

## **Entertainment for the Wireless Internet**





## Next-Generation Entertainment

### Vision

Soon the technologies of mobile communications and the Internet will converge in mass-market products, such that the consumer will be able to access information content and interactive services delivered via the Internet through a small, convenient and inexpensive personal wireless device.

We believe that the convergence of these two technologies will signal a 'step-change' in consumer perception of communications, introducing a means by which people will interact with one another in many new forms.

We believe that entertainment services will become a major revenue generator for mobile network operators, as a mobile device is most likely to be that which a user will have to hand in periods of 'dead-time' when entertainment is sought.

### Our Focus

Digital Bridges is fully committed to the development of innovative entertainment services for wireless devices. This is the founding and sole purpose of the company. We undertake content design with established and well-respected authors. Our content spans the capabilities of current and future devices, as well as providing entertainment for different market segments.

### Potential Market

In the next 2–3 years we will see massive growth in the mass-market penetration of suitable devices, from wirelessly enabled phone devices such as the Palm, Windows CE, Symbian and other devices, to Internet-enabled mobile phones and next-generation portable game consoles.

We believe that such devices are now sufficiently capable and affordable for mass-market penetration to begin. Current estimates state that there will be 500 million such devices by end 2003.

### Market Segments

- **The Casual:** Those who will use recognised content for short periods of time. These players will be attracted to prizes, and well-known brands.
- **The Hard Core:** Those who use content for long periods, who may become obsessed. These players will be attracted to science fiction or fantasy themes.
- **The Mass Market:** Those who will use content that is connected with an outside influence. Football fans will play football games. This is a huge market fragmented into niche products.
- **The Female:** A huge opportunity to develop content that is sexless and appeals to this area of the market.

### Technology Evolution

We foresee an evolution of device capability. The server technology we have developed is specifically designed to cater for this evolution and to take advantage of the individual capabilities of each device.

- **WML Only**
- **WML & WML Script**
- **Java & Personal Java**
- **Device specific, i.e. EPOC, Windows CE, PalmOS, etc.**



sales@digitalbridges.com  
www.digitalbridges.com

This progression will be evident both in the capabilities of the device and the complexity of the content which we will develop. Where possible, our intention is to design content which is usable across the widest range of device technologies. We therefore develop advanced titles for specific technologies, as well as improved versions of our current portfolio to take advantage of new device capability.

### **Our Platform**

Digital Bridges have developed the UNITY entertainment server platform to publish interactive entertainment via the Internet to a variety of mass-market wireless devices. We are working with a selected set of content partners to develop interactive content that uses the capability of the platform to the utmost.

### **Community**

The UNITY platform also provides web-based objects that offer added functionality to each of our titles through a standard web browser.

Users of our content automatically become a part of our virtual community at 'wirelessgames.com'. A web interface provides access to personal home pages, high-score tables, tournaments and leagues. This is integrated with chat rooms, news and reviews, and information on forthcoming events.

Many of our titles also have additional web functionality, providing access to extra features and providing a meta-game that surrounds the game and encourages repeat play.

## **Content Partners**

Digital Bridges has built relationships with a range of top content designers.

### **Steve Jackson**

Steve was the co-founder of Games Workshop Ltd; he was also the creator of 'Fighting Fantasy Game books', which have sold over 14 million copies world-wide. He is currently a director of Lionhead Studios, a highly respected PC game development studio. Steve is currently designing three games exclusively for Digital Bridges. His first game will appeal to both casual and hard-core users, with its virtual pet and Pokémon™-type game play.

### **Adam Mayes**

Adam has been senior game designer for a number of the top PC computer game developers in the UK. These have included SCi (Carmageddon), Psygnosis (Wipeout) and Inner Workings (Plane Crazy).

Adam has designed four games exclusively for Digital Bridges, for both the hard-core and casual markets.

### **Tonic Design**

Tonic are experts in developing cross-media products that extend the web.

They have developed a quiz design called 'QuizCall'. This includes the game design, character and merchandise that extend the concept.

### **Avalon Productions**

Avalon are responsible for a number of popular mass-market TV shows. The ability to add related interaction with popular TV shows through a wireless device provides casual and mass-market content for this medium. We also feel this is an opportunity to develop content for a female audience.

### **Uproar**

Uproar provide a number of interactive entertainment applications on the world-wide web. Digital Bridges and Uproar will be working together to bring new concepts to market which combine fixed and wireless Internet aspects.



# UNITY

Wireless Entertainment Server



[sales@digitalbridges.com](mailto:sales@digitalbridges.com)  
[www.digitalbridges.com](http://www.digitalbridges.com)

## **Introduction**

The Digital Bridges UNITY entertainment server provides operators with the capability to deliver engaging interactive content to the next generation of Wireless Internet devices. UNITY leverages enterprise-level server technology to provide scalable, secure and reliable services to very large numbers of users.

## **Technology**

UNITY is a combination of existing enterprise server technology based on open standards and proprietary-built components. This combination allows operators to concentrate on service design, by offering reliable and extensible content logic engines, client presentation layers, user account management, content delivery control and usage information collection and reporting.

The architecture is based on a multi-tier structure consisting of a Java Application Server, Enterprise Java Beans and thin clients.

Two server variants are available:

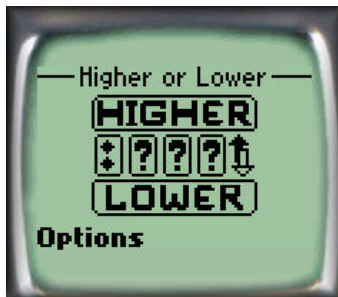
- **Entry level**
- **High performance**

We recommend that operators begin delivery of services with the entry-level server in order to take advantage of the low start-up cost scenario. As the user base for entertainment grows we recommend the high-performance server variant.

## **Features**

- A highly stable environment for the generation and delivery of multi-user entertainment content over wireless networks.
- Automatic creation of user and device profiles, with 'on-the-fly' application for content optimisation at time of use.
- Intuitive on-device and WWW-based personalised user account management, including service menu personalisation.
- Sophisticated operator account management facilities including 'guest' class users, controlled application access and customised content generation by user class.
- A multi-user lobby, providing simple and complex event set-up and participant matching.
- Comprehensive content usage information collection and statistical report generation.
- Support for virtual currencies.
- A well-documented API for service extension.
- A proven development and testing process to allow rapid and reliable service development.

# 'The 'Classic Games' Pack





## QuizCall

Welcome to QuizCall, the first interactive quiz for the mobile generation. Are you bored at a train station or waiting for a bus? Pit your wits against QuizCall and see how much trivia you know compared to the rest of the world!  
QuizCall is hosted by 'Q', the first virtual Quizmaster on a mobile phone. This character asks the questions, provides you with clues and tells you the answer. Supports text and picture questions. A Quizmaster with character.



## Hangman

Everyone has played 'Hangman' at some point in their life, even if the last time was during a particularly boring class at school. This is 'Hangman' brought right up-to-date and played directly on your mobile phone.  
Guess the word before your alter ego gets hung.  
Simple but addictive gameplay.  
A classic game, brought to your mobile phone.



## Code Breaker

Welcome to the murky world of the criminal. Life is never easy, but chances to gain untold wealth are always just the other side of the door. To be exact, the safe door that you are currently trying to break into. A simple six-wheel code is all that separates you, but you only have a limited number of chances. To make things even harder, you never know if a number you selected is correct, just the number of correct wheels so far.  
Ideally suited to the mobile phone interface.  
Surprisingly difficult, especially on the hardest level.



## Follow Me

The ability to copy is one of the first skills a human learns. But our ability to copy, and more importantly, to remember is a skill we all feel we are losing. How many times have you heard the phrase 'I'm losing my memory'?  
But are we? Well, join us in the largest memory experiment in the world. Let's see how good our memory really is.  
Is this age dependent? Are we getting better or worse? Are females better than males?



## Higher-Lower

Card games are probably one of the oldest forms of game playing in the world. We bring this ancient art to your mobile phone and even let you bet on the result.  
Higher-Lower is certainly one of the simplest card games ever created, but with the ability to bet on the result the game is transformed. You don't believe me? Wait till you put all your winnings on the turn of a card.  
Simple to play. An addictive betting system.



## BlackJack

The sound of the slot machines, hushed voices as a large bet is placed on the next flip of a card. BlackJack brings all the fun of the casino to a phone near you.  
BlackJack is also the first of our multi-player games. Play against a friend, a complete stranger or within a tournament. Prove to the world that you are the best.  
Up to two players against the dealer.  
Keep playing to win the most chips.



## Poker

For anyone who felt they should have been born in the Wild West, or watched too many John Wayne films. Poker provides the real Draw Poker rules as used in Las Vegas.  
This is a fully multi-player game, providing up to three other human opponents for you to try and win the shirts off their backs.  
Real casino rules poker on a mobile phone.  
Multi-player with up to four players.



## Fours

We believe 'Fours' has been around for centuries. The exact history of the game is unknown but there's no denying its addictive quality.  
The simple objective, getting four of your counters in a row before your opponent. It's great to know that you've just beaten a real person, a purely tactical success over a lesser mind.  
Check the high-score tables and find out who is the best Fours player in the world.  
A simple but addictive two player game.  
Play the server or a friend.



## Tic Tac Toe

Tic Tac Toe or Noughts and Crosses is one of the true classic games, playable across the world. That tradition continues now that you can play it on your very own mobile phone, anytime, anywhere.



## Fight K.O.

Fight K.O. is the first of our virtual fighting games.  
A battle to the death. Each player is able to train up their character, attempting to build the most feared fighter on the circuit.  
A virtual fighting game on a phone. The ability to upgrade and save your fighter.

