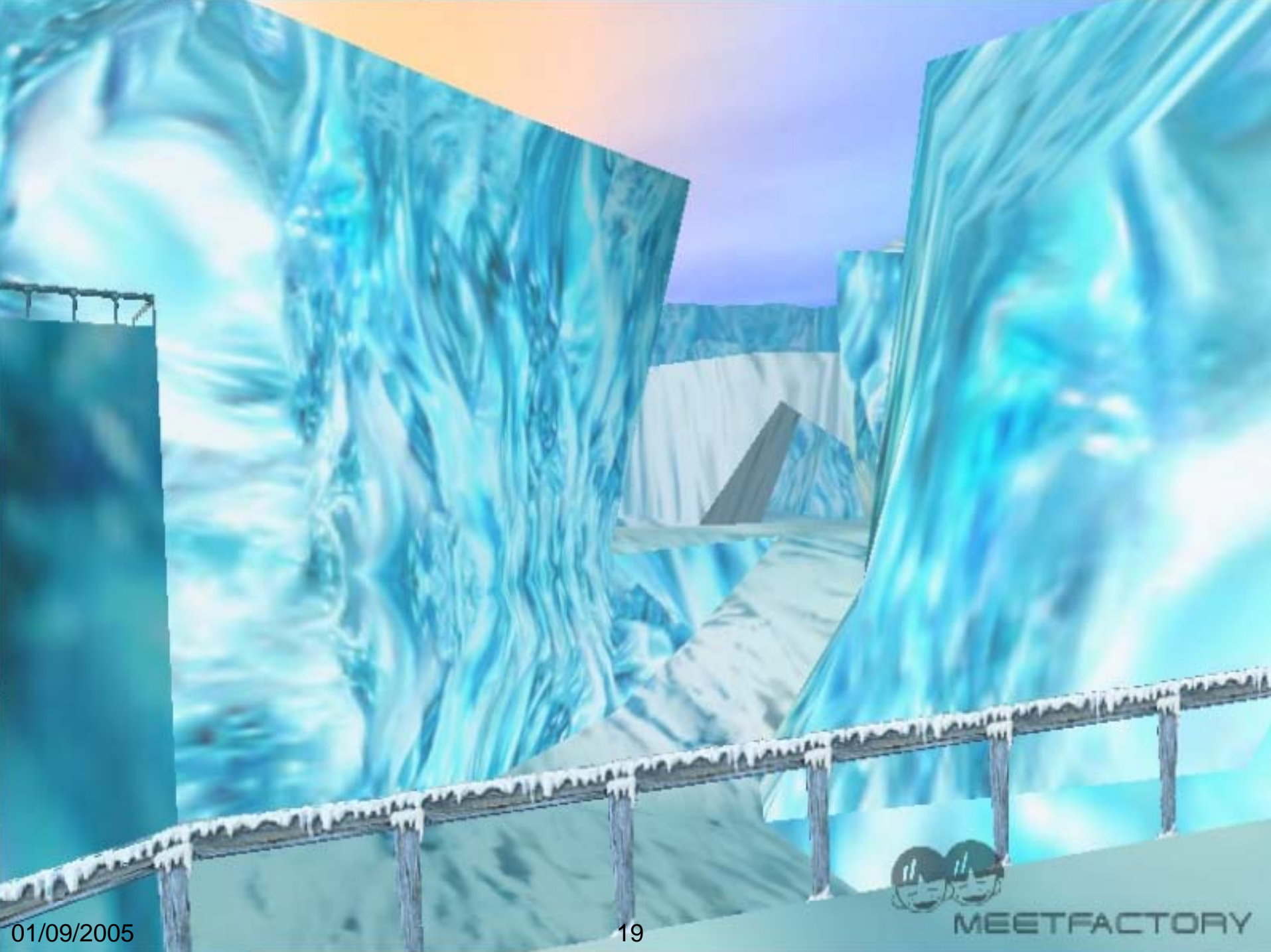
La Coochies

- Eco friendly renegades
- Mix of aliens and humans
- Expert gardeners









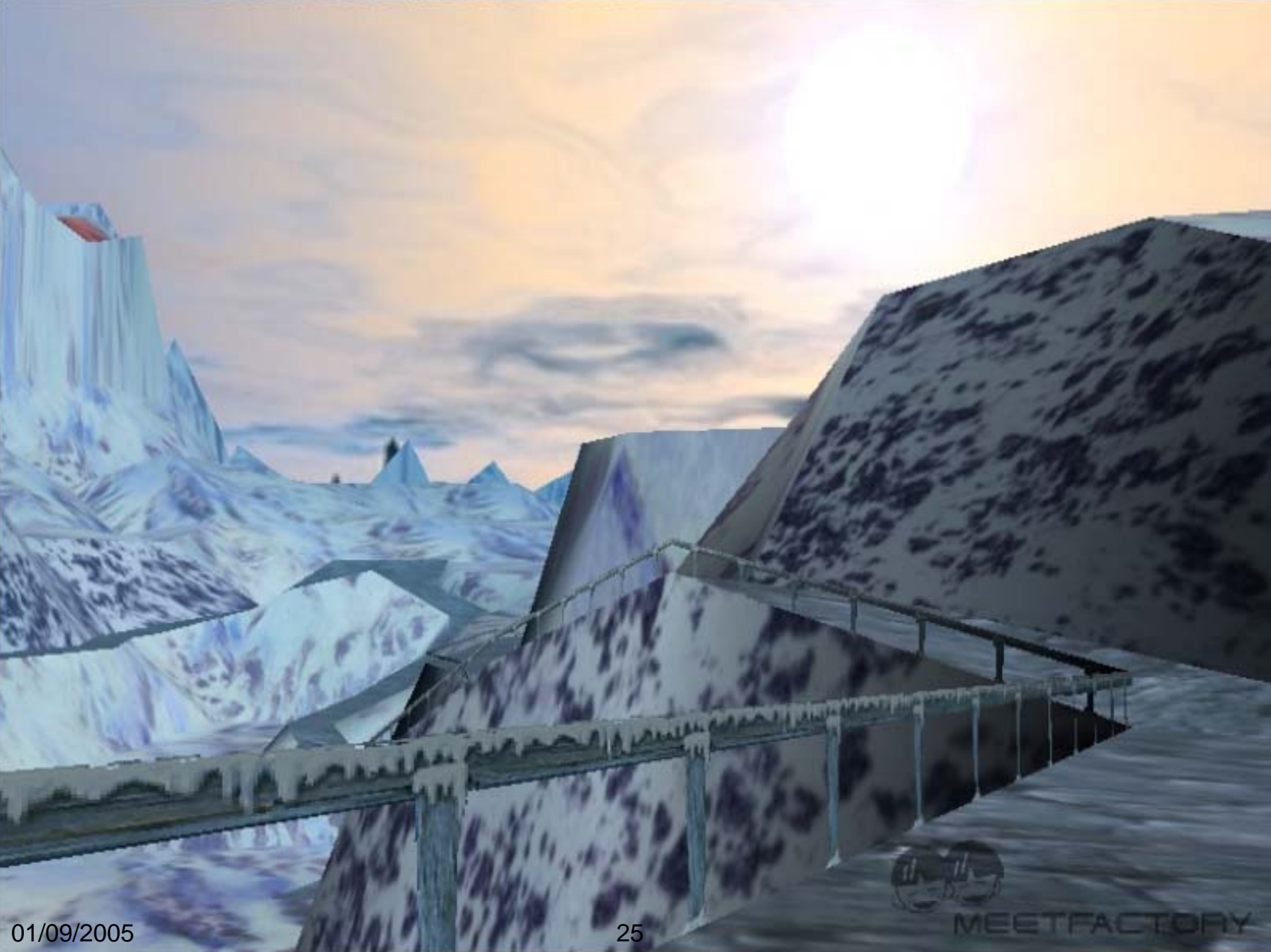






























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- Dance club
- Iceborg worlds
- Iceborg objects
demo





MEETFACTORY

PET FACTORY 1.0



PET FACTORY 1.0
A virtual pet engine
for
wireless and web



MEETFACORY

PET FACTORY 1.0



- A powerful content engine supplied as a white lable product for fast integration with existing mobile and web services.
- Using existing technologies – sms & WWW
- Fun and easy to use mobile text messaging and a community focused web site with cool 3D pets easily matched to customer's own brand identity



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PET Factory combines mobile and web...



Adopt, care & attack pets via SMS



Supercharged tamagotchi!!
Collect, train, play, and compete with other owners.
Live in UK and Finland....



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Easy-to-use mobile interaction...



- Adopt and nurture your pet via SMS
- Play with your pet in 3D on the web....
- Attack other pets via SMS to gain strength
- Build community, make new friends and win prizes in pet and owner ranking competitions



- ADOPT
- CARE
- PLAYPEN
 - Buy Toy
- ATTACK
 - Buy Weapon
- GIFT
 - Buy Gift
- CLANS
- FIND
- SMS CHAT
- TOP 10
- LOGOS
- CLUBS

- My Page
- Instructions
- Contact list
- Logout



Playpen

Select the pet you want to play with:
 Wibble

Hil Wibble is happy today! You can play here with the toys, and attack other pets using text messages. Send a text message 'pum attack weaponName petName victimPetName to number 81738, when you want to attack. Check the victim pets name on the FIND page. Attack messages cost 50p.



-
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Drag 'n drop toys onto pet!

[Buy more toys](#)

[Check your pet, toys, weapons, and gifts status](#)

Play with pets and toys in 3D on Web



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PET Factory can drive any type of character....

cutePET

- care and community for kids



sportsPET

- team matches





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PET Factory Product Versions cont.

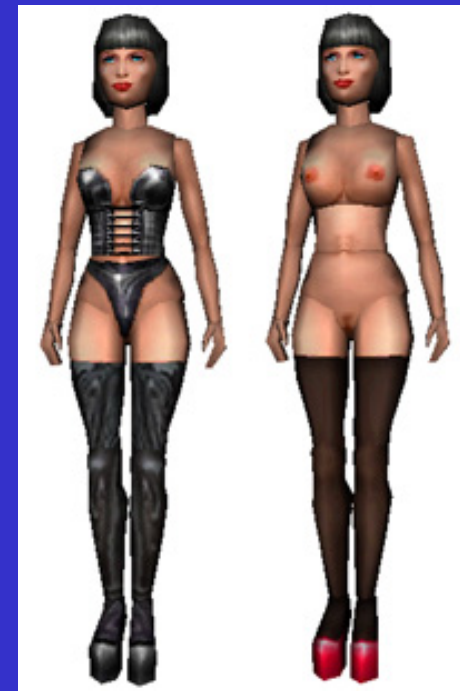
musicPET

- virtual dating
- music and fashion videos



pornPET

- safe sexy & fun playmate





Lessons learnt - 2005

- KISS
- Start small, organic growth vs VC funding
- Test early & often
- Choose partners carefully
- Value Chain – from idea to finished product which consumer is able to find AND willing to consume/pay for



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mLife

- A life application for mobile devices
- Visual ambiance
- First iteration
- Developed as engine to drive different styles of visual environments
- Future possibilities
 - User developed gene types
 - Evolving visuals.....?





MEETFACTORY

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