Engaging the Millennials

WE ARE PLAYWARE

Singapore Company (7+ years)   Serious Games Champion   70+ Released Games   www.playware.sg

CUSTOMERS (PARTIAL LIST)

PACE OF TECHNOLOGY

Internet users by country

- **USA** 227m 74.7%
  - Internet users
  - percentage of nation's population
- **UK** 48m 72%
- **France** 41m 66%
- **Germany** 55m 67%
- **Russia** 38m 27%
- **China** 298m 22.4%
- **Japan** 94m 73.8%
- **India** 81m 7.1%
- **S. Korea** 37m 76%
- **Brazil** 68m 34.3%
- **Australia** 17m 80.6%

MAKER CULTURE

THE EDUCATION DEMOCRACY

VIDEOS

INFORMATION

DOCUMENTS

LMS

Learning from Games?

PLAYING TO LEARN
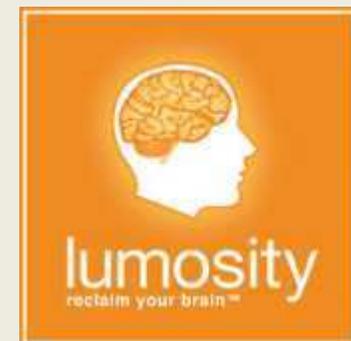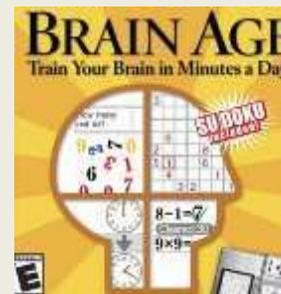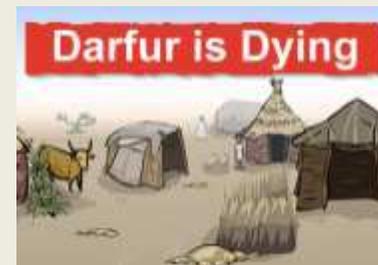
We want to ~~empower~~ **enable** sustainable democratic knowledge-economies

5 YEARS IN DEVELOPMENT

2012
- Action Research
- Community of Practice
- Pilot Rolls out

Infusion S$ 3.8 Mil Equity

2009-2011
- Develop tools
- Develop content
- Test with teachers and students

2008
- Project Signed & Commenced

Infusion S$ 1.5 Mil Equity

2007
- Future School 'Call for Collaboration'
- Project Value S$ 10 Mil & Govt. Commit. S$ 5 Mil.
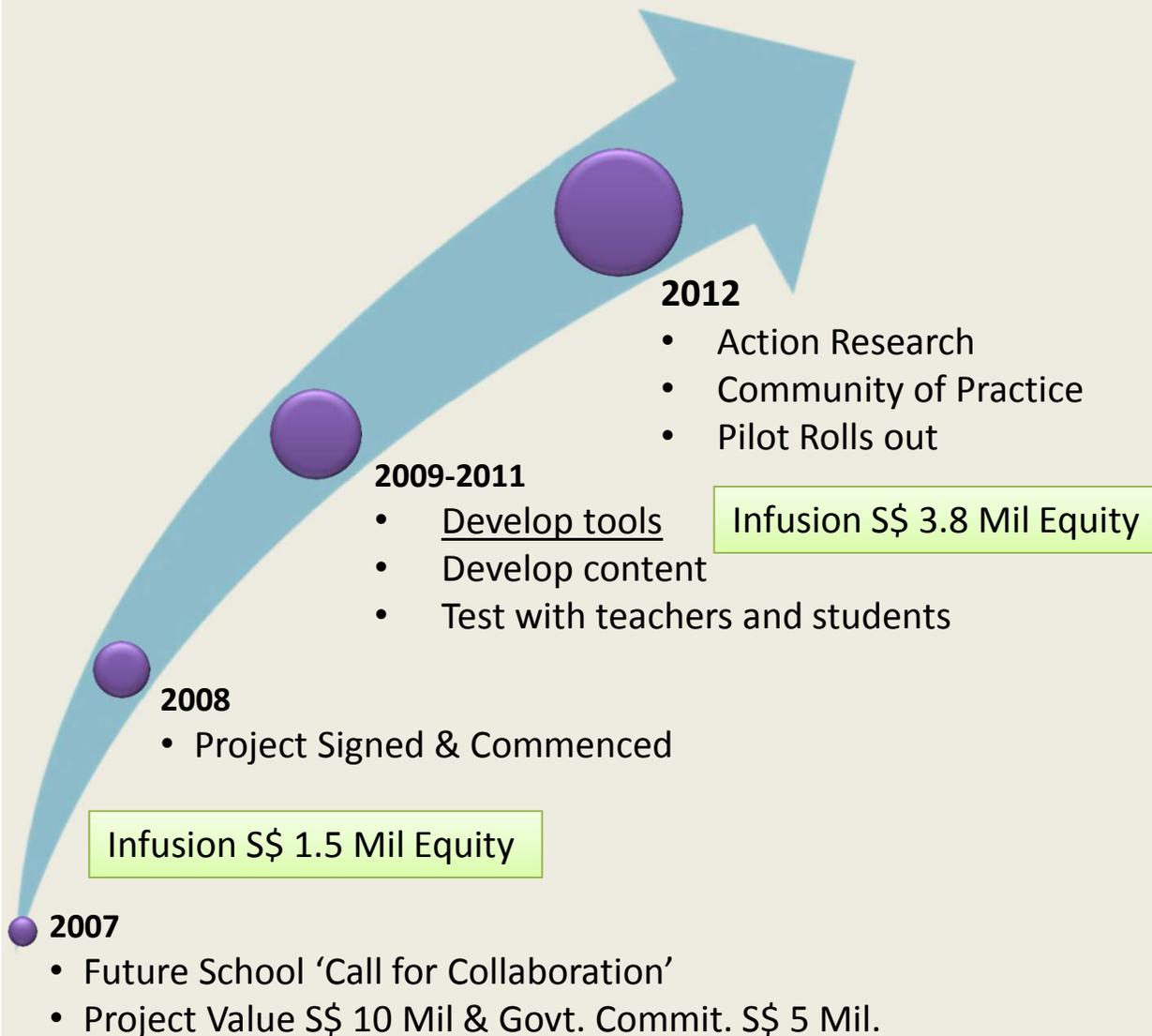
2012
- **SSOE Roll out of 3DHive**
- **Game competition for Teachers**
- **MOE Workshops & Events**

2011
- **CPS - Shanghai Expo@ 4Di**
- **Classroom of the Future**

2010
- **CLI Australia - Mystery Matters**
- **4Di Lab at CPS**
- **4Di at ACM**

2009
- **Prototype in CPS**
- **Prototype in Singtel BSC**

2008
- **Prototype in PWS Lab**

CPS : Canberra Primary School
ACM : Asian Civilizations Museum

BSC : Business Solutions Center
CLI : Center for Learning Innovation, Department of Education, New South Wales, Australia

MOE: Ministry of Education, Singapore

PRODUCT PORTFOLIO

4Di

ToPlay

Maven

Transpro

3dhive

Play games

- Games on PC, Tablets & Mobiles
- 4Di: Immersive multi-sensory lab

Make and share games

- Authoring tools
- App Store

Cloud hosted

Assessment tools

Community

DEMO VIDEOS

The Old Way

× Need coding expertise

× Limited integration

× Hire a designer

× High development cost

× Time consuming and long development cycle

× Expensive ongoing maintenance required

The 3DHive way

✓ Drag and drop

✓ Seamless integration

✓ Themes and designs

✓ Empowering users

✓ Fast and quick to create and distribute games

✓ Multiplatform capabilities

✓ No developers needed!

3DHIVE ROLLS OUT

Commercialized in Jan 2013

Word of mouth virality

Current user base: 248,400 users

(Q4 2015): 5 million users

40% of users are paid users

Institutions using 3DHive: 35

Corporates piloting 3DHive: 4

Government using 3DHive: 5

NPGCC 2013

ExcelFest 2013

TechLife 2013

SGCAC 2013

MPC 2013

DID 2013

Adoption & Other MOE Schools

International Schools & IHS

Corporates & Agencies

Free 3DHive Workshops have reached over 150 Schools and Institutions in Singapore & abroad

WAY AHEAD

2017 global reach

2016 Distribution Partnerships

2015 UGC Marketplace

2014 Outreach & Community Building

2013 Validation

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