

Gaming Update

Leadership Team - Jan 27th 2020

A Must-See Summer Experience

MSI Goals

Drive exhibit attendance to exceed 15% capture

Position MSI as a highly relevant and innovative destination

Leverage cutting-edge digital games and creators

Give guests something they can't find anywhere else

Research & Focus Group Insights

Activities

Focus groups – Q3 2019

Evaluate the appeal of gaming and uncover consumer attitudes / preferences

Exhibit features survey – Dec 2019

Understand what's most compelling so we highlight strongly

Focus Groups: groups repeated 2x (10 total)

- Game-neutral parents, Game-positive parents, Avid adult gamers, Casual adult gamers, Children gamers
- 50% male / 50% female
- 2 Caucasian and 4 non-Caucasian
- Range of demographics – location, income, working or non-working, etc.

Features survey: n=800; 550 from general email list, 150 from MSI insights panel

What Guests are Saying

Activities

Focus Groups

- Even avid gamers don't identify as heavy "gamers"
- Gaming has a positive effect on socializing behavior
- Consumers see benefits like problem-solving skills and collaboration
- Concerns when gaming is too time-consuming
- Most parents don't play with their children, but many would like to
- Significant interest among all consumer segments for a gaming exhibit at MSI
- Interested in the history of gaming, current technology and the future of gaming

Features Survey

- Must be something I truly can't play at home; show that it's a unique experience
- Must show multi-generational play, not just for kids/experts
- Must be educational; that's expected of MSI
- Must be organized so everyone gets a turn

Key Exhibit Attributes

The experience

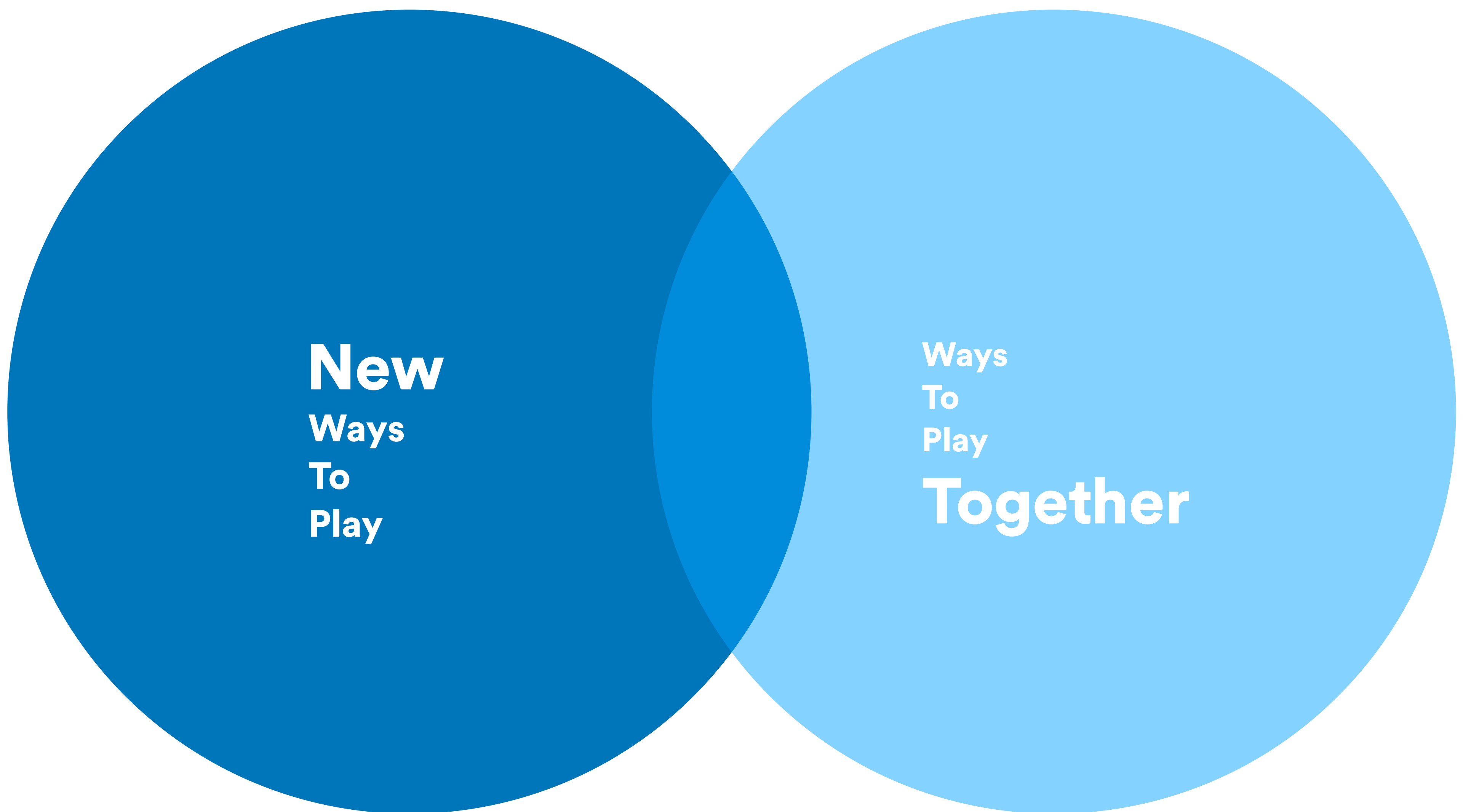
This will be **fun and interactive!**

You **can't find** these digital game experiences anywhere else.

Everyone can play together in unique ways – **it's inclusive**

This will be an opportunity for **STEM learning**

Only for summer – see it before it's gone



New
Ways
To
Play

Ways
To
Play
Together



Digital Gameplay

Changing the perception of
traditional video games

Make it Fun

&

Invite Everyone to Play



Exclusive games Inclusive experience

**Fun and inviting
experience**

The 8,000 sq.ft. arcade for all is an immersive experience that invites all ages to play one-of-a-kind digital games together. Guests will discover 25 exclusive digital games created by a diverse range of local and global developers. Players will interact together in fun and unexpected ways, build real-world skills and connect through a shared sense of joy and discovery.

**Reasons
to visit**

Exclusive digital gaming
Guests will play unique and cooperative digital games you can't play at home.

Social experience
Multigenerational families, friend groups or individuals will interact together in moments of delight.

It's summer fun
Guests will encounter a must-see environment filled with exciting and playful gameplay moments.



INTERACTIVITY

Play something Extraordinary

**Unique gaming
opportunities**

**25 physical-digital gaming
experiences** that you can't
play anywhere else

120 play opportunities
for all abilities and ages
to enjoy together

**3 different gameplay
types** that encourage
different ways to play

**MSI facilitated
gameplay**

MSI facilitated gaming areas encourage active participation and inclusivity, reducing barriers so people of all ages, abilities, and skills can play and play together.



Game together, Learn together

Play with a Purpose

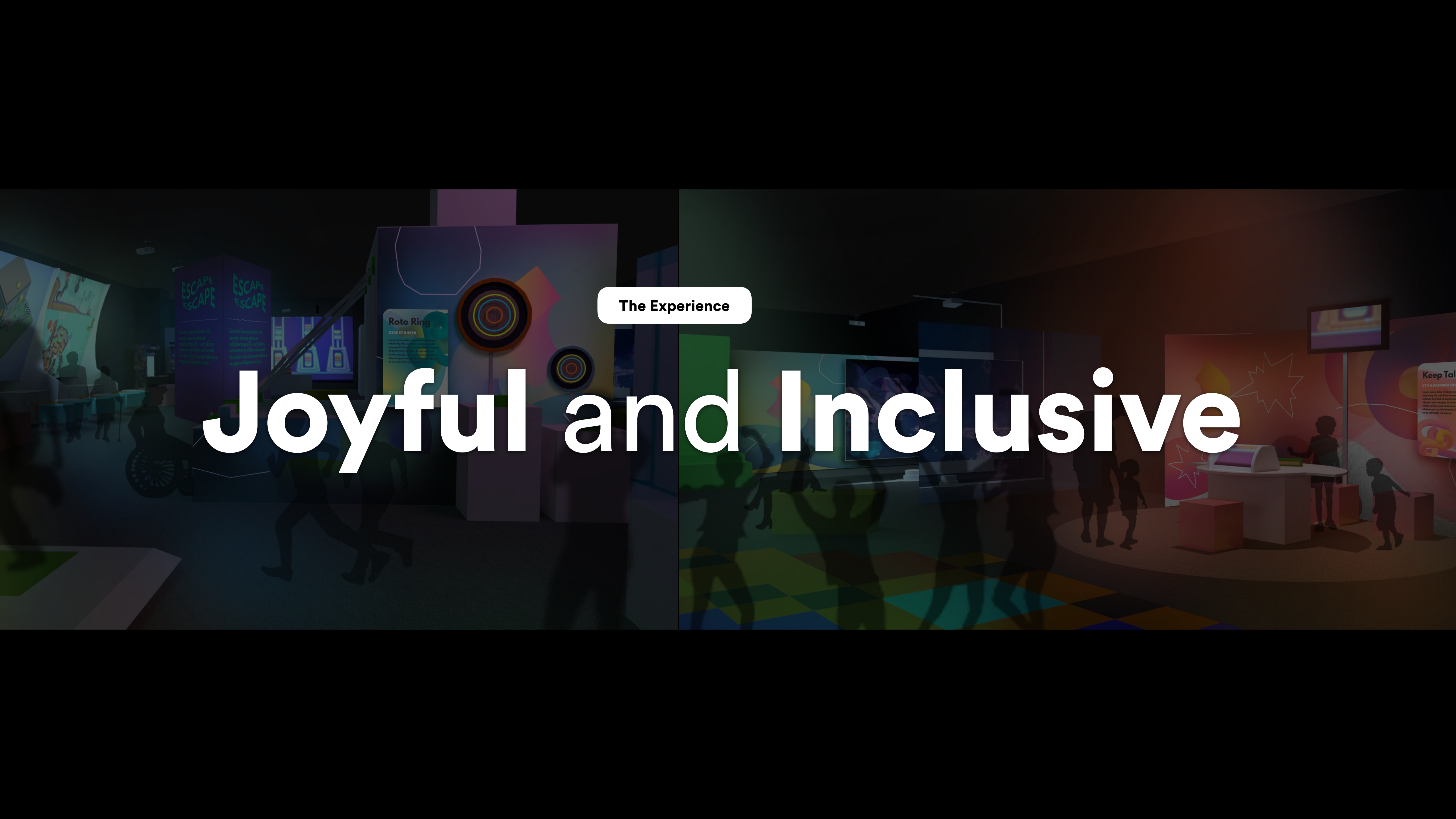
Many of the skills built and utilized in playing digital games are used in the process of learning and doing science. Cognitive and behavior skills, such as critical thinking, creativity, communication and problem solving, are essential to both STEM and gaming.

Learning Goals

Discover the basic motivations for why we play games.

Practice skills that are required for learning and doing science.

Understand how playing games contribute to social and cognitive development.



The Experience

Joyful and Inclusive



ESCAPE
ESCAPE

ESCAPE
ESCAPE

Learn about the history of the game and the people who played it. The game was first played in the 19th century and has since become a popular pastime for people of all ages.

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Roto Ring

GIVE IT A SPIN

Learn about the history of the game and the people who played it. The game was first played in the 19th century and has since become a popular pastime for people of all ages.

**5 large scale
gaming displays**

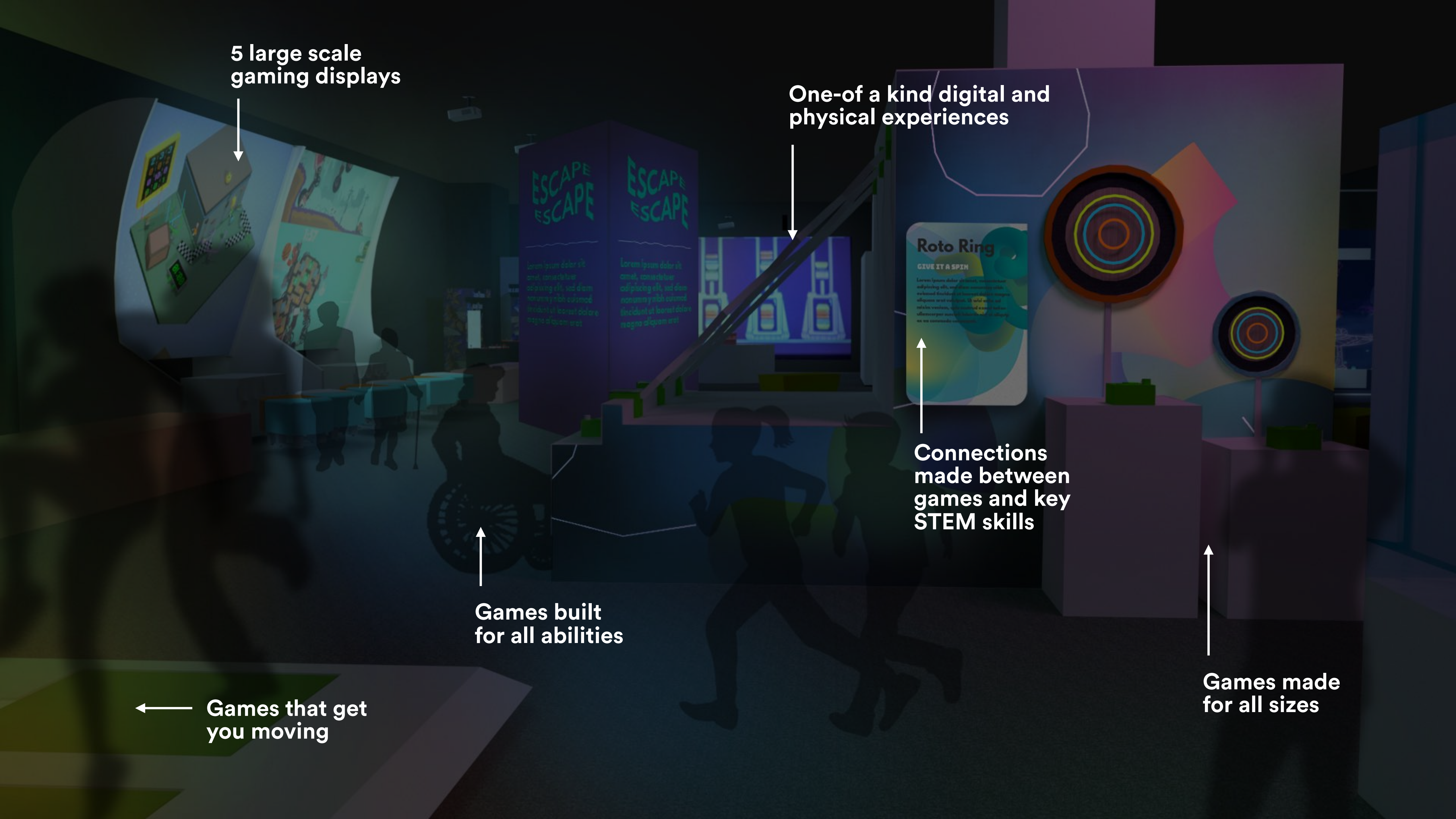
**One-of a kind digital and
physical experiences**

**Connections
made between
games and key
STEM skills**

**Games built
for all abilities**

**Games made
for all sizes**

**Games that get
you moving**



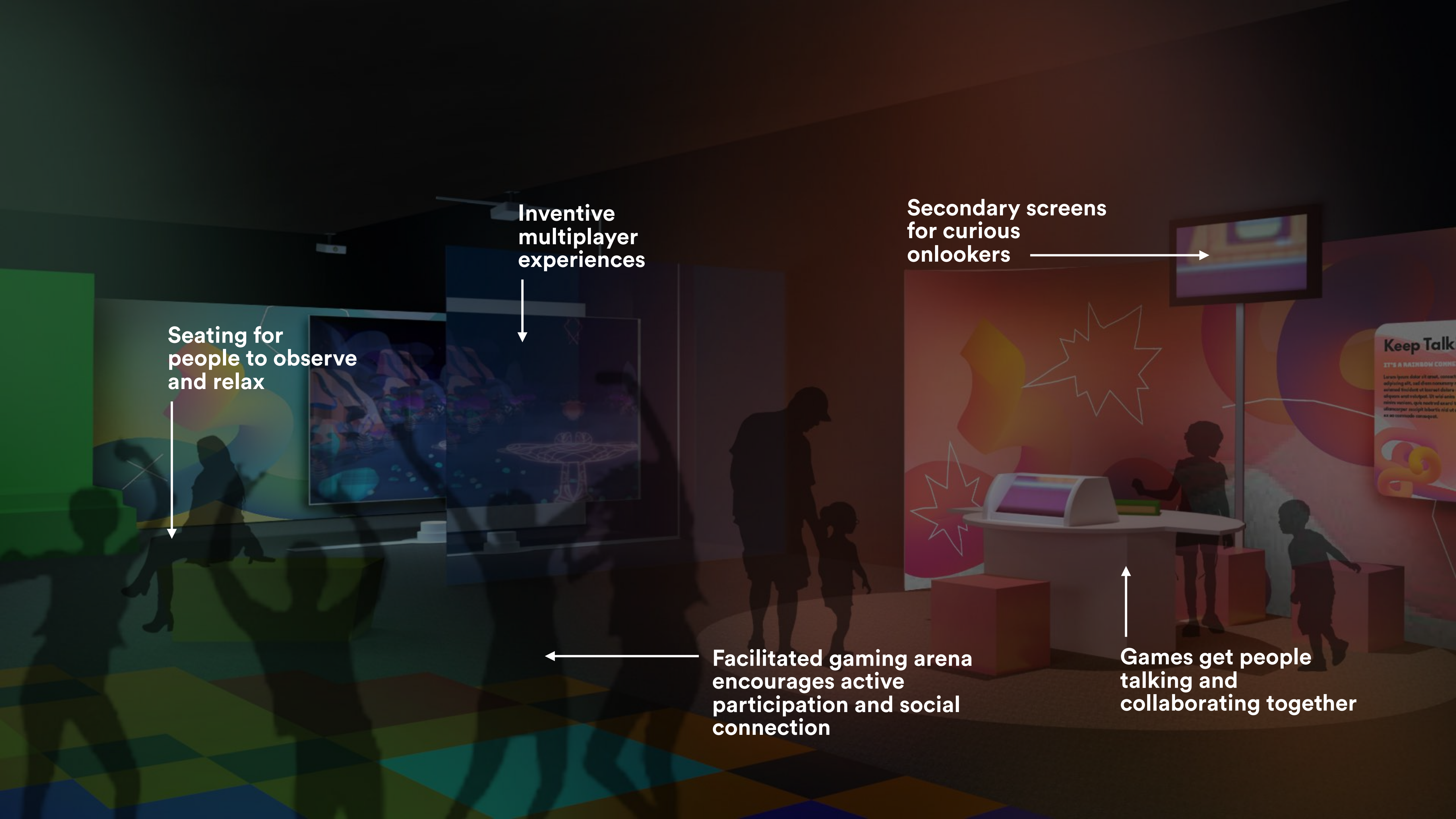


Keep Talking

IT'S A BATHROOM COMBO

Leave your door at least, connect
with your art, and discover a new
world of art and design. It's a
new world of art and design. It's
a new world of art and design. It's
a new world of art and design. It's
a new world of art and design.





Seating for
people to observe
and relax

Inventive
multiplayer
experiences

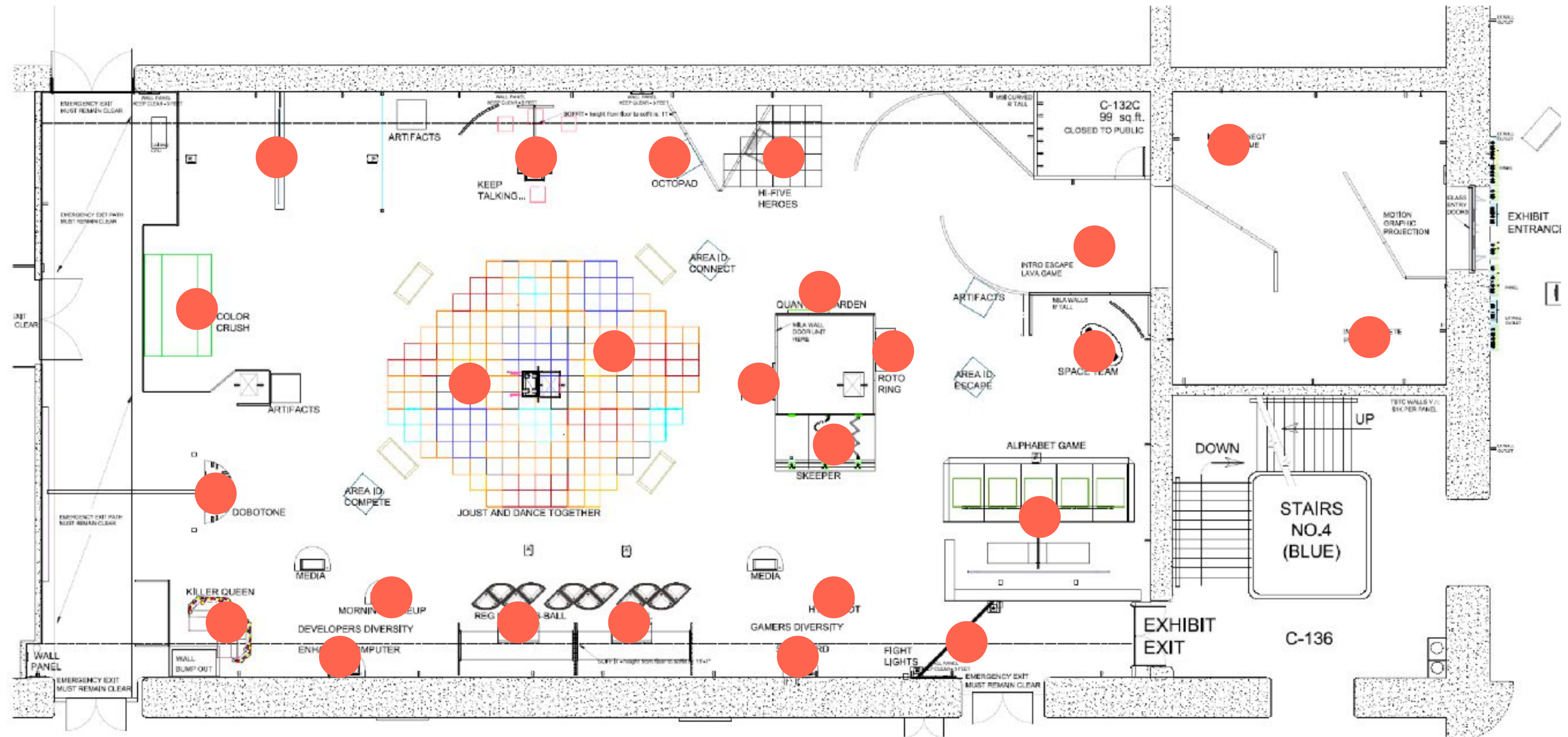
Secondary screens
for curious
onlookers

Facilitated gaming arena
encourages active
participation and social
connection

Games get people
talking and
collaborating together

Keep Talk
IT'S A RAINBOW CONHE
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

From entry to exit, a joyful moment of digital gameplay is around every corner



25 unique digital gaming experiences

Play themes

25 Games

Compete

- Floor pong
- Killer Queen
- Enhance Computer
- Morning Makeup Madness
- Regular Human Basketball
- Anyball
- Dobotone
- Johan Sebastian Joust
- Fight Lights



Connect

- Keep Talking and Nobody Explodes
- Octopad
- Hi-five Heroes
- Nour
- Quantum Garden
- Color Crush
- Cairns
- Corral
- Dance Together



Escape

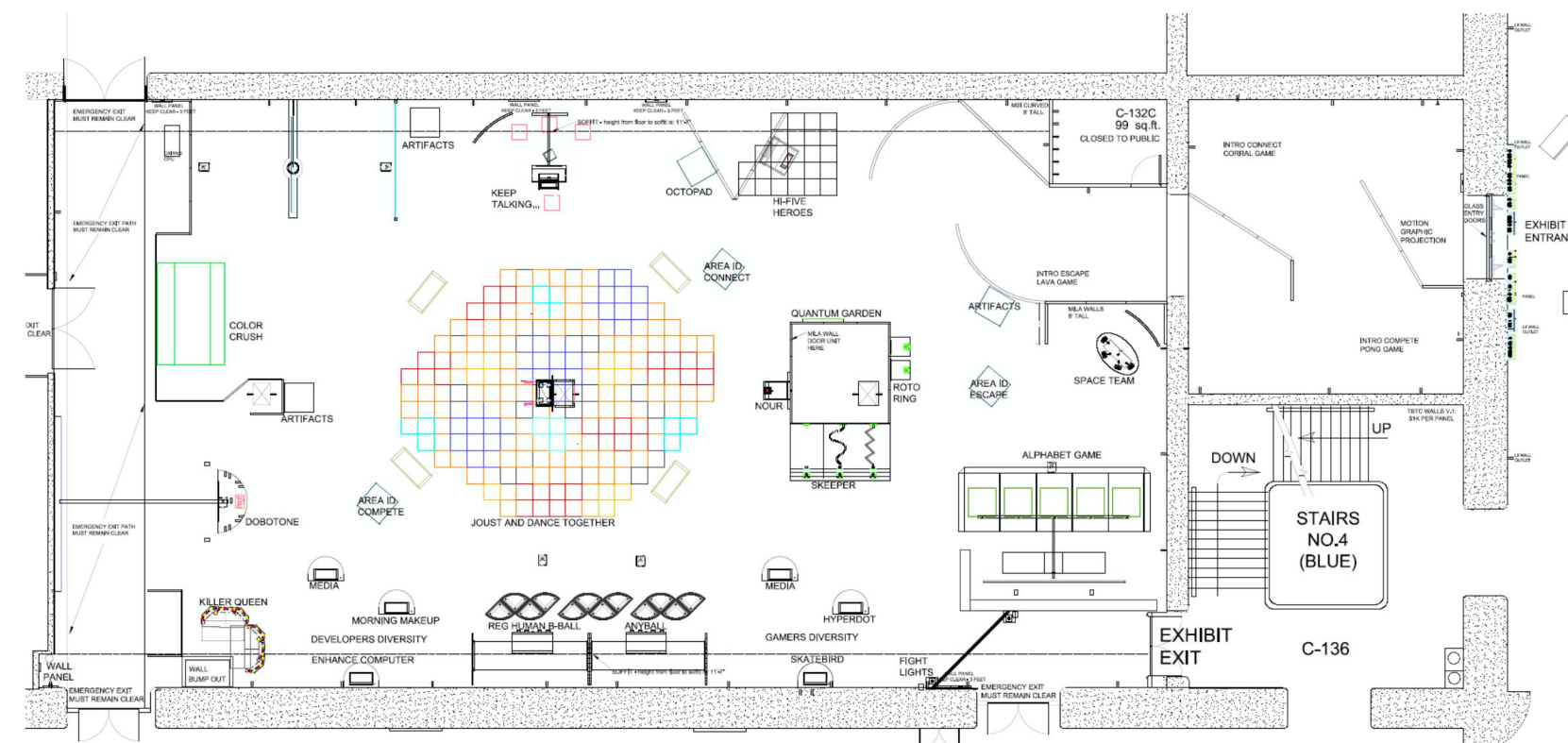
- Roto Ring
- Space Team
- Floor is Lava
- Hyperdot
- Skatebird
- Alphabet Game
- Skeeper



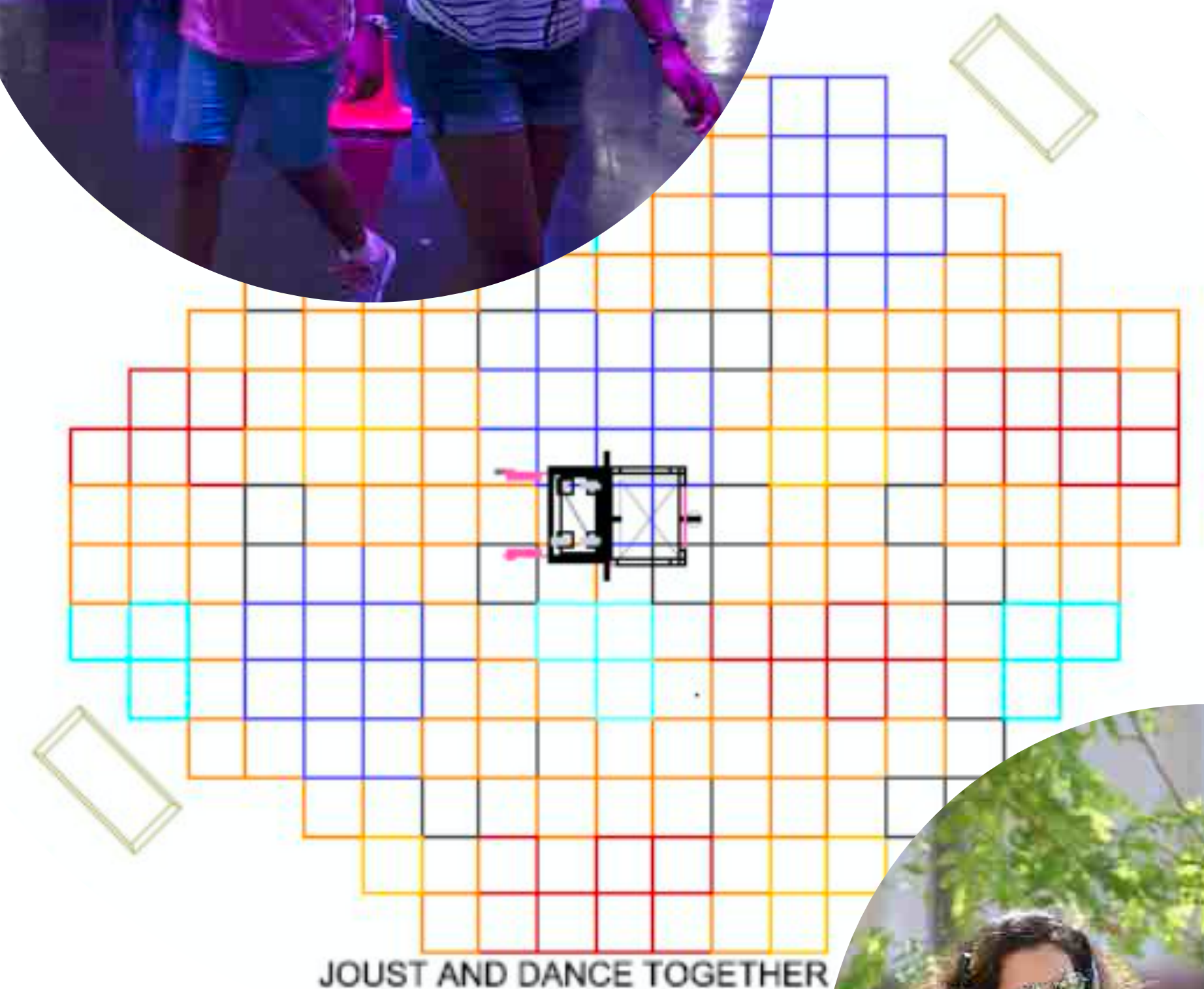
Facilitated Gaming Arena

In the center of the entire exhibition is a large gaming arena featuring two movement based games, Johan Sebastian Joust and Dance Together.

Rotating throughout the day, this gaming arena encourages active participation between guests and trained facilitators adding playful energy to the entire space.



Johan
Sebastian
Joust



Dance
Together



It is a happy talent to know how to play

Qualities

Fun

Inclusive

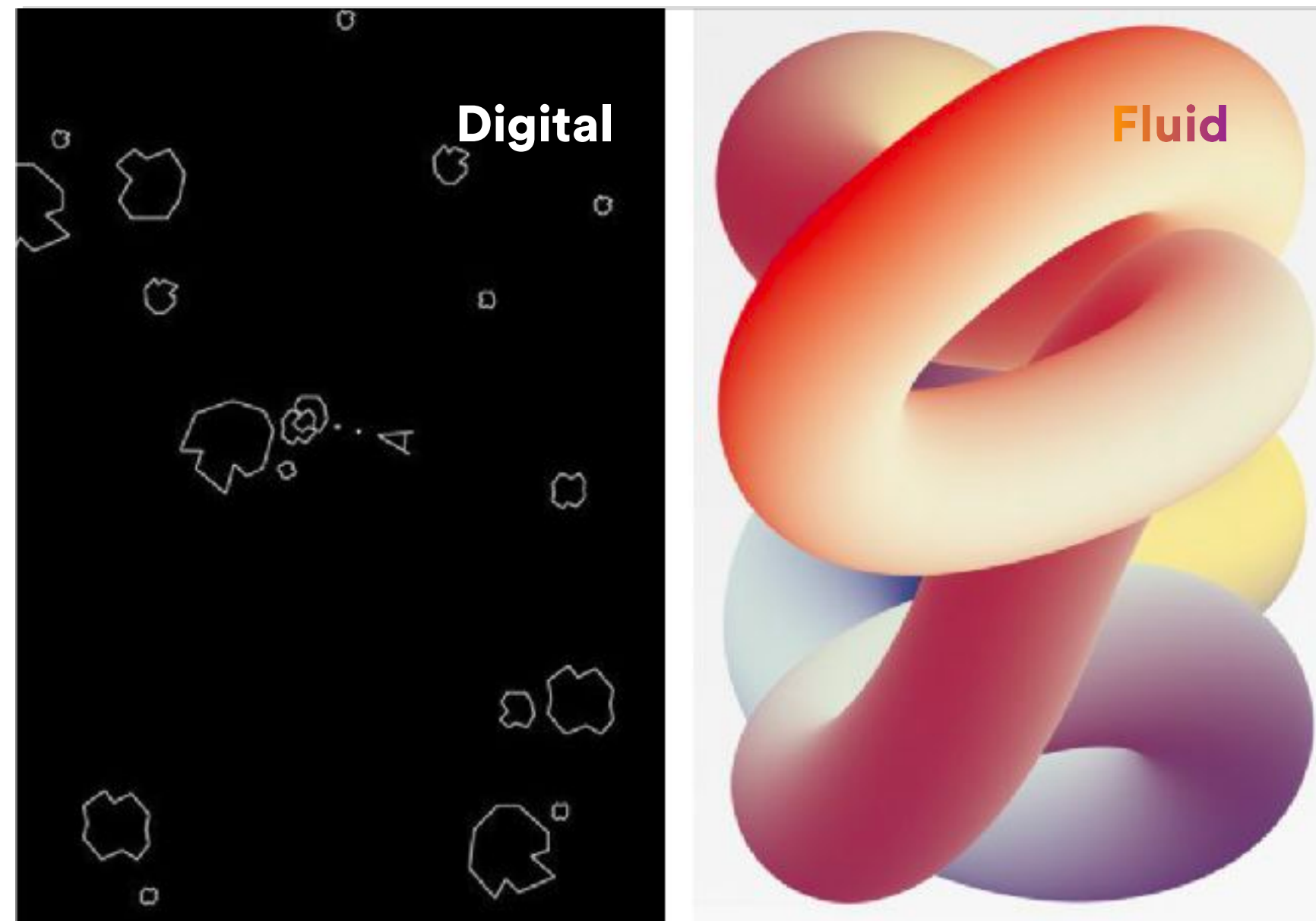
Joyful

Educational

Social

Immersive

Design Inspiration



Visuals: Serendipitous, colorful and playful

A photograph of a museum exhibit space. In the foreground, the lower legs and feet of several people are visible as they walk through the exhibit. The background features various interactive displays. On the left, a large curved wall displays a colorful, abstract graphic. In the center, two tall, narrow vertical displays are labeled 'ESCAPE' in green, stylized letters. To the right, a large, light-colored display features a circular graphic with concentric rings and the text 'Roto Ring' and 'GIVE IT A SPIN'. The overall atmosphere is modern and interactive.

Naming the experience

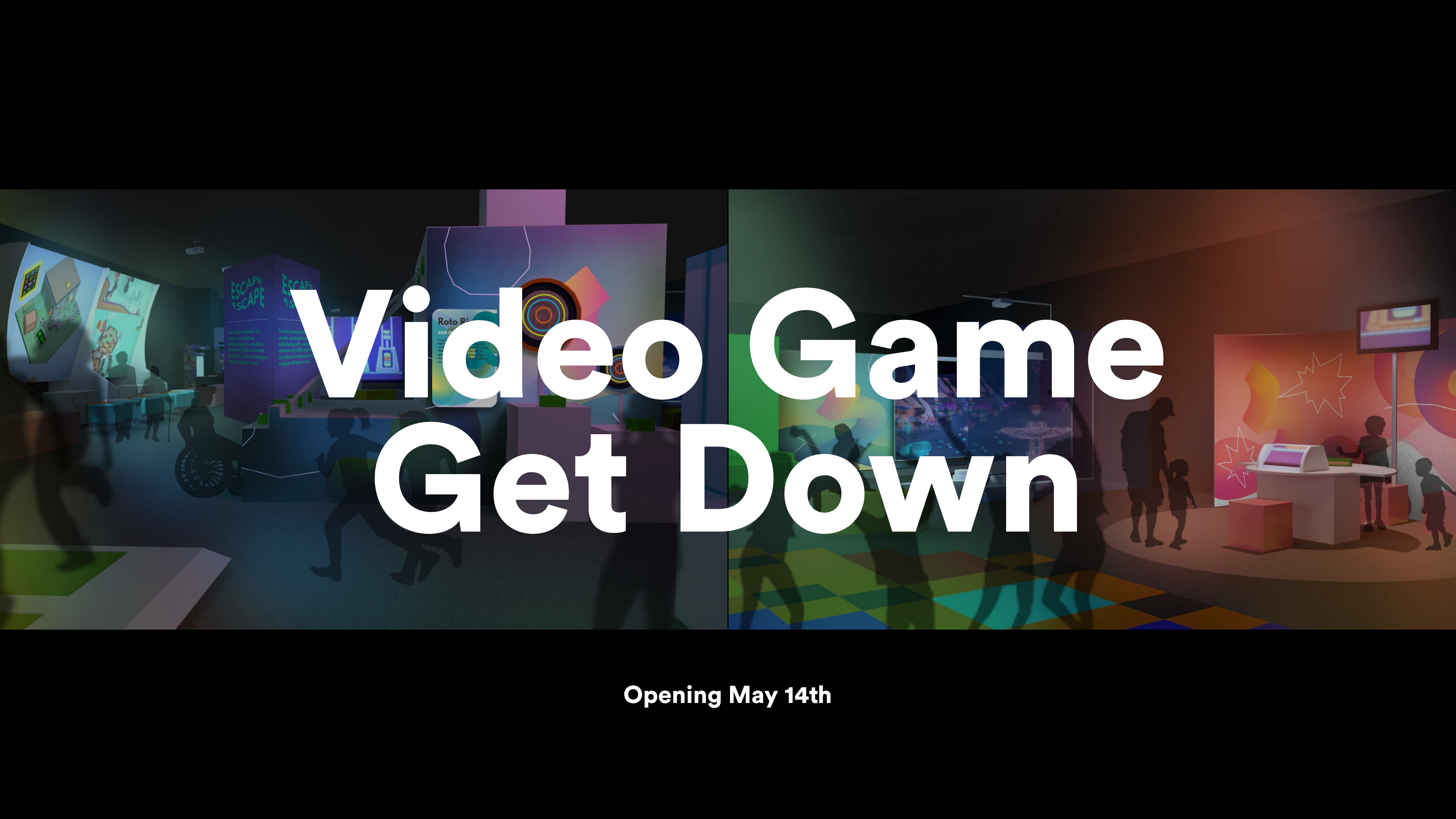
Our Naming Process

Activities

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- Focus groups
 - Exhibit experience
 - Features survey
 - Internal brainstorm
 - Internal survey
 - Creative Appeal
 - Legal Review
-

Topic Exploration

Place	Activity	Topical	Finalists
Digital Sandbox	Press Play	Free to Play	The Video Game Get Down
Game Gallery	Gear Up	Digital Gameplay	Electric Gameland
All Access Arcade	Button Smasher Ball	Level Up	Kinetic Arcade
Game Café	Press Start	Game Reframe	Next Level Arcade
Electric Promenade	WeGame2Play	PlayMaterial	Arcade for All
Digicade	GamePlay	Response Time	
Digital Frontier	Joystick Jubilee	JoyPad	
Digital Playroom	Shared Joy	Connected Games	



Video Game Get Down

Opening May 14th



Game list & Schedule

Area		Name	Status
Intro			
	●	Corral	Subscription based game. Jungo modifying game. Drawing in progress.
	●	Surface Pong	Subscription based game. Jungo modifying game. Drawing in progress.
	●	Floor is Lava	Subscription based game. Jungo modifying game. Drawing in progress.
Connect			
	●	Hi-five Heroes	Drawing out for pricing. License agreement and SOW in progress.
	●	Octopad	Drawing needed. Reviewing possible licensing considerations with Pam
	●	Keep talking and No One Explodes	Game setup and testing 1/30. Permission granted from developer to use for no cost. Drawing in progress.
	●	Cairns	Drawing in progress. Purchase agreement needed.
	●	Color Crush	Drawing in progress. Jungu to continue development and prototyping with guest experience team.
	●	Quantum Garden	Drawing in progress. Confirmed purchase.
	●	Nour	Drawing in progress. Waiting on developer proposal.
Compete			
	●	Killer Queen	Standard arcade cabinet. Need to proceed with purchase.
	●	Enhance Computer	Developer call needed. Brice to followup.
	●	Morning Makeup Madness	Developer call needed. Brice to followup.
	●	Regular Human Basketball	Permission granted from developer. Drawing in progress.
	●	Dobotone	Licensing agreement needed from developer. Drawing in progress.
	●	Fight Lights	Licensing agreement and SOW from developer needed. Drawing in progress.
	●	Anyball	Developer call needed. Brice to followup.
	●	Johan Sebastian Joust	Permission granted from developer. Drawing in progress. Development and prototyping with guest experience team.
Escape			
	●	Roto Ring	Licensing agreement and SOW from developer needed. Drawing in progress.
	●	Space Team	Permission granted from developer. Drawing in progress.
	●	Hyper Dot	Licensing agreement and SOW from developer needed. Drawing in progress.
	●	Alphabet Game	Licensing agreement needed from developer. No cost. Drawing in progress.
	●	Skeeper	Licensing agreement and SOW from developer needed. Drawing in progress.
	●	Skatebird	Licensing agreement and SOW from developer needed. Drawing in progress.

