

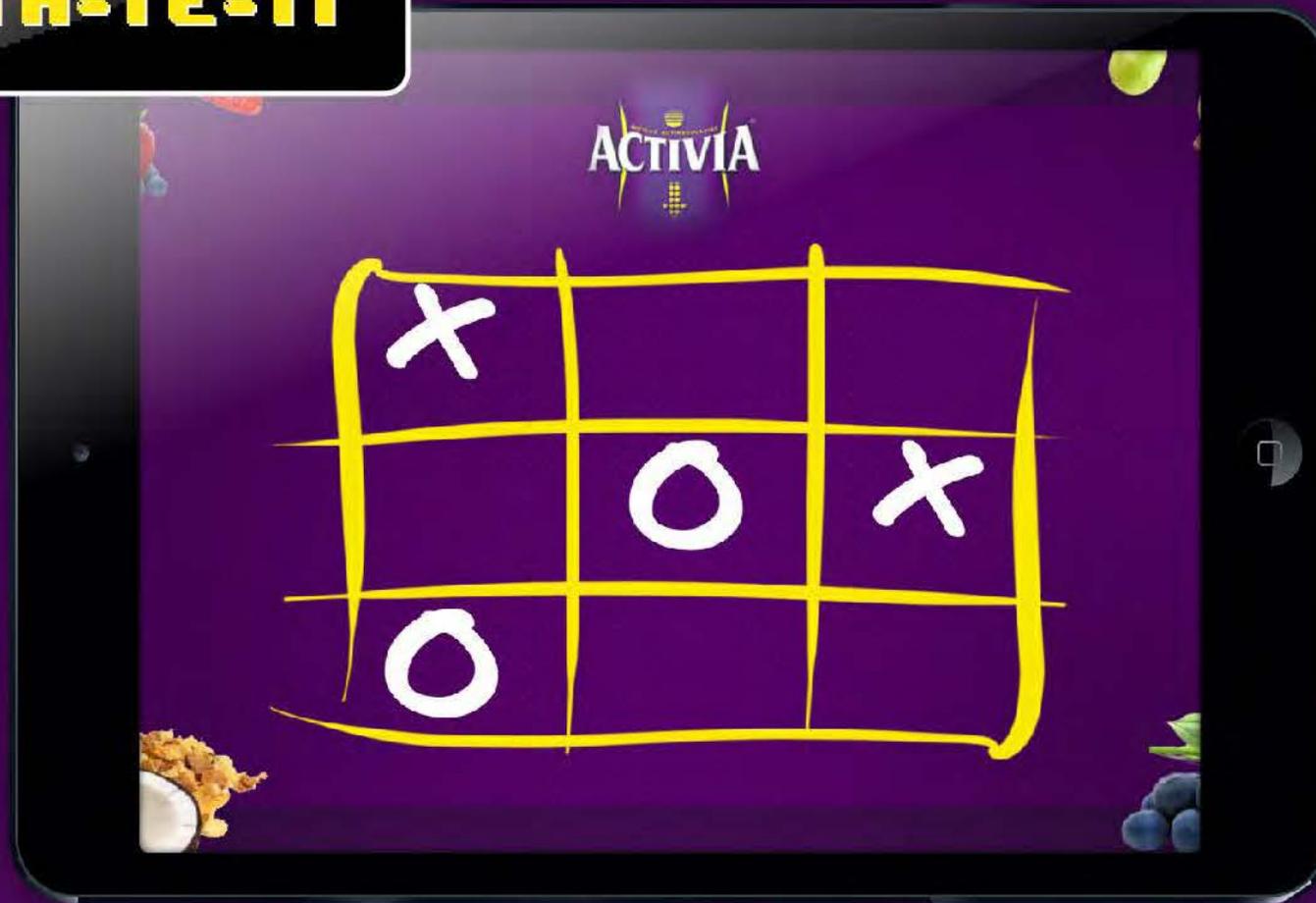
GAMIFICATION

**Achieve better results playing. / Apply design and gameplay mechanic
in non playful areas. / Entertain and engage the users of
your products and services. / More fluids contacts, motivation and dynamic
communication achieved by combining gaming strategies and new technologies.**

CASE STUDIES

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TATE-TI



CLIENT : ACTIVIA (DANONE) - TATE-TI

During the first week of October 2012, we launched a virtual game with augmented reality that completely renews this traditional pastime.

Tate-ti has already reached 3600 downloads all over the world.

MEMOTEST



MEMOTEST ACTIVIA

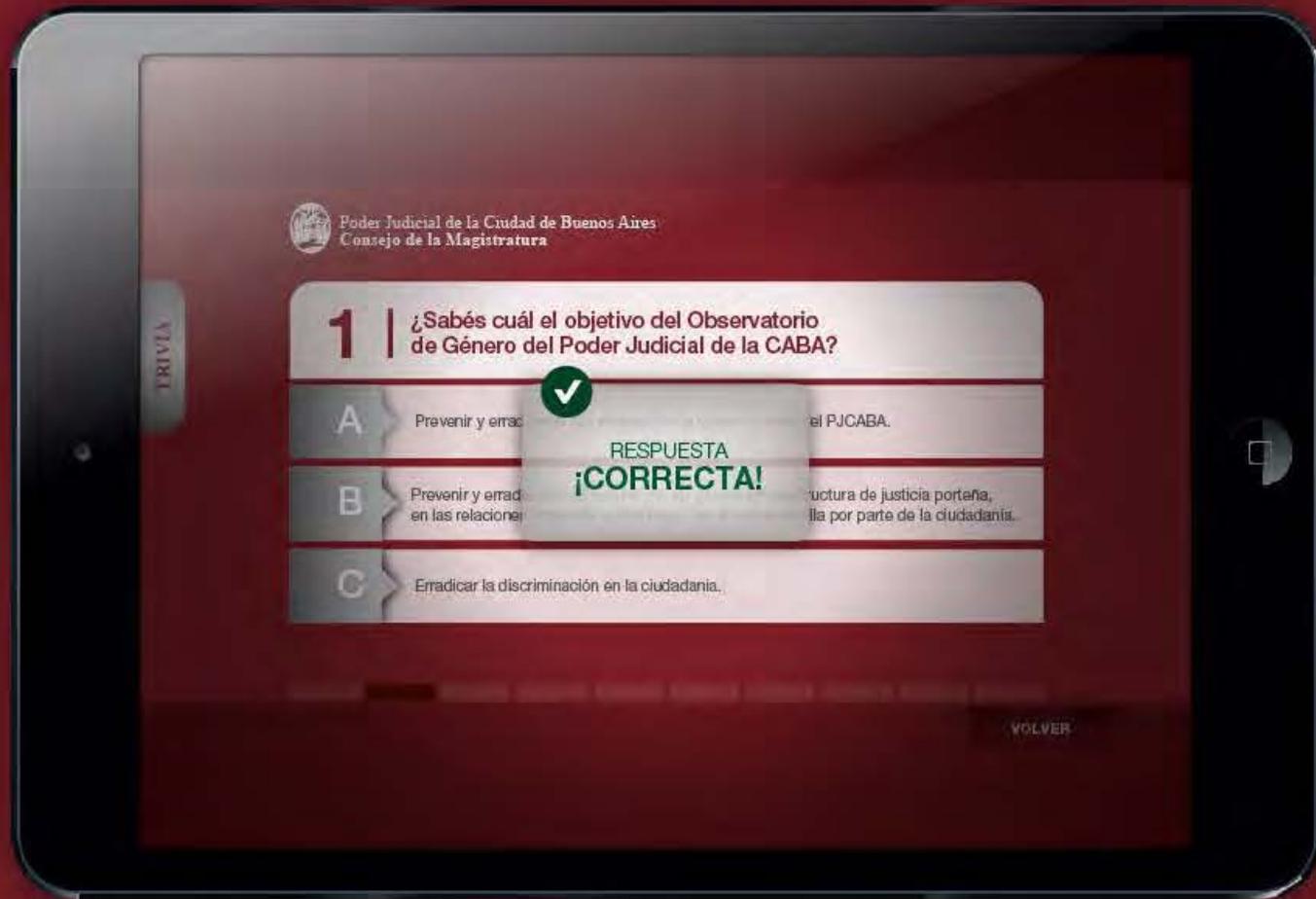
We developed a mobile app adapted to Activia's promotional action implemented in January 2013 in Mar del Plata (Argentina).

The aim was to achieve interaction between mothers and children in order to associate the product to a larger consuming audience that chooses healthier options.

TRIVIA



Client : Judiciary of Buenos Aires City
We built an application for the institutional stand
of the Judiciary of Buenos Aires during the 39th edition
of the International Book Fair.



The app is a trivia using 3 touchscreens spreading the organization and services provided by the local Justice in a funny way.

PORTO RUN

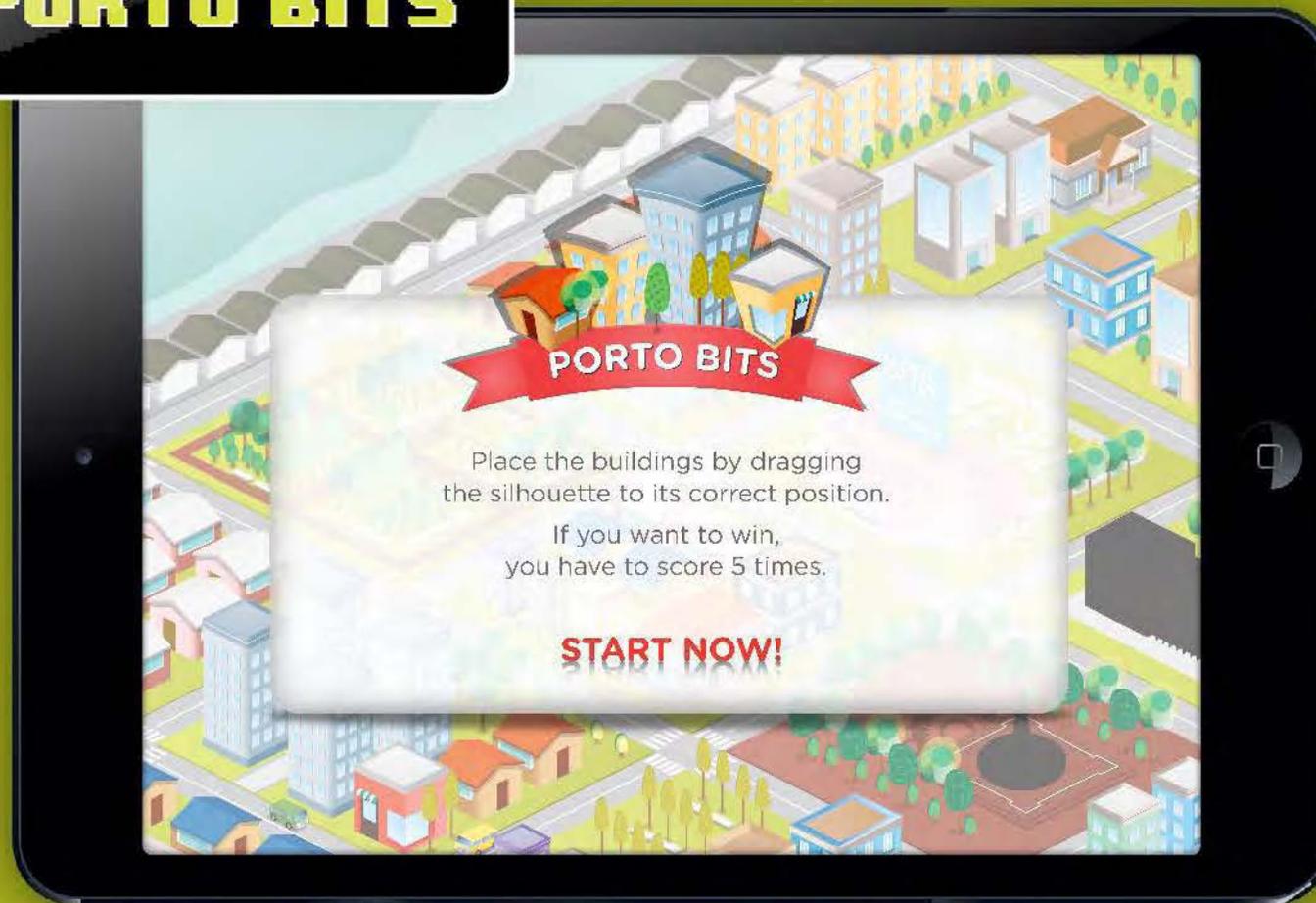


We created a game, tribute to 80's Out Run,
for a conference on Gamification in
BITS Business IT South America 2013.



The game seeks to define some concepts explained during the presentation. The player is then rewarded with more fuel when he gets the right answers.

PORTO BITS



It's a game for mobile devices, also designed for 2013 BITS Fair, inviting the users to know the History of the city Porto Alegre



The user needs to locate a series of emblematic buildings in the right place. Then appears on screen the corresponding information. Each level will have a different gameplay mechanics. When the player moves from one location to another it shall be by a transition. For every customer visited, you must do a number of tasks (mini-games) to complete the visit. The player will have a total score based on the performance of each mini-game and a level of satisfaction of each customer (at the store or making post-sale).

The end result will come out of the combination of these three markers, the total time and other variables.

The HR department may obtain the metrics that are required in a report of each player.